



5th World Conference on Media and Mass Communication

"Change in Media, Media for Change. Looking for New Paradigms"
05th – 07th April 2019 | Kuala Lumpur | Malaysia

TECHNICAL PROGRAM

DAY 01 - FRIDAY, 05TH APRIL, 2019

INAUGURATION SESSION	Friday, 05 th April 2019 08.00 to 11.20 Pacific Ballroom C (Level 2)	
	08.00 – 09.30	Conference Registration
	09.30 – 09.40	Welcome Address Mr. Oshadee Withanawasm (<i>Co-Founder, CEO & Chairman - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
	09.40 – 10.00	Speech by the Conference Chair Dr. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)
	10.00 – 10.10	Speech by the Co - Hosting Partner Prof. Dr. Azizul Halim Yahya (<i>Universiti Teknologi MARA, Malaysia</i>)
	10.10 – 10.20	Speech by the Co - Hosting Partner Dr. Wang Changsong (<i>Xiamen University Malaysia, Malaysia</i>)
	10.20 – 10.30	Recognition of Conference Partners
	10.30 – 11.00	Launch of the Conference Trailer - MEDCOM 2020
	11.00 – 11.20	Conference Photograph
	11.20 – 11.40	Morning Refreshments

KEYNOTE FORUM	Friday, 05 th April 2019 11.40 to 13.00 Pacific Ballroom C (Level 2)	
	11.40 – 12.20	"Engaging Your Audience with Zero Budget Facebook Marketing" Marcus Teoh (<i>Bestselling Author, Zero Budget Facebook Marketing Trainer</i>)
	12.20 – 13.00	"Advancing Media for Change: Why It Is Important?" Prof. Datuk Dr. Ahmad Rafi Bin Mohamed Eshaq (<i>President/Professor, Multimedia University, Malaysia</i>)
	13.00 – 14.00	Networking Lunch



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PLENARY SPEECH	Friday, 05th April 2019 14.00 to 14.30 Pacific Ballroom C (Level 2)	
	14.00 – 14.30	"The Importance of Public Speaking Skill: The Role of Vocal Communication in the Digital World" Prof. Elisabetta Gola (<i>University of Cagliari, Italy</i>)

TECHNICAL SESSION 01	SOCIAL MEDIA I	
	Friday, 05th April 2019 14.30 to 16.30 Pacific Ballroom C (Level 2)	
	Chaired by Dr. Lilia Raycheva (<i>The St. Kliment Ochrisky Sofia University, Bulgaria</i>)	
	14.30 – 14.50	A1 Knowledge Acquisition and Contribution using Social Media among Students in Indonesian Higher Education: Determinants and Impact on Social Participation Nilawati A.R., Agustina F., Hidayat T., Adlina D. (<i>Gunadarma University, Indonesia</i>)
	14.50 – 15.10	A2 Content Construction of Thai Travel Bloggers Benjamaporn Suthirawut (<i>Dhurakij Pundit University, Thailand</i>)
	15.10 – 15.30	A3 Determinants of Facebook Discontinuation Activity amongst Indonesian Facebook User Renny, Riskayanto, Dyah Anggraini, Irwandaru Dananjaya (<i>Gunadarma University, Indonesia</i>)
	15.30 – 15.50	A4 Facebook Users as Content Creators: A Case Study of Indians Aged 50 Years and Above Prachi, Chandrakant P. (<i>Guru Gobind Singh Indraprastha University, India</i>)
	15.50 – 16.10	A5 Determinants and Impacts of Virtual Group Homophily and Tie Strength on Learning Resource Sharing and Collaborative Learning in Indonesian Private Universities Farida, Ivan Maurits, M. Ravii Marwan, Isram Rasal (<i>Gunadarma University, Indonesia</i>)
	16.10 – 16.30	A6 Louvre Abu Dhabi: Social Media and UAE's Changing Cultural Landscapes Ephraim P.E. (<i>Higher Colleges of Technology, United Arab Emirates</i>)
16.30 – 17.00	Evening Refreshments	

TECHNICAL SESSION 02	FILM STUDIES I		
	Friday, 05th April 2019 14.30 to 16.30 Bunga Raya (Level 3)		
	Chaired by Dr. Jeyasushma Veeriah (<i>Xiamen University Malaysia, Malaysia</i>)		
	14.30 – 14.50	B1	Egyptian Cinema Treatment of the Political Reality during Nasser and Sadat Eras: An Analytical Study Naiera Ahmed Shabaiek (<i>Cairo University, Egypt</i>)
	14.50 – 15.10	B2	Digital Life Digital Film M. Gloede, S. Grobler (<i>Nanyang Technological University, Singapore</i>)
	15.10 – 15.30	B3	Film Viewing Preferences and Impact of Smartphones: A Comparative Analysis of Urban and Rural Youth in Delhi (India) Divyani Redhu, Sachin Bharti (<i>Guru Gobind Singh Indraprastha University, India</i>)
	15.30 – 15.50	B4	Perceived Effect of Promotion Strategies on Audience Film Preference in Malaysia Puteri Sarah Hanim Mohamad Shaiful, Dr. Shazleen Mohamed (<i>Universiti Teknologi MARA, Malaysia</i>)
	15.50 – 16.10	B5	A Content Analysis of Woman and Violence in Indonesia Modern Cinema Daniel Budiana (<i>Petra Christian University, Indonesia</i>)
	16.10 – 16.30	B6	Examining the Effects of Korean Movie on Audience Reception among University Students in Malaysia Ahmad Syazwan Syuwari Nordin, Anuar Ali, Nur Aishah Al-Husna Ramli (<i>Universiti Teknologi MARA, Malaysia</i>)
16.30 – 17.00	Evening Refreshments		



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TECHNICAL SESSION 03	SOCIAL MEDIA II		
	Friday, 05th April 2019 17.00 to 18.00 Pacific Ballroom C (Level 2)		
	Chaired by Dr. Shazia Ismail Toor (<i>University of the Punjab, Pakistan</i>)		
	17.00 – 17.20	A7	An Analysis of Digital Divide in Indonesian Online Mass Media based on Web Metric Analysis Widya S., Matrisnya H., Ruddy J.S., Budi H. (<i>Gunadarma University, Indonesia</i>)
	17.20 – 17.40	A8	The Effective Use of Social Media by South African Political Organizations to Gain Voters' Confidence Reddy M.M., Naidoo G.M. (<i>University of Zululand, South Africa</i>)
17.40 – 18.00	A9	Utilization of Social Media Monitoring as a Way to Handle Feedback (Literature Study at Telco Companies in Indonesia) M.T. Lestari ^{1,2} , A. Suryana ² , S. Mulyana ² , M. Hidayat ² (<i>¹Telkom University, Indonesia, ²Padjadjaran University, Indonesia</i>)	

TECHNICAL SESSION 04	FILM STUDIES II		
	Friday, 05th April 2019 17.00 to 18.00 Bunga Raya (Level 3)		
	Chaired by Dr. Mai Al-Khaja (<i>United Arab Emirates University, UAE</i>)		
	17.00 – 17.20	B7	Classification of Children's Short Films for Mobile Movie Screening by Bioscil L.D. Setiawan, B.B. Puspita (<i>Universitas Atma Jaya Yogyakarta, Indonesia</i>)
	17.20 – 17.40	B8	Fictional Narratives and Question of Ethics in Indian Hindi Films Dr. Sushila Shekhawat (<i>Birla Institute of Technology and Science, India</i>)
17.40 – 18.00	B9	P. Ramlee's Cinematographic Auteurism of Cultural Values Representation in <i>Antara Dua Darjat</i> and <i>Ibu Mertua-Ku</i> Zaki N.E.A.M. ¹ , Zainodin W.H.W. ² (<i>¹Universiti Tunku Abdul Rahman, Malaysia, ²Universiti Teknologi MARA, Malaysia,</i>)	

NETWORKING DINNER	Friday, 05th April 2019 19.00 to 22.00 Songket Restaurant	
	19.00 Onwards	Conference Networking Dinner hosted by TIIKM

DAY 02 - SATURDAY, 06TH APRIL, 2019

TECHNICAL SESSION 05	SOCIAL MEDIA III		
	Saturday, 06th April 2019 08.30 to 09.50 Pacific Ballroom C (Level 2)		
	Chaired by Prof. E.E. Scheimer (<i>Royal Roads University, Canada</i>)		
	08.30 – 08.50	A10	Behavior Model of Sharing Tutorial Video on YouTube among Social Media Users in Indonesia: Mediating Effect of Cognitive Trust and Cognitive Satisfaction Kowanda A., Binastuti S., Hustinawati, Purnamasari D. (<i>Gunadarma University, Indonesia</i>)
	08.50 – 09.10	A11	Perceptions of Malaysian Millennial Consumers towards In-Stream Video Advertisements in Social Networking Sites Siti Zulaika Binti Khaled, Junita Shariza Mohd Nasir, Heidi Tan Yeen - Ju (<i>Multimedia University, Malaysia</i>)
	09.10 – 09.30	A12	College Students; Needs Satisfaction through Facebook and YouTube Bin Yamin Khan, Hina Mushtaq (<i>Université de Lille, France</i>)
09.30 – 09.50	A13	Social Media Usage, eWom and Purchase Decision in Indonesia Context Murtiasih S., Pratiwi E., Masodah, Musa P. (<i>Gunadarma University, Indonesia</i>)	

TECHNICAL SESSION 06	MEDIA, GLOBALIZATION AND ADVERTISING		
	Saturday, 06th April 2019 08.30 to 09.50 Bunga Raya (Level 3)		
	Chaired by Dr. Savera Shami (<i>University of the Punjab, Pakistan</i>)		
	08.30 – 08.50	C1	Intelligence and Human Rights in the Era of Global Terrorism Keshav Patel (<i>Makhan Lal Chaturvedi National University of Journalism and Communication, India</i>)
08.50 – 09.10	C2	Advertising and Cultural Change: A Developing Country's Media in a Globalized World Saima E. Shahid (<i>University of the Punjab, Pakistan</i>)	



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	09.10 – 09.30	C3	The Role of the Rural University in Preparing Students to Participate in a World of Dynamic Models of Communication Rugbeer H., Rugbeer Y. (<i>University of Zululand, South Africa</i>)
	09.30 – 09.50	C4	Innovation in Advertising Campaigns: New Orientation Sangeeta Sharma (<i>Birla Institute of Technology and Science, India</i>)

TECHNICAL SESSION 07	HEALTH COMMUNICATION		
	Saturday, 06th April 2019 08.30 to 09.50 Bunga Tanjung (Level 3)		
	Chaired by Dr. Edi Pranoto (<i>Gunadarma University, Indonesia</i>)		
	08.30 – 08.50	D1	The Relationship between Media Exposure and Awareness of Multiple Sclerosis: A Comparative Analysis on MS Female Patients in Pakistan and Italy Iqbal I. ¹ , Volterrani A. ² (¹ <i>Government College University, Pakistan</i> , ² <i>Tor Vergata University, Italy</i>)
	08.50 – 09.10	D2	"Dad, I Don't Feel So Good": Investigating the Role of Communication in Vaccine Hesitancy among Filipino Parents Residing in Metro Manila Shealea Jenice Iral (<i>University of the Philippines Diliman, Philippines</i>)
	09.10 – 09.30	D3	The Effectiveness of Mass Media in Communicating Preventative Measures for HIV/AIDS Nthabiseng Esther Makhutla, Gedala Mulliah Naidoo, Hemduth Rugbeer (<i>University of Zululand, South Africa</i>)
09.30 – 09.50	D4	E-Health Communication: Reaching out through the Internet Titi Nur Vidyarini (<i>Petra Christian University, Indonesia</i>)	

PLENARY SPEECH	Saturday, 06th April 2019 09.50 to 10.20 Pacific Ballroom C (Level 2)	
	09.50 – 10.20	"Fake News, Real Impacts: The Role of Agnotology on Public Discourse and International Relations" Dr. Chris Fenner (<i>Assistant Professor of Communication, University of West Florida, USA</i>)
	10.20 – 10.40	Morning Refreshments

TECHNICAL SESSION 08	SOCIAL MEDIA IV		
	Saturday, 06th April 2019 10.40 to 12.20 Pacific Ballroom C (Level 2)		
	Chaired by Dr. Panarat Lim (<i>Dhurakij Pundit University, Thailand</i>)		
	10.40 – 11.00	A14	The Effect of Consumer Values on eWOM Review Credibility Through Normative and Informative Influence: Acceptance of Islamic Fashion Reviews on Virtual Group Members in Indonesia Karyanti Y., Widiyanto S., Febriani, Sukmono S. (<i>Gunadarma University, Indonesia</i>)
	11.00 – 11.20	A15	Understanding the Effects of Instagram Peer Pressure towards the Self-Presentation of Millennials on Instagram Postings Mohd. Adnan Hashim, Ros Syafiqah Roslan (<i>Universiti Teknologi MARA, Malaysia</i>)
	11.20 – 11.40	A16	Students' Attitudes towards using Social Media as Educational Methods: University of Sharjah Dr. Fawzia Al-Ali (<i>University of Sharjah, United Arab Emirates</i>)
	11.40 – 12.00	A17	E-Immediacy Models among Indonesia College Student Hermita M., Suhatri R.J., Silfianti W., Hermana B., Saptariani T. (<i>Gunadarma University, Indonesia</i>)
	12.00 – 12.20	A18	From Click Bait to Quality Clicks: How Online News Workers Construct Headlines to Sell Content "The Right Way" Dr. Vandendaele A. (<i>Ghent University, Belgium</i>)
12.40 – 13.30	Networking Lunch		

TECHNICAL SESSION 09	COMMUNICATION THEORY AND METHODOLOGY	
	Saturday, 06th April 2019 10.40 to 12.40 Bunga Raya (Level 3)	
	Chaired by Dr. Wang Changsong (<i>Xiamen University Malaysia, Malaysia</i>)	
	10.40 – 11.00	E1



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	11.00 – 11.20	E2	Addressing the Alleged Illegal Drug Transactions in Pines City National High School Princess Jaira C. Dela Cruz, Mekyla Rose R. Forbes, Keisha B. Ta-asan (<i>University of the Philippines Baguio, Philippines</i>)
	11.20 – 11.40	E3	The Effect of Brand Equity in Indonesian TV News Channel on Intention to Re-Watch: Mediating Effects of Social Interaction and Attitude Fikri Saleh, Edi Sukirman, Peni Sawitri, Cahyawati Diah K. (<i>Gunadarma University, Indonesia</i>)
	11.40 – 12.00	E4	Application of New Paradigms of Communication in the South African Classroom Madida M.S., Naidoo G.M., Rugbeer H. (<i>University of Zululand, South Africa</i>)
	12.00 – 12.20	E5	The Usage of Social Networking Sites among Journalism Undergraduates from the Uses and Gratifications Theory Perspective: A Case of Xiamen University Malaysia Jeyasushma Veeriah (<i>Xiamen University Malaysia, Malaysia</i>)
	12.20 – 12.40	E6	Value Proposition of Publishing Houses in the "Internet Of Things" Valerie Thiele (<i>University of Siegen, Germany</i>)
	12.40 – 13.30	Networking Lunch	

TECHNICAL SESSION 10	POLITICAL COMMUNICATION AND MEDIA		
	Saturday, 06th April 2019 10.40 to 12.40 Bunga Tanjung (Level 3)		
	Chaired by Dr. Sangeeta Sharma (<i>Birla Institute of Technology and Science, India</i>)		
	10.40 – 11.00	F1	Political Memes and Perceptions; A Study on Memes as a Tool of Political Communication in the Indian Context Saumya Rastogi, Simran Kashyap (<i>Indraprastha College for Women, University of Delhi, India</i>)
	11.00 – 11.20	F2	Clicking Responses on Social Media: Analysis of Audience Reaction on Politicians' Posts and Tweets Dr. Shami S.M. (<i>University of the Punjab, Pakistan</i>)

	11.20 – 11.40	F3	Political Use of Media in South Asia: A Comparative Study on India and Bangladesh <i>Md Mahady Hasan (Gono University, Bangladesh)</i>
	11.40 – 12.00	F4	Print Media and Politics: The 2013 General Elections in Pakistan and Comparative Study of Three Leading Political Parties <i>Shazia Ismail Toor (University of The Punjab, Pakistan)</i>
	12.00 – 12.20	F5	Post Broadcast Democracy in the Rise of Political Fans in Indonesia (A Nentnograppy Studi of Fanspage #2019GantiPresiden) <i>Vannyora Okditazeini, Eriyanto (University of Indonesia, Indonesia)</i>
	12.20 – 12.40	F6	Suspicious Sources and Whistleblowers: How to Study the Disclosure Movement? <i>Luis M. Pazos (Xiamen University Malaysia, Malaysia)</i>
	12.40 – 13.30	Networking Lunch	

TECHNICAL SESSION 11	MEDIA & LITERACIES		
	Saturday, 06th April 2019 13.30 to 14.30 Pacific Ballroom C (Level 2)		
	Chaired by Dr. Sushila Shekhawat (<i>Birla Institute of Technology and Science, India</i>)		
	13.30 – 13.50	G1	Media and Information Literacy in Practice: Views of Selected Senior High School Teachers from the Philippines <i>Bautista Jr. A. (Polytechnic University of the Philippines, Philippines)</i>
	13.50 – 14.10	G2	Digital Literacy with VARK Learning Style for Elementary School Students in Thailand <i>Khamcharoen P., Polnigorngit W. (Suranaree University of Technology, Thailand)</i>
14.10 – 14.30	G3	Using Key Informant Interviews to Better Understand Readiness for Development –Oriented Television in Ibadan, Nigeria <i>Ojurongbe S.A., Tirol M.S. (University of the Philippines, Philippines)</i>	

TECHNICAL SESSION 12	MEDIA EDUCATION		
	Saturday, 06th April 2019 13.30 to 14.30 Bunga Raya (Level 3)		
	Chaired by Dr. Panarat Lim (<i>Dhurakij Pundit University, Thailand</i>)		
	13.30 – 13.50	H1	Video Games and Learning between Medium and the Message. Considerations about the Role of Video Games in Education <i>A. Ceccherelli (University of Rome Tor Vergata, Italy)</i>
	13.50 – 14.10	H2	Using Social Media Innovative Teaching and Learning Tool in Public Schools <i>Naidoo G.M., Moonasamy A.R., Rugbeer H. (University of Zululand, South Africa)</i>
14.10 – 14.30	H3	Rapid and Easy Prototyping of Multimedia Tools for Education <i>Federici S. (University of Cagliari, Italy)</i>	

TECHNICAL SESSION 13	PUBLIC RELATIONS		
	Saturday, 06th April 2019 13.30 to 14.30 Bunga Tanjung (Level 3)		
	Chaired by Dr. Edi Pranoto (<i>Gunadarma University, Indonesia</i>)		
	13.30 – 13.50	J1	Public Relations in the Middle East from Isolation to Globalization <i>Dr. Mai Al-Khaja¹, Pam Creedon² (¹United Arab Emirates University, UAE, ²University of Iowa, USA)</i>
	13.50 – 14.10	J2	Impact of Corporate Credibility, Brand Awareness, Brand Image and Brand Loyalty on Purchase Intention in the Telecommunication Sector of Karachi <i>Safeena Yaseen^{1,2} (¹Institute of Business Management, Pakistan, ²College of Management Sciences, Pakistan)</i>
14.10 – 14.30	J3	A Critical Public Relations Approach to Crisis Communication and Management: A Case Study of Malaysia Airlines Flight 370 Disappearance <i>Wang Huabin (City University of Hong Kong, China)</i>	



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PUBLICATION WORKSHOP	Saturday, 06th April 2019 14.30 - 16.00 Pacific Ballroom C (Level 2)	
	14.30 - 16.00	Workshop on Scholarly Publications Dr. Fida Sanjakdar (<i>Monash University, Australia</i>)
	16.00 - 16.30	Evening Refreshments

PLENARY SPEECH	Saturday, 06th April 2019 16.30 to 17.00 Pacific Ballroom C (Level 2)	
	16.30 – 17.00	"Social Development of Communities and Communication" Dr. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)

ROUND TABLE DISCUSSIONS	Saturday, 06th April 2019 17.00 - 18.30 Pacific Ballroom C (Level 2)	
	17.00 - 18.30	Round Table Discussions

DAY 03 - SUNDAY, 07TH APRIL, 2019

TECHNICAL SESSION 14	JOURNALISM I		
	Sunday, 07th April 2019 08.30 to 10.10 Pacific Ballroom C (Level 2)		
	Chaired by Dr. Sushila Shekhawat (<i>Birla Institute of Technology and Science, India</i>)		
	08.30 – 08.50	K1	The First Thought of Disaster: Adding Sympathy or Saving Live? <i>Chory Angela Wijayanti (Petra Christian University, Indonesia)</i>
	08.50 – 09.10	K2	The Understanding of News Flare Exegesis among Malaysian Male Homosexuals on Mainstream Newspapers Reporting of Homosexuality <i>Mohd Shahnawi Bin Muhmad Pirus (Universiti Teknologi MARA, Malaysia)</i>
	09.10 – 09.30	K3	Corporate Social Responsibility Reporting Within Kuwaiti Top 100 Corporations: CSR Issues, Targeted Stakeholders and Reporting Standards <i>Manaf Bashir (Kuwait University, Kuwait)</i>
	09.30 – 09.50	K4	Exploring Refugee Agency through Documentary Production of Resettling Karen in Australia <i>Chummuangpak M. (Dhurakij Pundit University, Thailand)</i>
09.50 – 10.10	K5	Female Journalists' Perceptions and Behavior towards Journalism Profession <i>Assoc. Prof. Datuk Dr. Ismail Sualman (Universiti Teknologi MARA, Malaysia)</i>	

TECHNICAL SESSION 15	WEB-BASED JOURNALISM	
	Sunday, 07th April 2019 08.30 to 10.10 Bunga Raya (Level 3)	
	Chaired by Prof. E.E. Scheimer (<i>Royal Roads University, Canada</i>)	
	08.30 – 08.50	L1 Iran's Press Income in Digital Era (Base on Iran Press Specialists Ideas) <i>Zahra Enayati (Tehran University, Iran)</i>
	08.50 – 09.10	L2 The Effect of Cognitive Processing, Affection and Activation on User Engagement: Case of Online News Reader Behavior in Indonesia <i>Emmy Indrayani, Supiningtyas P., Sri Setya Handayani, Teddy Oswari (Gunadarma University, Indonesia)</i>
	09.10 – 09.30	L3 ICERD in Malaysian Online News Reports: Analysis of Rhetoric and Public Opinion <i>Nuurrianti Jalli, Aeisha Joharry (Universiti Teknologi MARA, Malaysia)</i>
	09.30 – 09.50	L4 Citizen Journalism: The New Social Media Journalist <i>Metso M.R., Naidoo G.M., Rugbeer H. (University of Zululand, South Africa)</i>
09.50 – 10.10	L5 What Drives Citizen Journalism in Malaysia? A Reasoned Action Model Approach <i>Del Guynes (University of Texas at Dallas, USA)</i>	

PLENARY SPEECH	Sunday, 07th April 2019 10.10 to 10.40 Pacific Ballroom C (Level 2)	
	10.10 – 10.40	Plenary Speech <i>Prof. Dr. Azizul Halim Yahya (Universiti Teknologi MARA, Malaysia)</i>
	10.40 – 11.00	Morning Refreshments

TECHNICAL SESSION 16	SOCIAL MEDIA V		
	Sunday, 07th April 2019 11.00 to 13.00 Pacific Ballroom C (Level 2)		
	Chaired by Dr. A. Vandendaele (<i>Ghent University, Belgium</i>)		
	11.00 – 11.20	A19	<p>Knowledge Sharing in Students Community using WhatsApp and Line Group Media</p> <p>Edy Prihantoro, Dwi Asih Haryanti , Tri Wahyu Retno Ningsih, Debyo Saptono (<i>Gunadarma University, Indonesia</i>)</p>
	11.20 – 11.40	A20	<p>Personalised Campaigns in Party-Centred Politics: Instagram and Facebook as Arenas for Political Communication</p> <p>Wan Norshira Wan Mohd Ghazali, Shafizan Mohamed, Kamaruzzaman Abdul Manaf (<i>International Islamic University Malaysia, Malaysia</i>)</p>
	11.40 – 12.00	A21	<p>Determinants of Smartphone Brand Community Engagement in Social Media: Mediating Effect of Brand Identification and Community Identification</p> <p>Guyub Nuryanto, Sudaryono, Rino Rinaldo, Eli Supto (<i>Gunadarma University, Indonesia</i>)</p>
	12.00 – 12.20	A22	<p>Bollywoodisation of Sports in Indian Cinema</p> <p>Farha Yashmin Rohman (<i>Royal Global University, India</i>)</p>
	12.20 – 12.40	A23	<p>Role of News Sharing in Social and Electronic Media on Problem Recognition of Plastic Bag: Mediating Effect of Eco-Literacy and Sustainability Orientation</p> <p>Edi Pranoto, Hanum P. Permatasari, M. Achsan Isa A.A., Bonang Waspadadi L. (<i>Gunadarma University, Indonesia</i>)</p>
	12.40 – 13.00	A24	<p>Factors of Facebook Usage among Malay Adults</p> <p>Mohammad Nurhafiz Hassim, Mariah Muda, Massila Hamzah (<i>Universiti Teknologi MARA, Malaysia</i>)</p>
13.00 – 14.00	Networking Lunch		

TECHNICAL SESSION 17	COMMUNICATION TECHNOLOGY AND DIGITAL MEDIA I		
	Sunday, 07th April 2019 11.00 to 13.00 Bunga Raya (Level 3)		
	Chaired by Dr. Mai Al-Khaja (<i>United Arab Emirates University, UAE</i>)		
	11.00 – 11.20	M1	Different Behavior between Digital Immigrants and Digital Natives <i>Carly Stiana Scheffer-Sumampouw (Universitas Pelita Harapan, Indonesia)</i>
	11.20 – 11.40	M2	Effect of E-Service Quality on Loyalty through Trust and Satisfaction: Case of Ride-Sharing Customer Behavior in Indonesia <i>Sugiharti Binastuti, Supiningtyas P., Sundari, Raden Supriyanto (Gunadarma University, Indonesia)</i>
	11.40 – 12.00	M3	The Migration of Analog to Digital Television in Indonesia (From a Perspective of Mediamorphosis) <i>Jumadal S., Stefani W. (Universitas Pelita Harapan, Indonesia)</i>
	12.00 – 12.20	M4	Debating the Prosuming Challenges to the Glocal Netizens in the Bulgarian Media Ecosystem <i>Raycheva L., Velinova N., Tomov M. (The St. Kliment Ochridsky Sofia University, Bulgaria)</i>
	12.20 – 12.40	M5	Constitutional Abuse of Information and Electronic Transactions (UU ITE) in Indonesia <i>Desy Budi Utami, Cyntia Keliat (The London School of Public Relations, Indonesia)</i>
	12.40 – 13.00	M6	Protanopia: An Alternative Reading Experience of a Digital Comic <i>Chanya H. (King Mongkut's Institute of Technology Ladkrabang, Thailand)</i>
13.00 – 14.00	Networking Lunch		

TECHNICAL SESSION 18	COMMUNICATION AND CULTURE		
	Sunday, 07th April 2019 14.00 to 15.40 Pacific Ballroom C (Level 2)		
	Chaired by Dr. Shazia Ismail Toor (<i>University of the Punjab, Pakistan</i>)		
	14.00 – 14.20	N1	A Focus Group Study on a Stakeholder's Perspectives: A Look into Reputation Management Dr. Wan Norbani Wan Noordin, Abdul Hamid Saifuddin (<i>Universiti Teknologi MARA, Malaysia</i>)
	14.20 – 14.40	N2	How Emotional Reactions Depend on a Source of a Text Wasilewski J., Kowalski J., Pawłowska B., Kostrzewa A. (<i>University of Warsaw, Poland</i>)
	14.40 – 15.00	N3	The Pursuit of Media Knowledge in Digital Transformation: Concepts and Meanings of Objective and Fictional Digital Storytelling Kuan V.T.L. (<i>Tunku Abdul Rahman University College, Malaysia</i>)
	15.00 – 15.20	N4	Language Barriers and Implications to Intercultural Business Communication Adanlawo E.F., Rugbeer H., Reddy M.M. (<i>University of Zululand, South Africa</i>)
15.20 – 15.40	N5	The Malay Audiences' Perception and Engagement with RTM's <i>Nasional 8</i> Affendi Abdul Karim, Shifa Faizal (<i>Universiti Teknologi MARA, Malaysia</i>)	

TECHNICAL SESSION 19	COMMUNICATION TECHNOLOGY AND DIGITAL MEDIA II		
	Sunday, 07th April 2019 14.00 to 15.20 Bunga Raya (Level 3)		
	Chaired by Dr. Jeyasushma Veeriah (<i>Xiamen University Malaysia, Malaysia</i>)		
	14.00 – 14.20	M7	An Analysis of Content and Communication Patterns of Thai Elderly Fanpage Panarat Lim (<i>Dhurakij Pundit University, Thailand</i>)



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	14.20 – 14.40	M8	Structural Equation Model for News Online Adoption: Role of Packaging, Entertainment, Localizaton and Ideology <i>Aviarini Indrati, Sri Nawangsari, Cut Maysarah Karyati, Aris Muslim (Gunadarma University, Indonesia)</i>
	14.40 – 15.00	M9	The Shifting of Gogirl! Magazine in the Age of Media Convergence <i>Asthararianty, Lesmana F. (Petra Christian University, Indonesia)</i>
	15.00 – 15.20	M10	Perception and Engagement in Piracy among The Hausa Video Film Audience in North West Nigeria <i>Binta Kasim Mohammed (Kaduna State University, Nigeria)</i>

TECHNICAL SESSION 20	CRITICAL AND CULTURAL STUDIES, YOUTH, GENDER AND COMMUNICATION I		
	Sunday, 07th April 2019 14.00 to 15.20 Bunga Kenanga (Level 3)		
	Chaired by Dr. Savera Shami (<i>University of the Punjab, Pakistan</i>)		
	14.00 – 14.20	Q1	Gender Stereotyping in Fashion Advertising: A Perceptual Analysis of Male Consumers from Pakistan <i>Muhammad Ibtesam Mazahir (Bahria University, Pakistan)</i>
	14.20 – 14.40	Q2	Exploration of Memobilia and Digital Inheritance Awareness among Young Adults in Malaysia <i>Anuar Ali¹, Mohd Azul Mohamad Salleh², Normah Mustaffa² (¹Universiti Teknologi MARA, Malaysia, ²Universiti Kebangsaan Malaysia)</i>
	14.40 – 15.00	Q3	Smartphones & Social Change in Post-revolution Egypt <i>E.E. Schiemer (Royal Roads University, Canada)</i>
15.00 – 15.20	Q4	Male and Female Social Media Influencers: The Impact of Gender on Emerging Adults <i>Komathi Lokithasan, Salomi Simon, Nur Zahrawaani bt Jasmin, Nur Ajeerah bt Othman (Universiti Tunku Abdul Rahman, Malaysia)</i>	



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STORY TELLING SESSION	Sunday, 07th April 2019 15.50 - 16.50 Pacific Ballroom C (Level 2)	
	15.50 - 16.10	Story Teller Dr. Wang Changsong (<i>Xiamen University, Malaysia</i>)
	16.10 - 16.30	Story Teller Dr. Sushila Shekhawat (<i>Birla Institute of Technology and Science, India</i>)
	16.30 - 16.50	Story Teller Dr. Sangeeta Sharma (<i>Birla Institute of Technology and Science, India</i>)
	17.10 - 17.30	Evening Refreshments

TECHNICAL SESSION 21	JOURNALISM II	
	Sunday, 07th April 2019 15.30 to 16.50 Bunga Raya (Level 3)	
	Chaired by Dr. Manoch Chummuangpak (<i>Dhurakij Pundit University, Thailand</i>)	
	15.30 – 15.50	K6 The Outlook of News Updates on Male Homosexuals Involvement with Mainstream Newspapers Reporting of Homosexuality Mohd Shahnawi Bin Muhmad Pirus (<i>Universiti Teknologi MARA, Malaysia</i>)
	15.50 – 16.10	K7 Media Coverage of the "Rogue Unit" in South Africa: A Case Study of the Sunday Times Rugbeer Y., Rugbeer H. (<i>University of Zululand, South Africa</i>)
	16.10 – 16.30	K8 A Phenomenological Investigation of Campus Journalists Making Stand on Off-Campus Issues John Cavin M. Sabonsolin (<i>Naval State University, Philippines</i>)
	16.30 – 16.50	K9 Extent of Participation of Community Facilitators in the Development of <i>Yaman Dagat: Radyo Serye Para sa Wasto at Maunlad na Pananalapi</i> (Radio Series for Financial Literacy) Cheriwinkle Mataverde Lego, Sherwin Joseph Consignado Felicidadario (<i>University of the Philippines Los Baños, Philippines</i>)
17.10 – 17.30	Evening Refreshments	

TECHNICAL SESSION 22	CRITICAL AND CULTURAL STUDIES, YOUTH, GENDER AND COMMUNICATION II		
	Sunday, 07th April 2019 15.30 to 17.10 Bunga Kenanga (Level 3)		
	Chaired by Dr. Savera Shami (<i>University of the Punjab, Pakistan</i>)		
	15.30 – 15.50	Q5	In the Perspective of Filipino Gen Zers: Stereotyping in Filipino Films as Perceived by Gen Z Learners <i>Darel A. Magramo (Manila Tytana Colleges, Philippines)</i>
	15.50 – 16.10	Q6	Present and Future of Malaysian Popular Cinema: Fandom, Identities and Audiences <i>Wang Changsong (Xiamen University Malaysia, Malaysia)</i>
	16.10 – 16.30	Q7	The Participative Role of the Society in the Use of the Village Funds (Contraction of the Role Rural Society on the Use of Village Funds) <i>Ramainim Saragih, Prof. Dr. Sumardjo, Dr. Ivannovich Iagusta, Dr. Sofyan Syaf (Bogor Agriculture University, Indonesia)</i>
	16.30 – 16.50	Q8	Defining Agendas of Advocacy for Communication for Development with Reference to Radio Brahmaputra <i>Handique A.¹, Hussain J.S.² (¹Dibrugarh University, India, ²The Sentinel Newspaper, India)</i>
	16.50 – 17.10	Q9	Analyzing the Themes: Portrayals of People with Disabilities on the Media of Bangladesh <i>Dr. Mustak Ahmed (Rajshahi University, Bangladesh)</i>
	17.10 – 17.30	Evening Refreshments	



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CHAIR WORKSHOP	Sunday, 07th April 2019 17.30 to 18.00 Pacific Ballroom C (Level 2)	
	17.30 – 18.00	Chair Workshop Dr. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)

CONFERENCE CLOSURE	Sunday, 07th April 2019 18.00 to 18.40 Pacific Ballroom C (Level 2)	
	18.00 – 18.30	Conference Concluding and Awarding Ceremony
	18.30 – 18.40	Vote of Thanks Mr. Duminda Koralagamage (<i>Assistant General Manager - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)

MEDCOM '19 Conference Chair

.....
Dr. Andrea Volterrani

(University of Rome Tor Vergata, Italy)

MEDCOM '19 Keynote Speaker

.....
Prof. Datuk Dr. Ahmad Rafi Bin Mohamed Eshaq

(Multimedia University, Malaysia)

MEDCOM '19 Keynote Speaker

.....
Marcus Teoh

(Bestselling Author, Zero Budget Facebook Marketing Trainer)

Conference Convener

.....
Mr. Isanka P. Gamage

(The International Institute of Knowledge Management, Sri Lanka)

Conference Secretary

.....
Mr. Viraj Mayadunna

(The International Institute of Knowledge Management, Sri Lanka)



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Evaluation Panel

- Dr. Andrea Volterrani (University of Rome Tor Vergata, Italy)
- Prof. Datuk Dr. Ahmad Rafi (Multimedia University, Malaysia)
- Dr. Chris Fenner (University of West Florida, USA)
- Prof. Dr. Azizul Halim Yahya (Universiti Teknologi MARA, Malaysia)
- Prof. Dr. Kiranjit Kaur (Universiti Teknologi MARA, Malaysia)
- TS. Mohamad Razeef Shah Mohmad Rafik (Universiti Teknologi MARA, Malaysia)
- Prof. Dr. Mohd Adnan Hashim (Universiti Teknologi MARA, Malaysia)
- Dr. Suhaimee Saahar Saabar (Universiti Teknologi MARA, Malaysia)
- Dr. Abdul Hamid Saifuddin (Universiti Teknologi MARA, Malaysia)
- Dr. Wan Hartini Wan Zainodin (Universiti Teknologi MARA, Malaysia)
- Assoc. Prof. Datuk Dr. Ismail Sualman (Universiti Teknologi MARA, Malaysia)
- Dr. Shifa Faizal (Universiti Teknologi MARA, Malaysia)