

MEDCOM 2023 MAGAZINE



THE 8TH WORLD CONFERENCE ON
MEDIA AND MASS COMMUNICATION 2023
"HAS SOMETHING CHANGED? MEDIA AND COMMUNICATION IN THE TRANSFORMATION OF KNOWLEDGE"

16th – 17th MARCH 2023
BANGKOK, THAILAND



CO-HOSTING PARTNERS

ACADEMIC PARTNERS

EVENT PARTNER

TOUR PARTNER

ORGANIZED BY



Welcome to the 8th World Conference on Media and Mass Communication 2023 (MEDCOM 2023)

The International Institute of Knowledge Management (TIKM) takes the pleasure to welcome you all to the 8th World Conference on Media and Mass Communication 2023 (MEDCOM 2023).

MEDCOM 2023 unites diverse researchers, scholars, and professionals from around the world, in parallel sessions while offering many networking and publishing opportunities. Our purpose for MEDCOM 2023 is Building Shared Communication Intergenerationally, Community, and Identity. This leading conference, consisting of 100+ Participants from 19+ Different Countries, allows you to discover the latest trends and challenges in the field.



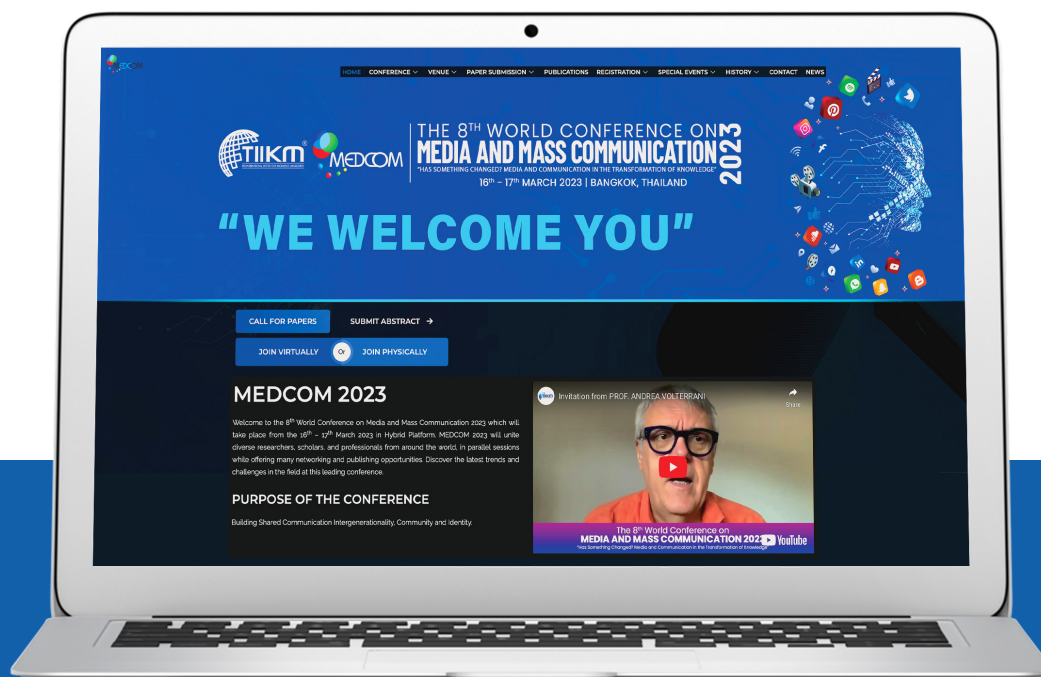
MEDCOM 2023 is co-hosted by The International Network of Media and Communication (INMC), Malaysia, Xiamen University, Malaysia, and Thammasat University, Thailand. The Conference is organized by The International Institute of Knowledge Management (TIKM) in collaboration with University of Rome Tor Vergata, Italy, Adamas University, India, Dhurakij Pundit University, Thailand, Sofia University, Bulgaria, Future University, Egypt, Institut Teknologi Bandung, Indonesia, Telkom University, Indonesia, Durban University of Technology, South Africa, The University of Yalova, Turkey, The University of Zululand, South Africa, Canadian University Dubai, UAE, The International University of Minya, Egypt, University of Punjab, Pakistan as Academic Partners of the Conference.

MEDCOM 2023 is also collaborated with the Argentine Cultural Institute of Higher Education as the Strategic Partner and WIR Research Foundation and Tradewheel.com as Media Partners of the conference.

We wish all the participants a very productive and meaningful conference!



Please note that the time in the program is in Indochina Time (ICT)



Message from the Conference Convener MEDCOM 2023



Mr. Isanka P. Gamage

Dear friends and colleagues,

It is my pleasure to welcome you to the 8th World Conference on Media and Mass Communication, which will be held under the theme of "Has Something Changed? Media and Communication in the Transformation of Knowledge" in 2023.

This conference promises to be a dynamic platform for academics, researchers, practitioners, and policymakers to engage in meaningful dialogue and exchange innovative ideas related to the ever-evolving field of media and communication. The conference theme aims to explore how the media and communication landscape has changed in the transformation of knowledge, and how these changes are affecting various aspects of society.

Over the course of the conference, we will delve into various sub-themes such as media and cultural change, emerging technologies and their impact on media and communication, Media and corporate, Digital communication technology, Media education and environmental studies, social media: impacts, future and issues, and media and politics, to name just a few.

The International Institute of Knowledge Management (TIKM) has created this conference with the purpose of providing ample opportunities for networking, collaboration, and knowledge sharing, as well as for engaging with leading experts and thought leaders in the field of media and mass communication.

I extend my heartfelt thanks to all the partners, committee members, speakers, presenters, and participants who have contributed to this conference, and I wish you all a fruitful and inspiring conference experience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Isanka P. Gamage', written over a horizontal line.

Isanka P. Gamage,
Conference Convener, Co-Founder, and Managing Director of TIKM.

CONTENTS

- **Welcome to MEDCOM 2023**
- **Message from Conference Convener**
- **TIIKM**
- **Key Personnel**
- **2 Days at a Glance**
- **Conference Floor Plan**
- **Conference Schedule**
- **Day -1 Schedule**
- **Day -2 Schedule**
- **Upcoming Media Science and Digital Communication Conference**
- **Publication**
- **Special Information**

The International Institute of Knowledge Management

“Synergizing Minds. Reshaping Future”

Purpose

We are facilitating the purpose of a knowledge-driven and educationally empowered sustainable future for humankind by constructing researchers’ careers, empowering decision-making in the corporate sector, and promoting quality decisions for policymakers through connected and integrated cutting-edge solutions

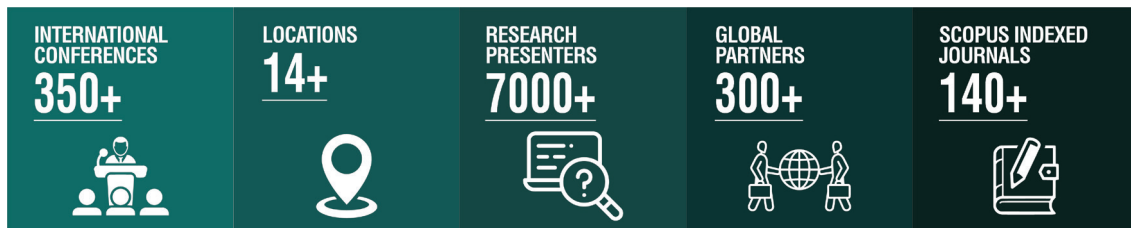
Mission

“Developing a Sustainable future for humankind with our fundamental value system through Knowledge-sharing platforms, widely accessible publications, meaningful collaborations, cutting-edge technology, and other novel solutions.”

Core Values



Achievements in Figures



www.tiikm.com

CONFERENCE KEY PERSONNEL

CONFERENCE CO-CHAIRS



DR. TULAY ATAY
Co-founder
Centre for Women's Studies
Mustafa Kemal University
Turkey



PROF. ANDREA VOLTERRANI
Director of Master in
Social Comm. | Social Farming
University of Rome Tor Vergata
Italy



DR. CHRIS FENNER
Associate Professor
Communication University
of West Florida
USA

KEYNOTE SPEAKERS



PROF. DR HAB. MAREK JEZIŃSKI
University in Toruń
Poland



PROF. BANU BAYBARS
Kadir Has University
Istanbul
Turkey



**ASS. PROF. NANTAPORN
WONGCHESTHA, PH.D.**
Faculty of Journalism and
Mass Communication
Thammasat University
Thailand



PROF. ARKADIUSZ KARWACKI
Nicolaus Copernicus University
Poland



**PROF. DR.
YASEMIN GIRITLI İNCEOĞLU**
Visiting Professor London School of
Economics and Political Science
Turkey

WORKSHOP SPEAKERS



DR. HAMZEH KHALILI
Researcher
Service as networks department
Spain



**ASSOC. PROF.
FERIDE ZEYNEP GÜDER, PH.D.**
Uskudar University
Turkey



**ASSOCIATE PROFESSOR
DR. WANG CHANGSONG**
Department of Journalism and
Advertising,
Xiamen University Malaysia,
Malaysia



DR. NAWAL SHAHARYAR
Tallinn University Estonia
Northeastern Europe
Estonia



DR. N. NURLAELA ARIEF
School of Business and
Management
Institut Teknologi Bandung
Indonesia

PLENARY SPEAKERS

2 DAY CONFERENCE SCHEDULE AT A GLANCE

THURSDAY – 16TH MARCH

- 07.30 – 08.30 – Conference Registrations
- 08.30 – 10.15 – Inauguration Ceremony
- 10.15 – 10.45 – Conference Group Photograph and Morning Refreshments
- 10.45 – 12.00 – Technical Sessions 1, 2, 3, 4
- 12.00 – 12.35 – Keynote Forum
- 12.35 – 13.35 – Networking Lunch
- 12.35 – 13.35 – Poster Session
- 13.35 – 15.05 – Technical Sessions 5, 6, 7, 8
- 15.05 – 15.45 – Workshop
- 15.45 – 16.00 – Evening Refreshments
- 16.00 – 16.45 – Networking Session
- 16.45 – 17.45 – Technical Sessions 9, 10, 11, 12
- 17.45 – 18.00 – Plenary Forum

FRIDAY – 17TH MARCH

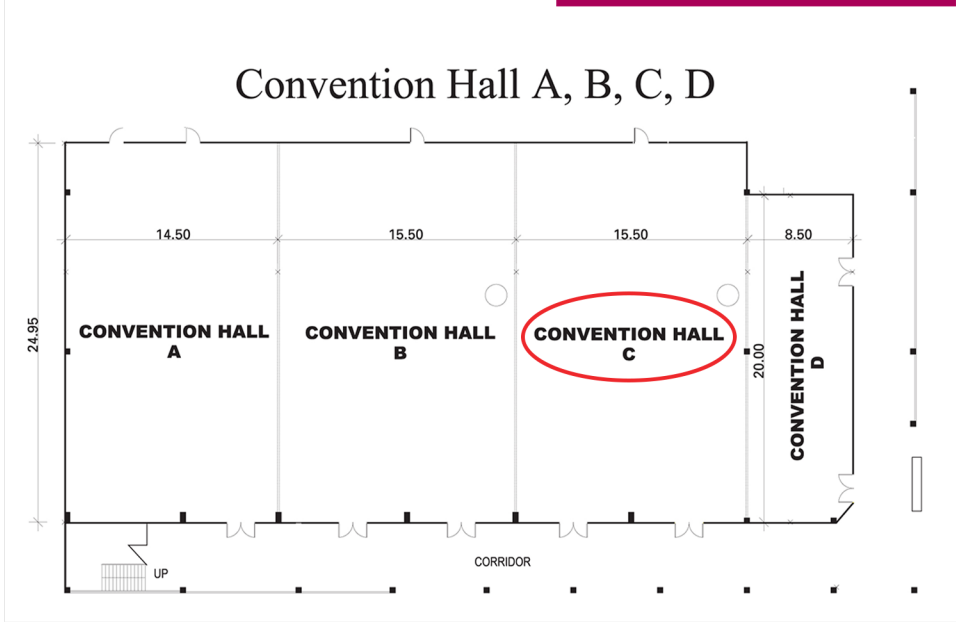
- 08.30 – 09.30 – Technical Sessions 13, 14, 15, 16
- 09.30 – 09.45 – Morning Refreshment
- 09.45 – 10.20 – Keynote Forum
- 10.20 – 11.00 – Workshop
- 11.00 – 12.30 – Technical Sessions 17, 18, 19, 20
- 12.30 – 13.30 – Networking Lunch
- 13.30 – 14.10 – Workshop
- 14.10 – 15.10 – Technical Sessions 21, 22, 23
- 15.10 – 15.25 – Evening Refreshments
- 15.25 – 16.05 – Publication workshop
- 16.05 – 16.15 – Screening the Winning Short Film – MEDCOM 2023
- 16.15 – 16.45 – Award Ceremony and Closing Remark

SATURDAY – 18TH MARCH

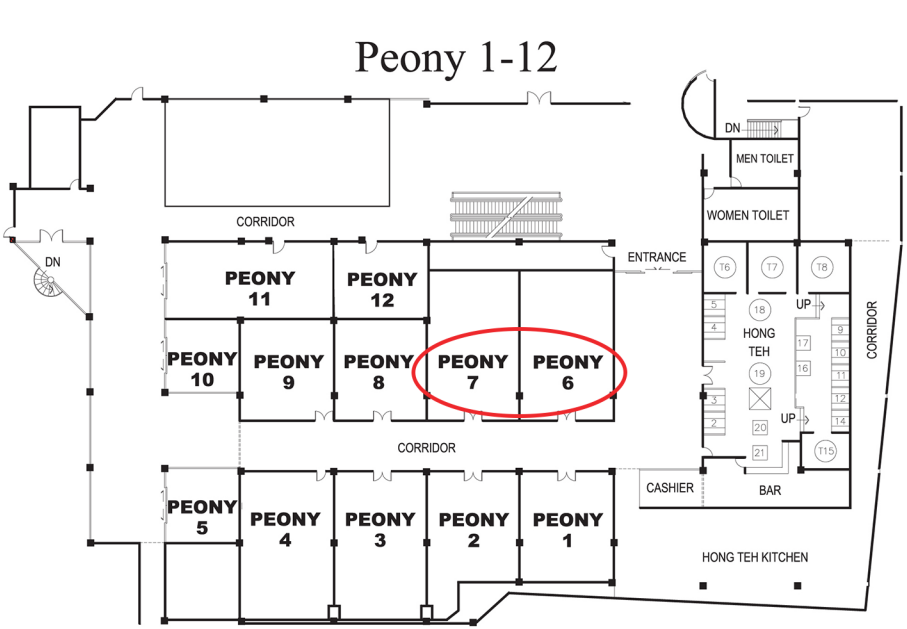
- 07.00 – 17.00
Post Conference Tour (Optional)

CONFERENCE FLOOR PLAN

Ambassador Bangkok



Convention Hall C
MEDCOM 2023



Virtual Halls

Hall 3
 ID - 861 2253 6672
 Passcode - 337141

Hall 4
 ID - 894 7779 9358
 Passcode - 441108

Remarks: The plan is not to scale and for reference only

Peony 6 - 7
MEDCOM 2023

CONFERENCE SCHEDULE - DAY 1

MEDCOM 2023 - CONFERENCE SCHEDULE				
DAY 01	HALL 01 (PHYSICAL) ZOOM ID - 882 0889 1333	HALL 02 (PHYSICAL) ZOOM ID - 899 0846 0305	HALL 03 (VIRTUAL) ZOOM ID - 861 2253 6672	HALL 04 (VIRTUAL) ZOOM ID - 894 7779 9358
	Conference Registrations			
	Inauguration Ceremony of MEDCOM 2023			
	MORNING REFRESHMENTS			
	SESSION 01: LANGUAGE, MEDIA AND CORPORATE COMMUNICATION I	SESSION 02: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES I Keynote Speech by Prof. Dr. Yasemin Girtli Inceoglu	SESSION 03: FREEDOM OF SPEECH, MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION I	SESSION 04: DIGITAL COMMUNICATION TECHNOLOGY AND DIGITAL LITERACY I
	Keynote Speech by Asst. Prof. Nantaporn Wongchetha			
	NETWORKING LUNCH			
	POSTER SESSION			
	SESSION 05: LANGUAGE, MEDIA AND CORPORATE II	SESSION 06: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES II Workshop on - "Multimedia Services and Cloud-Native Media Applications & NetApps"	SESSION 07: HEALTH COMMUNICATION AND PUBLIC SECTOR COMMUNICATION I	SESSION 08: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION II
	Workshop on - "The Rise of Cancel Culture: In search of Peace and Redemptive Discourse in Digital Media"			
	EVENING REFRESHMENTS			
	NETWORKING SESSION			
	SESSION 09: DIGITAL COMMUNICATION TECHNOLOGY II	SESSION 10: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION III Plenary Speech by Dr. Nawal Shaharyar	SESSION 11: JOURNALISM I	SESSION 12: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES III
	Plenary Speech by Dr. N. Nurfaela Arief			
	17.45 - 18.00			

CONFERENCE SCHEDULE - DAY 2

MEDCOM 2023 - CONFERENCE SCHEDULE					
DAY	TIME	HALL 01 (PHYSICAL) ZOOM ID - 882 0889 1333	HALL 02 (PHYSICAL) ZOOM ID - 899 0846 0305	HALL 03 (VIRTUAL) ZOOM ID - 861 2253 6672	HALL 04 (VIRTUAL) ZOOM ID - 894 7779 9358
DAY 02	08.30 - 09.30	SESSION 13: JOURNALISM II	SESSION 14: MEDIA EDUCATION AND ENVIRONMENTAL STUDIES I	SESSION 15: MEDIA AND THEORY OF COMMUNICATION I	SESSION 16: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES IV
	09.30 - 09.45	MORNING REFRESHMENTS			
	09.45 - 10.20	Keynote Speech by Prof. Arkadiusz Karwacki	Keynote Speech by Prof. Banu Baybars	Keynote Speech by Prof. Dr. Hab. Marek Jezziński	
	10.20 - 11.00	Workshop on - "Hybrid Participation Processes (on-site and digital): Problems and Future Perspectives"			
	11.00 - 12.30	SESSION 17: MEDIA EDUCATION AND ENVIRONMENTAL STUDIES II	SESSION 18: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION IV	SESSION 19: PUBLIC SECTOR COMMUNICATION II	SESSION 20: MEDIA AND THEORY OF COMMUNICATION II
	12.30 - 13.30	NETWORKING LUNCH			
	13.30 - 14.10	Workshop on - "Role of Media in Combatting Fake News"			
	14.10 - 15.10	SESSION 21: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION V	SESSION 22: DIGITAL COMMUNICATION TECHNOLOGY & JOURNALISM III	SESSION 23: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES V	
	15.10 - 15.25	EVENING REFRESHMENTS			
	15.25 - 16.05	Publication Workshop by Associate Professor Dr. Wang Changsong			
16.05 - 16.15	SCREENING THE WINNING SHORT FILM - MEDCOM 2023				
16.15 - 16.45	AWARDING CEREMONY AND CLOSING CEREMONY				

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"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



CONFERENCE PROGRAM	
DAY 01	TIME
Thursday, 16th March 2023	07.30 - 08.30
	08.30 - 08.50
	08.50 - 09.00
	09.00 - 09.10
	09.10 - 09.40
HALL 01 (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605	
	Conference Registrations Welcome Speech by the Conference Convener Mr. Isanka P. Gamage (Co-Founder & Managing Director, The International Institute of Knowledge Management (TIKM), Sri Lanka) Welcome Speech by the Conference Chair Dr. Chris Fenner (Public Relations Faculty, Dept. of Communication, University of West Florida, USA) Welcome Speech by the Conference Chair Asst. Prof. Tülay Atay (Assistant Professor, Hatay Mustafa Kemal University, Faculty of Communication, Journalism Department, Antakya, Türkiye)
	Welcome Speech and Keynote Speech by the Conference Chair Prof. Andrea Volterrani (Director of Master in Social Comm. Social Farming University of Rome Tor Vergata, Italy)

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16th – 17th March 2023 | Bangkok, Thailand



"Liminal Communities, Vulnerability and Diversity. Convergences and Divergences in the Age of Digital Communication"	
09.40 - 09.45	Speech by the Co-Hosting Partner <i>(Faculty of Journalism and Mass Communication, Thammasat University, Thailand)</i>
09.45 – 09.50	Speech by the Co-Hosting Partner <i>(Xiamen University Malaysia, Malaysia)</i>
09.50 – 09.55	Speech by the Academic Partner <i>(Institut Teknologi Bandung, Indonesia)</i>
09.55 – 10.00	Speech by the Academic Partner <i>(The University of Zululand, South Africa)</i>
10.00 – 10.05	Speech by the Academic Partner <i>(Durban University of Technology, South Africa)</i>
10.05 – 10.10	Speech by the Academic Partner <i>(Telkom University, Indonesia)</i>
10.10 – 10.15	INMC Introduction

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

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10.15 – 10.20	Book Launching
10.20 – 10.25	Launch of MEDCOM 2024
10.25 – 10.30	Conference Group Photograph
10.30 – 10.45	MORNING REFRESHMENTS

DAY 01	TIME	HALL 01	HALL 02	HALL 03	HALL 04
Thursday, 16 th March 2023		SESSION 01: LANGUAGE, MEDIA AND CORPORATE I Delegate Session (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Session Chair – (Dr. Sri Seti Indriani) (Padjadjaran University, Indonesia)	SESSION 02: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES I Delegate Session (Peony 6-7) Zoom ID: 899 0846 0305, Passcode - 861375 Session Chair – Dr. Nivea Cristina Heluey Chelini Pereira (Universidad Autonoma de Barcelona, Spain)	SESSION 03: FREEDOM OF SPEECH, MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION I Delegate Session (Virtual) Zoom ID: 861 2253 6672, Passcode - 337141 Session Chair – Dr. Zulqarnain Wajid (HOD Media Sciences SZABIST Islamabad, Pakistan)	SESSION 04: DIGITAL COMMUNICATION TECHNOLOGY AND DIGITAL LITERACY I Delegate Session (Virtual) Zoom ID: 894 7779 9358, Passcode - 441108 Session Chair – Dr. Mohamed Khaliefa (Minia University, Egypt)

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

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16th – 17th March 2023 | Bangkok, Thailand



	10.45 – 11.00	<p>A1. The Impact of Communication Management on National Development: A South African Case Study Adanlawo E.F. *, Chaka M. (North-West University, Mafikeng Campus, South Africa)</p>	<p>B1. Shaping The Fashion Industry Online: Effectiveness of Instagram on Growing Local Brands Madondo E.^{1*}, Thandeka N.² (^{1,2}Durban University of Technology, South Africa)</p>	<p>C1. The Relation between the Emirati Woman and the Gulf Drama A Field Study 2022 Fawzia Abdulla AlAli* (Sharjah University, UAE)</p>	<p>D1. Optimizing Webinar Attendees' Engagement Through The Field of Construction and Infrastructure Agung F.¹, G. Aji S.², Eri D.W.², Riza I.W.^{1*}, Putri A.D.² (PT Hutama Karya (Persero), Indonesia)</p>
11.00 – 11.15	<p>A2. How Do Kuwaiti Companies Communicate Their Social Responsibility Roles: A 10-Year Content Analysis of Concepts and Themes in Social Reports Manaf Bashir^{1*}, Eisa Alnashmi² (^{1,2} Kuwait University, Kuwait)</p>	<p>B2. The Liberating Potential of social media in the Philippine Context Dionzon J.S.C.* (University of St. La Salle, Philippines)</p>	<p>C2. The Rise of the Cancel Culture Influencer social media in Indonesia Erik ardiyanto, Atika Budhi Utami*, Kencana Ariestyani (University Paramadina, Indonesia)</p>	<p>D2. Policy Regulations for OTT Platforms: A Systematic Review Prachi D.* (India)</p>	

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the

Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



	11.15 – 11.30	<p>A3. Either You Are with Me or Against Me: Anti-Media Populism of the Far-Right in Brazil</p> <p>Rui Alexandre Novais (<i>Universidade Católica Portuguesa, Portugal</i>)</p>	<p>B3. Perception of Source Credibility and Quality of Stunting Information Messages in Conventional Media and social media in Indonesia</p> <p>Jenny Ratna Suminar^{1*}, Ikhsan Fuady², Ditha Prasanti³ (^{1,2,3}<i>Padjadjaran University, Indonesia</i>)</p>	<p>C3. Attitudes of the Emirati Youth towards the Role of Cloned Media Contents in Affecting the National Identity: A Field Study on a Sample of Sharjah University Students</p> <p>Fawzia AlAli (<i>University of Sharjah, United Arab Emirates</i>)</p>	<p>D3. The Effects of Audio & Instructional Game among Undergraduate Communication Arts Students of a Midsize University for the Achievement of Conceptual Knowledge</p> <p>Luis Camillo Almeida (<i>Claflin University, United States</i>)</p>
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			<p>A4. Examining the Effects of Online Incivility and Perceived Benefits on Online Political Engagement Oz M. <i>(The University of Tennessee, The United States of America)</i></p>	<p>B4. Beyond Dance and Lip-Sync Videos: Learning, Science, And Social Discourse on TikTok Elisabetta Gola <i>(University of Cagliari, Italy)</i></p>	<p>C4. Perceptions of Love and Freedom in BTS Music Budhi Utami Atika^{1*}, Ardianto Erik², Ariestyani Kencana³ <i>(Paramadina University, Indonesia)</i></p>	<p>D4. Are Romanian Students Affected by Selfitis? Laura Malita <i>(West University of Timisoara, Romania)</i></p>
	11.30 – 11.45	<p>A5. A Matter of Time. An Analysis of Time Travel in The Media and Its Possible Social Function Ceccherelli A. <i>(University of Rome Tor Vergata, Italy)</i></p>	<p>B5. In-Between Identities: A Comparative Analysis of Cultural and Ethnic Identity Representations on YouTube Vlogs by the Second Generation of Vietnamese Diasporas in Western Countries Nguyen T.H.T. <i>(FPT University, Vietnam)</i></p>	<p>C5. Commodification of Issues of National Interest and Democracy Maturity in Speeches by Surya Paloh and Anies Baswedan at the Declaration of Anies Baswedan's Presidential Candidate by the National Democratic Party Agustinus Rustanta, Hendra Alfani, Inggrid Brigitta V.H. <i>(Sekolah Tinggi Ilmu Komunikasi dan Sekretari Tarakanita, Indonesia)</i></p>	<p>D5. Digital Literacy Practice Program for Teachers in Rural Area Clara Novita Anggraini <i>(Telkom University, Indonesia)</i></p>	

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<p>Thursday, 16th March 2023</p>	<p>12.00- 12.35</p>	<p>HALL 01 (Convention C) Zoom ID: 882 0889 1333, Passcode – 407605 Keynote Speech by Asst. Prof. Nantaporn Wongchetha (<i>Faculty of Journalism and Mass Communication, Thammasat University, Bangkok</i>) "Something Must not Change"</p>
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<p>Thursday, 16th March 2023</p>	<p>12.00- 12.35</p>	<p>HALL 02 (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Keynote Speech by Prof. Dr. Yasemin Giritli Inceoğlu (<i>Visiting Professor at London School of Economics and Political Science, Department of Media & Communication</i>) "The Transformation of Media in the Age of Populism"</p>
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<p>Thursday, 16th March 2023</p>	<p>12.35 –13.35</p>	<p>NETWORKING LUNCH POSTER SESSION (Virtual- HALL 01 - Convention C) P1. A Conceptual Study on Brand Image & Perceived Value and Measuring Their Effect on Brand Loyalty Khare Ashima¹, Siwach Kuldeep² (^{1,2}G D Goenka University, India)</p>
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16th – 17th March 2023 | Bangkok, Thailand



DAY 01	TIME	HALL 01	HALL 02	HALL 03	HALL 04
Thursday, 16 th March 2023	13.35 –13.50	SESSION 05: LANGUAGE, MEDIA AND CORPORATE II Student Session (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Session Chair – Dr. Rachel Moyo (<i>Central University of Technology, South Africa</i>)	SESSION 06: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES II Student Session (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Session Chair – Dr. Prachi Dhiman (<i>Vishwakarma University, India</i>)	SESSION 07: HEALTH COMMUNICATION AND PUBLIC SECTOR COMMUNICATION I Student Session (Virtual) Zoom ID: 861 2253 6672, Passcode - 337141 Session Chair – Dr. Ramesh Kumar Sharma (<i>VSJMC, VIPS, GGSIPU, India</i>)	SESSION 08: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION II Student Session (Virtual) Zoom ID: 894 7779 9358, Passcode - 441108 Session Chair – Dr. Sharmila Kayal (<i>Adamas University, India</i>)
		A6. Culture Value and Emotional Appeals in Vietnamese Advertising Cao Thi Huong Giang ¹ , Nguyen Le Hong Nhat ¹ , Le Thi Thanh Xuan ¹ , Lam Hoai Thuong ¹ , Le Thi My Danh ¹ (¹ <i>FPT University, Vietnam</i>)	B6. The Connection Between Information- Seeking Needs and Online Social Networking Sites as Sources of Preferences: The Case of Students at FPT University	E1. The Influence of the Emotion in Health Communication: An Exploratory Study on the Communication about Side-effects of Vaccine	C6. The Influence of Feminism on Economic Globalization in Indonesia Ilham Ferdian, S.I. Kom1* Daris Rohmansyah Maulana, S.Sos2*, Roro Retno Wulan, S.Sos., M.Pd3* (<i>Telkom University, Indonesia</i>)

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Thursday, 16th March 2023	13.50 –14.05	<p>A7. Collectivist Culture and Empathy Evocation in Vietnamese Advertising</p> <p>Nguyen Le Hong Nhat¹, Le Thi Thanh Xuan¹, Le Thi My Danh¹ (¹FPT University, Vietnam)</p>	<p>Nguyen Khanh Linh¹, Nguyen Lan Anh², Ho Tran Bao Han³, Nguyen Tong Thanh Tam⁴, Le Thi My Danh⁵, Nguyen Thi Thuy Hien⁶ (¹FPT University, Vietnam)</p>	<p>Yoon Ji, Oh S², Keum H^{1,3*} (^{1,3}Sungkyunkwan University, Republic of Korea, ²Gapyeong Majang Elementary School, Republic of Korea)</p>	<p>C7. Cultural Difference in Viewing a Film: a Case Study on Cultural Discount Experienced by Chinese Audiences While Viewing the South Korean Film Silenced</p> <p>Gao Xiaotian¹, Hamed Bin Mohd Adnan², Wang Changsong³ (^{1,2}University of Malaya, Malaysia, ³Xiamen University Malaysia, Malaysia)</p>
	14.05 –14.20	<p>A8. Using Agenda Setting Theory and Framing Theory to Examine Media Reports on the 2020 Typhoon Season in Central Vietnam.</p>	<p>B8. Impact of social media on Cryptocurrency Investing Decisions - A Behavioral Finance Perspective</p> <p>Doan Ngoc Khanh (FPT University, Vietnam)</p>	<p>E3. A Communication Public Service at the University: the #ECAemCasa Project</p> <p>Cristo V. R.^{1*}, Sato S. N.¹, Lima A. F. N.¹ (University of São Paulo, Brazil)</p>	<p>C8. Multiculturalism, Cultural Studies, Youth and Gender Communication The Prospects of "Art" for Political Literacy of Young Women (Specific to Ratmalana University College)</p>
		<p>A7. When Food Is on YouTube, it Makes Closer Youth in Different Cultures</p> <p>Nguyen, H. T. ¹, Nguyen, T. N. T.¹, Nguyen, P. T. A.¹ Trao, N. H.¹, Luu, V. K. H.¹ (¹FPT University, Vietnam)</p>	<p>E2. The new patient Culture: Tailoring Health Information through the Internet</p> <p>Edibe Betül Karbay Çilli^{1*}, Michel Bourse² (¹Health Communication and PR, United Kingdom ²Cultural Studies, Turkey)</p>	<p>E3. A Communication Public Service at the University: the #ECAemCasa Project</p> <p>Cristo V. R.^{1*}, Sato S. N.¹, Lima A. F. N.¹ (University of São Paulo, Brazil)</p>	<p>C7. Cultural Difference in Viewing a Film: a Case Study on Cultural Discount Experienced by Chinese Audiences While Viewing the South Korean Film Silenced</p> <p>Gao Xiaotian¹, Hamed Bin Mohd Adnan², Wang Changsong³ (^{1,2}University of Malaya, Malaysia, ³Xiamen University Malaysia, Malaysia)</p>

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16th – 17th March 2023 | Bangkok, Thailand



<p>Thursday, 16th March 2023</p>	<p>14.20 - 14.35</p>	<p>(Implications For Emergency Preparedness, Disaster Response and Disaster Policy) Le Xuan Tung, Le Ngo Hoang Anh, Ha Anh Tai, Nguyen Can Nha Thuyen, Nguyen Ai Xuan (<i>FPT University, Vietnam</i>)</p>			<p>Dahanayaka H.T. (<i>University College of Ratmalana, Sri Lanka</i>)</p>
	<p>14.35 - 14.50</p>	<p>A9. Media As Weapon for Warfare: A Content Analysis on Media Framing of Russia-Ukraine Conflict Feng Y. (<i>Xiamen University Malaysia, Malaysia</i>)</p>	<p>B9. Relationship Between Perceived Value of Advertising on Instagram, Customer Satisfaction and Brand Loyalty: A Study of Mobile Telecommunication Brand Khai Uen How (<i>Xiamen University Malaysia, Malaysia</i>)</p>	<p>E4. Proposed Franchise Business Strategy in Edelwosh Laundry Through Benchmarking Approach (Case Study: Shoes & Care, Kolega Barbershop, and Joss Laundry) Faiz Auliya Ramadhan^{1*}, Dina Delyana² (^{1,2}<i>Institut Teknologi Bandung, Indonesia</i>)</p>	<p>C9. News Framing of Palestinian Nonviolence Resistance In AI Jazeera Arabic News Coverage: A Study on The Great March of Return in Gaza Mohammed S. A. Muhaissen¹, Sofia Hayati Yusoff^{2*} (<i>University Sains Islam Malaysia, Malaysia</i>)</p>
		<p>A10. Impact of TV Commercials on Customer Retention: A Study in the Mobile</p>	<p>B10. The Influence of social media on the Urban Residents' Consumption Preference for Bottled Drinking Water: A Case Study of</p>	<p>E5. Post-traumatic Mental and Physical Consequences of Frontline Reporting in MENA Region</p>	<p>C10. Permissibility of Music in Islam: A Confused State of Halal and Haram among Pakistani Youth</p>

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



<p>Thursday, 16th March 2023</p>	<p>14.50 - 15.05</p>	<p>Telephony Industry in Sri Lanka</p> <p>Silva P.J.S. (<i>University of Kelaniya, Sri Lanka</i>)</p>	<p>FPT University Students at Ho Chi Minh City Campus</p> <p>Cao M. C.^{1*}, Nguyen, M. T.¹, Nguyen, T. T. V.¹, Nguyen, T. T. P.¹, Nguyen, D. H.¹, Truong, N. H. G.¹ (<i>FPT University, Vietnam</i>)</p>	<p>Lakhdar Chadli (<i>Canadian University Dubai, UAE</i>)</p>	<p>Abul Hassan (<i>University of the Lahore, Pakistan</i>)</p>
	<p>14.50 - 15.05</p>	<p>A11. One Thousand- and One-Days Image and Communication Framework for Brazilian Startups: Brand Trust perception in the Post COVID-19 Era</p> <p>Heluey N¹, Morante L^{2*} (<i>^{1,2}Universidad Autonoma de Barcelona, Spain</i>)</p>	<p>B11. The Gen Z's view of KOLs Reviewing Food on Tiktok Platform in VietNam FPT Students' Perspective</p> <p>Luu My Tam¹, Nguyen Doan Nhat Thang², Tran Hoang Hao³, Nguyen Huu Duc⁴, Hoang Duy Anh⁵ (<i>^{1,2,3,4,5}FPT University, Vietnam</i>)</p>	<p>E6. Identifying Key Success Factors in the Medical Device Industry, Especially in Orthopedic Implants to be Applied by Pt. Medica (Megah Dinar Calakan)</p> <p>Abdul Latif Sirojul Munir[*], Dina Delyana (<i>Institut Teknologi Bandung, Indonesia</i>)</p>	
		<p>WORKSHOP</p>		<p>HALL 01 (Convention C) Zoom ID: 882 0889 1333, Passcode – 407605</p> <p>Moderated by Dr. Tulay Atay (<i>Assistant Professor, Hatay Mustafa Kemal University, Faculty of Communication, Journalism Department, Turkey</i>) Speaker Assoc. Prof. Feride Zeynep Güder (<i>Uskudar University, Turkey</i>)</p>	
				<p>"The Rise of Cancel Culture: In search of Peace and Redemptive Discourse in Digital Media"</p>	

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



<p>Thursday, 16th March 2023</p>	<p>15.05 – 15.45</p>	<p>WORKSHOP</p>	<p>HALL 02 (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375</p> <p>Moderated by Dr. Hamzeh Khalili (<i>Researcher, Service as networks (Sas Department, CTC - Centre Tecnològic Telecomunicacions Catalunya, Spain)</i>) "Multimedia Services and Cloud-Native Media Applications & NetApps"</p>
	<p>15.45 – 16.00</p>	<p>EVENING REFRESHMENTS</p>	
	<p>16.00 – 16.45</p>	<p>NETWORKING SESSION HALL 01 (Convention C) Zoom ID: 882 0889 1333, Passcode – 407605</p>	

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



DAY 01	TIME	HALL 01	HALL 02	HALL 03	HALL 04
Thursday, 16 th March 2023	16.45 – 17.00	SESSION 09: DIGITAL COMMUNICATION TECHNOLOGY II Delegate Session (Convention C) Zoom Id: 882 0889 1333, Passcode – 407605 Session Chair – Dr. Bhavna Wal (<i>Amity University, India</i>)	SESSION 10: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION III Student Session (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Session Chair – Dr. Herlina Agustin (<i>Universitas Padjadjaran, Indonesia</i>)	SESSION 11: JOURNALISM I Student Session (Virtual) Zoom ID: 861 2253 6672, Passcode - 337141 Session Chair – Assoc. Prof. Esra Cizmeci Ümit (<i>Yalova University, Turkey</i>)	SESSION 12: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES III Delegate Session (Virtual) Zoom ID: 894 7779 9358, Passcode - 441108 Session Chair – Dr. Ros Aiza Mohd Mokhtar (<i>Protégé Telekom Malaysia, Malaysia</i>)
		D6. Museum's Innovative Strategy During Pandemic Cornelia A.H ¹ , Priyambodo T.K ² , Islami MEN ³ (<i>1STP AMPPTA, Indonesia</i>) ² Gadajah Mada University, Indonesia	C11. Deviation Of Genuine Feminism: Chinese Radical Feminists' Narratives Towards Women-Related Controversies on Weibo	F1. Framing Pandemic- Theme Film as A Sub-Genre of Disaster Film Shafiee R ^{1*} , Perumal V ² , Wong C.O ² (<i>1Tunku Abdul Rahman</i>)	B12. The Successful Application of Augmented Reality and its Impact in Self-Presence: Augmented Reality Usage in Snapchat

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



Thursday, 16th March 2023	17.00 – 17.15	<p>³<i>Sekolah Tinggi Pariwisata AMPTA, Indonesia</i></p> <p>D7. The Role of Language Proficiency in Digital Communication in Global Virtual Teams Aritz J. *, Walker R.C.* (<i>University of Southern California, USA</i>)</p>	<p>Que Lingge (<i>Xiamen University Malaysia, Malaysia</i>)</p> <p>C12. The Potential of Mukbang Content on YouTube for Promoting Food Culture in Others Countries: A Case of Vietnamese Food on Mukbang Content in Korea Trao Nhat Hang, Nguyen Huu Truong, Nguyen Phan Thuc Anh, Nguyen Thi Ngoc Tram, Luu Vuong Khanh Ha (<i>FPT University, Viet Nam</i>)</p>	<p>University, College, Malaysia, <i>Multimedia University, Malaysia</i></p> <p>F2. Non-Inclusive Journalism and Social Consequences in the Bulgarian Digital Media Communication Pancheva Y. (<i>Sofia University "St. Kliment Ohridski", Bulgaria</i>)</p>	<p>and its Impact on Consumers Ewis Nesma¹ (<i>University of Wollongong in Dubai, United Arab Emirates</i>)</p> <p>B13. The use of WhatsApp for Learning at an Institution of Higher Learning during the COVID 19 Lockdown Metso M.R., Mabaso, L.L.N., Khoalenyane N.B (<i>University of Zululand, South Africa</i>)</p>
	17.15 – 17.30	<p>D8. Semiotic Analysis of the Indonesian President's Speech at the United Indonesian Movement Meeting</p>	<p>C13. We Deserve Respect: Construction of the Reality of Women in Underground Music in Bandung</p>	<p>F3. The reflection of the demands of the youth in the newspapers in Turkey: A review</p>	<p>B14. The Network of the Senses Video and Audio Formats on istat's Social</p>

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



Thursday, 16th March 2023			Agustinus Rustanta ^{1*} , Hendra Alfani ² , Gabriella Inggita Saskara ³ <i>(^{1,3}Sekolah Tinggi Ilmu Komunikasi dan Sekretari Tarakanita, Indonesia</i> ² <i>Universitas Baturaja, Indonesia</i>)	Kelana Ashil S ¹ , Dadang Sugiana ¹ , Iham Gemiharto ¹ <i>(Padjadjaran University, Indonesia)</i>	specific to January-April 2022 Kaan Arslan <i>(University of Yalova, Turkey)</i>	Communication Strategy Giovanni P. <i>(Italian National Institute of Statistics, Italy)</i>
	17.30 – 17.45	D9. Influence of Mice on Sustainable Development of Event Industry Le Ngoc Phuong Nguyen <i>(FPT University, Viet Nam)</i>	C14. Slut-shaming on Facebook: Social Class and Clothing Affect the Perceived Acceptability of Undergraduate Students in FPT University, HCMC Tan. B, Vuong. P. V, Dinh, N. H. T, Pham T. T. T, Nguyen T. T. T <i>(FPT University, Viet Nam)</i>	F4. Exploring the Value Chain of the Venice International Film Festival and Biennale College among 13,000 Festivals Dong J ¹ <i>(Universiti Putra Malaysia, Malaysia)</i>	B15. Assessing Social Media Messaging That Propagates Vaccine Hesitancy During the Lockdown Moonasamy A.R, Xulu N, Naidoo GM <i>(University of Zululand, South Africa)</i>	

17.45 - 18.00	HALL 01 (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Plenary Speech by Dr. N. Nurlaela Arief (Lala Arief) <i>(Assistant Professor, School of Business and Management, Institut Teknologi Bandung, Indonesia)</i> "Employee Influencer Management: How to Engage More Effectively with Younger Generations"	
17.45 - 18.00	HALL 02 (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Plenary Speech by Dr. Nawal Shaharyar <i>(Tallinn University Estonia, Northeastern Europe)</i> "Simultaneous but non-overlapping Media worlds and Consumption Patterns of Russian-Estonians and Estonians in Estonia: Insights from Covid-19 and the Russian-Ukrainian war"	

UPCOMING MEDIA SCIENCE AND DIGITAL COMMUNICATION CONFERENCE

3RD INTERNATIONAL CONFERENCE ON MEDIA SCIENCE & DIGITAL COMMUNICATION 2023 (MSDC 2023)

16TH – 17TH NOVEMBER 2023
COLOMBO, SRI LANKA

MSDC aims to provide a venue to showcase the latest research outcomes signifying the imperative need to change and adapt to a world impacted by a pandemic/endemic. This leading conference addresses these two dimensions in diverse forms by bringing disciplines, industries, nations, cultures, and most importantly people together again.

ABSTRACT

SUBMISSION

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17th JULY 2023



Reach for more Information: website link

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The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



DAY 02	TIME	HALL 01	HALL 02	HALL 03	HALL 04
Friday, 17 th March 2023	08.30-08.45	SESSION 13: JOURNALISM II Delegate Session (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Session Chair – Robyn Walker (University of Southern California, USA)	SESSION 14: MEDIA EDUCATION AND ENVIRONMENTAL STUDIES I Student Session (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Session Chair – Dr. Jade Snow Dionzon (University of St. La Salle, Philippines)	SESSION 15: MEDIA AND THEORY OF COMMUNICATION I Delegate Session (Virtual) Zoom ID: 861 2253 6672, Passcode - 337141 Session Chair – Prof. Dr. Savera Mujib Shami (University of the Punjab, Pakistan)	SESSION 16: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES IV Delegate Session (Virtual) Zoom ID: 894 7779 9358, Passcode - 441108 Session Chair – Mr. Sayak Pal (Adamas University, India)
		F5. Digital Storytelling and Multimedia Communication in Journalism: Challenges and Possible Trajectories for Developing Economies Moyo R.* (Central University of Technology, South Africa)	G1. Effect Of Animated Instructional Package on Primary Schoolpupils' Performance in Basic Science in Egbedore Local Government Area, Osun State, Nigeria	H1. The Future of Public Service Broadcasting in the UAE: A Case Study on the Programming and Innovations Adapted by Radio Station in Dubai Wilma Serrao*, Unni Krishnan Karikkat (Manipal)	B16. Facts and Fakes: The Effects of Dissemination of Unverified COVID-19 Information through social media Khwebulana C*, Naidoo GM (University of Zululand, South Africa)

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



<p>Friday, 17th March 2023</p>					<p><i>Academy of Higher Education (MAHE) – Dubai</i></p>		
		08.45-09.00	<p>F6. Impact Of Newspaper Reportage in Strategizing and Combating Covid-19 Pandemic: A Content Analysis</p> <p>Wal Dr Bhavna* (<i>Amity University, India</i>)</p>	<p>G2. The Dynamics of Environmental Communication of Human and Sumatran Tiger (Panthera tigris sumatrae) Conflict Management in the Pentahelix Perspective: A Case Study Tiger Attacked Farmer in Tebing Serai Village, Riau Province</p> <p>Azizul Rahman^{1*}, Herlina Agustin², Henny Sri Mulyani³ (^{1,2,3}, <i>Universitas Padjadjaran, Indonesia</i>)</p>	<p>G3. A Study on What Factors in Facebook Media Content Related</p>	<p>H2. Using Media to Re-Construct Mythologies of Power and Global Hierarchies during Covid-19</p> <p>Moyahabo Molefe* (<i>University of Zululand, South Africa</i>)</p>	<p>B17. Social Media: The Web of Addiction, Attraction and Attention</p> <p>Reetuparna Bhattacharjee* (<i>Mahindra University, India</i>)</p>
	09.00-09.15	<p>F7. The Murder of The Bird Smuggler: Rethinking the Implementation of</p>				<p>H3. The New Narration of Mafia: The Impact of</p>	<p>B18. Social Network Analysis: Indonesia's Social Capital</p>

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



Friday, 17th March 2023		Environmental Journalism in The Reporting of Shooted Indonesian Citizen in Malaysia Herlina Agustin ¹ , Dadang Rahmat Hidayat ² , Aceng Abdullah ³ , Rinda Aunillah ⁴ ^(1,2,3,4) <i>Universitas Padjadjaran, Indonesia</i>	to Sex Education Will Attract Users Tran Dinh Huy ^{1*} , Nguyen Huynh Giang ² , Vu Thu Thao ³ , Nguyen Thi Thuy Hien ⁴ , Le Thi My Danh ⁵ ^(1,2,3,4,5) <i>FPT University, Vietnam</i>	Technologies in its Communication Strategy Francesco Pira <i>(Università degli Studi di Messina, Italy)</i>	Experience in Solving Pandemic Covid 19 Crisis on Twitter Pasaribu Rotumiar ¹ , Pasaribu Rotumiar ^{1*} , Nugroho, Abraham Wahyu ² <i>(Soegijapranata Catholic University, Indonesia)</i>	
	09.15-09.30	F8. What Does Decolonising Education Mean? An Ideological Discourse Analysis of Select Newspaper Opinion Pieces in South Africa Khanyile S.B. <i>(Central University of Technology, South Africa)</i>	G4. The Dynamics of Environmental Communication of Indonesian Oil Industry PT. PERTAMINA in Dealing with Offshore Oil Spill Through Media Azis Husaini ¹ , Dadang Rahmat Hidayat ² , Herlina Agustin ³ ^(1,2,3) <i>Universitas Padjadjaran, Indonesia</i>	H4. Communications Calls. Why The Science is Left Behind? Ibnu Hamad <i>(University of Indonesia, Indonesia)</i>		
	09.30-09.45	MORNING REFRESHMENT				

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



	<p>HALL 01 (Convention C)</p> <p>Zoom ID: 882 0889 1333, Passcode - 407605</p> <p>Keynote Speech by Prof. Arkadiusz Karwacki (<i>Nicolaus Copernicus University, Poland</i>)</p> <p>"Hear Vulnerabilities in the Social Structure. A Model for Comprehensive Diagnosis in Contemporary Social Policy"</p>
	<p>HALL 02 (Peony 6-7)</p> <p>Zoom ID: 899 0846 0305, Passcode – 861375</p> <p>Keynote Speech by Prof. Banu Baybars (<i>Kadir Has University, Istanbul, Turkey</i>)</p> <p>"Media politics and public opinion in Turkey"</p>
	<p>HALL 03</p> <p>Zoom ID: 861 2253 6672, Passcode - 337141</p> <p>Keynote Speech by Prof. Dr Hab. Marek Jeziński (<i>University in Toruń, Poland</i>)</p> <p>"On the Benefits of Authority in the Media and Journalism"</p>
	<p>HALL 01 (Convention C)</p> <p>Zoom ID: 882 0889 1333, Passcode - 407605</p> <p>Moderated by Prof. Andrea Volterrani (<i>Director of Master in Social Comm. Social Farming, University of Rome Tor Vergata, Italy</i>)</p> <p>WORKSHOP</p>

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



"Hybrid Participation Processes (on-site and digital). Problems and Future Perspectives"

DAY 02	TIME	HALL 01	HALL 02	HALL 03	HALL 04
		SESSION 17: MEDIA EDUCATION AND ENVIRONMENTAL STUDIES II Delegate Session (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Session Chair – Robyn Walker (University of Southern California, USA)	SESSION 18: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION IV Student Session (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Session Chair – Dr. Elvis Madondo (Durban University of Technology, South Africa)	SESSION 19: PUBLIC SECTOR COMMUNICATION II Student Session (Virtual) Zoom ID: 861 2253 6672, Passcode - 337141 Session Chair – Prof. Domenica Fioredistella Lezzi (University of Rome, Italy)	SESSION 20: MEDIA AND THEORY OF COMMUNICATION II Delegate Session (Virtual) Zoom ID: 894 7779 9358, Passcode - 441108 Session Chair – Dr. Joshua Madiba (University of Botswana, Botswana)

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



Friday, 17th March 2023	G5. Shrinkage And Swelling of Clay Soils: A Problem Without Media Coverage Rouquette ¹ , Bihay ² , Chemerik ³ <i>(^{1,2,3}University of Clermont Auvergne, France)</i> 11.00-11.15	C15. Vietnamese Youth's Attitude towards Increasing Sexual Contents in Movies Showing in Vietnam Le Thi My Danh ^{1*} , Hua Hue Man ¹ , Nguyen Van Phu ¹ <i>(FPT University, Vietnam)</i>	E7. The Resignification of the Relationship Between Physical and Digital in Brazilian Fashion Retail: Phygital in the Context of Covid-19 Rech S.R ¹ , Costa A.C.F.G. ^{2*} <i>(Santa Catarina State University Brazil)</i>	H5. Economic Determinants of Media Use and Media Trust in European Countries Konstantinova R. (Varna University of Management, Bulgaria)
	G6. Green Marketing Strategies: Sustainable Development Goals in Malaysian Perspective Surendev Singh A/L Ranjeet Singh ¹ , Denise Elaine Fernandez ² <i>(Xiamen University Malaysia, Malaysia)</i> 11.15-11.30	C16. The Rise of Indonesian Mother User Agency in Domesticating Technology After Pandemic Meilinda N. ¹ , Sarwono B.K. ² , Salamah U. ³ <i>(^{1,2,3}Indonesia University, Indonesia)</i>	E8. Dialogue or Monologue: A Study on Public Participation in Urban Image Communication Based on social media Mang L. ^{1,2*} , Shazleen B.M. ¹ , Hui X ² , Ahlam A.A ¹ <i>(¹Universiti Teknologi MARA, Malaysia, ²Suzhou University, China)</i>	H6. Discourses of Political Actors about Migrants, Asylum Seekers and Refugees Living in Turkey Perrin Ogun Emre, Burak Özçetin <i>(Kadir Has University, Turkey, Bilgi University, Turkey)</i>
11.30 -11.45	G7. Use Of Digital Platforms for Public Health	C17. Changes In FPT Students' Listening to	E9. Over the Top (OTT Platforms): A "Boom"	H7. Relevance of Active Audience Theory in

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



Friday, 17th March 2023	Social Presence in Online Education on the Face-to-Face Educational Environment in the Aftermath of the COVID-19 Pandemic in Kuwait Kassem N ^{1*} , Yousef F ² (1,2 Gulf University for Science and Technology, Kuwait)	Cao Thi Huong Giang*, Lam Hoai Thuong, Le Thi My Danh (FPT University, Vietnam)	KZN Floods in South Africa Gamede S ¹ , Aiseng K ² (1IIE Varsity College, South Africa, 2Rhodes University, South Africa)
	G10. Development of Math Story-Based Teaching Materials in Eleventh Graders of Smaik Al Haraki Nouvel Akbar (Sekolah Islam Terpadu Al Haraki, Indonesia)	NETWORKING LUNCH	
	12.15 -12.30 12.30 -13.30		

WORKSHOP	HALL 01 (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Moderated by Dr. Chris Fenner (Public Relations Faculty Dept. of Communication University of West Florida, USA) "Role of Media in Combating Fake News"
13.30 -14.10	

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



DAY 02	TIME	HALL 01	HALL 02	HALL 03
		SESSION 21: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION V Delegate Session (Convention C) Zoom ID: 882 0889 1333, Passcode - 407605 Session Chair – Dr. Elvis Madondo <i>(Durban University of Technology, South Africa)</i>	SESSION 22: DIGITAL COMMUNICATION TECHNOLOGY & JOURNALISM III Student Session (Peony 6-7) Zoom ID: 899 0846 0305, Passcode – 861375 Session Chair – Dr. Jade Snow Dionzon <i>(University of St. La Salle, Philippines)</i>	SESSION 23: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES V Student Session (Virtual) Zoom ID: 861 2253 6672, Passcode - 337141 Session Chair – Dr. Majid Ghafar <i>(Hazara University, Pakistan)</i>
	14.10 -14.25	C20. The Social Advancement of The Digital Culture of Sub-Saharan Africa in A Post-Pandemic Era Naidoo GM* <i>(University of Zululand, South Africa)</i>	F9. Tholpavakoothu in the Age of New Media Technologies Sankar S., Hingorani A., Sabnani N. <i>(Indian Institute of Bombay, India)</i>	B19. The Resignification of the Relationship Between Physical and Digital in Brazilian Fashion Retail: Phygital in the Context of Covid-19 Rech S.R ¹ , Costa A.C.F.G. ^{2*} <i>(Santa Catarina State University Brazil)</i>

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



<p style="text-align: center;">Friday, 17th March 2023</p>	14.25-14.40	<p>C21. The Return of A 'Real' Film Festival in Malaysia in A Post-Coronavirus World: The Experience of the Malaysia International Film Festival 2022 Changsong Wang* (Xiamen University Malaysia, Malaysia)</p>	<p>F10. Analyzing The Effects of Privacy Concern and Digital Literacy on SNS Disclosure Lee E.S.¹, Lee S.Y.¹, Keum H.J.¹ (Sungkyunkwan University, South Korea)</p>	<p>B20. Dialogue or Monologue: A Study on Public Participation in Urban Image Communication Based on social media Mang L.^{1,2*}, Shazleen B.M.¹, Hui X², Ahlam A.A.¹ (¹Universiti Teknologi MARA, Malaysia, ²Suzhou University, China)</p>
	14.40-14.55	<p>C22. Merida and Moana: Representation of Women with Voices Audrielyn E. Ulloa* (Philippines)</p>	<p>F11. Changes in the Representation of China in Japanese Television Documentaries Ziqi Zhu* (The University of Tokyo, Japan)</p>	<p>B21. Over the Top (OTT Platforms): A "Boom" during pandemic can be a threat to Cyber Security? Sakshi Negi* (Central University of Jammu, India)</p>
	14.55 -15.10	<p>C23. Digital Signage Attractiveness and Shoppers' Approach Behaviour in South African's shopping malls: A Case of Content Execution Ewell M. Xaba*, Therese A Roux, Sfiso G Mahlangu (Durban University of Technology, South Africa)</p>	<p>F12. The Effect of Individual Personality Traits on Online Uncivil Behavior: Focusing on the Mediating Role of Social Desirability Lim I.J.¹, Kim S.Y.², Park Y.J.¹, Lee S.Y.², Keum H.J.^{2*} (Sungkyunkwan University, South Korea)</p>	
	15.10 -15.25	EVENING REFRESHMENT		

The 8th World Conference on Media and Mass Communication (MEDCOM 2023)

"Has Something Changed? Media and Communication in the Transformation of Knowledge"

16th – 17th March 2023 | Bangkok, Thailand



15.25 –16.05	<p>Hall 01 (Convention C)</p> <p>Zoom ID: 882 0889 1333, Passcode - 407605</p> <p>Publication Workshop by Associate Professor Dr. Wang Changsong (<i>Department of Journalism and Advertising, Xiamen University Malaysia, Malaysia</i>)</p>
16.05 –16.15	SCREENING THE WINING SHORT FILM – MEDCOM 2023
16.15 –16.45	AWARDING CEREMONY AND CLOSING CEREMONY

Conference Co-Chair

Asst. Prof. Tülây Atay

(Hatay Mustafa Kemal University, Turkey)

Conference Co-Chair

Prof. Andrea Volterrani

(University of Rome Tor Vergata, Italy)

Conference Co-Chair

Dr. Chris Fenner

(University of West Florida, USA)

Conference Convener

Mr. Isanka P. Gamage

(The International Institute of Knowledge Management, Sri Lanka)

Conference Secretary

Ms. Natashya Kodituwakku

(The International Institute of Knowledge Management, Sri Lanka)

Conference Coordinator & International Relations Coordinator

Ms. Chanika Gunathilake

(The International Institute of Knowledge Management, Sri Lanka)

Publication Coordinator

Ms. Hashini Edirisinghe

(The International Institute of Knowledge Management, Sri Lanka)

Product Development Coordinator

Ms. Kokila Hemakumara

(The International Institute of Knowledge Management, Sri Lanka)

Evaluation Panel

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Asst. Prof. Tulay Atay (Hatay Mustafa Kemal University, Antakya, Türkiye)

Dr. Chris Fenner (University of West Florida, USA)

Prof. Andrea Volterrani (University of Rome Tor Vergata, Italy)

Asst. Prof. Nantaporn Wongchestha (Thamasat University, Bngkok, Thailand)

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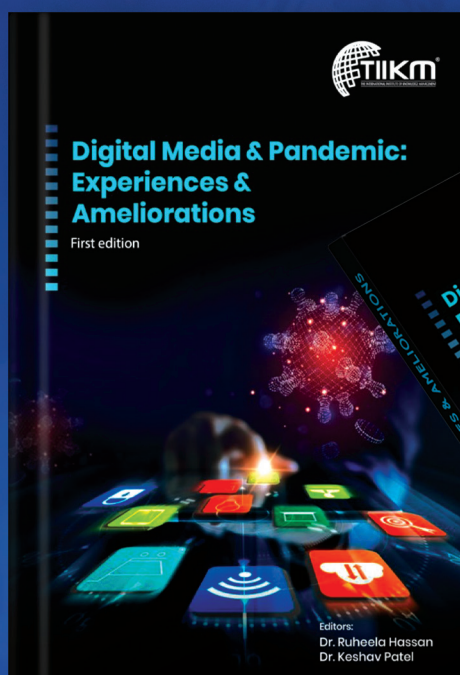
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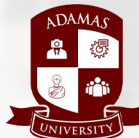
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