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MESSAGE FROM THE CHAIR MEDCOM 2018



Experience has no limits, nor is it ever completed: it is a form of immense sensitivity, an enormous spider web made of silk threads suspended in the space of consciousness, which captures every particle of air in its fabric. It is the very climate of the mind, and when the mind is imaginative it draws to itself the most subtle traces of life, transforming the most imperceptible movements of the air into great revelations

Henry James, *The Art of the Novel*

Welcome to MEDCOM 2018 !! I am happy to wish you a good and fruitful participation in the conference. The media have become central in contemporary societies to the point that some researchers speak of the fourth revolution referring to the digital revolution. The centrality of the media in our daily life is now shared, they accompany us in all our activities without interruption.

Despite this there are still many situations where social and cultural inequalities do not allow conscious and productive access to media resources, but rather only as consumers and users.

The issue of crises related to natural disasters, terrorist organizations, wars, economic problems and politics has had and will have a major impact on contemporary media and their role in telling, but also in preventing and increasing awareness and knowledge.

Media education is a great resource that still has much to say and develop in the models and tools that can be used.

And yet, the ability of the media to increase social mobilization from below and build real and virtual communities.

The conference is a great opportunity both to learn about the state of the art research in the media all over the world and to build spaces for exchange, knowledge and future research among the participants.

I believe that each of you will find the right way forward. A warm greeting!!

Andrea Volterrani,
Conference Chair MEDCOM 2018,
University of Rome Tor Vergata,
Italy

MESSAGE FROM THE CO-HOSTING PARTNER MEDCOM 2018

It's really a great pleasure for my university to be a co-hosting organization of the MEDCOM 2018 Conference. Media and communication subjects have become some of the most relevant, exciting and powerful subjects in today's media-dominated cultural landscape.

In the panorama of Italian universities, the large campus of the University of Rome Tor Vergata is an environment where professors and students alike live in close contact in a stimulating community.

Since its foundation, the aim of the University of Rome Tor Vergata has been to create a "new" university with vast open-air and indoor areas and good students/teacher relations and balance.

Close interaction between science and the humanities makes academic relations extremely fruitful and stimulating. Our goals are increasing innovative and international educational programs and curricula, improving transnational and interdisciplinary research and developing selected Centers of Excellence and, finally, creating bridges between Institutions, Firms and Territory. Our mission is to contribute to people's education and training, to scientific research and to the technological, organizational and social innovation needed to achieve a truly sustainable development in Italy, Europe and worldwide pursuant to the Sustainable Development Goals approved by the United Nations in September 2015, to accomplish such ambitious purpose requires high skills and management of complex processes, not only is the University of Rome Tor Vergata deeply committed to excellent education and scientific research, but it also closely cooperates with the private sector, public institutions and non-profit organizations at national and international level and adoption of policies and behaviours focusing on sustainability both in terms of well-being for people and ecosystem conditions. Our vision aims at playing a leading role in research and education, as well as in technological, economic, organizational and social development in order to become not only a 'sustainable University' but also one of the best European Universities by 2025, being an open space to develop advanced and high-quality knowledge, lifelong learning and training for youngsters and adults, to conceive and experiment innovative solutions hence achieving sustainable development and cooperates both with similar national and international bodies and with public and private research institutes, promoting the internationalization of teaching and research, investing in lifelong learning for teaching and administrative staff, pursuing the development of existing resources to be exploited in the most efficient way.

Established in 1982, the University of Rome Tor Vergata is located in a 600-hectares campus in the South-east of Rome. Among the most important international networks developed by the University of Rome Tor Vergata is part of EUA, i.e. a network representing higher education institutions and the Rectors' Conferences of 46 European Countries. It is a reference point for and supports the development of cooperation and constant update for its members regarding political views about higher education and research; is member of YERUN, founded in January 2015 between 18 European universities under fifty years with

accredited presence in the main international rankings, with the aim of promoting joint initiatives in research and teaching, as well as encouraging research and teaching mobility. – Venice International University (VIU): in 2016, the University of Rome Tor Vergata has joined VIU. Tor Vergata currently offers 107 degree courses (bachelor degree, Master degree, single-cycle degree), 160 Post Graduate and Master Courses and 31 PhD courses. Because of our international vision 11 courses and most PhD courses are offered in English. 12 PhD programs grant a joint degree with foreign Universities. Research: our 18 Departments and 42 Interdisciplinary Research Centers are active in numerous disciplines to expand basic and applied research.

So through teaching, research and industry partnerships our universities play a key-role enabling students to develop the critical, creative and technical excellence needed to succeed and discover new possibilities and practices with interdisciplinary and innovative approaches to media studies and research.

Therefore, I confirm the complete support of Tor Vergata university to promote all the initiatives coming out from this MEDCOM Conference as a further opportunity to develop the internationalization process through such an interesting discipline with a global impact.

Prof. Giuseppe Novelli,
Rector Magnificus University of Rome Tor Vergata,
Italy.

MESSAGE FROM THE CO-HOSTING PARTNER MEDCOM 2018



The media landscape is going through a rapid change. The 21st century society today negotiates the path of information and communication technologies, involving many segments of the society into this process. Many experts call this phenomenon the “puzzle of the 21st century”; voicing their concerns that rapid technological change and its impact may be so disruptive that it may threaten the stability of society itself. The public sphere is being reconstructed as we speak and we face the complexities of public opinion making. We now need to address 21st century skills and embrace a more inclusive information-sharing culture.

Thus, academics and universities now play different roles. We are now facilitators. The Ministry of Higher Education Malaysia (MOHE) has outlined a 10 point approach in the Malaysian Education Blueprint 2015-2025 in our nation’s aspiration to ensure students have the right balance of *akhlak* (ethics and morality) and *ilmu* (knowledge and skills). Universiti Teknologi MARA (UiTM), being the pioneer in media education in Malaysia, realize that we need to adapt in our teaching approaches by rethinking content delivery through heutagogy – personalized or self-determined learning by co-creating knowledge and making the system conform to the learner – while continuously reviewing and updating our curriculum.

Students today must be well versed about the changing media systems and environment as well as things including media ownership, balanced news reporting, social media, and all forms of popular communication. The media education system must embrace the new wave of the 4th Industrial Revolution and the concepts of Sustainable, Development and Growth (SDG), if it wants to remain current and relevant. What better way of unlearning and relearning, than by attending conferences and trainings alike.

Universiti Teknologi MARA (UiTM) Malaysia is proud to be the co-hosting partner of the 4th World Conference on Media and Mass Communication 2018. It is with great honor that we welcome you, celebrated academics, thinkers, students as well as representatives from organizations, to this conference. On behalf of UiTM and the Faculty of Communication and

Media Studies, I hope that this conference will provide the platform for leaders in the media and communication industry to give insights on media vision and thought leadership, and to collaboratively develop innovative approaches to meet the challenges, ambiguity, disruption and risks brought about by the 4th industrial revolution.

I end by saying, “Through leaps and bounds we travel scholastically ; shaping the minds that broaden horizons, strengthening the hands that scribble opinions and orating ideas of many persuasion. Students may come and go, but they never actually leave. They leave imprints of their determination to flourish, so that the remaining students would emulate the same valor of success.” Academics paint the white canvas which will color the world through their graduates. Let us all work together to paint that rainbow.

Professor Dr. Azizul Halim Yahya,
Dean,
Faculty of Communication and Media Studies,
Universiti Teknologi MARA (UiTM),
Malaysia.
April 2018

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**MIZOGUCHI, MELODRAMA, AND THE PSYCHOLOGY OF NATURE:
EXPLORING RELATIONSHIPS BETWEEN WORLDS IN MIZOGUCHI'S
MUSASHINO FUJIN (1952)**

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ABSTRACT

The popular cinema in which Japanese filmmaker Kenji Mizoguchi forged a career, drew upon melodramatic devices and romantic stories, which often employed traditional frameworks and characters but re-presented them in modern guises. Mizoguchian melodrama often arose from this clash of cultural values. For example, his narratives frequently challenged traditional gender roles, and many of his female characters are caught between relationships, are unmarried, or inhabit sub-cultural worlds which are on the fringes of conventional society. Despite Mizoguchi being regarded as one of Japan's most celebrated film directors, a number of his immediate post-war films, are regarded as works which, although in-keeping with the questioning of preconceived notions of gender, struggled to portray these with any psychological depth. In addition, it is also argued that the director failed to represent contemporary themes and issues, particularly those prevalent during the American occupation. This paper will address these issues by examining one of a trilogy of Mizoguchi's early 1950s literary adaptations, *Musashino Fujin* (1952), which despite its critics, is the film of this period which addresses these themes most conspicuously. Through close textual analysis, this paper will explore how *Musashino* encompasses contrasting representations of female desire, and the effect of societal pressure and expectation. Furthermore, the work will reveal how Mizoguchi represents the psychological aspects of his leading characters through his *mise en scène*, where the exposition relies upon establishing a relationship between the human and the natural world, and the relationship between film and traditional art forms.

Keywords: Mizoguchi, Japanese, melodrama, film history, art history

PARTICIPATION AND COMMUNICATION AT THE TIME OF SOCIAL MEDIA. A CHIMERA OR AN OPPORTUNITY IN SOME EXPERIENCE IN ITALY

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ABSTRACT

Communication and participation immediately present themselves as a combination capable of developing mutual symbiosis and reinforcement. But it would be superficial to deduce that the ease of communicating through social media has solved the problem of participation. Instead, it is necessary to start from the awareness of the problems of this binomial to try to follow some virtuous paths and avoid blind alleys. The paper presents the research / action carried out in some experiences of civic participation between real and virtual promoted by NGO's and the local public administration in some cities of Italy (Verona, Messina, Bolzano, Rome). The results highlight the opportunities and problems of participation through social media. In particular, opportunities are: 1) the possibility of involving a larger number of people who could not participate without social media; 2) the sharing of the processes and not only of the results of the participation allows an active protagonism of the people; 3) the care of the real and virtual places of participation facilitates the active involvement of people. On the other hand, are problems: 1) the lack of awareness of online media space generates a redundancy in communication; 2) the difficulty to emerge in the online public media space causes disaffection and disinterest; 3) the scarce ability to be producers of online media content generates a fake participation.

Keywords: participation, social media, citizens

ORAL PRESENTATIONS



A1

[01]

**COMPARATIVE STUDY OF YOU TUBE AND TELEVISION IN THE CONTEXT
OF INDIAN SUB-CONTINENTAL SCENARIO AND THE SHIFT OF
ASCENDANCY TOWARDS YOU TUBE AS THE NEXT MEDIA; A STUDY**

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ABSTRACT

In the recent times, Indian subcontinent is witnessing a huge boom in the use of online platforms of communications. Especially Video sharing platform, ‘You Tube’ diving in the scenario with drastic force. Though this is a common scenario of evolution in technology, there is a chance of You Tube taking over the television and other mediums in the days to come. As the future of media and human communication, You Tube holds a potential to dominate the future of mediums of Mass Communication. This paper will study the history and evolution of You Tube and its former and recent motive of connecting the world. Through analyzing history and evolution of the platform, this paper will discuss the possibility that ‘You Tube’ holds, with which how it can change the medium of communication. This paper will also discuss the sudden entrance of You Tube in the Indian Cultural scenario and its role in gradual eradication of other mediums from the frame and having major role in video communication. Why You Tube is getting more acceptable by the mass is also a question this paper will look upon. This paper will also constructively compare the current scenario of television with the You Tube in Indian subcontinent, and You Tube’s future in the region.

A2

[02]

YOUTH AND MOBILE ADVERTISEMENTS: AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR IN PAKISTAN

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ABSTRACT

The total number of mobile phone users across the globe has increased from 4 to 4.77 billion in the past 5 years and is expected to cross 5 billion by the end of 2019. Like the rest of the world, Pakistan has seen an increase in cellular subscribers; going from 88 to 139 million in the last 10 years; majority between the age of 21 and 30 years. The focus of this research is to study the impact of mobile phone advertisements on consumers' buying behaviour. The increasing competition has lead mobile companies to invest humongous amounts of money into creating beguiling advertisements; from having national and international celebrity endorsements to heart-touching storylines to groovy music beats. A questionnaire was devised to help gather data about the topic under consideration; based on stratified probability sampling, the youth enrolled in undergraduate programs in private/public sector universities of Lahore, Pakistan was targeted. The AIDA model served as the basis of analyzing the collected stats. The results indicate that despite the lavishly created advertisements, users are more inclined to buy phones of a certain brand. Also, the advertisements are not playing much role in influencing buying behaviour of mobile phone consumers and they are, still, more concerned about the features of the phone rather than the attractiveness of the advertising gimmicks.

Keywords: mobile phone advertisements, consumer buying behaviour, celebrity endorsement, Pakistani youth, brand loyalty, advertising gimmicks

A3

[03]

FACEBOOK GROUP TO EMPOWER WOMEN IN BREASTFEEDINGB.B. Puspita¹ and P.A. Edvra²*¹Universitas Atma Jaya Yogyakarta, Jalan Babarsari no. 44 Yogyakarta Indonesia**²Indonesia Indicator, Perumahan Puri Gejayan Indah B10 Yogyakarta Indonesia***ABSTRACT**

Exclusive breastfeeding is still an interesting issue to discuss, especially to Indonesian women. Breastfeeding is considered as the safest way to feed baby, and considerably can save around 5-6 millions children every year from several infections. But on the other side, mothers' awareness to breastfeed exclusively is still low due to many reasons, such as working time and perceived insufficient milk. Having the problem herself, Prasetyawati Wahyu initiated a Facebook group called Exclusive Pumping Mama Indonesia, with more than 40.000 members. This group becomes an online space for moms to share their stories and to get information about breastfeeding. This article describes the role of Facebook group Exclusive Pumping Mama Indonesia as a medium to empower Indonesian women in exclusive breastfeeding. It is based on qualitative research with interview as the data collecting method. The results show that this social media group is able to be the comfortable place for the mothers to seek information about breastfeeding and its problems. Then, they share the knowledge they gained from the group in their offline world to educate others. This group has successfully build collective consciousness and collective identity from the mothers' experience in breastfeeding. The collective identity takes them to real action, such as workshop on breastfeeding or gathering, nationally or regionally.

Keywords: breastfeeding, empowerment, exclusive pumping, Facebook group, social media, women

A4

[04]

**RIDING THE NEW WAVE OF HALLYU: HOW VIETNAMESE YOUNG ADULTS
CAN APPROPRIATE KOREAN POPULAR MUSIC (K-POP) VIA SOCIAL MEDIA
NETWORKS**

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ABSTRACT

This paper aims to examine how Vietnamese young adults can appropriate their consumption of the new Hallyu phenomenon via social media. Since its debut, the Hallyu phenomenon has attracted various media scholars and researchers alike to examine its influence. However, previous literature tends to focus on the phenomenon itself and often neglects the K-pop fandom. In the case of Vietnam, there has been an increase in the consumption of K-pop via social media among Vietnamese fans. Social media has allowed them not only to consume but also appropriate foreign media content such as K-pop. Thus, the advent of social media has allowed these audiences to become more active in the consumption process and transform them into pro consumers (producers and consumers). An example of appropriation includes Vietnamese K-pop dance cover. Dance cover can be considered as a form of mimicry of K-pop idols in the original music video. Through the act of mimicry, Vietnamese K-pop dance cover members can become the demi-idols and amass other Vietnamese K-pop fans online. This research utilizes a digital ethnographic approach to explore the digital K-pop fandom in Vietnam. This paper aims to explore how social media can be a powerful tool in the transition of power from media producers to media audiences.

Keywords: K-pop, Korean Wave, Vietnamese media consumers, social media, digital ethnography

A5

[05]

**MEDIA SHAPING THE ENGAGEMENT MODELS FOR SOCIETY INTEGRATION
AND BETTER NEW MEDIA FUTURES**

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ABSTRACT

This paper is to investigate the perspectives of how art and design knowledge have acted as agent or medium for Malaysian society's integration. The focus is specifically to speculate the sense of patriotism and society identity in realizing specific political and education agendas, and in propagating the nation's core mission to implement a more unified media education system in achieving new media futures. Investigation is driven from perspectives where conventionally, media is shaping all art forms and hence all represented arts and design objectified output in turn shaped society's culture and values. This intellectual chain served as engagement motivations for design and media practitioners and educators working towards realizing the best means to represent voices for its people and societies. It is critical to integrate such media relevant projects as lessons reflecting upon its embedded patriotic elements. The work of Tan Sri Limkokwing, among distinguished local HEIs' with high profiled extracurricular activities as practical engagement models will be discussed. Conclusion will be drawn from author's contemporary media arts professional and as design educator's perspective. This paper is in fact an exploratory study with reference to theoretical investigation, resulting from the observed impacts during the processes of such practical media design projects implementation and realizations within local HEIs. An effective media arts educator's mission in this paper is in fulfilling media elite's duty to educate all readers by reflecting upon the nation's latest prime objectives and vision to achieve an integrated media futures in its communication design education domain.

Keywords: media arts practitioner, design educator, patriotism, society integration, realization

THE ROLES OF TWITTER IN CREATING MALAYSIAN LEADER'S CREDIBILITY: FROM YOUNG VOTERS PERSPECTIVE

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ABSTRACT

Twitter usage in politic has resulted to positive impacts in the developing countries. Special features such as speed, limit in characters, minimal layout and works on real-time basis made Twitter a popular choice among the politicians to spearhead their political campaign. In Malaysia's political scenario, Twitter also has been widely used by the leaders as a medium to engage with the young voters. The main concern is that there are limited numbers of studies to confirm that the usage of Twitter could benefit the leaders in election. Thus, it creates a debate on how the virtual engagement through Twitter could enhance the leaders' credibility. This research aims to study the roles of Twitter towards Malaysian leader's credibility from the perspective of virtual engagement and perceived credibility. This research is also based on the findings obtained from in-depth interviews done with participants that were selected from purposive sampling. The research's findings were analysed using ATLAS.ti software as to explore the young voters' reactions towards the virtual engagement approach and the perception they had on the aid given by Twitter to empower Malaysian leaders' credibility. The research has produced the result whereby, in order to ensure the success of the virtual engagement and credibility building, a leader should have a good personality, bring positivity to the society, has good media literacy and fully utilising the media platforms for the positive impacts. It is hoped that this research can contribute to the improvement of leaders' credibility and gives impact to the political campaign strategy in Malaysia.

Keywords: Twitter, leader, credibility, young voters

A7

[07]

THE ROLE OF SOCIAL MEDIA IN VOTING TREND AND BEHAVIOUR

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ABSTRACT

Research on voting behaviour has become an important element to study the effect of media especially social media on the voting decision. The role of social media in delivering and disseminating information is undeniable. The power of social media in influencing voters have been proven by previous studies. Therefore, this study was conducted to understand how social media influencing voters in Selangor, Malaysia. A survey was conducted on 532 respondents on several state assemblies, and from the finding, it indicates that social media play a significant role in influencing voters' behaviour. Social media plays a significant role in election campaigns. At the same time, selection of issues and type of information shall be considered carefully. A right message must be channeled appropriately to ensure the audience will get the right message. Meanwhile, political knowledge and participation among Malaysian voters are increasing. Perhaps what contesting parties can do is to prepare and develop a holistic campaign that can influence a voter's behaviour in the multi-facet dimensions.

Keywords: Social media, political behaviour, candidates

A8

[08]

AUDIOVISUAL LITERACY AND THE GHOST OF SILENT CINEMA IN CONTEMPORARY YOUTUBE CLIPS

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ABSTRACT

It is increasingly common to approach the concept of literacy in plural, i.e., as a range of different *literacies*. As the prime media site has gradually shifted from the page to the screen, literacy has arguably changed correspondingly from classical verbal notions of literacy (related to literature) to concepts of audiovisual literacy (related to film) and then to concepts of information or digital literacy (related to digital media). In this paper, I wish to re-evaluate the older notion of a specifically *audiovisual* literacy and ask what potential it holds in understanding the current user-driven culture. Historically, this audiovisual literacy has been long underway, at least since the advent of cinema more than a hundred years ago. However, given the increased familiarity with audiovisual media and the current accessibility of audiovisual production tools, the media user is increasingly also becoming a media producer. While it has long been common for the media user to be able to decode/“read” audiovisual content, it is a fairly recent phenomenon for users to be able to encode/“write” audio visually – and thus to be fully ‘literate’. Examining the similarities between certain YouTube clips and early silent cinema, the paper argues that the collective process of exploring audiovisual modes of expression in contemporary YouTube clips eerily mirrors the similar explorations undertaken by the early pioneers of silent cinema. In this light, “Charlie Bit My Finger” is the contemporary equivalent of the Lumière’s “Baby’s Lunch”, while the internet magician Zach King is a Méliès of the digital age.

Keywords: audiovisual literacy, YouTube, silent cinema

A9

[09]

EFFECTS OF DIGITAL CULTURE-DIGITAL MEDIA ON HAPPINESS AND WELL-BEING OF PEOPLE IN NEIGHBOURING URBAN COMMUNITIES

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ABSTRACT

Distribution of digital media is viewed to have increasing impact on daily communication and media usage wherein media companies and the Thai government invest a lot of money for 'digital life'. The present study aimed at investigating effects of digital culture and digital media on the happiness and well-being of rural people in Koakha and Thagham sub districts in Lampang and Singhburi provinces Thailand. Results showed six factors affecting the communities' happiness (i.e. health and mind, job security, economic, family and community relationship, local administrative and environment) and are intertwined together and cannot be easily separated. Communication is a strong predictor of transparency in administration and networking, especially face-to-face communication. It is recommended that modern communication systems such as computer networks have to be treated with considerable caution, as the sources of available information may be difficult to verify. Additionally, face to face and participatory communication between the local governments and their people might be more effective in helping to promote better health among local people, by providing budget and activities for sustainable living than resorting to digital communication or devices.

Keywords: Well being, happiness, digital media, participatory communication, sustainable

B1

[10]

**PARENTS AWARENESS ON THE INTERNET THREATS AND THE CONTROL
MEASURES ON CHILDREN'S INTERNET USAGE**

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ABSTRACT

This study seeks to find the relationship between parents' awareness of the Internet threat and their implementation of control measure on their children's Internet use. The study focused in Klang Valley area where Internet penetration is high and Internet user comprises of all ages including the children. The early exposure of children towards the Internet has been seen as a normal thing nowadays that parents sometimes neglect the reality of threats waiting to victimize their children. This research seeks to understand the association between parental awareness and the motivation for them to implement the control measure on children's Internet use. The findings from the study show that parent's awareness does have an effect on their motivation thus influencing their decision to implement control measure towards children's Internet use. Therefore, it is important for the parents to be aware of the functionality and possible drawback of the mechanism their children been using.

Keywords: parent, internet, children, awareness, threats

B2

[11]

CREATING ENVIRONMENTAL AWARENESS AND ATTITUDE THROUGH GROUP LEARNING USING SOCIAL MEDIA AMONGST SCHOOL CHILDREN

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ABSTRACT

The deterioration state of the environment has indicated the lack of awareness on the problem that threaten it and low environmental attitude amongst society that lead to insufficient environmental preservation and care. Educating the society at the early age about the fragile and indispensable environment is crucial. This study aims to explore and analyses the effect of environmental campaign through group learning using social media on environmental awareness and attitude amongst school children. This pre-test post-test experimental study was conducted on 81 primary school students aged between 9 to 11 years old, selected from a primary school in Gerik, Perak, Malaysia. The findings suggested that the sustainable environment campaign through group learning using social media has significantly influenced the school children's awareness and attitude towards sustainable environment regardless of their demographic variables.

Keywords: sustainable environment campaign, group learning, environmental attitude, school children, environmental awareness

B3

[12]

MEDIA EFFECT ON INDIVIDUALS IN CULTURAL TRANSFORMATION OF SHEKHAWATI REGION: A CASE STUDY

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ABSTRACT

Frequent exposure and access to media influences the opinion formation of an individual. It helps in bringing an attitudinal change by affecting their decision making ability. Consequently, media has become a powerful instrument of social change. One of the key elements of social change is culture which is tremendously affected by changing media technology and media content. In context to India, the technologically driven media has reached rural India at a fair and reasonable cost. It has influenced the indigenous culture of Shekhawati region. To understand the extent of cultural transformation a case study of Lakshmangarh village of Shekhawati region of Rajasthan has been taken for the purpose of study. This study attempts to focus on various factors of cultural transformation i.e. food, lifestyle, art, and architecture, costume, music, dance, language and festivals. The research methods used for the purpose of study are both qualitative and quantitative in nature. The research tools are questionnaire, observation and in-depth interviews of the people.

Keywords: culture, cultural transformation, individuals, media effects and media

B4

[13]

**“MALAYNNIALS” : PERSPECTIVES ON CULTURAL CONSUMPTION IN
MALAYSIAN MEDIA**

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ABSTRACT

Discursive representations of Malay-Muslim women in Malaysian media at present have established a quandary of preserving religious roots and exploring progressiveness within its ethnic construct. Content on the urban veiling experiences of particularly Gen-Y females signified modernity and an emergence of globalized Malay-Muslims despite the importance of Islamic principles to the traditionalist nation state. Further to this, modern hijab practice is fundamental to the rise of “Malaynnials”; a term recently coined by media conglomerate ASTRO, and was observed to have shaped identities and relationships through consistent engagement of media audiences with like-minded peers and opinion leaders. This study examined the praxis of media use in thrusting the hijab as a strategy for cultural consumption through content analyses in selected contemporary media. Findings show that consistency of information search and media use by audiences are reactions that resonate with their Malay-Muslimness and correlates to unyielding Islamic cosmopolitanism and the growth of halal marketing in Malaysia. The Malay-Muslim identity in the public sphere was also reconstructed as a determinant of social status that diminishes role of hijab as the observance of faith and replacing modesty with the urgency of desires to be socially relevant.

Keywords: hijab, media use, cultural consumption, new media

B5

[14]

**THE CONSTRUCTION OF MASCULINITY: DISCOURSE OF FOR-MEN
SKINCARE PRODUCTS ADVERTISEMENT (A PHENOMENOLOGY STUDIES OF
FOR-MEN SKINCARE CONSUMERS)**

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ABSTRACT

This study is about media's role as a construction agent of changes in the consumption behavior of men, in Indonesia. Today, the concept of traditional masculinity is no longer considered as a promising market. There has been a phenomenon in which the need for men who pay attention to their appearance, take care of themselves by using male cosmetics or wearing jewelry, are called metrosexuals, and they have become the new markets. Their appearance slowly shifts the concept of masculinity in majority metropolitan cities in Indonesia. Inclusion of "for men" label by a particular male product was done to provide a masculine identity which encouraged the normalisation of men to use cosmetics. The interesting thing to study is how masculinity is constructed through "for men" labeled skincare product advertisement. Using the Berger and Luckmann's Social Construction Theory and constructivism paradigm, this study aims to see how the masculinity is constructed through "for men" labeled skincare product advertisement. The data collection method will be done by using purposive sample of key informants related to metrosexuals.

Keywords: metrosexual , masculinity feminization, social construction of media

B6

[15]

**STAKEHOLDER COMMUNICATION MAPPING ON PUBLIC ORGANIZATION
(STUDY OF CONTENT ANALYSIS AND STAKEHOLDER MAPPING IN
DIMENSIONS OF COOPERATION AND THREAT)**

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ABSTRACT

The involvement of stakeholders in the decision-making process is one of the main issues facing public organization. However, the normative view of stakeholder theory is more directed to the private sector, making it difficult for public organization to identify its stakeholders and not yet have the proper toolkit to identify these stakeholders. In addition, the study of stakeholder involvement is closely related to the communication literature. A stakeholder communication analysis can capture the critical information needed to communicate effectively with stakeholders. This study reviews Statistics Indonesia (BPS) as a non-ministerial government institution that has considerable attractiveness and complicated involvement with its stakeholders. Why? Because when the data generated by BPS is published to the public, can cause unclear rumors and even anxiety when interpreted differently by various interests. Meanwhile, BPS has conducted various communication relationships needed to various stakeholders. This study seeks to map stakeholder communication in a context more characteristic from the perspective of public organization / government. The methodology used is the analysis of mixed methods, by collaborating two things: content analysis and data interpretation of external stakeholder mapping through four typologies based on potential stakeholders in the dimensions of cooperation and threat. The results show that mixed method analysis will provide empirical insight and help the organization leadership determine generic strategies for managing stakeholder communications with varying degrees of potential. Another finding is that organization need to understand the dynamics of stakeholder engagement and communicative behavior due to the development of new media landscape.

Keywords: stakeholder communication, mixed methods, public organization

B7

[16]

YOUTH'S RECEPTION ON LOCAL IDENTITY OF INDONESIA'S TV MOVIES

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Program TV in Indonesia have been produced many titles of TV movies with local content background. In 1990's, there's a movie that has been so popular and got highest rating, the title is Si Doel Anak Sekolahan (The Doel, a student). Today from the same TV station, RCTI, they made a story about a village that had most of males taking care home, while females going abroad to work as migrant worker (TKW tenaga kerja wanita, women workers). From TV movies produces in 2017-2018 in Indonesia, would identify local identity is play high risk movie produce when targeted to youth (15-24 years old)? As old media become less consume by young Indonesian, the program is being questioned how do they perceived and engaged to the message of local identity? Are there any alternative way to grab attention from the youth to consume local identity nor to understand what they affect to the social circumstances around. My research is to study reception of young Indonesian about local identity in TV movies. Method to achieve my objective is through qualitative research, doing interviews and narrative studies.

Keywords : local identity, television movies, youth reception

B8

[17]

TO DISCLOSE OR NOT TO DISCLOSE?; THE EFFECT OF LECTURERS' SELF-DISCLOSURE ON PERSONAL AND IMPERSONAL FACEBOOK ACCOUNT TOWARDS STUDENTS' EMOTIONAL ENGAGEMENT

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ABSTRACT

Facebook has gone beyond its existence from being a social media platform to stay connected with family and friends to an academic tool used in classroom for teaching purposes. The two main objectives of this research is to explore is to what extend the level of self-disclosure in personal and impersonal lecturers' Facebook account based on students' perception and to identify the difference of students' emotional engagement before and after using personal and impersonal lecturers' Facebook account. Two lecturers from the same programme and faculty of a private university were selected. One with Personal Facebook account and the other with Impersonal Facebook account. Personal Facebook account is refers to an account that students are able to see the lecturers' friends and family and personal photos and notes, whereas, the Impersonal Facebook account is an account created as a formal platform to stay in connected and used as a communication tool to communicate with their students. A sample of 120 students was selected to participate in this research. 60 students for lecturers' Personal Facebook account and another 60 for lecturers' Impersonal Facebook account. Participants were assigned to one of the quasi experimental conditions (i.e., personal vs. impersonal lecturers' Facebook account). Participants completed questionnaire testing the lecturers' self-disclosure and emotional engagement at the beginning of the semester and at the end of the semester. Lecturers' whom display a high self-disclosure in their Personal Facebook account reported students' have higher levels of emotional engagement compared to the formal use of Facebook account (Impersonal Facebook account). The present findings highlight the significance of emotional engagement in enhancing communication outcomes in students via lecturers' Personal and Impersonal Facebook account.

Keywords: Facebook, self-disclosure, student engagement

B9

[18]

THE MEDIA'S IMPACT ON THE REPUTATION OF BASIC EDUCATION IN SOUTH AFRICA

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ABSTRACT

The Department of Basic Education (DBE) in South Africa has been plagued by negative media reports which has tarnished its reputation. The media has the ability to harness the power of its public to cause changes to take place at social context which influence policy makers. This study focused on identifying the impact which the media has on the reputation of the DBE in South Africa. Structured questionnaires were used to gather data from the target population. A comparative analysis of responses from staff at local schools and communities in the King Cetshwayo District municipality was conducted. The results received from respondents confirm that the media plays a major role in influencing public perception about community issues. Furthermore, results indicated that, through their engagement in social media platforms, the negative ideology of the DBE was heightened. The recommendations of this study are based on the idea that the DBE ought to place greater emphasis on utilizing the new social media as a tool to communicate with its stakeholders as well as to enhance its reputation through the tactful application of contemporary *Public Relation* activities. The establishment of strategic media relations' skills is required to form a constructive relationship with the DBE and media to ensure ongoing collaboration in keeping stakeholders actively informed.

Keywords: media, corporate reputation, Department of Basic Education, media relations strategies

B10

[19]

**DETERMINANTS ON DEPARTMENT OF COMMUNICATION AND LIBERAL
ARTS STUDENTS' DECISION MAKING FOR ONLINE FASHION SHOPPING**

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ABSTRACT

Nowadays, online shopping has become one of the trends for people. Based on previous studies, there are many factors that could influence customer intention before a purchase made in an online fashion shopping website. Time-saving, effortlessness, accessibility, price comparison, product unavailability at the physical stores, are few factors that drove customer to the purchase intention. Hence, this paper aimed to determine what are the determinant factors towards online fashion shopping that affects the students' decision making in Sunway University. This study uses sample of university students' that study under Department of Communication and Liberal Arts (N=61). The study was conducted through survey questionnaires, which requires respondent to fill up the survey questions with answers that used likert scale answers. Through this experiment study, the result revealed that pricing or costing is the most influential factors for Sunway University students in purchase goods from online shopping. Nevertheless, result also revealed that brand name does not have a significant impact to influence Sunway University students' decision on making online fashion shopping. In order to get more understanding with these statements, this paper study will expand more explanations that compiled through results based from this study research.

Keywords: consumer behavior, consumer decision making

B11

[20]

AN INVESTIGATION OF ONLINE NEWS CONSUMPTION BEHAVIOUR AMONG PRIVATE UNIVERSITY COLLEGE STUDENT

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ABSTRACT

The Internet and new technologies have been created variety of new media and had changing the news consumption behaviour of people around the world. This study examines the online news consumption behaviour among the students in private university college by applying uses and gratifications theory. There were 341 respondents engaged in this study through the online survey. The finding reveals that the news from Facebook is generally consume by university students today. Lifestyle is the news topic that most prefer among the respondents. The finding also indicated that the characteristics of the new media (including money saving, no restriction place and time, convenient, ease to use, incidental exposure) has led the respondents toward online news use in order to fulfil their cognitive needs, social integrative needs and affective needs. Besides, there is a significant difference between online news time spending, the interactive function and demassification function of internet. In fact, the university students have consuming the online news on a habitual basis without intentionally.

Keywords: Online news behavior, higher education students

C1

[21]

**FROM THE NATION TO THE NEW YORK TIMES: AN ANALYSIS OF MEDIA
FRAMING IN PAKISTAN AND UNITED STATES COVERAGE OF THE
COLEMAN – BOYLE RESCUE**

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ABSTRACT

Pakistan and the United States of America have shared a fragile alliance for over 70 years ranging from periods of friendly cooperation to friction and distrust. In the last decade, the 2011 US military operation in Attabad, resulting in the death of Osama Bin Laden and carried out without notification to the Pakistani government, created significant strains in US – Pakistani relations. Yet Oct. 12, 2017 signaled a recent positive note for the two nations when Pakistani officials announced that the military had secured the release of US citizen Caitlan Coleman, her Canadian husband Joshua Boyle, and their three children. Coleman and Boyle had been captured in Afghanistan's Wardak Province in Oct. 2012, by the Taliban-linked Haqqani network. The rescue was reportedly the result of cooperation between Pakistani and US intelligence agencies and the Pakistan Military. This joint effort resulted in celebratory statements by both governments as well as significant international media coverage. As such, it provides a unique opportunity to look at framing and narratives in media coverage between two countries with a complex shared history. This study will provide a qualitative content analysis of Pakistani and US print media coverage of the release of the Coleman – Boyle family. Particular emphasis will be given to the use of media frames related to the relationship between the two countries and details surrounding the shared intelligence and rescue. This research will provide insight into the ways in which media framing in each nation shapes public opinion and understanding of US – Pakistan relations.

C2

[22]

MEDIA MULTITASKING AND INFORMATION SEEKING AND SHARING WHILE MULTITASKING

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ABSTRACT

This study examined the demographic, psychological, and cultural predictors of (a) media multitasking, (b) information seeking while multitasking, and (c) information sharing while multitasking. A survey of 698 adults showed that females, and individuals high in sensation seeking, neuroticism, openness, and polychronicity tend to multitask more. For information seeking while multitasking, younger adults, females, and individuals high in neuroticism, extraversion, and polychronicity tend to seek information while multitasking. For information sharing while multitasking, younger adults, females, and individuals high in neuroticism, openness, extraversion, and polychronicity tend to share information while multitasking.

Keywords: media multitasking, information seeking, information sharing, demographic, psychological, cultural, predictors

C3

[23]

**ADVERTISING AS A TOOL FOR COMMODIFICATION OF CULTURE:
BRANDING THROUGH VALUES**

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ABSTRACT

Advertising is an important component of marketing communication. Literally, it provides a message to inform and expose existing or new products to targeted audiences. However, audiences vary in terms of many things such as lifestyle, traditions, language, attitude, norms or preferences that we can conclude as cultural values that a person and a community has. It might sounds wide and challenging but taking advantage on that, advertisers have the options to either adapt with the culture or step ahead and lead a new branding culture to make their ads work effectively. It is considered as an advantage mainly because advertising is meant to reach mass audiences and is expected to encourage sales. Therefore, advertisers need to be concern and alert towards every aspect of these cultural values simply because all of it now can be transformed into commodities. The process and understanding of commodification of culture might be blurry for some people; hence, this paper attempts to explore the sphere of commodification of culture through advertising with some examples from the Malaysian contexts.

Keywords: advertising, commodification, commodity, commodification of culture, culture, value, branding

POLITICAL ECONOMY OF COMMUNICATION IN HEALTH RELATED CAMPAIGN: A MALAYSIA PERSPECTIVES

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ABSTRACT

The paper discussed the political economy in the health related campaign by various stakeholders in Malaysia including the government, industries and non-government organisations with aims at creating awareness to public. Further to this, the thriving development of mass communication platform in Malaysia have created vast opportunities for these stakeholders to reach to the intended public in ways that was challenging through print and electronic media. The political economy of communication in health campaign particularly Malaysia has not been explored widely in terms of its impact and effect to the society. This paper analysed past researches and articles related to health policy and seek to address the political economy elements in it which eventually shape the mechanism of health related campaign and its correlation to the modification of lifestyle of Malaysia population. From this perspective, the paper provided an in-depth discussions of political economy from two aspects; economic growth which leads to increased resources for health, and health improvement that consequently contributes to the economic growth of relevant sectors in Malaysia. Social marketing theory was employed to provide additional dimension in conceptualising of communication aspects in the political economy ecosystem and how health campaigns were used in the dissemination of messages.

Keywords: Communication, social media, political economy, health campaign

C5

[25]

REVEALING THE ACCULTURATION STRATEGIES IN ATTAINING CROSS-CULTURAL LIBERATION AMONG INTERNATIONAL STUDENT SOJOURNERS IN MALAYSIAN UNIVERSITIES

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ABSTRACT

This qualitative study focuses on the acculturation strategies in attaining cross-cultural liberation among the international student sojourners in their cultural encounters in Malaysian universities. Salient discoveries were obtained through in-depth interview with international student sojourners residing in Malaysian universities. Data analysis were conducted simultaneously with data collection and the coding process validated the basis for emerging themes where meanings were comprehended and organized thematically. The findings reveal various strategies adopted by the international student sojourners to fathom the nuances between home and host culture and their attempts to liberate self in a different cultural environment. Indeed, the sojourning encounters echoed an interplay between enculturation and deculturation which clashes and overlap in the process of adaptation, depicting a natural consequence of the state of a person's inability to interact with the new and changed environment. Regardless of various ramifications, the acculturation process demonstrated a battle for survival, yet a life-changing journey and a rewarding experience to attain cross-cultural liberation throughout the sojourning phase.

Keywords: acculturation strategies, international student sojourners, cross-cultural

D1

[26]

POLITICAL ECONOMY OF LOVE AND HATE: KOREAN FILM AS A REGIONAL TRANSNATIONAL CINEMA

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ABSTRACT

Like Korean dramas, video games, and popular music (a.k.a., K-pop), Korean films have in the past two decades taken center stage of the cultural parlance in East and South East Asia. While other genres that comprise the Korean Wave willfully eschew matters deemed politically sensitive and historically contested, Korean films have daringly addressed such contentious issues as comfort women, forced labor, Japan's remilitarization, anti-colonial campaigns, resurgence of jingoism, North Korean nuclear threat, migrant workers, Asiatic racism/ethnocentrism and so forth. In so doing, they have constructed a corpus of serious political knowledge/discourses regarding the past, present and future of East and South East Asia, sometimes reinforcing collective myths/typecasts, at other times promoting new consciousness/outlooks regarding their regional neighbors. Grouped together, the regional cinema in East Asia is formative of a cultural apparatus vital to the political economy of hate, care, attraction and disgust in the minds of regional denizens. Interesting is that this undertaking was conceived as a business of diversion and fun. This counter-intuitive endeavor in quest of bigger markets, larger audience bases and higher profits unveils the perplexing union of politics, economy and culture in both the deep psyche and material reality of East Asians. My talk delves into this revealing cusp made visible by the commerce of resurrecting historical resentment, racial/ethnic contempt, and nationalist zeal—as well as massive yearnings to exit the perpetuity of hate and mistrust—into luring cultural products. The overall drift of my talk is to build analytic and conceptual frameworks that account for the political economy of love and hate in the mind-scape of East and South East Asians by surveying into the political valence of the Korean-transnational films made between 1998 and 2017 that are essentially driven by business imperatives.

D2

[27]

THE DEPICTION OF REGIONAL/RURAL INDIA IN POST MILLENNIA INDIAN CINEMA

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ABSTRACT

The paper addresses the changing representation of the rural/ regional in Indian Cinema after the millennia. Films directed by Shyam Benegal and Vishal Bhardwaj and released between 2005 and 2010 are analysed for this purpose and changes are identified in comparison to representation of the rural/ regional till 1990s. It is argued that, until that timeline, rural/ regional representation in Indian cinema has been confined to contexts of glorification of poverty or heightened nationalism. Rural/regional imagery (of India) in cinema has mostly been either ideological or overtly political (Fowler, Catherine and Helfield, Gillian; Mishra, Vijay; Thussu, Daya Kishan; Bandyopadhyay, Ranjan). However, some films after the passing of millennia have been able to travel beyond this kind of homogenized imagery of the rural and are able to become more locale specific. Discussions spun from textual analysis and readings explore why such change has been able to take place in that particular timeline and finds that open economy of India coupled with media technology led to changes in the entertainment business which eventually helped create the worldwide persona of Hindi cinema as we know it today. This persona combined with the existence of an urban young middle class audience has created room for the films in question to exist and earn commercial success.

Keywords: Bollywood, national identity, rural representation, post-millennia, globalization

D3

[28]

A CRITICAL APPROACH TO MEDIA STUDIES IN THE CONTEXT OF COMMUNICATIVE PRACTICE: EXAMPLES OF #HASHTAG CAMPAIGNS

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ABSTRACT

Media theories have been criticized for being too Euro- and US-centric and less based on the realities of the Global South. Important concepts like freedom and democracy have been defined mainly from western perspectives with top-down, grand narratives about the social impact of the media. Hence, media have been assimilated to powerful agents which manipulate audiences and media centrism has been the dominant frame through which media effects has been understood. In a context where media has become ubiquitous, even in the Global South, there is the need to revisit our understanding of the impact of media on society. Using examples from hashtag movements such as the global #MeToo campaign, the #rhodesmustfallcampaign in South Africa and the #fightfortruth campaign in Mauritius, the paper argues that there is the need to revisit and re-align key concepts of media studies in order to understand communicative practice. Through methodological reflexivity and consideration of the discursive forms of the viral campaigns like #MeToo, #rhodesmustfall and #fightfortruth, this paper proposes an outline of what could be an appraisal of the concepts of liberal democracy, media ethics and citizenship based on human experience and the politics of voice.

Keywords: media studies, democracy, human experience, justice, voice

E1

[29]

THE POWER OF VISUAL IDENTITY IN THE STRATEGY OF CORPORATE COMMUNICATION OF THE THIRD SECTOR IN ITALY

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ABSTRACT

The current investment of organizations in social media and digital communication strategies should not make us forget the role and the power of traditional communication tools, first of all the *brand identification system*. For long time the literature of brand identity has focused on the visual strategies of companies and for profit organizations, according to a concert attention of companies to restyling brands and logos. The aim of these investments was promotes a clear and coherent transmission of values, culture, history and identity. The public administration also payed attention to the restyling brands and logos. Instead in the Third Sector the attention to visual identity remain inadequate. Actually, there is a important growth of the Italian Third Sector and a widespread diffusion of civil associations, voluntary, non-governmental organisations. The competition for obtaining resources and for engage stakeholders are today important issue for non-profit organizations. Therefore, some of the main requirements of a good visual identity strategy (color codes, originality, attraction, graphic quality, off and on-line transposition) are fundamental also for the non-profit sector. What are the recurring characteristics of the visual identity strategies of the Italian Third Sector? What are the strengths and weaknesses of the visual identity strategy used by non-profit organizations? The contribution will answer the following questions starting from a quantitative and qualitative analysis on the visual communication strategies of the 81 networks adherent to the National Forum of the Third Sector, the main Italian network of non-profit organizations and associations.

Keywords: visual identity, social communication, Third Sector, reputation, core values

E2

[30]

GRATIFICATIONS USING NON- PROFIT ORGANISATIONS' FACEBOOK PAGES AND VOLUNTEER SATISFACTION

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ABSTRACT

Young volunteers play a pivotal role in the sustainability of Non –Profit Organizations (NPOs). However, the communication practices of these young volunteers, especially the role played by digital media like Social Networking Sites (SNS) such as Facebook, has not been fully explored. In recent times, scholars of Uses and Gratifications theory have identified additional gratifications in relation to technological affordances of today's media. This paper conceptualizes that gratifications obtained by using SNS like Facebook may play a part in affecting voluntary satisfaction dimensions. Through the Volunteer Satisfaction Index (VSI), the volunteer satisfaction dimensions have been identified as: Organizational support, Participation efficacy, Empowerment, and Group integration. By positing that the volunteers' gratifications obtained during SNS use has an effect on volunteer satisfaction dimensions, a clearer picture on the potential for strategic SNS use by NPOs can be formed in relation to their stakeholder engagement. NPOs which have young volunteers as their stakeholders are able to strategize their SNS management with the long term aim of increased volunteer satisfaction and retention.

Keywords: Volunteers, Social Networking Sites (SNS), Facebook, Gratifications

E3

[31]

**SYMBOLIC VIOLENCE AND THE SILENCING EFFORT OF WOMEN IN
POSITION AS LEADERS (CRITICISM ON THE HABITUS OF WOMEN LEADERS
IN ADVERTISING AGENCIES)**

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ABSTRACT

The purpose of this study is to look at how advertising companies place women in positions as corporate leaders as a form of patriarchal efforts (as capitalist's right hand) to 'muted' women in 'comfort' positions. So the female CEO of the advertising company as part of the text producer, actually duplicates that symbolic violence in the texts that they produces. Involving women in the advertising industry does not necessarily produce gender-sensitive advertisement text as an automatic reflection of all thoughts, habits, and actions. This is because every social arena is always filled with discourses of subjective contestation that potentially creates position of domination towards other positions. This study uses the Habitus-Arena-Capital theory of Pierre Bourdieu, as well as its implications in the form of symbolic violence. Gender and patriarchy concepts used as supporting concepts. Using the paradigm of critical constructivism, this study is categorized in a descriptive type. Data collection techniques use in-depth interviews to women advertising company leaders. Critical narrative analysis is used as a data analysis technique.

Keywords: women leaders, advertising agency, symbolic violence

E4

[32]

THE LAYOUT DESIGN OF MERRY RIANA’S BIOGRAPHY: A HERMENEUTICS STUDY

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ABSTRACT

The main function of a layout design in a book is to support the concept or message that wants to be conveyed. This message or concept that is conveyed in Merry Riana’s biography is the focus of this research, particularly how Merry Riana’s figure is presented as a motivator in her biography. This research continues the theme of a previous research that has been done, which looks at Merry Riana’s representation in the cover design of her biography using hermeneutics study. Using Gadamer’s hermeneutics method, this research aims to look deeper beyond the cover of the biography, and will now focus on the layout of Merry Riana’s biography, especially how Merry Riana is being represented through the layout of her biography. Moreover, this research also aims to find out whether Merry Riana’s identity as a motivator can be seen through the layout design or not. Results from the study of the layout show that there is an effort to show Merry Riana’s identity as a motivator through the layout of the book, although it is not clear enough. Moreover, the layout of the book also wants to represent Merry Riana’s hardworking, persevering and consistent personality.

Keywords: layout, book, Merry Riana

E5

[33]

REPRESENTATION OF MOTIVATOR AT BIOGRAPHY BOOKS

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ABSTRACT

Biographies can be called as agents of social and cultural change. This study focuses on how the characters in biographical books are represented by the authors. The subjects in this study are two biographies of Merry Riana, one of the motivators in Indonesia, *Mimpi Sejuta Dolar* and *Langkah Sejuta Suluh*, which are written by two authors (Albertine Endah and Clara Ng) and which are both bestsellers. As a motivator, Merry Riana gives words of reinforcement to her audience not through the stage but also through books. Because the subject is a book, the method used is Barthes' semiotics with qualitative approach. The researchers only look at the text of the book that includes the use of sentences or choice of words by the author. The results of this study show the motivator is described as a person who has a characters with strong self-confidence but still needs others and God.

Keywords: biography's book, motivator, Barthes's semiotics

F1

[34]

CIVIC ENGAGEMENT, FAKE NEWS AND THE PATH FORWARD

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ABSTRACT

Media literacy and understanding the digital information around us is an area of communication that affects all of us. How are people represented in the media, social media and how can our civic participation affect our representations. I would argue through research and practical examples that civic engagement and associations with a peer group can counteract some of the issues facing digital media today. In an age of the so-called “fake news,” what tools can we provide to our teams, our employees, our collaborators to make sure we are all on the same page and dealing with the same set of verifiable facts..

Keywords: ethics, literacy, digital communications, media literacy

F2

[35]

SOCIAL MEDIA AND HEALTH COMMUNICATION: THE FUTURE OF PUBLIC SERVICES

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³Autonomous Region of Sardinia, Italy

ABSTRACT

Social networks are really useful tools for public communication if we are able to manage them to improve the effectiveness of our messages in terms of engagement of citizens. Health is no exception. On the contrary, it is a fertile ground on which to innovate to make patients' lives easier, increasing online services and stimulating the interaction and communicating with patients. On this basis, we present a research about the social communication applied to public services. We analyze it, individuating crucial matters and innovative solutions. Social communication is transparency, involvement and information: three valid key points also for public communication in general, which can move towards new horizons and represents a great opportunity for the public governments. To examine this potentiality, we analyze the case of the health university institution in Cagliari, which changed its communicative style and in just two years became one of the most innovative health organizations in Italy and Europe. On the basis of statistical analysis and direct experience, we conclude that introducing social media in public organizations, and in health organizations in particular, is not only useful, but it is a real public service. On the one hand, users want to interact and give a feedback, which can contribute to improve the offered services; on the other hand, they increasingly require services that are delivered online and through mobile devices, which allow them to avoid waste of time. All these changes can greatly contribute to make the public health and the public administration more citizen-friendly.

Keywords: public communication, social media, e-health, participation

F3

[36]

EXPLORATION OF MOBILE PHONE TOXICITY AND DIGITAL DETOX AMONG UNIVERSITY STUDENTS

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ABSTRACT

Mobile phones are becoming an asset that could enhance our everyday lives which have imposed on users the obligation to always be ‘on’ and to be tethered to this communication technology. This research explores the mobile phone toxicity caused by the absence of mobile phone through a digital detox activity. By expanding the concept of toxicity that can be conceived as primarily to the negative moment embodied in mediated technological connectivity, this study explore the critical theorisation and understanding of the relevant literature to study the consumption of mobile phone technology in mobile network society. This is a qualitative study that used in-depth interview as the data collection technique. This study involved 10 informants of University of Sussex, United Kingdom, selected through stratified purposive sampling technique. The investigation had concluded that always-on culture, space privatisation and pleasure of being tethered as the toxicities resulting from the condition of certain users being addicted to mobile phone technology.

Keywords: mobile phone toxicity, digital detox, mobile phone dependency

F4

[37]

HOW MINORITIES USE SOCIAL MEDIA TO BUILD COMMUNITIES AND FUEL SOCIAL MOVEMENTS

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ABSTRACT

The past year has been, to phrase it politely, a hell of a ride. Not only are we (if you can read this, we're still alive!) one tweet away from a nuclear war, but we've also seen the rise of social media fueled movements like never before. From the president of the United States to #metoo, #takeaknee, #BLM, and many more, Social Media powered us and our communication. This paper will take a deeper look onto social movements that went from being online discussions to having real live impact as well as highlight the disruption that real life issues brought onto the development of social media and technology. It will also show how minorities, in Southeast Asia and around the world, use social media in times of distress & depression in order to communicate, organize and stand up. Finally the paper will conclude by looking onto possible developments and whether the hype of social movements that we see right now is only a fad or a development to stay and shape the future.

Keywords: social media, society, communication, technology, minorities, social movements

G1

[38]

MALAY NATIONALISM AND UNITY THROUGH THE PERSPECTIVE OF SYMBOLISM

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ABSTRACT

The formulation of this research is greatly influenced by visual symbolism to uplift Malay nationalism life-giving principle. Although there are several past researches focusing on Malay nationalism in regards with politics, economy, arts and socio-culture, the relationship between visual communication and symbolism towards nationalism as triggering factor is yet to be scrutinized profoundly. Baran (2013), indicates symbolism from the communicative-pragmatic viewpoint, their main objective is to attract attention, make the recipient indicate and 'decode' the visual images. Visual hunger towards championing the Malay unity through the substance of nationalism is vital in embracing the mind and heart notably the younger generation, in view of the fact that 80% of what people learn is visual. On top of that, the question of acceptance, interpretation or rejection of symbolism is important in understanding the level of importance they may acquire. Equally important is the level of recognition of symbols in trying to understand such eventual importance (Manners, 2011). What is more, the process of perception pertains to symbolization even understood in the narrow sense, as a purely creative process, because it is not realized solely at the stage of the aesthetic perception of the work by the recipient but is also an important component of the very process of creation (Bychkov, 2012). Quantitative research is employ to gather data collection from the study. Analytical survey is applied to validate the measurement from the sample of population. This research method and data collection is desired among visual and nationalism researchers. Moreover, the aim of this study is to identify the patterns, strengths and directions of the relationship among the variables. The findings of this study will provide the results of what visual symbolism positively offer to give a boost in promoting nationalism the rough the mind and heart of the Malays.

Keywords: Malay Nationalism; Malay Unity; Symbolism

G2

[39]

**THE POWER OF SOCIAL MEDIA: THE IMPACT ON ELECTORAL
PREFERENCES OF VOTERS IN THE REPUBLIC OF CROATIA**

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ABSTRACT

Public relations is the key to success or failure in the political environment. Politics, good or bad, if not communicated – remain unknown to the voting body. The development of new media and social networks such as Facebook, Instagram, Twitter, LinkedIn, etc. in the 21st century has revolutionized political communication. This paper analyzes the communication model of the four biggest political parties according to the Ipsos Puls survey and the Prime Minister and President of the Republic six months before the last parliamentary or presidential elections to date on four social networks with the biggest following in Croatia: Facebook, Twitter, Instagram, and LinkedIn. The areas of analysis are published content, its form, update frequency, and two-way communication success. In addition, an online questionnaire of a randomly selected sample of 100 people with voting rights in the Republic of Croatia was used to examine the real motivation of voters to "follow" political options and explore whether political communication on social networks had a positive, negative, or neutral influence on the respondent's electoral preference. Although the Republic of Croatia is a European Union member state, it is an example of a country with a significant computer literacy and Internet access growth rate (2013: 65% of households; 2017: 76% of households had Internet access). The analysis and research can serve as an example of political communication on social networks in less developed countries, as well as in other Southeast European countries, which are yet to realize their digital revolutions (in the political sector).

Keywords: social media, communication, political public relations, Republic of Croatia, politics

G3

[40]

MALAYSIAN POLITICAL TSUNAMI: THE INFLUENCE OF SOCIAL MEDIA ON VOTING BEHAVIOURS

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ABSTRACT

The emergence of social media in Malaysian politics started as a “tsunami” way back in the 12th General Election and continued incessantly with the 13th General Election, infamously dubbed as a “social media election”. Since then the government had lost many young voters. Social media’s persuasive role by way of the circulation of news and reports had shaped a certain perception among voters such that these information affect their voting behaviours. Indeed, the opposition political grouping had creatively used this platform to influence voters to accept the information disseminated as truthful. On the other hand, the ruling government worked on utilizing the traditional media platform to counter issues brought about by the opposition in the social media. All these factors combined with the new synergy brought up by the social media channels pushed the current development of democracy system to a change. This qualitative research which employed in-depth interviews among six (6) specially selected participants with experience and knowledge in local politics, is aimed at examining the influence of social media on voting behaviors based on the current trend. The general findings show that there is significant social media influence towards the voters from many aspects, foremost of which is that the social media has a strong impact on decision-making and voting choices, in particular among young voters. In other words, a vast majority of social media users have faith in the information they gained through this platform to decide on who and which political party they want to vote for.

Keywords: Malaysia, social media, voting behaviours, politics

G4

[41]

TREND CHANGING POLITICAL PARTICIPATION OF YOUNG VOTERS IN INDONESIA

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ABSTRACT

The purpose of this study is to determine whether media usage and change of citizenship norms influence trends of change of political participation of young voters in Indonesia. The focus of this study is to examine citizenship norms in the context of the development of information and communication technology influence political participation in the context of Indonesia's transition to democracy. The main theoretical framework is media and political participation. For data gathering, 384 young voters between the ages of 17 to 40 years were interviewed in Padang, West Sumatra, Indonesia. The results of this study reveal that gender, age and educational background of respondents did not influence significantly media usage and citizenship norms. The results also show that educational background is not a factor that distinguishes media usage but it becomes differentiating factor in citizenship norms. The results further show that media usage has a significant correlation with citizenship norms and citizenship norms has a significant relationship with political participation. In addition, media usage and citizenship norm significantly influence political participation. The sub-dimensions the citizenship norms (compliance, duty, and engaged citizenship) provides a significant contribution to the sub-dimensions of political participation (traditional political participation, modern political participation, civic political participation). Based on the findings it can be concluded that the political euphoria in the era of transition to democracy has changed pattern of media usage and citizenship norms among the young generation in Indonesia.

Keywords: media, citizenship norms, political participation, voters, democracy

G5

[42]

BIG DATA AND POLITICS: MAPPING THE DYNAMICS OF POLITICAL DISCOURSE ON MALAYSIAN TWITTERSPHERE

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ABSTRACT

Many studies have been done to observe the democratic discourses and the participatory nature of social media platforms, its powers to influence and to affect socio-political change, to predict future trends, as well as the ability to transform the fundamental processes of political communication. In the case of Malaysia, the growth of social media and big data were rapidly taking place at about the same time as the changing political landscape especially in the aftermath of the 12th and 13th General Elections in 2008 and 2013. Therefore, with that in mind, this paper aims to examine the dynamics of political discourse in the Malaysian Twittersphere in run up to the 14th General Elections in 2018. How can big data help us make better meaning out of politics today especially in navigating the political messiness in social media discourses? In achieving this objective, this paper employed a multidisciplinary method by adopting Van Dijk's Political Discourse Analysis (PDA) framework combined with a big data methodological approach. The large datasets from Twitter was extracted and analysed by using the social media network tool, NodeXL. The analysis reveals interesting new demographic and psychographic dynamism with regards to the political discourse, quantitatively and qualitatively. Contrary to popular views – notwithstanding a significant percentage of protest and outrage against the present leadership – the general views expressed on Twitter were predominantly pro-establishment. However, a closer analysis would reveal that there is much more than meets the eye.

Keywords: Big Data, Malaysia, political discourse, politics, social media, Twitter

G6

[43]

MEDIA LITERACY AND THE QUEST FOR SUSTAINABLE PARTICIPATORY DEMOCRACY IN NIGERIA: A DISCOURSE ANALYSIS

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ABSTRACT

Fundamentally, the media institution is reputed to possess the capability to entrench and sustain democratic governance by enhancing mass participation of the citizenry in the democratic process. The media achieve this by liberalizing access to the media as well as create many platforms through which issues, ideas, information, opinions. etc, can be discussed, exchanged and harvested for good governance. Media literacy refers to the ability of the citizens to access, analyse, evaluate, receive and send messages using different media platforms. However, it is observed that, media access and space have continued to shrink in Nigeria, especially the traditional media of newspaper, magazine, radio and television, due to the prevailing socio-economic, cultural and political realities. Also, the complexities and intricacies associated with the use of new media have disenfranchised the not-so-educated. Thus, quite a sizeable proportion of the citizenry could not have access or use either the traditional or the new media. The paper argues that, democracy that lacks mass participation of the citizenry cannot qualify or be regarded as democracy. Such a system thrives by recycling a clique and their appendages, and cannot broaden or add value to the democratic experience. Thus, governments and non-government agencies must be pro-active by empowering the citizenry through media liberalization, media skill acquisition and media literacy education at different levels.

Keywords: citizenry, media, media literacy, media education, participatory democracy

G7

[44]

**FROM TRUMP 'S "TWITTER DIPLOMACY" TO SEE THE RELATIONSHIP
BETWEEN CHINA AND THE UNITED STATES**

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ABSTRACT

Traditionally, China-US relations have important strategic significance of the key events, will be through a few days or a few hours at the highest level of political administration departments to start a lot of discussion. However, Trump's performance now seems to tear up the traditional Chinese and American rules manual. Nowadays, the traditional way of diplomacy, direct calls and allies communicated through the envoy and allies has not disappeared, and the virtual and real political and diplomatic environment has become increasingly blended, and the newly appointed "presidential diplomat" has made good use of new communication technology and so on factors, will make the future China-US relations become more complex. This article will use the method of big data text analysis to verify Trump's Twitter tweets are irrelevant to actual political diplomacy. Will the mainstream media report on Trump Tweets and whether the actual political pressure will change Trump's Twitter tweet habits? These three issues are intended to provide reference and reference for the political and diplomatic interaction between China and the United States under the influence of new technologies and between the virtual and the reality.

Keywords: Trump, diplomacy, Twitter, China, United States

G8

[45]

MALAYSIAN POLITICIANS AND SELF-PRESENTATION ON FACEBOOK

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*Universiti Teknologi Mara (UiTM), Malaysia***ABSTRACT**

Since its inception, the variety and uses of social media have grown rapidly. The popularity of social media has seen politicians utilising it as means to reach out and communicate to their target audience and the public. The aftermath of what was termed as the ‘Internet election’ in 2008, saw more and more politicians utilise social media as an important media to manage and gain supporters. Khairy Jamaluddin, the Federal Minister for Youth and Sports, the Member of Parliament for Rembau, Negeri Sembilan and the president of the youth wing of the United Malays National Organisation (UMNO), is a prominent face of the government and very popular with the media. It is also a known fact that Khairy Jamaluddin is active on several social media such as Twitter, Instagram and Facebook, interweaving his personal and business affairs on social media for his followers and general viewing. Using qualitative research method, this study explores the perception towards Khairy Jamaluddin’s self-presentation on Facebook. Through the works of Erving Goffman on self-presentation and impression management, this research explores the use of Facebook by politicians and the perception it generates. This research finds that, social media, particularly Facebook, may have a positive impact on the image of politicians and the issues they bring. However, this research also indicates that the self-presentation displayed on social media (in this case, Facebook) is described as ‘partially authentic’ due to the status of being a politician in the country.

Keywords: Malaysia, social media, Facebook, self-presentation, impression management, politicians

G9

[46]

THE STUDY ON POLITICAL ADVERTISING ON YOUNG VOTERS' POLITICAL INFORMATION EFFICACY

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ABSTRACT

Political advertising plays a significant role during election campaigns by providing valuable information to the target audience. This study aims to analyze the effects of political advertising on young voters' political information efficacy. The concept of political information efficacy was introduced by Kaid to understand the young voters; involvement in the democratic process. Meanwhile, in the same time, young voters; participation in the political process has become an interesting subject by communication scholars to understand the effect of mass media especially in the developing countries like Malaysia. Malaysia will have its next general election, where most of the contesting political parties will scrutinize political advertising to attract more young voters to participate and engaging themselves in the political process. Therefore, this study examined the effect on political advertising on 374 young voters in DUN Kota Damansara to understand their political information efficacy by focusing into the aspect of internal efficacy and decision making process.

Keywords: political advertising, political information efficacy, young voters

G10

[47]

**GOD ON THE BALLOT BOX: AN EXPLORATION OF SOCIAL MEDIA
CONVERSATIONS ON CHRISTIAN RELIGIOUS ANALOGY USED IN THE 2017
GENERAL ELECTIONS OF KENYA**

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ABSTRACT

Every election has conversations that guides the voyage that politicians take their followers through in support of their election. In the 2017 General Election of Kenya, the promise that the current government and the opposition party gave to the electorate respectively was hinged on religious analogy that proclaimed leadership as an appointment from God or guided by a prophetic leader, who like Joshua, in the Bible 2017, who led the Israelites to Canaan. This is an exploratory qualitative study that will interrogate content on both Facebook and Twitter prior to, during and after the electioneering period to examine the nature and types of Christian religious narratives that were used by potential voters in analyzing the utility of the same in discerning the election choices of leaders they choose in this election. Using Nvivo 11, the study will capture information using Ncapture from these two platforms. This will lead to inductive analysis of thematic areas of this analogy and the ability to discern from these conversations the electoral choices of voters

Keywords: elections, politicians, voters, Christian analogy, conversations, social media

H1

[48]

MANAGING THAI TELEVISION IN THE DIGITAL LANDSCAPE

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ABSTRACT

“Digital Disruption” has brought a dynamic effect upon television industries all over the world. Thailand’s digital television industry is still in its infancy and the Thai broadcasting sector has been undergoing significant technological and structural change. Digitization has transformed the Thai television industry in all areas, such as content creation, the production process, and distribution. Organizational administrators are at the heart of this transformation as they have a pivotal role as change leaders. Drawing from my latest research projects and findings in digital television management in Thailand, this article aims to explore the changing face of Thailand’s broadcasting landscape. It focuses on how digital convergence has added opportunities, as well as challenges and uncertainty to the business and its professionals. Major issues surrounding management of digital television in Thailand, including media policy at the macro level and managerial implication at the micro level, are discussed. Built within the concept of television study and media management theory, the paper draws attention to the challenges in managing media works in the digital-cultural landscape and the ways managements address them. Through dialogues with a number of executives in the Thai television industry, this paper explores organizational culture, management practices, and communication and leadership styles, as well as the way television managements in Thailand exploit digital media to empower their aspiring professionals.

Keywords: television, management, television studies, Thailand, digital, convergence

H2

[49]

MEDIA POLITICS--RECREATING AND REINVENTING SOCIO-POLITICAL REALITY

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ABSTRACT

In the fast-paced technology-driven world, media plays a pivotal role in disseminating information and shaping public opinion on the issues of contemporary relevance. History bears witness to the fact that all the major socio-political movements across the globe have received impetus due to the powerful role of media. In spite of this, we realise that media, today, is not only reflecting the socio-political reality, but also going a step ahead and creating one. With the rise in consumerism and the consequent influence of market forces on media-houses, there is a growing section of media which resorts to voyeuristic sensationalism in order to ensure larger viewership, even if at the risk of diluting issues of global importance. A media- slugfest in the name of debates and hash tags threatens to present a lop-sided view of the issues, if not entirely overlooking these. Major thrust of the present paper is to highlight the fact that in spite of media being ‘the Fourth Estate’, there is a dire need to question whether its representation of the reality can be taken at face value.

Keywords: socio-political reality, sensationalism, media-slugfest, Fourth Estate

H3

[50]

POWER OF MEDIA, PUBLIC DIPLOMACY AND FOREIGN POLICY IN THE 21st CENTURY

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ABSTRACT

Public diplomacy is used as an effort to engage and persuade foreign publics, an important factor in a foreign policy to improve the image and position of one country. The objectives of one country's foreign policy can be obtained by dealing directly with the people of foreign countries. Today, in the information age, under the power of the media of causing an effect in indirect or intangible ways, new public diplomacy is implemented as a modern instrument and techniques of communication, a shift in diplomatic practices to engage with foreign publics and move away from one-way information flows toward dialogue and engagement. Therefore, a new media landscape challenge traditional foreign ministry "gatekeeper" structures, foreign ministry of foreign affairs can no longer being a dominant factor in communicating foreign policy. It requires a new away practice to being carried out with new media, new technologies to elucidate foreign policy to a range of non-governmental international actors, evaluate the influence of these communicative efforts. The paper will clarify the old and new theoretical framework of public diplomacy, the role and power of public diplomacy in foreign policy, the power of the media in the 21st century which influence the new public diplomacy practices of one country in general and the United States government in specific, covering national policy, current affairs, current activities. From these analyses, the paper will be concluded the new way for Vietnam Ministry of Foreign Affairs to implement its public diplomacy in the new era of media age.

H4

[51]

IMPACT OF SMARTPHONE APPLICATIONS ON POLITICAL BEHAVIOUR OF YOUTH

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ABSTRACT

Present research study was conducted to explore the impact of Smartphone applications on political behavior of youth. This research study is based on survey and standard questionnaire was developed for data collection and analysis. The aim of the study was to explore the impact of Smartphone applications like Facebook, Twitter, WhatsApp, ChatON, Imo, Videos, Music, and many other applications. Youth using Smartphone to Chat, Share ideas information, upload videos and pictures. Smartphone also provided different social media applications to its users for chatting, sharing information and many other purposes. In this research study 200 male and 200 females were selected for data collection. The findings show that overall respondents use Smartphone since 3 to 4 years. The findings also reveal that majority of the youth use Smartphone to interact with friends. The exclusive analysis of findings reveals that majority of the respondents consider Facebook very frequently share information about politics as compared with other applications. Present research work indicates that Smartphone applications are very popular among the youth. They not only use these applications for chatting and call making but also for political information. This research study also indicates that Smartphone application affects the voting behavior of youth. They not only interact with each other but also share and discuss political contents.

J1

[52]

SPORTS DIPLOMACY BETWEEN INDIA AND PAKISTAN : A COMPARATIVE ANALYSIS FOR LEADING MEDIA OUTLETS FROM THE BOTH COUNTRIES

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Sports diplomacy has gained much importance with increasing interest in sports internationally. The importance of this new arena as a focal tool of traditional diplomacy cannot be neglected anymore. Bringing nations together on one ground along with their differences in culture and language help the societies fill-in the vacuum of understanding one another. Sport's is considered to connect the people across the globe and acts as a mean for many governments to pursue the political interests. This study aims to answer the quest of how sports/cricket diplomacy is depicted by leading media outlets from India and Pakistan and how it differs among the two countries. For this purpose, a comparative content analysis was conducted to examine two newspapers representing India and Pakistan. Findings reveal that sports is the most mentioned topic presented in the news, followed by Pakistani Cricketers as the most stated source of information. Rivalry and Human Interest frames constitute a greater share in framing of news on cricket. Both countries, more or less, share similar pattern in depicting news on sports/cricket diplomacy between them. Finally, some recommendations for future studies have been suggested in the research.

Keywords: sports, diplomacy, India, Pakistan, media outlets

J2

[53]

**“WE’RE PERSIAN, JOON!” CODE-SWITCHING AND REPRESENTATIONAL
STRATEGIES AT PLAY IN *SHAHS OF SUNSET***

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ABSTRACT

This paper explores to what extent language choices can be linked to issues of politics, religion, gender and sexuality. More specifically, we focus on code-switching(/mixing) in *Shahs of Sunset*, an American reality television series following a group of Iranian Americans whose families moved from Iran to Los Angeles after the Islamic Revolution (1979). This show is presented as “the perfect antidote” to stereotyping Middle Eastern identities on American television, but, in sidestepping the traditional Orientalist clichés it is accused of perpetuating a more localized Iranian American stereotype, that of being materialistic and narcissistic (Alsultany, 2016). We analyze the recurrence and specific patterns of code-switching(/mixing) between English, Persian and Hebrew among the main protagonists, and connect this analysis with the broader portrayal of politics, religion, gender and sexuality at play in the TV series. Questions we ask include:

- Can we discern specific patterns of code-switching(/mixing)?
- Are ‘taboo’ topics more frequently discussed in English, Persian or Hebrew?
- Do male and female speakers make different language choices?
- Are language choices intentional or context-based?
- Are ethnic/religious/political/sexual backgrounds of influence?

To answer these questions, we draw on a fine-grained linguistic analysis of full transcripts of the series’ first season, in which we coded all interactions between the main characters. We demonstrate how code-switching(/mixing) allows us to uncover the different representational strategies at play in *Shahs of Sunset* and how controversial societal issues and the stereotyping of Middle Easterners, more specifically Iranian Americans, are translated through the means of reality television.

Keywords: code-switching, code-mixing, reality television, media representations, identity

J3

[54]

**“STRANGEST FRUIT: NEWSPAPER COVERAGE OF AFRICAN AMERICAN
WOMEN AT THE END OF JIM CROW’S NOOSE?”**

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ABSTRACT

The term “strange fruit” in the signature elegy of jazz songstress Billie Holiday refers to the barbaric practice of lynching African Americans without the benefit of trial or “the truth” as popularized during the American Jim Crow era (1865 through the first half of the twentieth century). The phrase, “... a victim of ‘Jim Crow Lynching,’” evokes in the mind’s eyes of most an image of a brutally beaten and violated African American *man* hanging at the end of a noose. Yet, numerous documented accounts reveal that African American *women*, and their children or those with child, were neither exempt nor spared from the rage of such lynch mobs. This study provides an historical and content analysis of American newspapers in its coverage of black women as the “strangest” of fruit from Jim Crow’s lynch gardens. Using 33 print stories from both American Mainstream and Black Press, this research examines the mediated coverage of these women’s deaths in the analysis of newspaper headlines, the reported treatment of the female victim’s body, and reported associations (real or imagined) that brought her into the lynching arena. Additionally, this research broaches a new area of study for journalism historians in that it queries the role of the media in its construction of a public memory that forgot African American women as Jim Crow lynch victims and ponders whether such historical neglect still informs media conversations on the “mediated value” of black women’s bodies?

Keywords: lynching, women, African-American, Jim-Crow-Era, newspapers, history

J4

[55]

THE IMPACTS OF CORPORATE VISUAL IDENTITY ON UNIVERSITI SELANGOR'S REPUTATION

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ABSTRACT

Reputation plays important roles in the long term wellbeing of an organization. Private universities in Malaysia are increasingly appreciating the importance of a strong reputation. The globalization of business has been embraced by the higher education sector in which education is seen as a service that could be marketed across the world. Universities compete with each other to attract quality students and academic staff. As a result, a growing number of Malaysian private universities have started to develop and implement corporate identity programs as part of their strategic growth and expansion. The purpose of this paper is to highlight relationships between Universiti Selangor's Corporate Visual Identity (CVI) and its reputation. The university's corporate identity, through visual images that students and senior officers find most appealing will be discussed, and the perceived reputation of the university among the same group of students and senior officers will also be explained subsequently. The findings in this study will be a great assistance for the management of University Selangor to better utilize the CVI in improving its image and reputation. Empirical results of the present study will also allow researchers and management of Universiti Selangor to understand the function of CVI and use them more effectively.

Keywords: Corporate Reputation, Corporate Visual Identity, Five General Dimension of Reputation, Malaysia Private Universities, Universiti Selangor.

K1

[56]

SOCIO-PSYCHOLOGICAL EFFECTS ON THE MEDIA PROFESSIONAL DURING THE MILITARY OPERATIONS IN PAKISTAN

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ABSTRACT

This study aims to identify the socio-psychological impact of the war on terror on media reporters in Khyber Pakhtunkhwa (KP) and Federally Administrated Tribal Area (FATA) of Pakistan. The authors applied the Hierarchy of Influences model to map the level and types of influence on local journalists. A total of 185 local journalists' registered with local press clubs of Swat, North Waziristan and Peshawar who have been the part of any media organization since 2005 are selected and interviewed. The researchers found visible impacts on journalists reporting from conflict areas. They face numerous challenges like governmental and organizational pressure, safety hazards and bars on freedom of access to hardcore areas and news sources. Low perks and privileges, facilities to perform their professional duties and demanding standards for local journalists are some of the key findings of this study.

Keywords: war on terror, role of media, psychological pressures, responsible reporting, safety of journalists

K2

[57]

**PRESS REPORTAGE OF NATURAL DISASTERS IN NIGERIA 2015 – 2017: AN
APPRAISAL**

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ABSTRACT

Preservation of life and the environment should be a top priority of all organs of the society, most especially the government and the press. Sufficient awareness about the need for the preservation of the environment and prevention/minimization of loss of lives and environmental resources should be created among the citizenry by the respective change-agents in the society. This advocacy became an issue of serious concern to world leaders such that it formed part of the Millennium Development Goals (MDGs 7) at the United Nations Summit held in the year 2000. Also, the Sustainable Development Goals (SDGs 11) unambiguously stressed access to affordable environmental resources as well as reduction in the number of deaths and economic losses occasioned by natural disasters. This study investigates press reportage as well as the frame and quantum of reportage of natural disasters in Nigeria to know whether sufficient information and awareness about environmental sustainability featured prominently in the news reported during the study period. The study adopts content analysis method, and two national newspapers – The Punch and The Nation, were randomly selected. The study covers three years (2015 – 2017), and a total of 160 editions per newspaper, using composite week method, would be analysed. Findings would reflect the disposition of the Nigerian press to environmental preservation and sustainability.

Keywords: reportage, framing, natural disaster, newspaper, environmental resources

K3

[58]

**ATTRIBUTION OF RESPONSIBILITY IN THE ENVIRONMENTAL AND
DEFORESTATION ISSUES NEWS COVERAGE THAT IMPACTING WILDLIFE
CONSERVATION BY SELECTED MALAYSIAN NEWSPAPERS**

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ABSTRACT

Unlike mainstream economics (which often disregards the environment's central role in our economy, both environmental and ecological economics argue that economic processes cannot be detached from the natural environment in which they operate. The central role of the natural environment in economic processes means that nature has an economic value and attribution of responsibility. But unlike other commodities, the value of nature is not reflected, represented or quantify through the price system. This article examined newspaper coverage from 2014 until 2016 using The New Straits Times and Utusan Malaysia. Focus given to attribution of responsibility in framing of environmental issue that impacting wildlife habitat in Malaysia. Result shows that more than 70 per cent of news coverage focused on floods, more than 15 per cent on deforestation and 12 per cent on forest fires. Orang utan was the most affected species of environmental degradation in Malaysia. Utusan Malaysia reported almost 50 per cent and New Straits Times almost 30 per cent in their total environmental impact coverage.

Keywords: deforestation, forest fires and environment

K4

[59]

SOCIAL TRUST AND GOVERNMENT PUBLIC RELATIONS

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ABSTRACT

As a developing country with 34 provinces and approximately 500 cities and regencies, Government Public Relations is important for Indonesia. Along with Indonesian President's programs 'Nawacita' which one of its stated, making governments less absent in effective, democratic and trustworthy governance by giving priority to restoring social trust in public institution such as local government. This study will focus on new media are used as public relations function to serve democratic, participatory and transparency governance, addresses on local government website and social media in provinces of Java, Kalimantan and Papua, this research is aims to see how Government Public Relations is not only part of government program but it can develop as two-way communication tools to facilitate citizen engagement (as a form of public participation or social trust in the development process). Using content, hashtag and keywords as data to measure citizen engagement index and to evaluate the usage of new media in government public relations practice.

Keywords: social trust, new media, government public relations

K5

[60]

FIRST VOTERS' NEW MEDIA USE IN IRANIAN PRESIDENTIAL ELECTION CAMPAIGN OF 2017

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ABSTRACT

This paper deals with the extent and the way of using and gratifying of the first voters from the new media in Iran's presidential election campaign is of 2017 among the college students in Tehran. In this article, the role and function of the new media were assessed to see the process of decision making among the youth whether or not to participate in the 12th presidential election in Iran and how was their communication behavior in using the new media. The statistical population of this study was students aged 18-22 living or studying in Tehran, and a sample of 400 people was questioned. The rate of use and satisfaction of the media and the type of new media among the first voters during the campaign period were the main questions of this analysis. The survey found that more than 90 percent of the sample used at least one sort of new media in such period of time. Their share of media use was 4 to 1, compared to the old/mass media. The findings of this study also showed that the political information gained in cyberspace has had a significant influence on first voters decision-making and their political choice. According to two thirds of users, virtual activists and peer groups have played a major role in social networking. Based on this survey, there were significant differences among the users and non-users of new media in their election choices.

Keywords: first voters, presidential election campaign, Iran, new media, uses and gratification

L1

[61]

**THE RELATIONSHIP BETWEEN SPORTS PUBLIC RELATIONS AND IMAGE
AND REPUTATION: THE CASE OF FOOTBALL ASSOCIATION MALAYSIA
(FAM)**

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ABSTRACT

It is a well-known fact that sports contribute to nations' economy. Many countries including Malaysia take pride of its sports industry, considering it as one of the biggest moneymaking industry, particularly in football where fans agonize over every setback and savor every success of their team. The world's football industry recorded hefty investments in the bid to become hosts for giant football events such as the FIFA so it is normal to have a designated team to care for its image and reputation. This is where Sports Public Relations (Sports PR) becomes a necessity, responsible to establish and maintain effective communication, mutual understanding and cooperation between the industry and its stakeholders. In Malaysia, the Football Association of Malaysia (FAM) is responsible for the national team. Besides managing, FAM works to enhance and maintain the good image of Malaysia's football industry. However, the media have recently highlighted many issues tainting the image of FAM and the national team causing fans to lose interest in the game. With a goal to uncover the relationship between Sports PR and the image and reputation of FAM, this study uses a quantitative method to gather data among 50 Malaysian football fans in UiTM. It aims to highlight the roles and functions of Sports PR in FAM and ultimately recommend ways to improve the image and reputation of FAM and the national team. The findings of this study reported PR roles and functions undertaken by FAM, and finally revealed a significant relationship between Sports PR and the image and reputation of FAM.

Keyword: public relations, sports public relations, image, identity, reputation, football, football Association of Malaysia (FAM)

L2

[62]

BREAKING THE SILENCE: THE USE OF COLOR BARS

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Test patterns or “color bars” as widely used by engineers in the broadcasting industry to check on the quality of colors a TV station is broadcasting has evolved in usage and meaning. In the 2016 event of grief and solidarity on the number of laid-off employees in TV5 Network, Inc., the color bars became signifiers and symbols of varied emotions as a visual graphic in the online space. Utilizing survey and interviews with former employees of TV5, who used the “color bars” in the online space, this paper describes the evolving meaning of transcendence of emotions as displayed by visual graphics in the online space. Raising the questions: Are “color bars” the new symbol of freedom of expression that connote to struggle and resistance against oppressive broadcasting industries in the online space? And, are these “color bars,” as displayed in the online space, translated in the assertion of rights in the offline space? If this visual graphic is the new form of resistance, is the broadcasting industry listening? Focusing on these questions, the paper then discusses the intrinsic links among the concepts of power resistance and visual communication in the online space to elaborate on the mutual understanding on meaning expectations and resolutions between and among employees and media organizations.

Keywords: media, online, visual communication, resistance, employee relations, social media

L3

[63]

THE DEVELOPMENT OF PICTOGRAM DESIGN AS PER THE UNIVERSAL DESIGN

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ABSTRACT

Thailand's population will be going to be the Aged People Society in the year of 2021. This case study means to learn the situation of the Aged People and Low-vision People groups for the difficulties in communication with the public signs as in museums and other places and finds the better ways of creative pictogram's designs to be able to communicate with the Wayfinding System. This research used qualitative studies by interview with 15 people as target group, processed by using designed pictograms from public places and analyzed with Theory of Sign & Symbols and The 7 Principles of Universal Design. Results found that designed pictograms will be easy to understand in 4 ways of signage ; 1) less in details, more in Shape & Form 2) used pictures to show the qualification of designs 3) used combined pictures to explain the process of use 4) specific communicated pictures to clarify the way of use. The development of pictogram design as per the universal design in 4 ways of signage will become better for communication quality in public learning places.

Keywords: pictogram design, signage, wayfinding, aged people, low vision people, universal design

L4

[64]

**SYMBOLIC VIOLENCE OF WOMEN'S ROLE IN MATRILINEAL CULTURAL
TRADITION (CULTURAL COMMUNICATION STUDIES OF TUNGGU TUBANG
IN SOUTH SUMATRA)**

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ABSTRACT

This paper discusses a culture of patriarchal society, *Tunggu Tubang* in Semende South Sumatra, Indonesia. This culture, on the one hand, elevates the position of women in the family, by getting the privilege to keep and maintain family treasures including farmland management, on the other hand their privilege are supervised and controlled by men. Although its position is glorified, *Tunggu Tubang* actors do not have the freedom to have careers outside the home and reach the dreams. However, the actors perceived their position as one way to subserve the big family. Conceptually, the structure, rules and norms of local communities reinforcing the position of men to dominate the actors is said to lead to the act of symbolic domination. Thus, the purpose of the research is to reveal the use of a cultural tradition symbol to legitimize power structures in a patriarchal society. This paper used in-depth interviews techniques for data collection through several key informants which selected based on the certain criteria related to the issues.

Keywords: symbolic violence, women's role, Tunggu Tubang, matrilineal tradition, cultural communication

M1

[65]

KOREAN TELEVISION DRAMA: THE SIGNIFICANCE OF ITS CULTURAL APPROACHES IN MALAYSIA

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ABSTRACT

The popularity of Korea through the acceptance of its culture in Asia was achieved rapidly. Its popularity spread to various European countries and also, worldwide. As such, Korean music and dramas are fast gaining popularity in Malaysia as Malaysian broadcasting stations have started to introduce and include Korean music and dramas into their programs. The rise of Korean dramas in Malaysia clearly shows that language has not become a barrier for Malaysians to watch Korean dramas. The strategy and approach used by the Korean media has also given a significant impact to the popularity together with their marketing activities. This paper will explore the success of Korean drama in terms of cultural approaches as well as its marketing strategy. This research uses qualitative methods to address the Korean drama phenomenon. It is also an attempt to investigate what makes the Korean drama able to capture the audience interest. The findings are significant in explaining the global success of Korean dramas in Malaysia.

Keywords: Korean drama, culture, media, marketing, approaches, popularity

M2

[66]

**“USAGES OF THE YOUTH IN THE EMIRATI SOCIETY FOR THE DUBBED
TURKISH SERIES ON THE ARAB SATELLITE CHANNELS AND THE
SATISFACTIONS ACHIEVED”**

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ABSTRACT

The research topic is summarized in the importance of studying the measuring the extent of the university youth's exposure in the Emirati Society to those series and the resulting achieved satisfactions. The most important results and recommendations of study are as follows: a high rate of the respondents', sample individuals, exposure to the dubbed Turkish series since it is evident that almost three fourths of the study individuals watch the dubbed Turkish series,. The most significant positive aspects of the dubbed Turkish series are: "they focus on the most important tourist attractions in Turkey" and "improving the audience's knowledge and information on the traditions of the Turkish society". The most apparent negatives of the dubbed Turkish series are: "they discuss topics that do not agree with the local traditions", "they promote strange ideas that are incompatible with the society", "they attract teenagers through inappropriate models and ideas", "they promote ideas and opinions that are incompatible with the Islamic values" and "they destroy the national identity".. The study recommends conducting more researches on the impact of the dubbed Turkish series shown on the different satellite channels on the different sectors of audience as well as conducting detailed studies on the nature of preparing the contents of those series and carrying out studies on the audience of the specialized channels and their attitudes towards them. They call upon setting special policies of media for presenting those dubbed Turkish series on the satellite channels to confirm their commitment to the values and ethics of their communities.

M3

[67]

**WHAT WENT WRONG: AN ANALYSIS ON THE ACTIONS TAKEN BY THE
MEDIA IN MENDOZA’S CASE DOCUMENTARY**

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ABSTRACT

This study was conducted to determine the actions and practices taken by the media during the hostage taking of Senior Police Inspector Rolando Mendoza at Quirino Grandstand, Luneta Park on August 23, 2010 while looking in to the journalist’s Code of Ethics established by the National Press Club and Philippine Press Institute in 1988 and to analyze whether social responsibility and ethical journalism is practice in the Philippines specifically in Mendoza’s case. Findings of the study showed that four out of eleven Philippine Journalists’ Code of Ethics were violated which resulted to the irresponsible actions of the media during the incident.

Keywords: media, documentary, code of ethics, journalists, social responsibility

M4

[68]

COMMUNICATION IN FRONT OF CULTURAL DIVERSITY: THE STATE-OF- THE-ART ON INTERCULTURAL COMPETENCES IN ITALY

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ABSTRACT

Everywhere in the world the future of societies is interculturality, that is the living together of different cultures, mixing or conflicting each other. In fact, impressive processes of globalization and migration are reshaping the face of many regions in all the continents, and the redefinition of identities and social order is “the problem” of our modernity, concerning individuals, organizations, territories. Society and communication have strictly bounded: like society is the social context binding the processes of communication, on the other hand, the innovation of technologies influences the structures and order of the society. Because of this indissoluble relationship, the question of diversity is a strategic issue also in communication field. This paper intends to develop a reflection on the competences necessary to manage cultural diversity. It is funded on the first evidence of a research made by the three authors in the context of the activities of an international scientific project (Codes, 2017-2019), involving six European countries. The aim of the study to which refers this proposal is to draft the-state-of-the-art of the management of intercultural communication in Italy, by an overview on three sectors strategic to observe the role and the evolution of communication: university, that is mandated to form the professionals of the future; public and private organizations, obliged, to survive, to promptly intercept and tackle the evolution of society; public discourse, that is the narrations produced and diffused by the protagonist of the public sphere, first of all the media. The analysis will be funded on secondary data collected and elaborated specifically for this research.

Keywords: intercultural communication, cultural diversity, diversity management, organizations

N1

[69]

“INDONESIA - IN-GOOD-NEWS-IA”

Evelynd

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ABSTRACT

The bad news seemed to have become a daily dish in a variety of Indonesian media today. Consciously or not, the day we become more familiar with the domination of negative news that presenting the story in a significant portion. Positive news and impressive achievements as a nation are often masked, or if not, only tiny part of the whole story. They are barely getting a proper place. Mostly, the daily news we see and hear is desperately negative and replete with protest to the government, crime, ethnic issues, disasters, corruption, terrorism, and scandals. Do the media set the certain agenda of negative news? Why? Does it respond to audience's preference for bad news over the good news? Alternatively, is it just because it sells more? This essay examines the roles of news platform and social media movement in Indonesia in helping to engender a sense of nationhood. This research has two ideas to propose regarding the use of social media as news source. First, as platforms for Indonesia to produce dialogues against possible dissent around national events. Second, as channels for the nation to create and communicate counter-narratives against collective actions.

Keywords: news, media, Indonesian, reporting, news platform, social media

N2

[70]

THE ROLE OF REGIONAL TELEVISION IN THE LIFE OF A MEGACITY (ON THE EXAMPLE OF THE TV CHANNEL "TKT-TV" IN ST. PETERSBURG)

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ABSTRACT

Main objective:

Although today some people prefer to get news from the Internet, TV still exists in every family. But many people want not to know about the world events, but also about what is directly related to them. For example, when their yard will be included in the city program for improvement, where they can get social benefits from the government, who is responsible for repairing their houses, what concerts and competitions will be held in the district. And the regional television can help them a lot.

I will investigate the topic on the example of broadcasting the TV channel "TKT-TV", where I used to work at. The channel calls itself as «the closest TV to you». Spectators don't find here reportages about what is happening in the country; instead, the channel talks about the events in their districts and even in their homes.

Actuality of the research:

According to the Public Opinion Foundation, most of the Russians watch TV and 67% do it every day. At the same time, the number of those who would like to know about local events is permanently increasing. It means, people do care not only about politics and international relations, but also about social problems such as healthcare, education, etc. – in other words, that is what concerns them directly. Therefore, the target audience of local and regional TV channels is constantly growing. For TKT-TV it is more than 1.4 million apartments in all districts of the city and about 250 thousand spectators per day.

Each district of the megacity needs its own TV channel. First of all, thanks to local TV, the residents have the opportunity to be heard. On TKT-TV, spectators offer topics for reportages and analytical stories by calling the editorial office and reporting about holes on roads or unauthorized advertisements. Sometimes this even becomes a basis for a special reportage (for example, in the summer of 2015, my story about the rats in Primorsky region and the inaction of officials who nodded one on another came out. And it has started from the call of a resident of the region who called us and complained about rats).

Secondly, this is a real outlet for those who are tired of sensations and «yellow press». TKT-TV deliberately does not show crime and news from celebrities. Instead, they talk about "celebrities" among the local residents such as athletes, musicians, philanthropists living next to us.

Finally, the news of the district channel concerns everyone. The conflict in Syria, for example, will not affect a retired grandmother. But the failure of municipal services in her house, which cause 3 months without hot water, has much more effect on her daily life.

Proposed solutions:

TKT-TV did not come immediately to this form of broadcasting. In fact, firstly it used to be just a weak copy of other TV channels of St. Petersburg. Moreover, the news came out not every day, but on Tuesdays and Fridays. That is why simple news coverage didn't work – the channel was always late in reporting news, and the target audience was about to go away. The system had been like this until 2014 and the rating of the channel was less than 1.5% of the city's residents.

In 2015, the channel approved a new style of broadcasting. There was much less urban news, but more attention was paid to local events, social problems. More special reports and journalistic investigations started coming out. Instead of simply reporting, correspondents came to analytical stories. Also, the broadcasting time has changed - news began to appear as a separate block in prime time, whereas before they were broadcasted after federal and city news.

The style of the program has also changed. Now there is not just news, but a full-hour program with sparkling humor of TV presenters and experts' opinions. As a result, the rating of the TV channel increased by 20%. The average number of views of a reportage on YouTube channel increased to 1000.

In my research, I only consider the practice of megacities. However, this part is important for small towns as well, because the city's news releases often talk about the activities of government officials and one or two city events. A "TV closest to you" will help to unite the people (for example, in spring 2015 my reportage about an attempt to build a beer restaurant in the courtyard of the apartment house came out. What surprised me is that both local residents and officials showed the same position and they didn't want to compromise. Everyone was against the demolition of the kids' playground and cutting of the public garden in the courtyard, as well as the noise from the bar's guests at nights. By the way, locals were able to defend their habitat thanks to our story).

This is the kind of TV channel that will solve many problems for local residents (for example, after a reportage about a management company of a housecheating with receipts for utilities, other houses will want to change the company. To avoid bankruptcy, communal companies will have to change their way of working).

Needs:

TV channel needs to establish cooperation with advertisers. Now there is no advertising on the channel at all, and all needs are fully covered from the city budget. This approach, on the one hand, has the right to exist. On the other hand, the budget of the channel is very limited, that is why there are no available funds for additional PR and expansion of the target audience.

Resume:

The results of the research can be applied to the work of mass media of any city. The methods described here can also be used by journalists of federal and city media if they want to remain close and interesting to spectators.

In the future, they can become the basis for creating a regional television channel in any city, because this practice is still quite new (in Russia, for example, only Moscow and St. Petersburg have their own channels).

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[71]

INTERNATIONAL TRADE OF TV PROGRAMS IN THAILAND IN THE AGE OF DISRUPTIVE TECHNOLOGY

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ABSTRACT

This article studied the evolution and characteristics of international trade of TV programs in Thailand as a guideline for TV station executives and TV program producers to see opportunity for the development of the media business amid the changing technology and audience behavior in the age of disruptive technology. The research methods included documentary analysis and interviews with mass media scholars, TV station executives, and advertising agency representatives. Most of the popular TV programs at present are copyrighted shows purchased from overseas, both a purchase of copyright of finished program and a copyright of format program, most of which were game shows, reality shows, and drama series. The characteristics of international trade of TV programs in Thailand included (1) trade of TV programs in the content market, (2) exchanges of TV programs between Thai and overseas TV stations for broadcasting, and (3) international co-production of TV programs. Three factors that influenced TV stations in Thailand to purchase foreign TV programs were (1) changes in technology, (2) changes in consumer behavior, and (3) business survival. Accordingly, international trade of TV programs is another solution for TV stations and TV program producers in Thailand to reduce cost of production, increase revenues, and expand the audience base worldwide. TV programs that are popular among a great number of audience can be exported products and cultural products.

Keywords: International trade of TV programs, TV format trade, franchise TV program, TV program copyright, TV market in Thailand

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[72]

MASS COMMUNICATION SOCIETY AND GLOBALIZATION: REDUCING UNCERTAINTY ON SOCIAL NETWORKING SITES

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ABSTRACT

Social networking sites such as Facebook allow users to add as much as 5000 friends. For many users, a good many of these “friends” are people they’ve never met before or even conversed with before on the platform. Considering that users actively or passively have a connection with these people through the entries (photos, video, event updates, post etc.) they see from time to time via their page, this study assumes that they tend to create a perception by selecting, organizing and interpreting the content of these posts. Based on this premise, we aim to evaluate how social networking site users reduce uncertainty through C.R. Berger and Calabrese’s Uncertainty Reduction Theory approach. We base this study on this theory, first because the theory’s core statement is that “uncertainty is unpleasant” which is an integral part of this study. Second, because it best fits the research purview and finally, because the theory highlights the stages of reduction (entry, personal and exit) as it is mirrored on social networking sites. This study adopts a quantitative method of inquiry by primarily evaluating the reduction of uncertainty on social networking sites through Uncertainty Reduction Theory, among Nigerian students schooling Taraba State University, Jalingo (n=350). While the primary contribution of this study is to assess Facebook users’ uncertainty reduction on the platform. Findings of this study would add important contributions to literature because it is the first comprehensive study to assess this subject matter by focusing solely on Uncertainty Reduction Theory.

Keywords: mass communication, society, globalization, uncertainty reduction theory, social networking sites



VIRTUAL PRESENTATIONS

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**COVERING THE CARIBBEAN TO DEATH? THE INTERNATIONAL MEDIA'S
COVERAGE OF CARIBBEAN DISASTERS**

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ABSTRACT

The paper will explore the argument that the Caribbean region is under-covered by international media networks. It will highlight some of the region's major humanitarian crises over the last decade and examine the possible relationship between the coverage of these disasters and the level of international relief and recovery efforts. The growing technological advancements and diversity of media platforms have broadened the media's potential reach and its perceived ability to influence decisions and worldviews. Given the nature of medialization and its influence on how persons perceive regions of the world, and given the Caribbean's colonized past and what some perceive as 'unfair treatment' of the region by international power brokers, it is important to explore its relationship with the international media.

Keywords: Caribbean, coverage, disasters, medialization, international, media

[74]

NEW GOALS FOR CLIMATE CHANGE COMMUNICATION

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The world has to face the existence of Climate Change effects, at the same time communication community is facing problems concerning how to deal with them. From the analysis of the way media talk about this theme, we can realize that it presents critical aspects. First of all, the lack of engagement of the media about it and, in particular, the way they talk about, considering languages used to communicate. Understanding the cardinal points used in the communication to discuss the climate changes, analysing them, evaluating weaknesses are all necessary steps to shape a new future. The data collected suggest that the theme is few mentioned, and those mentions are almost doomsday: the sensationalism take the space to the substance of daily changes in the world. This way of communicating does not allow a realistic perception of the problem, and it is often a cause of the increase of the skepticism. It is necessary to look for new strategies targeted at an effective communication, aimed at the involvement of the individual. We address people who perceive the problem as a transcendent issue distant from its daily experiences. The thought of communicating Climate Change is born twenty years ago with the perspective aimed to prepare us to face future events. Nowadays the point is to understand that "the future is today" using new languages to generate different insights for people. In order to have an efficient Climate Change communication, it is a possible strategy: to build new narratives to bring closer the individual to the problem.

Keywords: climate change, communication, mass media, new media, insights, storytelling, narratives

[75]

AN INVESTIGATION INTO THE PERCEPTIONS AND THE INFLUENCES ON FOREIGN NEWS REPORTING: CASE STUDY: EGYPT'S 2013 UPRISING

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ABSTRACT

With the growing consciousness of the rapid changes of journalism as a profession, this study acknowledges that the journalist's role as a gatekeeper has not been minimized. On the contrary, it has been evolving into a participatory global journalist. Given the hypothesis that foreign news reporting in Egypt is sometimes accused of unbalanced reporting, this study investigates the influences of foreign correspondents at British print newspapers during the coverage of Egypt's uprising in 2013. This study begins by analysing the forces that underpin foreign correspondents via conducting five in-depth interviews, in relevance to their commitment to journalism professional practises. From micro-to macro levels, the factors that shape media content will be investigated to account for ideological, individual, new routine, organisational and extra -media forces. The research concludes that the existing debate on how good or bad coverage is should be thoroughly examined through today's changing media environment where news concepts, theories and approaches are rapidly introduced. Analysis of the interviews shows variations of perceptions of influences across journalism practises even among the same news organisation. Analysis of the coverage suggests deeper influences are at work including cultural and the ideological forces. Findings reveal that extra-media- level plays an important role in today's media environment .It recommends that international press not only offers a different perspective of the story told from the West towards the East, but can also give insights to the emerging role of a global foreign correspondent.

Keywords: foreign correspondent, foreign press, Egypt's Uprising, media coverage

[76]

PORTRAYAL OF MUSLIMS IN BOLLYWOOD CINEMAS

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Film, generally, has huge impact on the societies. It gives new trends, ideas and traditions. Films not only make the opinion but also reshape the opinions. Films reshape old trends, customs and traditions. Bollywood is one of the famous and the strongest industry. The Indian film industry very often portrays the Muslim with categorised image, which is usually negative. Muslims are being looked as suspicious people and portrayed as terrorists. Most of the time the Muslims are shown from a specific socio-economical background. They are stereotyped as a lower middle classed illiterate or less educated people, which gives rise to the issue of crime and terrorism. The 9/11 incident was laid upon “Muslims” by the west. After that, Muslims are blamed as terrorists all over the world without any discrimination of gender or age. Indian film industry adds fuel to the fire by making a lot of movies on Muslims and presenting them as terrorists and negative ones. The results indicate that Indian cinema is distorting the Muslim image and an anti-Muslim propaganda has been carried out not only in India but also at international level. Muslim terrorism was depicted in movies like ‘Roja’, ‘Mission Kashmir’, ‘Maachis’ and others.

Keywords: Bollywood, Minority, Muslims, Social-status

[77]

**EXAMINING THE EDUCATION AND TRAINING OF FOREIGN
CORRESPONDENTS WORKING IN THE U.S.: EXAMPLES/CASES OF BELGIUM
AND THE NETHERLANDS**

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ABSTRACT

This paper is an examination of foreign correspondents from Belgium and The Netherlands working in the United States. This study, which used a snowballing sample to collect information from open and closed interview and survey questions will be helpful to researchers who want to learn more about how foreign correspondents are trained to perform their journalistic functions in the U.S. It will also be helpful to educators, and those who offer training in a professional media setting, in order to help journalists prepare for what previous literature has shown are the unique circumstances involved in reporting from outside a correspondent's home country, specifically if he or she is assigned to the U.S. The education explored in this research encompasses more than just the technical aspects of the profession. The research found that correspondents training do not typically come from journalism programs, but from peers, on-the-job training and from other education areas.

Keywords: journalism, correspondents, Mass Communication

[78]

MANAGEMENT OF PUBLIC RELATIONS CRISIS FACING DIGITAL DISRUPTION

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ABSTRACT

In disruption era, every company in the world must manage their stakeholders effectively by adopting the newest technologies so company can face new competitors in digital world. Public transportation is one of the sectors that has been the most disrupted by digital technology. This paper aims to explore how the company of Indonesia's largest taxi operator such as Blue Bird can handle management of public relations when facing changes in consumer behaviour because of technological disruption that can make crisis of brand reputation after the taxi drivers strike incident on Jakarta in last March 2016. The concept of this overall research uses public relations management as the grand concept, besides some concepts of cyber public relations, consumer behaviour, crisis management, reputation management and brand reputation. This paper uses qualitative research method and collects data from printed media and digital media. The paper results revealed that Blue Bird taxi has made some innovations using online service and cashless system of payment for facing some competitors like Grab, Uber and Gojek. Practical implication of this paper shows that digital media for existing company for almost 45 years has the power to get a better future of public transportation online system and can get more customer engagement by using monitoring system with GPS to gain better online service and better reputation as the trusted brand in Indonesia.

Keywords: public relations management, crisis management, reputation management, brand reputation

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EFFECTS AND CONSEQUENCES OF TECHNOLOGY ON LEARNING AND INNOVATIVE EDUCATIONAL STRATEGIES

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ABSTRACT

The use of technology is a possibility of growth and at the same time an educational problem not to be underestimated because of the extreme pervasiveness and diffusion among adolescents. Many of the studies conducted so far, although not validated in the literature, suggest that Internet abuse would be related to dysfunctional and compulsive behaviors, tolerance and impoverishment of the functioning of the individual. This increases the risk of the onset of feelings of loneliness, depressive moods and low self-esteem. The purpose of this article is to examine some aspects of the positive and negative effects of technology in education and socialization of today's adolescents and the opportunity to use technology during text comprehension tasks (in this case on a geographical track) through a pilot study on Italian adolescents (age $m = 12.11$). Methodologically, in the first part of the document, a systematic review of the literature of the issues presented in the second part of the experience described, tools used and results obtained was carried out. The conclusions of this research are that the way to overcome the problem of the negative effects of technology is to exploit its educational potential, finalizing it to the construction of meanings and social relationships. In the study conducted, the students took into consideration the use of the highly motivating and stimulating technological tool even if, the general interpretation was better in the print texts than in the digital reading.

Keywords: Technology, Learning, Innovative Educational Strategies, technological addiction

[80]

DYNAMICS OF MEDIA GROUP-OWNERSHIP : A CASE STUDY RADIO INDUSTRY IN INDONESIA

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ABSTRACT

This paper focused on discussing about radio industry in Indonesia, which its existence is affected by the dynamics of the entire media industries. Changes occurring in media industry will affect the actors of radio industry. On the contrary, development of radio business will also influences various aspects in media industry. Furthermore, recent development of media industry has shown that media is definitely a business entity, since it is conducted in such a way as profit-making enterprise. Actually, media should firmly stick with its main function as vehicle to disseminate information, education, entertainment and social control. From the perspective of political economy media, main organization tends to have influence and power to cope its network organization. Two group-ownership media enterprises, Masima Radionet and Mahaka Media were chosen as objects of research, through their own radio networks, the so called Prambors FM and Gen FM. The research, designed using qualitative approach has found that the dynamics of the recent radio media industry keeps changing, not in stagnant condition. Besides, the essence of networking media, instructed by broadcasting law and regulation, is not well implemented in recent networking radio media practices. For this reason, it is essential to synchronize various regulations related to media industry in Indonesia in order to optimize the usage of media for public and social benefit not merely for the individual and certain-community interests.

Keywords: radio industry, group-ownership, networking management

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MEDIA CONSUMPTION HABITS OF YOUNG WOMEN IN KASHMIR

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Youth in India-administered Kashmir have many choices when it comes to different media products. With regard to this fact, information about media choices of youth especially women group is very difficult to gauge due to multiple reasons such as distributed exposure to a variety of media, dissimilar norms and beliefs, wide interests, and conflict. Thus this study attempts to find what young women in Kashmir like & prefer when it comes to different platforms of media i.e. Print, Broadcast and, Online. The survey method was employed to conduct the study and questionnaire was used as a data collection tool. Usage patterns were further classified among rural and urban areas. The study found that newspapers are the first preference of women when it comes to receiving information about news and current affairs, internet trends to be a popular medium for education, and TV wins over all other options for entertainment. A critical path analysis further reveals how students who are excellent in studies tend to be more open to media as compared to their average counterparts and how internet led to addiction and media -dependency amongst them. Internet was further found to affect family relationships directing both detachment and connection with family & friends. Through this analysis, the researcher tends to help media marketers in designing an effective media strategy to reach their target audience advantageously with an ease to not only understand but also interpret the choices of young women in Kashmir.

Keywords: Kashmir, media-preferences, women, print, broadcast, online media

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SLOW HERITAGE THROUGH FAST MEDIA: ENSURING CIVIC PARTICIPATION THROUGH SOCIAL MEDIA

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ABSTRACT

Over the years, much of the research in social media has looked at the power of the medium in shaping people's opinions. This paper presents a case study of a social media group that reverses the communication discourse and helps users challenge trends. It is encouraging participants, even in the far corners of the Himalayas, to attach value to their heritage and promote the idea of sustainable tourism through civic participation. Social Media, today, is an important tool in communicating a place and is being used to promote a particular notion of travel that fosters consumerism. A platform like 'Been There, Doon That?' that forms the case study for this discussion, empowers communities to reverse this discourse and challenge consumer-oriented tourism. It is enabling civic participation in promoting slow and sustainable tourism that attaches value to all kinds of heritage of a locality, not only the one that makes for good photographs.

Keywords: Social Media, Civic Participation, Heritage, Himalayas

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**INFORMAL TELEVISION FORMAT ADAPTATION: TENSIONS BETWEEN
INFORMAL ADAPTATIONS AND SPECIFIC CULTURAL FORMS OF
PRODUCTION IN NIGERIA'S MEDIA INDUSTRY**

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ABSTRACT

This article examines the subject of unlicensed format adaptation as a complex debate between intellectual property and the specific adaptation needs of varying television cultural production processes. As such, it highlights Nigeria's format industry and the unique patterns of its thriving audio-visual industry – which is in fact, the largest in Africa – yet typically rife with informalities in production and distribution processes. It then examines the existence of television formats as part of this local informal setting, and as an independent formalised production entity. The evolving concepts of *adaptability* versus *adaptation* in format literature is used to drive the discussions. Therefore, a critical analysis of adaptability reflects on expectations that format adaptation should preserve autonomy of original formulae, while functioning as mere derivative renditions. Conversely, this article analyses adaptation with assumption that processes involved in circulation of formats (such as its local interpretation and redefinition of patterns/methods) may result in slight changes in formula and are arguably embedded in the concept of formatting itself. This is finally used to draw theoretical distinctions amidst often resultant informal formats, unlicensed formats, and global formulae.

Keywords: Global Television-Formats(GTFs), Informal adaptation, Nigerian media

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**MANAGING SALES & MARKETING OF MALAYSIAN ISLAMIC TELEVISION:
THE TV AL HIJRAH EXPERIENCE**

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ABSTRACT

This paper discusses the sales and marketing of TV Al Hijrah (TV AH), the first Malaysian free-to-air Islamic compliant television station. As all its programmes and commercial are strictly adhered to Shariah Compliant, the paper studies how it was imposed on the sales and marketing strategy of segmentation, positioning and branding by the station - through the practice of four Islamic pillars: 'Truthfulness', 'Openness', 'Progressive', and 'Relevant'. This study was conducted based on qualitative findings involving in-depth "face to face" interview and through telephone conversations. Informant was interviewed during the period one month for one to two hours. Data from the informant was used to measure the relevant market segment value, i.e. the audience needs and wants. Transcripts, coding and data analysis was conducted using qualitative analysis. The results of this study can be used in helping the sales and marketing of TV Al Hijrah in the future.

Keywords: managing, sales and marketing, Islamic compliant, needs, wants

[85]

SOCIAL MEDIA UTILIZATION FOR COMMUNITY DEVELOPMENT: A STUDY OF NON-PROFIT ORGANIZATIONS IN MALAYSIA

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ABSTRACT

With the increased legitimacy of social media in the eyes of key stakeholders, it has become more essential for non-profit organizations to adopt the use of information communication technologies for community development specifically social media. The interactivity, user friendly and cost effective features have presented opportunities for NGO to communicate and engage with their publics more effectively. In the case of Malaysia, the popularity of these social media applications with an adoption of 80% of online activities involving social media has heightened the need for effective utilization of these tools. [MCMC, 2016] The objective of the study was to examine the utilization of social media practices of NGOs in Malaysia for community development. To gain a clearer understanding of the NGOs social media practices for community development, the researchers carried out an online ethnographic study of selected NGOs in the Klang Valley. In-depth interviews were also conducted to gauge their understanding and utilization of this new communication technologies, as the study was exploratory in nature. Although the utilization was viewed as positive towards community development, it was very limited to an informational purpose that revolved around the spreading of information on events and activities rather than being dialogical to build a stronger relationship with such communities.

Keywords: Non-profit organization [NGOs], community development, dialogic communication paradigm, social media, community action, ethnographic

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