



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: INMC, UNIVERSITAS SEBELAS MARET, 慶應義塾大学, JC

ACADEMIC PARTNERS: TOR VERGATA, FUTURE UNIVERSITY, Telkom University, WhatisResearch, CANADIAN UNIVERSITY OF REMEDIATION, ICA 80 años, DUT, DPU

TOUR PARTNER: Sabbeerjoi

EVENT PARTNER: TIKM

ORGANIZED BY: TIKM



CONFERENCE REPORT

THE 8TH WORLD CONFERENCE ON MEDIA AND MASS COMMUNICATION 2023 (MEDCOM 2023)

'HAS SOMETHING CHANGED? MEDIA AND COMMUNICATION IN THE
TRANSFORMATION OF KNOWLEDGE'

16th & 17th March, 2023 | BANGKOK, THAILAND



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ACKNOWLEDGEMENT

The 8th World conference on Media Mass Communication 2023 (MEDCOM 2023) is held by The International Institute of Knowledge Management (TIKM) in Bangkok, Thailand. The conference aims to unite diverse researchers, scholar, and professionals from around the world including both global north and global south countries. It also provides an excited opportunity for delegates to shares their valuable knowledge on media-related study and research.

The conference opens space for scholar, researchers, and professionals to share views on the topic 'Has something changed? Media and communication in the transformation of knowledge'. A great appreciation is extended to partner universities which are Xiamen University, Malaysia, Faculty of journalism and mass communication, Thammasat university, Thailand, University of Rome Tor Vergata, Italy, The school of media and communications, Adamas university, India, Faculty of communication Arts, Dhurakit Pundit university, Thailand, Faculty of journalism and Mass communication, Sofia university, ST.Kliment Ohridski, Future university, Egypt, Institut Teknologu Bandung, Indonesia, Telkom university, Indonesia, Durban University of Technology, South Africa, The University of Yalova, Turkey, The University of Aululand, South Africa, Canadian university Dubai, United Arab Emirates, The international university of Minya, Egypt, Department of Development Communication School of Communication Studies, University of the Punjab, Lahore, Pakistan, and Argentine Cultural Institute of Higher Education (ICAES), Argentina. The appreciation for the grateful cooperation from media partners which are WIR Research Foundation, Tradewheel.com, and tour partner which is Globeenjoy. Also, the evaluation panel members such as Prof. Tulay Atay, Hatay Mustafa Kemal University, Antakya, Türkiye, Chris Fenner, University of West Florida, Andrea Volterrani, University of Rome Tor Vergata, Prof. Nantaporn Wongchestha, Thammasat University, Thailand, N. Nurlaela Arief, Institut Teknologi Bandung, Indonesia, Ngonso Frederick, Edo State University Uzairue, Nigeria, and Divyani Redhu, Bharati Vidyapeeth's Institute of Computer Applications and Management, India.

We also would like to applaud to the member of organizing committee for their effort of bringing the expected outcome the 8th World conference on Media Mass communication 2023. The report was prepared by the conference rapporteurs, Miss Paweena Ninbut, a senior-year journalism and Mass media studies student at Thammasat University, Bangkok, Thailand

INTRODUCTION

The 8th World conference on Media Mass Communication 2023 (MEDCOM 2023) was held on 16th-17th March 2023 in Bangkok, Thailand on the topic 'Has something changed? Media and Communication in the Transformation of Knowledge'. The conference was attended by more than a hundred participant from both global north and global south countries. It was organized by The International Institute of Knowledge Management (TIKM), Sri Lanka. The conference Convener was Mr. Isanka P. Gamage.

The conference provided a opportunity for media and communication scholars, researchers, professors to share their research methodologies, obstacles, findings, and results, to exchange the knowledge and expand opportunities for the future cross cooperation. The conference was held both physical and virtually to accommodate remote participants. The conference included 23 delegate session which are the following.

1. Language, Media and Corporate I
2. Social media: impacts, future and issues I
3. Freedom of speech, multiculturalism, cultural studies, youth and gender communication I
4. Digital communication technology and digital literacy I
5. Language, Media and Corporate II
6. Social media: impacts, future and issues II
7. Health communication and public sector communication I
8. Freedom of speech, multiculturalism, cultural studies, youth and gender communication II
9. Digital communication technology II
10. Multiculturalism, cultural studies, youth and gender communication III
11. Journalism I
12. Social media: impacts, future and issues III
13. Journalism II
14. Media education and environmental studies I
15. Media and theory of communication I
16. Social media: impacts, future and issues IV
17. Media education and environmental studies II
18. Multiculturalism, cultural studies, youth, and gender communication IV
19. Public sector communication II
20. Media and theory of communication II
21. Multiculturalism, cultural studies, youth and gender communication V
22. Journalism III
23. Social media: impacts, future and issues V

INAUGURAL SESSION

The 8th World Conference on Media and Mass Communication (MEDCOM 2023) on 16th-17th March 2023

[Welcome speech by the Conference Convener](#)

Mr. Isanka P. Gamage - (Co-Founder & Managing Director, The International Institute of Knowledge Management (TIKM), Sri Lanka)

Mr. Isanka P. Gamage, Co-founder and Managing Director of TIKM started the proceedings by delivering the welcoming speech. He is engaged to develop one of the largest global academic networks. He is the founding manager of three international journals and has served as the Conference Convener for over 200 international Conferences organized in 8 Countries namely Sri Lanka, China, Indonesia, India, Vietnam, Philippines, Malaysia, and Thailand operating with the vision of connecting global north and the global south.

The speech focuses on the improving change from conducting the conference in the virtual mode to physical mode in the three years' time. The welcome expands gratitude to different participants from different countries. He also gave a quick background introduction on the introduction of topic 'Has something change'. The emphasize on media professions including education, entertaining, and others. He also suggested on how the conference opens doors for opportunities to media professionals, but also challenges of the difficulties to expand the network through then virtual mode. Expectation for the future cooperation. He, then, introduced varied sessions and panel members, and partner universities.

Mr. Isanka valued the mix between Global south and global north, the conference tries to give support through workshops and activities and minimize communication risks. The difficulty during the confidence time to hold a conference. Also, the introductions to other Conference Chairs, partners universities, senior scholars, presenters, and keynote speakers. The importance of shared knowledge to a sustainable world.

[Speech by the conference Chair](#)

Dr. Chris Fenner - (Public Relations Faculty, Dept. of Communication, University of West Florida, USA)

Dr. Fenner is an experienced communicator who has led the UWF team to top finishes at regional and national tournaments. Participating in collegiate speech and debate provides students with the advanced critical thinking and communication skills necessary to

succeed in the workplace. Before coming to UWF in 2014, he established a competitive speech team at Florida Southern College. He teaches undergraduate courses in public relations and persuasion.

He started off his speech with some acknowledgement and all stakeholders in conducting the event. He expands his gratitude to all dedicating presenters and researchers. The opportunities to work with international colleagues. In his views, if social media changes, reality also changes. The social media makes world a small place. The learning of different cultures. For examples, Oscars awards to foreign countries. Young generation knows more about the world outside. The world of internet allows the flow of communications. The threats to social media from government and the powerful. Sharing between diverse scholars.

[Speech by the conference Chair](#)

Asst. Prof. Tülây Atay - (Assistant Professor, Hatay Mustafa Kemal University, Faculty of Communication, Journalism Department, Antakya, Türkiye)

Dr Tülây Atay currently teaches at Hatay Mustafa Kemal University (HMKU), Antakya, Hatay, Faculty of Communication, Department of Journalism as a faculty member (Assistant Professor) and a researcher. She is a Turkish Citizen She graduated from Istanbul University and holds BA degree in Mass-Media Communication, Journalism & PR. She has her Master's degree in Cultural Anthropology (Gender & Women's Studies). She is a co-author of the book called "Gender & Sex and Taboo in the Contemporary Primitive & Traditional Societies" in the Turkish Language based on her MA thesis.

In her speech She explained her difficult time during the tragic incident in Turkey. As well as share her deepest condolence to those who affected and lost their loved one in the recent tragic Turkey's earthquake.

[Welcome speech by the Conference Chair](#)

Prof. Andrea Volterrani (Director of master's in social Comm. | Social Farming University of Rome Tor Vergata, Italy)

He expands his gratitude to the conference stakeholders. However, he would like to give respect to dr. Tülây ATAY by asking the conference members to stand still to share the deepest condolence to Turkish affected by the recent devastating earthquake for a minute.

Speech by the Co-Hosting Partner

Assoc.Prof., Ph.D. Nitida Sangsingkeo from Faculty of Journalism and Mass Communication, Thammasat University, Thailand

She mainly focused on the power of social media to shape how people in the modern era. The disruption on the daily basis for communicator and journalists how we responsible to navigate people to certain views. The threats of the dissemination of information. She excited for the ideas and insight from the MEDCOM 2023.

Speech by the Co-Hosting Partner

Dr. Wang Changsong from Xiamen University Malaysia, Malaysia

The speech talked about the witness of technological advancement and innovative solutions. The constant advancement to evolve new knowledge. He also excited for the future launch of the journals.

Speech by the Academic Partner from Institute Teknologi Bandung, Indonesia

The speaker would like to emphasize the importance of technology and communication studies to MBA students. She thinks that MEDCOM 2023 is very importance to learn and exchange knowledge internationally.

Speech by the Academic Partner from The University of Zululand, South Africa

The speaker gladdened that all participants can gather at the conference. He thinks that MEDCOM 2023 shows the diversity and network for the communication trend. He also thinks that communication is dynamic in the global context. As well as the influence of artificial intelligence in the modern world that affect the communication studies.

INMC Introduction

Delivered by Prof. Andrea Volterrani (Director of master's in social Comm. | Social Farming University of Rome Tor Vergata, Italy)

INMC is a non-profit organization that aims to promote and facilitate communication and media research across the globe. The vision is to create a network of scholars, researchers, and practitioners in the field of media and communication.

Book Launching

MEDCOM 2023 proudly presented The first book featuring chapters: Digital Media & Pandemic experiences & Ameliorations by Dr. Keshav Patel and Dr. Ruheela Hassan

KEYNOTE SPEECH

Presenter	Topic
Prof. Andrea Volterrani (Director of master's in social Comm. Social Farming University of Rome Tor Vergata, Italy)	Liminal Communities, Vulnerability and Diversity. Convergences and Divergences in the Age of Digital Communication
Asst. Prof. Nantaporn Wongchestha (Faculty of Journalism and Mass Communication, Thammasat University, Bangkok)	Something Must not Change
Prof. Dr. Yasemin Giritli İnceoğlu (Visiting Professor at London School of Economics and Political Science, Department of Media & Communication)	The Transformation of Media in the Age of Populism
Prof. Arkadiusz Karwacki (Nicolaus Copernicus University, Poland)	Hear Vulnerabilities in the Social Structure. A Model for Comprehensive Diagnosis in Contemporary Social Policy
Prof. Banu Baybars (Kadir Has University, Istanbul, Turkey)	Media politics and public opinion in Turkey
Prof. Dr Hab. Marek Jeziński (University in Toruń, Poland)	On the Benefits of Authority in the Media and Journalism

Key points from the speech: In his speech he talked about the liminal communications which can be characterized by (1) process of refiguration and (2) process of marginalization. He also explained further that liminal communication are territorial and digital border spaces characterized by transitions, vulnerabilities, innovation, and change. In some cases, they are the 'classic' suburbs, but in many others, they are spaces within urban contexts, the 'non-suburbs' areas with multiple identities.

Prof. Andrea Volterrani also talked about the edu-communication processes which are the processes that involve the activation of widespread communication between people, critical media education use, media education, and processes to combat educational poverty such as low schooling, return-illiteracy. Experiences of this kind have been set up in Latin America and also in southern Europe.

Asst. Prof. Nantaporn Wongchestha (Faculty of Journalism and Mass Communication, Thammasat University, Bangkok. Her speech is about observation and studies of producing knowledge in the changing environment. The phenomenon in the political communication in Thailand and youth movement in Thailand. Bases on her research on Standard Online news media's agenda setting regarding youth's movement in Thailand 2020, she divided the agenda setting process into two levels which are (1) to create the salience to the topics and (2) framing and priming. The study found that the standard had an impact on what people should think about which was youth movement and their demand and gave positive direction to what people should think about it by setting attribute in favor or encourage youth political movement.

Prof. Arkadiusz is specialize in researching the quality of life of various social groups and categories (eg clients of the social assistance and integration system, or the middle class), also in relation to their functioning in the work environment (challenges related to the "quality of life at work"). At the same time, there is a clear reorientation in contemporary social policy from a focus on solving social problems and organizing support dedicated to representatives of the most vulnerable groups, towards systems (and institutions) oriented towards supporting all citizens in the form of tailor-made packages of social services. This is a policy of compensation, but also of social prevention. It is crucial that, when diagnosing the situation of representatives of different groups and social categories.

Prof. Dr Hab. Marek JEZIŃSKI, PhD, discussed the functioning of journalist authority in contemporary media, that is, how we can interpret the figure of journalistic authority as a specific social institution providing expert knowledge to the audience. In the communication perspective adopted here, authority can be perceived as a unique interactive condition in which the actors participating in the act of communication have access to different levels of resources related to social capital, social status and hierarchical position, expert knowledge, and communicative abilities.

WORKSHOP

Moderator	Topic
Dr. Tulay atay (assistant professor, hatay mustafa kemal university, faculty of communication, journalism department, turkey)	The rise of cancel culture: in search of peace and redemptive discourse in digital media
Dr. Hamzeh khalili (researcher, service as networks (sas Department, cttc - centre tecnològic telecomunicacions catalunya, spain)	Multimedia services and cloud-native media applications & netapps
Dr. Chris fenner (public relations faculty dept. Of communication university of west florida, usa)	“role of media in combatting fake news”
Prof. Andrea voltterrani (director of master in social comm. social farming, university of rome tor vergata, italy)	Hybrid participation processes (on-site and digital). Problems and future perspectives”

Number of persons attending: around 50 people.

Workshop facilitator: Slides and videos

objectives of workshop: Fake news threats to companies. The strategies that the companies should take when combating fake news. The key is to know your audiences and channels that should be used. The organization must not try to debate but rather tack check and verify information. To engage participants with the topics selected by the presenters and for listeners to adapt the new information to their further studies. The workshops aim to explain the theories used behide finding results.

A Conceptual Study on Brand Image & Perceived Value and Measuring Their Effect on Brand Loyalty

By Khare Ashima¹, Siwach Kuldeep² (1,2G D Goenka University, India)

This research tries to establish an understanding between the customer perception and loyalty towards a brand. The primary issues this study tries to explore are does brand image, perceived risk, perceived price, and perceived quality affect the perceived value for cosmetic products and does perceived value lead towards brand loyalty in the cosmetic product category. Data has been collected from 532 Indian female respondents who have recently shopped for cosmetic products. Google forms have been administered to the participants for an online survey. Whereas, in the case of offline channels, the mall intercept approach has been implemented to collect responses. Exploratory factor analysis was carried out followed by CFA and path analysis to validate the results. It has been found that brand image is significantly related to the perceived value. Perceived risk and perceived price are negatively associated with the perceived value. Perceived quality significantly affects the perceived value. Finally, perceived value is positively associated with brand loyalty. Limitations and scope for further research is discussed in detail in the study.

Research integrity education using media materials for

By MEDICAL STUDENTS IN JAPAN Yamabe A, Otsuka R and Mishima C Department of Medicine, Jichi Medical University, Japan

Since Research Integrity is crucial in producing high-quality research. This study examines the effectiveness of learning using media materials focusing on research integrity fostering a sense of social responsibility. The subjects were 30 first-year medical students in Japan taking the —Science and Society|| class using the Japanese version (JST) of THE LAB, a tool developed by HHS and ORI in the US. Students learn the characteristics of scientific research in a drama format through role-play. Four-choice response and free description were used to measure changes in learners' awareness before and after the lessons. It can be said that media materials to teach research integrity was found to be highly effective. It led to positive perspectives about future education and learning.

PUBLICATION WORKSHOP

by Associate Professor Dr. Wang Changsong (Department of Journalism and Advertising, Xiamen University Malaysia, Malaysia)

Topic: How to prepare the manuscript for the journals?

He shares the recommendations for the journal's writers to especially focus on the 4As which are aims, audience, awareness, and articulating. The aims can be personal scale or global scale. Articulating can include policy makers, Researchers, or Lay audiences. While awareness means existing research, political debates, or current policy issues.

Other important elements are conclusion, word limit, concise, clear, development, structure, format, and templates. He also recommends the workshop participants to check out private online service outlets to check the quality of the journals.

PLENARY SPEECH

Presenter	Topic
Dr. N. Nurlaela Arief (Lala Arief) (Assistant Professor, School of Business and Management, Institut Teknologi Bandung, Indonesia)	Employee Influencer Management: How to Engage More Effectively with Younger Generations
Dr. Nawal Shaharyar (Tallinn University Estonia, Northeastern Europe)	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

Key point from the speech: Companies can use employees as influencers to advance the company's business. The employees who acting as influencers can create customer engagement and support, even sales leads, and management information (such as opinions about products, services and company action or decisions). It was revealed from the results of a collaboration research between School of Business

and Management (SBM), Institut Teknologi Bandung, Indonesia and Huddersfield Business School, UK., that intended to explore how Indonesian State-owned Enterprises (SOEs) select and "manage" their employee influencers. The research revealed that the engagement of employee influencers is a resource to be harnessed by organizations, but it must be done with due regard to what is engaging to followers and to the needs of employee influencers, including their need to remain authentic and their requirement to be "managed" sensitively and supported actively.

Dr. Nawal Shaharyar is a lecturer and early career researcher at Tallinn University Estonia. Her research examines the social construction of urban spaces and is focused on issues of ethno-linguistic segregation in urban residential contexts. She completed her MA from the Institute of Development Studies, University of Sussex and where she specialized in urban development.

SESSION REPORTING

DELEGATE SESSION 01: LANGUAGE, MEDIA AND CORPORATE I

Session chair: Dr. Sri Seti Indriani (Padjadjaran University, Indonesia)

Panel members:

Presenter/s	Topic
<i>Adanlawo E.F., Chaka M. (North-West University, Mafikeng Campus, South Africa)</i>	The Impact of Communication Management on National Development: A South African Case Study
<i>Manaf Bashir, Eisa Alnashmi² (Kuwait University, Kuwait)</i>	How Do Kuwaiti Companies Communicate Their Social Responsibility Roles: A 10-Year Content Analysis of Concepts and Themes in Social Reports
<i>Rui Alexandre Novais (Universidade Católica Portuguesa, Portugal)</i>	Either You Are with Me or Against Me: Anti-Media Populism of the Far Right in Brazil

<i>Oz M. (The University of Tennessee, The United States of America)</i>	Examining the Effects of Online Incivility and Perceived Benefits on Online Political Engagement
<i>Ceccherelli A. (University of Rome Tor Vergata, Italy)</i>	A Matter of Time. An Analysis of Time Travel in The Media and Its Possible Social Function

Key point from the discussion: The Impact of Communication Management on National Development: A South African Case Study

The study examined the effects of communication on national development. The study objectives were to find out the role of communication in national development and to establish the impact of two-way symmetrical and participatory communication in national development. Results revealed that communication management plays a significant role on South Africa national development; two-way symmetry and participatory communication have significant impacts in South Africa's national development. It has been concluded that for the government to have an effect on national building, a relationship must exist between the government and the citizenry, which can only be possible if the government adopts appropriate media for communication. The study recommends, among other things, freedom of the press to enable free-flow of communication between government agencies and the public.

How Do Kuwaiti Companies Communicate Their Social Responsibility Roles: A 10-Year Content Analysis of Concepts and Themes in Social Reports

Manaf Bashir, Eisa Alnashmi² (Kuwait University, Kuwait): Using institutional theory as the theoretical framework, this research aims to provide new knowledge about Kuwaiti companies' social roles in terms of social responsibility concepts and themes that are reflected in their reports. the changing concept of CSR. Corporate sustainability. Company are now paying more attention to environmental sustainability. Corporate sustainability is rising but still not as high as financial risks. CSRs still lack of involve of stakeholders and long-term plan to ensure CSF effort to the society. The findings show that the banking and telecommunications industries are leading the social responsibility scene in Kuwait. Implications of these findings are discussed in relations of institutional theory, public relations and strategic communication.

Either You Are with Me or Against Me: Anti-Media Populism of the Far Right in Brazil
by Rui Alexandre Novais (*Universidade Católica Portuguesa, Portugal*)

Threats to journalists also in the democracy countries. Attacks against the press. The recent upsurge of populism brought significant challenges to the societal role of journalism in democracy. Indeed, stemming from the populist ideational anti-elitist dimension, hostility toward the media is a distinctive facet of far-right populism in different locations worldwide. Accordingly, anti media delegitimizing criticisms respond to the interests of far-right populists to erode the credibility of professional journalism and ultimately deactivate the performance of the critical function of the press by promoting self-censorship and silencing it. Although crescent literature on populism research has recently turned its focus on anti-media populism by the far-right, it is seldom empirically verified in the Global South.

Examining the Effects of Online Incivility and Perceived Benefits on Online Political Engagement by Oz M. (*The University of Tennessee, The United States of America*) The primary purpose of this study was to understand how users' negative experiences impact their perceptions of social media discussions. More specifically, the study proposes negative perception of social media discourse may lead to fear of incivility (perceived risk of being targeted by uncivil comments). As the spiral of silence theory suggested, people's fear of isolation may increase if they think their opinion environment is hostile. Similarly, this study argues that social media users who were targeted by uncivil comments frequently in the past may have a negative perception of social media discourse, and they may see these platforms as hostile environments. However, the impact of fear of incivility on opinion expression varies by social media platforms. Finally, the results suggested that perceived benefits predict online opinion expression on social media.

A Matter of Time. An Analysis of Time Travel in The Media

and Its Possible Social Function by Ceccherelli A. (*University of Rome Tor Vergata, Italy*)

Using desk research methodology as a reference and taking inspiration from a mediological approach, the paper analyses the plot of some 1500 fictional works focused on this topic now central to our imagination, first of all attempting to categorise it: journeys into the future, into the past, anywhere, time loops. The research was carried out by exploring the pages of various websites, whether generalist or specific to science fiction fans, where synopses of the various works in different media can be found. The result is that most of the stories (around 60%) tell of journeys into the past, and the motives can be many: exploratory journeys (with a tourist or educational perspective) and journeys made in an attempt to solve a problem (personal or collective problem-solving). In the conclusions, we will provide some hypotheses as to why the matter is still

so present in today’s imagination, and what relationship there may be between the difficulty of imagining the future and people’s perception of society, at a time in history when trust in the social pact is increasingly called into question.

DELEGATE SESSION 02: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES I

Session Chair – Dr. Nivea Cristina Heluey Chelini Pereira (Universidad Autonoma de Barcelona, Spain)

Presenter/s	Topic
Madondo E1*, Thandeka N2 (Durban University of Technology, South Africa)	Shaping The Fashion Industry Online: Effectiveness of Instagram on Growing Local Brands
Dionzon J.S.C* (University of St. La Salle, Philippines)	The Liberating Potential of social media in the Philippine Context
Jenny Ratna Suminar1*, Ikhsan Fuady2 , Ditha Prasanti3 (1,2,3Padjadjaran University, Indonesia)	Perception of Source Credibility and Quality of Stunting Information Messages in Conventional Media and social media in Indonesia
Elisabetta Gola (University of Cagliari, Italy)	Beyond Dance and Lip-Sync Videos: Learning, Science, And Social Discourse on Tiktok
Nguyen T.H.T. (FPT University, Vietnam)	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

Key point from the discussion: Shaping the Fashion Industry Online: Effectiveness of Instagram on Growing Local Brands by Madondo E1*, Thandeka N2 (Durban University of Technology, South Africa). The study followed a quantitative research method, non-probability sampling was employed, and the study was descriptive in design. A structured questionnaire was distributed online to 130 fashion businesses in Durban. The findings

revealed that Instagram is giving fashion businesses owners a platform to showcase their best offerings; communicate with their target audience in a visually appealing way; and increase the much needed brand awareness. Instagram by design is visual and by default has become an imperative brand communication tool, especially for fashion offerings. The study recommends that fashion brands should continue to take advantage of these opportunities to boost visibility on Instagram and propel their brand value by taking a positive action to strategically utilise the platform. The benefits from the platform do not just happen, but should be deliberately milked in a tactical manner that is well planned and coordinated.

The Liberating Potential of social media in the Philippine Context by Dionzon J.S.C* (University of St. La Salle, Philippines). The findings in this study were anchored on a well-represented cross section of the population in terms of generation, gender, social status and experiences. It utilized the linear snowball sampling which resulted in 10 participants who contributed in the making of meaning. The research questions revolved around social media and the shape of this phenomenon in the Philippine context and whether it indeed enable individuals and communities to overcome their sense of powerlessness and lack of influence, take advantage of the blurring of borders and thus achieve personal and social liberation. The result of the study is a new theory that the researcher named the Theory of Virtual Deliverance which posits that social media has become a contemporary liberating tool that is potentially effective in addressing social ills in acceptable ways that somehow manage to circumvent existing structures, specifically in a community like the Philippines where they tend to be perceived as unequal, discriminatory and oppressive. Participant accounts support that the Filipino's notion of liberation is the very definition of deliverance mentioned as „*kaluwa an*,“ which is the action of being rescued and set free in a way that involves faith and an effort to overcome fate. Perception of Source Credibility and Quality of Stunting Information Messages in Conventional Media and social media in Indonesia by Jenny Ratna Suminar^{1*}, Ikhsan Fuady² , Ditha Prasanti³ (1,2,3Padjadjaran University, Indonesia). his study aims to determine the effect of the quality of information and the credibility of sources in the mainstream mass media and social media on people's attitudes towards stunting prevention. This study used a survey method with a population of young mothers in West Java. The sample for this study was taken by convenience with a sample size of 100. Data analysis used the structural equation modeling test using smartPLS. The results of the modeling test show that the model built has good goodness of fit.

Beyond Dance and Lip-Sync Videos: Learning, Science, And Social Discourse on Tiktok by Elisabetta Gola (University of Cagliari, Italy). n November 2017, ByteDance acquired another social media app called Musical.ly, which allows users to create short 15-second

lip sync videos and share them on their platform. After two years (August 2018), ByteDance released the global version of Douyin, TikTok. Since its launch in 2018, TikTok has joined the ranks of social media giants in record time: by September 2021, it had about one billion active monthly users worldwide. The 2022 marketing report predicts that TikTok will have three billion downloads worldwide by the end of the year, with users spending \$3 billion on iOS and Google Play. Given this sudden and global success, TikTok certainly has a lot to offer from a technical point of view, but in our proposal, we will explore some issues related to education and learning (science, history, second languages).

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 by Nguyen T.H.T. (FPT University, Vietnam). By applying a dual analytical approach to analyse both the production and reception of 10 vlogs by 9 vloggers, who are in the age between 20 and 32 years old by the time they upload the vlogs. this paper finds that a vlog is both an online space for Vietnamese-originated vloggers to express the cultural distinctiveness and a conversational, interactive hub that these vloggers connect with their audience to discuss their collective identity as diasporic young Vietnamese in Australia, Canada and the USA. According to the personal information provided at these vloggers' YouTube Homepage and their vlog features, their cultural identities can be defined as Vietnamese Americans (4), Vietnamese Australians (3) and Vietnamese Canadians (2). In regards of privacy and media studies ethics concern, all of the videos in this sample are publicly uploaded with thousands to millions of views and comments. Central to these discussions are two topics: The presentation of the ordinariness and ironic humour against Asian/Vietnamese stereotypes. While the younger-generation employ the former to highlight the fact that their cultural identity is shaped from everyday experiences within their families and Vietnamese community, the latter serves as a mirror to reflect both of their pure and hybridised Vietnamese identity, as well as an antidote to overcome the challenges and stereotypical portrayals of being a minority in multicultural, yet Western-dominant societies.

DELEGATE SESSION 03: FREEDOM OF SPEECH, MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION I

Session Chair – Dr. Prachi Dhiman (Vishwakarma University, India)

Presenter/s	Topic
Fawzia Abdulla AlAli* (<i>Sharjah University, UAE</i>)	The Relation between the Emirati Woman and the Gulf Drama A Field Study 2022

Erik ardiyanto, Atika Budhi Utami*, Kencana Ariestyani (<i>University Paramadina, Indonesia</i>)	The Rise of the Cancel Culture Influencer social media in Indonesia
Fawzia AlAli (<i>University of Sharjah, United Arab Emirates</i>)	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
Budhi Utami Atika ^{1*} , Ardianto Erik ² , Ariestyani Kencana ³ (<i>Paramadina University, Indonesia</i>)	Perceptions of Love and Freedom in BTS Music
Agustinus Rustanta, Hendra Alfani, Ingrid Brigitta V.H. (<i>Sekolah Tinggi Ilmu Komunikasi dan Sekretari Tarakanita, Indonesia</i>)	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

Key point from the discussion: The current study aims to examine the nature of the relationship between Emirati women and Gulf drama and the increasing role it plays in providing women with information and knowledge and enabling them to discover and satisfy their actual needs, by trying to determine the extent of dependability, exposure intensity and type of drama content that Khilji women do consume. In addition, we attempt to explore the topology of the space that Khilji drama dedicates to women's issues and problems and the image that it conveys about women and the effects of exposure to this type of mediatic content. Social media is a public communication channel to express freedom of opinion and opinion publicly. Through social media, especially Twitter, people can easily get information and are free to voice their opinions dynamically. This situation gave rise to a new phenomenon called *Cancel Culture* in Indonesia. Referring to its meaning, in English Cancel means to thwart or prevent, while culture means culture. If combined, it will become a cancellation culture or boycott culture, especially what occurs through social media.

Perceptions of Love and Freedom in BTS Music contributes to fill the gap in the Arab Library of Media towards the extent of impact imposed by those contents on the national identity. Media and political decision-makers must adhere to them in case of violating the customs, traditions and ethics of the society. The most

important recommendations provided by this study are: the local satellite channels must put into consideration presenting programs that express the local and Arab reality, and deal with issues and problems suffered by the audience credibly; especially the youth, whose problems need to be diagnosed and solved through simple contents that keep pace with their interests.

The purpose of 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 research is to analyze the speech construction of Surya Paloh and Anies Baswedan at the inauguration of the Democratic National Party presidential candidate. The research is directed at exploring commodification aspects related to the criteria for selecting presidential candidates. The object of study or research on discourse analysis is the language unit in the speech text of Surya Paloh and Anies Baswedan in Anies Baswedan's declaration as the presidential candidate for the Democratic National Party. This study uses a qualitative approach with the Teun Van Dijk model of critical discourse analysis. There are three elements in Teun Van Dijk's Critical Discourse Analysis, namely text, social cognition and social context.

SESSION 04: DIGITAL COMMUNICATION TECHNOLOGY AND DIGITAL LITERACY I

Session Chair – Dr. Mohamed Khaliefa (Minia University, Egypt)

<i>Presenter/s</i>	<i>Topic</i>
Agung F ¹ , G. Aji S ² , Eri D.W ² , Riza I.W ^{1*} , Putri A.D ² (PT Hutama Karya (Persero), Indonesia)	Optimizing Webinar Performance Through Attendees' Engagement in The Field of Construction and Infrastructure
Prachi D.* (India)	Policy Regulations for OTT Platforms: A Systematic Review
Luis Camillo Almeida (Clafin University, United States)	The Effects of Audio & Instructional Game among Undergraduate Communication Arts Students of a Midsize University for the Achievement of Conceptual Knowledge
Laura Malita (West University of Timisoara, Romania)	Are Romanian Students Affected by Selfitis?

Clara Novita Anggraini (<i>Telkom University, Indonesia</i>)	Digital Literacy Practice Program for Teachers in Rural Area
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Key point from the discussion: The result expected from Optimizing Webinar Performance Through Attendees' Engagement in The Field of Construction and Infrastructure study, there will be variables presented that correlated highly to attendees and sponsor engagement such as topics of the webinar, publication choices, and speaker arrangement. Further, this research is expected not only to optimize the webinar project on the construction industry but changing the whole perspective of this industry from the 'construction project tender winning' to creating a new revenue stream based on event organizing with a specific theme in the construction and infrastructure field.

News reports highlighting controversial video content would be used as primary evidence suggesting policy issues. Following this, a systematic review of policies relevant to the issue would be conducted to understand their implication and applicability. Finally, the study would highlight regulatory gaps and suggest best practices for undoing the conflicts because of misplaced video content. The qualitative and in-depth inquiry would adopt an inductive approach to study the controversial video content cases.

The Effects of Audio & Instructional Game among Undergraduate Communication Arts Students of a Midsize University for the Achievement of Conceptual Knowledge presents findings of a quantitative investigation of how audio and games affect achievement of an educational objective based on the foundations of information processing. The researcher found statistical evidence at the .05 level that the game treatment had a significant difference in conceptual knowledge scores against the control group. The results suggest that games can be used to assist achievement of classroom content as well as to serve as a tool for distance education. The results of this experimental quantitative study pointed to the overwhelming evidence that games outperformed the control group (non-games) in the achievement of factual knowledge in a group of freshman education students at a medium-size university.

Researchers at Nottingham Trent University and the Thiagarajar School of Management in India, through a study developed by Balakrishnan and Griffiths (2018) established the Selfitis Behaviour Scale (SBS) as a reliable and valid instrument for assessing selfitis (a condition of obsessive taking and sharing of selfies on mobile phones). Through the study, our main aim is to investigate if students from Romania, from West

University of Timisoara (WUT), Department of Philosophy and Communication Sciences are also affected by selfitis.

The development of Information and Communication Technology (ICT) continues with a very dynamic impact. Even though it was far from the district/city centre, all regions in Indonesia are not spared from the presence of smartphones and all the digital content. Without getting to know the functions of education, information, and positive cultural transformation of ICT, people in remote areas are exposed to the many functions of digital media entertainment that made them hegemonies by negative impacts such as gadget addiction. Teachers have a potential role in introducing the positive cultural transformation of digital media functions to students and the community where they live. Referring to this situation, there are several opportunities for empowering teachers in rural areas, namely introducing various digital literacy practices such as Copy Writing, Making Learning Videos, and introducing directions for disruption with Society 5.0 & Future Works material.

DELEGATE SESSION 05: LANGUAGE, MEDIA AND CORPORATE II

Session Chair – Dr. Rachel Moyo (Central University of Technology, South Africa)

Presenter/s	Topic
Cao Thi Huong Giang ¹ , Nguyen Le Hong Nhat ¹ , Le Thi Thanh Xuan ¹ , Lam Hoai Thuong ¹ , Le Thi My Danh ¹ (1FPT University, Vietnam)	<i>Culture Value and Emotional Appeals in Vietnamese Advertising</i>
Nguyen Le Hong Nhat ¹ , Le Thi Thanh Xuan ¹ , Le Thi My Danh (1FPT University, Vietnam)	Collectivist Culture and Empathy Evocation in Vietnamese Advertising
Le Xuan Tung, Le Ngo Hoang Anh, Ha Anh Tai, Nguyen Can Nha Thuyen, Nguyen Ai Xuan (FPT University, Vietnam)	Using Agenda Setting Theory and Framing Theory to Examine Media Reports on the 2020 Typhoon Season in Central Vietnam. (Implications For Emergency Preparedness, Disaster Response and Disaster Policy)

Feng Y. (Xiamen University Malaysia, Malaysia)	Media As Weapon for Warfare: A Content Analysis on Media Framing of Russia-Ukraine Conflict
<i>Silva P.J.S. (University of Kelaniya, Sri Lanka)</i>	Impact of TV Commercials on Customer Retention: A Study in the Mobile Telephony Industry in Sri Lanka
<i>Heluey N1, Morante L2* (1,2Universidad Autonoma de Barcelona, Spain)</i>	<i>One Thousand- and One-Days Image and Communication Framework for Brazilian Startups: Brand Trust perception in the Post COVID-19 Era</i>

Key point from the discussion: The Effects of Culture values on emotional appeals in advertising. Three basic features. Using cultural variables to trigger audiences. the perspectives of all FPT students on the relationship between culture value and family connections in Vietnamese advertising across campuses that stretch from the North to the South. The study will only demonstrate how advertisers use cultural elements to sway the emotions of their target audiences. The acquired data were evaluated with SPSS utilizing descriptive analysis and reliability testing. The findings demonstrated the influence of culture on the advertisement's mood component. Finally, the use of collectivist culture in Vietnamese advertising can evoke family connections evoked by collectivist society. These studies show that the above methods can be used in practice and have an impact on advertising with a wide audience. Collectivist Culture and Empathy Evocation in Vietnamese Advertising.

The Vietnamese media is programmed to report by repeatedly mentioning and purposefully reporting on agenda topics or events with the goal of influencing public opinion, decision makers and politicians. Policy makers and governments have subsequently made changes in policy to suit the reality, especially the pressing public health issues of natural disasters. The ability of the mass media to set the agenda for public discussion is known as Agenda Setting. Agenda setting influences the public's thinking on public policies through deliberate coverage of hot issues. Not only that, the press also provides information for policy makers so that they can synthesize information to have practical policies and actions for society.

Whether media can take side or not. The Russia-Ukraine conflict that broke out in February 2022 brought impact to people around the globe. Governments and media from different sides of the world reacted differently to the conflict. The present study explored international media's coverage of Russia Ukraine conflict. The news articles published by China Daily, the New York Times, and Al Jazeera were selected in this study. It employed framing theory and social system theory to examine media coverage as well as the correlations between news reporting and political stands. Qualitative content analysis was adopted for a better understanding on the meanings attached to reports, with a concentration on the news content.

Telecommunication industry highly competitive industry in present context and all the mobile service providers are using TV commercials heavily for retaining their customers. However, there is significant empirical evidence whether it is effective. Therefore, a main purpose of this study is to determine the impact of television advertising on customer retention in the mobile industry. This study is being conducted in Sri Lankan context to determine whether television advertisements influence customer retention. Measuring the impact of advertisements on consumer brand preference is critical for all marketers. The structured questionnaire was randomly collected from 200 respondents, and the data was analyzed and hypotheses were tested using quantitative analytical techniques. The result revealed that creativity is not significantly influence on the customer retention and other variables such as brand awareness, language used, level of awareness and personal factors are heavily significant influence on customer retention on mobile service providers. The research has suggested some strategies to improve the customer retention with efficiently using TV advertisements in their marketing programs.

The Covid-19 pandemic, the war in Ukraine, far-right political movements, and the rise of fake news have drastically affected the global economy. However, the results can be more devastating in developing countries with an unstable background, such as Brazil. Faced with historically low levels of trust, Brazilian startups could seize new opportunities to establish trust-based relationships with their public. However, for all observed from previous research in this field, researchers have produced extensive work showing the benefits of trust, mainly employed by established brands and large firms. Conversely, more research needs to be done on how emerging brands should signal their trust markers in the initial settings to launch communication strategies.

SESSION 06: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES II

Session Chair – Dr. Herlina Agustin (Universitas Padjadjaran, Indonesia)

Presenter/s	Topic
Nguyen Khanh Linh, Nguyen Lan Anh, Ho Tran Bao Han, Nguyen Tong Thanh Tam, Le Thi My Danh, Nguyen Thi Thuy Hien ¹ <i>FPT University, Vietnam</i>)	The Connection Between Information Seeking Needs and Online Social Networking Sites as Sources of Preferences: The Case of Students at FPT University
Nguyen H. T., Nguyen T. N. T., Nguyen P. T. A. Trao N. H., Luu V. K. H. (¹ <i>FPT University, Vietnam</i>)	When Food Is on YouTube, it Makes Closer Youth in Different Cultures
Doan Ngoc Khanh (<i>FPT University, Vietnam</i>)	Impact of social media on Cryptocurrency Investing Decisions - A Behavioral Finance Perspective
Khai Uen How (<i>Xiamen University Malaysia, Malaysia</i>)	Relationship Between Perceived Value of Advertising on Instagram, Customer Satisfaction and Brand Loyalty: A Study of Mobile Telecommunication Brand
Cao M. C., Nguyen, M. T., Nguyen, T. T. V., Nguyen, T. T. P., Nguyen, D. H., Truong, N. H. G. (<i>FPT University, Vietnam</i>)	The Influence of social media on the Urban Residents' Consumption Preference for Bottled Drinking Water: A Case Study of FPT University Students at Ho Chi Minh City Campus
Luu My Tam, Nguyen Doan Nhat Thang ² , Tran Hoang Hao, Nguyen Huu Duc ⁴ , Hoang Duy Anh (<i>FPT University, Vietnam</i>)	The Gen Z's view of KOLs Reviewing Food on Tiktok Platform in VietNam FPT Students' Perspective

Key point from the discussion: In recent years, particularly among students, social media has emerged as a beneficial alternative and a source of knowledge for Vietnamese young. Depending on the demands, students may use social media in different ways and to a different extent for their university studies. This begs the question of whether the demand for information might affect how students choose to use social media networking sites as sources of information. Studies on this phenomenon in Vietnamese youth are scarce, nevertheless. The study uses students reading Media and Communication (MC) at FPT University, albeit at various levels, as a case study to investigate this issue. The authors use a survey to gather data from 50 students studying MC at FPT University at various levels and base their analysis on the theory of uses and gratifications, social media usage, and individual differences in social media use for information seeking. SPSS statistical software was used to access the results. This is supposed to show the differences in how MC students choose between Facebook and TikTok as platforms for information gathering and shed light on the factors that influence students to choose that social network over other social platforms. Social media is frequently used by FPT University students studying MC to partially complete course requirements. The high frequency of social media use by MC students may be due to differences in needs to complete course requirements. The process of teaching young people to use social media more deliberately will be aided by this study.

The academic contribution is the behavior of young people using social networks in Vietnam. Film, fashion, etc. are widely considered as one of the media tools that promote national culture through the media. The trend even become popular with the YouTube platform, recently the "Mukbang" video on Youtube has become a form of promotion of national culture, specifically food culture. To fulfill the gap, this study examines the potential of Mukbang as a form of cultural communication from the construction of views. The study is based on the data collection method through a survey of 300 FPT universities in the North - Central and South regions of Vietnam students who watched a video of Mukbang cultural cuisine and filled out a survey form to investigate what? (Example: to what extent do they understand Korean foods in particular, Korean culture and people in general) through quantitative methods and data processing from SPSS by descriptive analysis to process the data. Based on this research, it is possible to consider that through the media, the Mukbang type has spread the culinary culture of Korea to reach the young Vietnamese, which here has been promoted from many factors. Additionally, the role of Mukbang has been shown as a bridge to the culinary culture of countries where the Korean culinary culture is approaching when reaching out to young people in Vietnam. This study is one of the pioneers in discussing applying cultural factors to the Mukbang type to promote culinary culture to young people.

In Vietnam, the constant appearance of the cryptocurrency investment trend on social media, along with Bitcoin's exponential growth, has created a perfect environment, leading the online trading and investing trend. But because of the lack of skills and/or necessary finance knowledge. A lot of new investors are constantly being met with losses due to bad decisions when facing extreme market volatility. Behavioral Finance reveals the systematic deviations of traders and investors and how they expose themselves to cognitive biases, leading to existence of inefficiencies, fragility and anomalies lies within the financial markets. Using Behavioral Finance and Data Analysis. This research paper will focus on analyzing the behavior and decision making process of cryptocurrency investors using Twitter social media platform as a medium to exchange personal views or opinions with other investors. Expected findings will be developed to explain the intimate relationship between social media and decision making process of investors and how they react with the information perceived from their peers in particular and the market in general, for the purpose of and giving guidance out essential informations for people who are investing in cryptocurrency, and to improve wise decision making, avoid emotional investing behavior. Implications from the findings will help short term investors gain knowledge and essential skills to survive the market. And to further prove that the essence of cryptocurrency does not obey the principles of traditional finance.

Social media advertising is a quick and effective way to connect with consumers and boost marketing campaigns. Many brands, including mobile telecommunications, have leveraged Instagram as photo based social media to promulgate their products or services. This study aimed to understand customers' perceived value (with four attributes namely trustworthiness, informativeness, interactivity and entertainment) towards mobile telecommunication brand's Instagram and its impact on brand loyalty and customer satisfaction. Using an online cross-sectional survey, a sample of 100 undergraduate students from Xiamen University Malaysia (XMUM) were recruited for this purpose. IBM SPSS Statistics version 26 was utilised to perform correlation coefficient to examine the hypotheses. The results of the study show that trustworthiness, informativeness, interactivity and entertainment significantly and positively affect brand loyalty and customer satisfaction, indicating the prominent role of customers' perceived value towards mobile telecommunication brand advertised on Instagram in evaluating the brand and creating loyalty towards it. The findings of the study yield theoretical and practical implications for marketers, providing empirical insights on customer's perceptions towards advertising on Instagram (as manifested in their satisfaction and loyalty to brand) and the impact of cognitive and affective factors on their perceptions.

Drinking water is one of the most important issues for the Vietnamese people nowadays, as climate change and water pollution are directly threatening clean water in the country. There is a demand to understand the connections between the Vietnamese youth's behavior and consumption of drinking water and their perception of clean and convenient water sources such as bottled drinking water. As the role of social media in providing information, shaping perceptions, and influencing behavior in Vietnamese youth is increasing, this study investigates the influence of social media on urban residents' consumption preferences for drinking water, specifically FPT University Ho Chi Minh City Campus students. A questionnaire based on the hypothesis that an individual's drinking water consumption preference is influenced by the perception of safe drinking water, an economic factor, and information from social media was used to collect data from 326 sampled individuals. The surveyed participants will give preference to bottled water because it offers convenience, and is safer than tap water and cooled, boiled water. The study contributes to showing that urban Vietnam is a large market for bottled drinking water, and manufacturers need to boost products by advertising on social media and boosting the Vietnam economy in the post-COVID-19 period.

The reaction of Generation Z while acknowledging information from TikTok videos has been seen as a realistic example about the media's effects on consuming behavior. There are plenty of issues related to it including the influence of Key opinion leaders in the food industry and the way they use their fame to make people believe in their opinions. As a result, the research aims to help social media users become wiser in selecting and identifying useful information on social media platforms especially TikTok. 203 students from FPT University - Ho Chi Minh city campus who were between FPT students from 15th to 18th generation in all majors provided the data. Content analysis for analyzing contents and 5-point Likert scale for making a survey were used throughout the study's execution, which took place between August 2022 and November 2022. In addition, rational action theory including the theory of reasoned action were mentioned to learn about how influencers use social media to affect viewers' behavior and how the theory has been applied in food review contents. According to research, TikTok content about food reviews influences Generation Z customers' purchase intentions in four different ways, all of which are favorable. These variables are information, entertainment, trust, and social connection and they all have favorable and unfavorable effects on the intention to make a decision about trying different dishes. After conducting this study, our team had a very desirable result, which is to study the behavior and psychology of Generation Z when watching Key opinion leaders evaluate food on the TikTok platform.

SESSION 07: HEALTH COMMUNICATION AND PUBLIC SECTOR COMMUNICATION I

Session Chair – Dr. Ramesh Kumar Sharma (VSJMC, VIPS, GGSIPU, India)

Presenter/s	Topic
Yoon J, Oh S, Keum H (<i>Sungkyunkwan University, Republic of Korea, Gapyeong Majang Elementary School, Republic of Korea</i>)	The Influence of the Emotion in Health Communication: An Exploratory Study on the Communication about Side-effects of Vaccine
Edibe Betül Karbay Çilli, Michel Bourse(<i>Health Communication and PR, United Kingdom, Cultural Studies, Turkey</i>)	The new patient Culture: Tailoring Health Information through the Internet
Cristo V. R., Sato S. N., Lima A. F. N.(<i>University of São Paulo, Brazil</i>)	A Communication Public Service at the University: the #ECAemCasa Project
Faiz Auliya Ramadhan, Dina Dellyana(<i>Institut Teknologi Bandung, Indonesia</i>)	Proposed Franchise Business Strategy in Edelwosh Laundry Through Benchmarking Approach (Case Study: Shoes & Care, Kolega Barbershop, and Joss Laundry)
Lakhdar Chadli (<i>Canadian University Dubai, UAE</i>)	Post-traumatic Mental and Physical Consequences of Frontline Reporting in MENA Region
Abdul Latif Sirojul Munir, Dina Dellyana (<i>Institut Teknologi Bandung, Indonesia</i>)	Identifying Key Success Factors in the Medical Device Industry, Especially in Orthopedic Implants to be Applied by Pt. Medica (Megah Dinar Calakan)

Key point from the discussion: The Influence of the Emotion in Health Communication: An Exploratory Study on the Communication about Side-effects of Vaccine designed to find out how much emotions and attitudes toward vaccines in posts and comments shared by users on social media have affected the spread of information about

vaccination. The theory underlying this study is Risk Information Seeking and Processing. Not only COVID-19 pandemic but also vaccine uncertainty corresponds to risk information that information insufficiency by the state or institution, so this study is to explore the communicative elements during the process of pursuing information.

The research findings were discussed within transformation of the communication around health information concept through medicalization of health, health information seeking behavior and the reliability of the information on the internet. As a result, mothers were assessed as reflecting a new patient culture. Because the patient-doctor relationship was transformed when the decision maker took responsibility for the health decision. In the eyes of the decision maker, the consulted doctor was not an authority, but just another source of information, similar to any other opinion available on the internet.

The project goals were giving access to the production of knowledge in Arts, Communication and Culture and providing clarification to public opinion about different aspects of the pandemic. The methods used include interviews with researchers, data collection, checking information with sources from university, writing news and distribute them through digital channels (website, newsletter, social media and press), under the principles of public communication.

The knowledge base for make the franchise strategy is from the business process that consist of make a business system, franchising marketing plan, legality document, supporting franchisee business, and manage the system. The choosing of franchise system as a one of business strategy to develop the company because franchises are expected to offer better financial performance, a more supportive work environment, or better survival potential than other forms of organization.

Most journalists suffer from certain degrees of post-traumatic mental and physical disorders associated with their frontline duties. Objective - The objective of this exploratory study is to provide comprehensive insights into challenges faced by journalists reporting in conflict zones in the MENA region.

Indonesia is an attractive market for medical device manufacturers due to its fourth largest population. Indonesia imports advanced medical devices from abroad despite local content requirements and import tariffs. Since 2014, Indonesia's national health insurance system, "BPJS-Kesehatan," has increased awareness of health care, expanded public and private hospitals, and covered all citizens. All of this has increased the demand for advanced medical devices. The purpose of this research is to find out why

distributor companies that have been selling imported products have succeeded in making their own products.

SESSION 08: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION II

Session Chair – Dr. Sharmila Kayal (Adamas University, India)

Presenter/s	Topic
Ilham Ferdian, S.I. Kom1 Daris Rohmansyah Maulana, S.Sos2, Roro Retno Wulan, S.Sos., M.Pd3 (<i>Telkom University, Indonesia</i>)	The Influence of Feminism on Economic Globalization in Indonesia
Gao Xiaotian, Hamed Bin Mohd Adnan, Wang Changsong(<i>University of Malaya, Malaysia, Xiamen University Malaysia, Malaysia</i>)	Cultural Difference in Viewing a Film: a Case Study on Cultural Discount Experienced by Chinese Audiences While Viewing the South Korean Film Silenced
Dahanayaka H.T. (<i>University College of Ratmalana, Sri Lanka</i>)	Multiculturalism, Cultural Studies, Youth and Gender Communication The Prospects of "Art" for Political Literacy of Young Women (Specific to Ratmalana University College)
Mohammed S. A. Muhaisen, Sofia Hayati Yusoff (<i>University Sains Islam Malaysia, Malaysia</i>)	News Framing of Palestinian Nonviolence Resistance In Al Jazeera Arabic News Coverage: A Study on The Great March of Return in Gaza
Abul Hassan (<i>University of the Lahore, Pakistan</i>)	Permissibility of Music in Islam: A Confused State of Halal and Haram among Pakistani Youth

Key point from the discussion: Women belong to a vulnerable group that often experiences various problems, ranging from poverty, violence, conflict, and so on. This is not only happening in Indonesia, but in various countries. Nowadays, women are often

considered as a second-class group and unequal with men. They are also seen only able to work related to household matters. However, along with the times, women began to rise and deserve to be reckoned with, namely by efforts to improve the economy and people's welfare. So, this is related to how feminism influences women's thoughts.

South Korea's film industry has grown rapidly over the past three decades, producing many popular films. South Korea actively promotes its films abroad and regards China as an important overseas market. In the cross-cultural communication of films, cultural discount is often a challenge. Some films are popular in their own countries, but they arouse the incomprehension, inadaptation and disidentification of overseas audiences.

College, it appears that audio-visual art media as the most popular art medium has influenced the political literacy of young women- thus more sharply. And it is concluded that the story concepts presented in attractive and relevant audio-visual media have led to the understanding of the political process of young women - art is the instrument that indirectly shows the influence of the substructure on the superstructure. That is because computer literacy, which is a new dimension of measuring literacy, is also present, and through this, audio-visual media use has a greater opportunity - instead of closing the space for political literacy of the community through art, it can fill the space between the political space and the audience with many new works of art.

The five frames are measured and tested using a set of questions and items for each frame. The questions were used by the researchers to identify the frames in the news content. Frames are employed are based on a theme. As a result, the Aljazeera Arabic website emphasises on news about the Great March of Return clash actions. Due to a lack of academic research in this significant event, the researcher decided to conduct a GMR study. There are numerous studies on the Palestinian-Israeli conflict that are inspired by several historical events in Palestine, so GMR should be one of them.

The research conducted focus group discussions of undergraduate university students who were asked about their personal and social perception about music, knowledge about its Islamic perspective and their practical approach towards music. The study found substantial respondents acknowledging it forbidden in religion but doing it for fun and can leave music later for good. The result also highlights a segment of audience who prove it legal in religion with respective religious references but feel scared to openly express it.

SESSION 09: DIGITAL COMMUNICATION TECHNOLOGY II

Session Chair – Dr. Bhavna Wal (Amity University, India)

Presenter/s	Topic
Cornellia A.H. ¹ , Priyambodo T.K. ² , Islami MEN ³ (¹ STP AMPTA, Indonesia ² Gadjah Mada University, Indonesia)	Museum’s Innovative Strategy During Pandemic
Aritz J.* , Walker R.C.* (University of Southern California, USA)	The Role of Language Proficiency in Digital Communication in Global Virtual Teams
Agustinus Rustanta ^{1*} , Hendra Alfani ² , Gabriella Inggita Saskara ³ (^{1,2} Sekolah Tinggi Ilmu Komunikasi dan Sekretari Tarakanita, Indonesia ³ Universitas Baturaja, Indonesia)	Semiotic Analysis of the Indonesian President’s Speech at the United Indonesian Movement Meeting
Le Ngoc Phuong Nguyen (FPT University, Viet Nam)	Influence of Mice on Sustainable Development of Event Industry

Key point from the discussion: As heritage tourism, museum needs to innovate continually to attract visitor. Not just the heritage collection in the museum but also what to do and to experience in the museum are those that needs to be considered. As the paradigm has changed from product oriented to customer oriented, communication strategy is one of the priority step to attract more people to come. Museum Sonobudoyo in Yogyakarta as second largest collection museum in Indonesia, after Museum Nasional Indonesia in Jakarta, keeps improving its strategy to be the preferred tourism destination.

The Role of Language Proficiency in Digital Communication in Global Virtual Teams draws on data from the Virtual Business Professional (VBP) project and addresses an overlooked area in existing research on global virtual teams (GVT) – the specific challenges of global short-term teams. One of the characteristic challenges of virtual short-term teams is that the geographically dispersed team members need to get organized around the project task by means of only virtual communication. Virtual teams use integrated communication technologies in cross-border collaboration.

Major changes in various aspects in Indonesia have taken place since 2014 when President Joko Widodo was appointed President of the Republic of Indonesia for the first term and will continue until 2024 for the second period. Massive changes were

made in all fields and carried out throughout Indonesia without exception to achieve justice for all Indonesian people. Therefore, leadership that is visionary and able to work hard to can continue the projects that have been started.

MICE have received special attention from developed and developing countries around the world, because it not only brings in significant profit margins but also creates jobs and promotes cultural exchange among nations. The purpose of this research is to understand the influence of MICE in Danang city, Vietnam for issues of sustainable development. The research is inspired by the growing global attention on how to develop sustainably in the field of multimedia and communication, particularly, event industry, especially as regards MICE. M.I.C.E stand for M= Meetings, I= Incentives, C=Conferences, E=Exhibitions.

10: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION III

Session Chair – Dr. Herlina Agustin (Universitas Padjadjaran, Indonesia)

Presenter/s	Topic
Que Lingge (<i>Xiamen University Malaysia, Malaysia</i>)	Deviation Of Genuine Feminism: Chinese Radical Feminists' Narratives Towards Women-Related Controversies on Weibo
Trao Nhat Hang, Nguyen Huu Truong, Nguyen Phan Thuc Anh, Nguyen Thi Ngoc Tram, Luu Vuong Khanh Ha (<i>FPT University, Viet Nam</i>)	The Potential of Mukbang Content on YouTube for Promoting Food Culture in Others Countries: A Case of Vietnamese Food on Mukbang Content in Korea
Kelana Ashil S ¹ , Dadang Sugiana ¹ , Ilham Gemiharto ¹ (<i>Padjadjaran University, Indonesia</i>)	We Deserve Respect: Construction of the Reality of Women in Underground Music in Bandung
Tan. B, Vuong. P. V, Dinh, N. H. T, Pham T. T. T, Nguyen T. T. T (<i>FPT University, Viet Nam</i>)	Slut-shaming on Facebook: Social Class and Clothing Affect

	the Perceived Acceptability of Undergraduate Students in FPT University, HCMC
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Key point from the discussion: The feminist ideology has evolved multiple times throughout the course of history, accumulating many challenges in the struggle for gender equality. At one time, the academic focus of feminism remained on the West; but feminism has garnered much popular attention in contemporary China. In recent years, the terrain of Chinese feminism and feminist resistance has changed, representing a shift away from the original cyberfeminism approach to a somehow radical articulation – a women privilege, male exclusion and absolute celibacy feminism. However, its ontological underpinnings and the group portraits have generally escaped scrutiny. Thus, this study tackles this —paradigm shift|| in Chinese feminism by analysing the current rising phenomenon of radical feminism. Data was retrieved via qualitative semi-structured interviews based on the public sphere theory. Eight radical feminists who regularly shared their ideologies on Weibo joined the interview. Seven major themes were derived, mainly about the key messages, manifestations, reasoning and future outlook of these radical feminists.

Mukbang (broadcast eating) has been extremely popular in recent years. One of the successes is promoting Korean culinary culture internationally. Moreover, after going through the top mukbang Youtube channels in Korea, there is one interesting thing in common recently is the appearance of foreign dishes imported into Korea through this form. The reviewers of the top mukbang Youtube channels have brought food culture from other countries into their country through this type of content, including Vietnamese cuisine. However, there have not been many studies focusing on considering mukbang as a channel to import foreign culinary culture into Korea. From another angle, Vietnamese cuisine has the opportunity to export to Korea through this mukbang content. This study is one of the pioneering studies in examining the above issue, specifically examining the effectiveness of Vietnamese culinary culture being introduced to Korea through Mukbang content on Youtube. The research paper has found that the content about Vietnamese cuisine on mukbang Youtube channels not only attracts Vietnamese audiences but also attracts the attention of a large number of Korean and international audiences in exploring and knowing Vietnamese culinary culture.

Indie music is a cultural product that is developing rapidly, especially in Bandung. Many studies have investigated underground music from various aspects. However, the involvement of women in Bandung indie movement has only got attention by few researchers. The aims of this research is to explain how independent female musicians construct the reality they experience in their activities. Thus, the theory used in this study

is the Social Construction of Reality from Berger and Luckmann (1966). Using a phenomenological approach, two female musicians in Bandung chosen as resource persons. Puteri Ayesha (Well Whale) and Adel (Rasukma) shared their experiences through in-depth interviews and observations. There are several findings that lead to this research. First, there is anxiety over stereotypes that attached to the activities of independent musicians when they decide to start their careers. The main anxiety is the occurrence of objectification and/or discrimination. Second, when these female musicians entered the realm of indie music, the construction that was previously formed then changed. They revealed, the dynamics of independent music are not as "scary" as they imagine. Third, even though there is awareness to create a safe space, they still feel uncomfortable with objectification and/or discrimination. This is because the independent music scene is still dominated by men. Fourth, they try to prove that women are also have space in the dynamics of independent music through their works. They want to state that they are not just —sweeteners|| and "make-up". That way, they feel they deserve respect from their surroundings, men and women. This finding can be important for knowing the right way to support the growing participation of women in Indonesian indie music scene.

In Vietnam, the term —dâm dăng|| or lascivious in English is frequently used as a derogatory term about women. The consequences of the —slut-shaming|| phenomenon may be tied to suicide, however, there is little to no research into this matter in Vietnam yet. Therefore, this is a matter that needs to be taken into consideration for further intervention. The purpose of this study was to investigate how the usage of that word influences views of both the "slut" and the "shamer," as well as how the targets' dressing choices and social status influence the perceptions of 210 female undergraduate students at FPT University, Vietnam. We conducted our research based on a previous study and method where the majority of the sample is white women who are studying in college in the United States. Our research is conducted by presenting female college students with interaction on Facebook. In the comment section below a photo, where a woman dresses either —provocatively|| or "conservatively," a lady refers to that woman as a "slut." Her Facebook account does display information suggesting whether she has a high or low socioeconomic status. Participants perceived the "slut" and the "shamer" differently depending on their social class and clothing and the "shamer" was perceived negatively by the majority of participants. This study plays a milestone for studying Vietnam's current social discourses in social media.

SESSION 11: JOURNALISM I

Session Chair – Assoc. Prof. Esra Cizmeci Ümit (Yalova University, Turkey)

Presenter/s	Topic
Shafiee R ^{1*} , Perumal V ² , Wong C.O ² (<i>Tunku Abdul Rahman</i>)	Framing Pandemic- Theme Film as A Sub-Genre of Disaster Film
Pancheva Y. (<i>Sofia University “St. Kliment Ohridski”, Bulgaria</i>)	Non-Inclusive Journalism and Social Consequences in the Bulgarian Digital Media Communication
Kaan Arslan (<i>University of Yalova, Turkey</i>)	The reflection of the demands of the youth in the news papers in Turkey: A review specific to January April 2022
(Dong J ¹ (<i>Universiti Putra Malaysia, Malaysia</i>)	Exploring the Value Chain of the Venice International Film Festival and Biennale College among 13,000 Festivals

Key point from the discussion: The disaster genre presented a variety of terror which is often associated with individual behavior during the disaster and reflections of the society in dealing with the disaster. Most disaster films displayed society ‘s courage to survive as the main subject matter such as in actual natural disaster films, plight disaster films, alien or monster attack films, or man-made disaster films such as *The Towering Inferno* (1974), which resolves around endurance to stay alive despite the victims ‘struggles against their self to escape from the disaster situation. Disaster films function to make the audience understand the chaos around us by giving ideas about how to survive a disaster.

Historically journalism has swung in two directions - either as a force of inclusion for all social classes, or as a force of exclusion, helping socially significant information reach and be translated only by certain groups, usually a small elite. Today, in the

digitized and converged environment, this phenomenon is relevant and important to research, because it affects the social changes and attitudes, the structural

The presence of the young population is of great importance in terms of the development and improvement of the society, besides the continuity of the civil society structure. Youth is the guarantee of existence of a society. Today, every social development is associated with youth in one way or another. The concepts of ‘youth’ and the ‘future’ are important together as a whole. Almost every day, everyone from state administrators to politicians, from capital markets to small shopkeepers and even ordinary citizens speaks about the importance of youth. transformation of journalism as a profession, and other social dynamics.

Using the Venice International Film Festival and its associate program, the Biennale College, as an instrumental case, this research explores the gap in previous film festival literature and research methods by applying the rarely used organizational concept of the value chain to analyze the value creation of the festival and its continuous cyclical support and development for emerging filmmakers. It guides the direction of exploration of the competitiveness of a film festival. This study examines and defines the value chain of the film festival before concluding with the trend of film festival progression in which film festivals assist filmmakers from the conception stage through the Talents program and beyond the festival.

SESSION 12: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES III

Session Chair – Prof. Domenica Fioredistella Iezzi (University of Rome, Italy)

Presenter/s	Topic
Ewis Nesma: <i>(University of Wollongong in Dubai, United Arab Emirates)</i>	The Successful Application of Augmented Reality and its Impact in Self-Presence: Augmented Reality Usage in Snapchat
Metso M.R., Mabaso, L.L.N., Khoalenyane N.B. <i>(University of Zululand, South Africa)</i>	The use of WhatsApp for Learning at an Institution of Higher Learning during the COVID 19 Lockdown
Giovanni P. <i>(Italian National Institute of Statistics, Italy)</i>	The Network of the Senses Video and Audio Formats

	onistat's Social Communication Strategy
Moonasamy A.R, Xulu N, Naidoo GM <i>(University of Zululand, South Africa)</i>	Assessing Social Media Messaging That Propagates Vaccine Hesitancy During the Lockdown

Key point from the discussion: Despite their potential as interactive marketing tools, Augmented reality (AR) filters are frequently used as a social media feature that provides users with various visual effects. For example, the "Lens" function of Snapchat, unveiled in 2015, supported by augmented reality technology and enables users to alter their appearance of themselves and the surrounding environment. This study explores the audience's emotional responses to augmented reality (AR) while using Snapchat filters as a self presence tool.

COVID-19 ravaged the world from 2019 after it was identified in China. Different governments across the world implemented measures to curb the wider spread of the deadly virus. South Africa also imposed a 21-days lockdown which was later extended. Institutions of higher learning implemented the use of digital platforms; WhatsApp was one of the platforms that was used. The purpose of the study is to examine the use of WhatsApp as a learning tool at an institution of higher learning during Covid-19 lockdown in South Africa. The objectives are to determine the advantages and disadvantages of using WhatsApp program for learning and to find out the policies in place between the University and the network service providers.

The Internet of senses that is the possibility of creating digital sensory experiences on the Web, is becoming a reality and will result in a true multi-channel and multi-format approach. It is not just about stimulating consumers in new and interactive ways, but about creating more accessible experiences that offer content and information in the formats requested by the public. The article investigates the profound transformations that are affecting both Twitter and Instagram and the innovative formats implemented by the Italian National Institute of Statistics to bring different audiences closer to the complexity of statistical information. The reflection intends to move on two parallel tracks inherent to proactive communication.

Vaccine hesitancy is the unwillingness or refusal to accept a vaccine even when one is available. Social media is a computer-based technology that facilitates the sharing of

ideas, thoughts, and information through the building of virtual networks. This study reflects on the social media factors contributing to vaccine hesitancy and potential social media strategies to overcome vaccine hesitancy in terms of promoting vaccine uptake among students. This study employed a quantitative research method targeting the University of Zululand undergraduate and postgraduate students as the study population.

SESSION 13: JOURNALISM II

Session Chair – Dr. Rui Alexandre N’ovais (Universidade Católica Portuguesa, Portugal)

Session Chair and Panel Members: Chris Fenner

Presenter/s	Topic
Moyo R.* (<i>Central University of Technology, South Africa</i>)	Digital Storytelling and Multimedia Communication in Journalism: Challenges and Possible Trajectories for Developing Economies
Wal Dr Bhavna* (<i>Amity University, India</i>)	Impact Of Newspaper Reportage in Strategizing and Combating Covid-19 Pandemic: A Content Analysis
Herlina Agustin ¹ , Dadang Rahmat Hidayat ² , Aceng Abdullah ³ , Rinda	The Murder of The Bird Smuggler: Rethinking the Implementation of Environmental Journalism in The Reporting of Shotged Indonesian Citizen in Malaysia
Khanyile S.B. (<i>Central University of Technology, South Africa</i>)	What Does Decolonising Education Mean? An Ideological Discourse Analysis of Select Newspaper Opinion Pieces in South Africa

Key point from the discussion: The transformation in storytelling due to the dominance of digital technologies has created some skills gaps needing to be addressed continuously in journalism education. Although the challenges posed by digital

storytelling in journalism have been recorded, they have not been synthesized to develop sustainable training models for higher education institutions in developing economies. The current study sought to develop a conceptual model of training, drawing from recurrent themes posing challenges to digital storytelling in journalism. A synthesized literature review of journal articles was conducted to identify these recurrent themes. Most identified include gaps in technological resources, a lack of new media skills among both students and faculty, and limited research on the understanding of visual knowledge representations. Drawing from these themes and underpinned by the Technology Adoption Model, the researcher developed a conceptual model of training digital storytelling in journalism for developing economies and struggling higher education institutions to suit the prosumer era.

Even in the digital age, newspapers have maintained a niche for themselves and that too with aplomb. This was obvious during the recent preceding years when Corona enveloped the world in its tentacles and millions across the globe looked for trustworthy information from myriad news genres. The newspapers published in India and targeting the country's audience stood high on the reliability index as the information they printed was based on actual facts. These were those facts that many sought so that they could ease their apprehensions about the pandemic. The statement of the problem is how newspapers covered and reported the pandemic situation thereby assisting in creating credible awareness on the issue in India.

The Indonesian citizen was shot after APMM officers conducted a patrol and found cages and boxes containing hundreds of stone magpies (*Copsychus malabaricus*) and village magpies (*Copsychus saulari*). This news received considerable attention from the Indonesian mass media. There are 50 news stories about this issue in 8 Indonesian mainstream media. Most interactions appear on the social media platform YouTube from conventional media tvOne. This research examines the reporting framework on this issue in reporting on social media YouTube from the mainstream Indonesian media, Tvone.

Decolonisation, decoloniality, decolonial turn are terms that have gained much visibility in the South African public sphere, post-Fees Must Fall protests, 2015. The clarion call of the national protests was the attainment free education for all. Moreover, free decolonised education for all. Decolonising education has emerged as a seminal buzz term within scholarly circles and mediascapes. The idea decolonisation of education has cultivated multiple ideologically charged conceptualisations: meanings, interpretations, and sensibilities. The paper engages newspaper opinion pieces (op-ed) extracted from prominent English newspapers in South Africa. The paper gauges how decolonising education is represented on the newspapers and its ideological implications. Teun van

Dijk’s ideological discourse analysis approach is employed to unravel the pluralistic readings of the opinion piece writers writing about decolonisation of education. Thematic findings reveal that significant conceptual and definitional rigor is still required as far as the understanding of decolonisation of education is concerned. Furthermore, the linguistic is affirmed as a system of power through the workings of ideology, discourse, and representation. The paper contributes to the pertinent project of meaning-making with regards to the term decolonisation of education, inviting discursive readings of the idea from publics outside the university and commonplace scholarly arenas.

SESSION 14: MEDIA EDUCATION AND ENVIRONMENTAL STUDIES I

Session Chair – Dr. Jade Snow Dionzon (University of St. La Salle, Philippines)

Presenter/s	Topic
Ogunlowo Simeon Oluwatoba (Laurentian University, Canada)	Effect Of Animated Instructional Package on Primary Schoolpupils’ Performance in Basic Science in Egbedore Local Government Area, Osun State, Nigeria
Azizul Rahman, Herlina Agustin, Henny Sri Mulyani (<i>Universitas Padjadjaran, Indonesia</i>)	The Dynamics of Environmental Communication of Human and Sumatran Tiger (<i>Panthera tigris sumatrae</i>) Conflict Management in the Pentahelix Perspective: A Case Study Tiger Attacked Farmer in Tebing Serai Village, Riau Province
Tran Dinh Huy, Nguyen Huynh Giang, Vu Thu Thao ³ , Nguyen Thi Thuy Hien ⁴ , Le Thi My Danh(<i>FPT University, Vietnam</i>)	A Study on What Factors in Facebook Media Content Related to Sex Education Will Attract Users
Azis Husaini ¹ , Dadang Rahmat Hidayat, Herlina Agustin(<i>Universitas Padjadjaran, Indonesia</i>)	The Dynamics of Environmental Communication of Indonesian Oil Industry PT. PERTAMINA in Dealing with Offshore Oil Spill Through Media

Key point from the discussion: Treatment had a significant main effect on pupils' performance in Basic Science (BS) [$F(1,31)=1.53, p<0.05$]. School type and gender did not have significant main effect on BS. The two-way and three-way interaction effects on pupils' performance in BS were not significant. There was a low rate of usage of AIP by teachers most especially in public schools. An oral interview was conducted to this effect; few teachers assume AIP would distract pupils; many complained of lack of infrastructure, lack of electricity, and unavailability of library media specialists to construct AIP. However, animated instructional packages enhanced pupils' performance in Basic Science in primary schools in Osun State, Nigeria Therefore, Basic Science teachers should adopt this strategy in boosting pupils' performance.

The research informants represented the five pentahelix dimensions, namely the Riau province's natural resource conservation center, 3 NGOs, the Indonesian Broadcasting Commission Riau Region, the Alliance of Independent Journalists Riau Region, the Head of the village, and families of victim in Tasik Tebing Serai Village. The results of this study show some lacks in multistakeholder coordination and interdependence in dealing with human-tiger conflict. Communication made by the government dimension to the public, media, and industry is one-way and normative, so the resolution of problems that occur is only temporary. Problem solving only focuses on ongoing problems without considering sustainable problem solving that can estimate appropriate steps and preventive actions for minimizing human-tiger conflicts.

Social media is being used by more and more people to share and educate themselves on gender-related and sex-education-related topics. There is a large amount of research on the subject of sex education on Facebook and its impact on users, but such study in Vietnam's context is still rare. The purpose of this study is to identify elements in Facebook media content connected to sex education that will appeal to Vietnamese users.

The Dynamics of Environmental Communication of Indonesian Oil Industry PT. PERTAMINA in Dealing with Offshore Oil Spill Through Media research assumed there is the absence of an environmental communication pattern made by PT Pertamina in building an environmental narrative in the mass media about the impact of the oil spill. Furthermore, research will find that PT Pertamina found it difficult to build an environmental narrative in the mass media regarding environmental problems that occurred as a result of the oil spill at that time and environmental recovery after the oil spill.

SESSION 15: MEDIA AND THEORY OF COMMUNICATION I

Session Chair – Prof. Dr. Savera Mujib Shami (University of the Punjab, Pakistan)

Presenter/s	Topic
Wilma Serrao, Unni Krishnan Karikkat <i>(Manipal Academy of Higher Education (MAHE) – Dubai)</i>	The Future of Public Service Broadcasting in the UAE: A Case Study on the Programming and Technological Innovations Adapted by Radio Station in Dubai
Moyahabo Molefe <i>(University of Zululand, South Africa)</i>	Using Media to Re-Construct Mythologies of Power and Global Hierarchies during Covid-19
Francesco Pira <i>(Università degli Studi di Messina, Italy)</i>	The New Narration of Mafia: The Impact of Technologies in its Communication Strategy
Ibnu Hamad <i>(University of Indonesia, Indonesia)</i>	Communications Calls. Why The Science is Left Behind?

Key point from the discussion: Media is an important tool in disseminating information and entrainment through various channels. With technology, the transition of media has been evident and innovative. With AI and digital transmission media has become one of the important tools for communication and is working beyond borders. The proposed research focuses on technological innovations used and implemented by radio station working in Dubai. As part of the on-going Ph.D. study, the researcher is exploring the Impact of Radio programmed on the Indian Diaspora in the region.

If anything, covid-19 has exposed the lust for power and colonial onslaught against Third World countries across the globe. While covid-19 has had devastating effect across the globe, being one of the pandemics to imbue such high mortality rate on humans within shortest period, it still presented an opportunity for the neo-liberal inclines to use public figures/officials like queens, presidents, prime ministers to recreate mythical powers around jabs/injections for immunization. The dominant global media and their remnants

in Third World countries including South Africa were on a drive of injections campaigns for purposes of profiteering multinational pharmaceuticals, through the narrative of mythical power associated with western leaders who were flighted across the world media taking jobs.

Law enforcement agencies say that mafia communication has completely changed, the use of social media, banking transactions on the dark web, the mafia seems to have succeeded in computerizing all its actions and communications. At present, there is no scientific reference, we cannot say that we have clear evidence of criminal activities because they are difficult to trace in the context of sociological investigations. Therefore, in order to propose an analysis of the phenomenon we find it interesting to resort to functional analysis, and in particular to use Merton's (1983) work on the American political machine.

SESSION 16: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES IV

Session Chair – Mr. Sayak Pal (Adamas University, India)

Presenter/s	Topic
Khwebulana C, Naidoo GM (<i>University of Zululand, South Africa</i>)	Facts and Fakes: The Effects of Dissemination of Unverified COVID-19 Information through social media
Reetuparna Bhattacharjee (<i>Mahindra University, India</i>)	Social Media: The Web of Addiction, Attraction and Attention
Pasaribu Rotumiar, Pasaribu Rotumiar, Nugroho, Abraham Wahyu (<i>Soegijapranata Catholic University, Indonesia</i>)	Social Network Analysis: Indonesia's Social Capital Experience in Solving Pandemic Covid 19 Crisis on Twitter
Aristi Nindi (<i>Padjadjaran University, Indonesia</i>)	Podcast As Education Media for Teenagers' Mental Health Care During the Covid-19 Pandemic

Key point from the discussion: Journalism has always been regarded to be a profession that prided itself in reporting news that is ethical and trustworthy. Every journalist

ensured that every story was verified by more than one source as standing practice. New media technology has brought about many changes and challenges to this industry. The introduction of Web 2.0 and the increased popularity and availability of smartphones became channels which allowed for information to swiftly be transmitted via social network sites. The ability to receive and recycle messages became seamless. The sharing of information by the public was not collaborating with any journalist standard and stories were unverified. This then led to an increase in fake news which was increasingly transmitted through social media. Social media also assisted with the emergence of the citizenry journalist, while some used this positively to develop into a business by becoming content creators or media contributors for established traditional media outlets that were also embracing the digital phenomena. However, the sharing of unverified information through social media since there are individuals and groups exploit that use social media to share fake news. Such activity has caused emotional pain, confusion, distrust, and other social conflicts. Therefore, this paper looks at how the introduction of fact-checking has helped to mitigate fake news.

There are so many strategic programs which are organized to solve the Pandemic Covid 19 as global crisis. Many countries create strategic program to solve this problem, including Indonesia. Central Java is one of Indonesian province which create one of the most popular program called Jogo Tonggo. Jogo Tonggo is the application of Indonesia's social capital which is Gotong Royong. As a cultural value, Gotong Royong places importance on doing hard work together, by showing their care towards each other as a way of supporting collectivism, collaboration and cooperation. This research focus on social network analysis to analyze the structure of actor and message relation. This research using Netlytic: a social media text and social networks analyzer. The result shows that the actor who frequently sends the message of Jogo Tonggo is provjateng as government. Other actor majority also done by some governments from whole sector in Central Java Province. Text result shows that #JogoTonggo is the message which mostly spread. This research finds interesting message. Whether the actor who send or receive the message they mostly mention ganjarpranowo. That is why ganjarpranowo becomes the biggest size of node in Netlytic. This research concludes that Ganjar Pranowo as Governor has big power while spreading Jogo Tonggo campaign. Finally, this research describes that social capital, actor position and social media have important impact to solve pandemic crisis.

The implementation of the large-scale social restriction in the early period of COVID-19 pandemic in Indonesia is not only impacting the economic in macro but also affecting person's health in micro aspect. One the most concern issue regarding the social limitation is mental health. Based on the 2020 UNICEF report in several countries, teenagers are mostly experienced mental health disorder than adult. Boredom, excessive

sadness, and solitaire attitude are some mental health issue examples. Podcasts were seen and chosen as educational media in the aim of providing an understanding of mental health issues to teenagers. Podcasts become more popular media to discuss important yet personal issue nowadays. The objective of the study is exploring the teenagers' media preference to discuss personal issue and identifying factors to construct the right message in podcast particularly to disseminate health problem. The result of study shows that anonymity, ease of access, and privacy became main reasons of media preference from teenagers. Furthermore it's necessary to choose perfect tone of language relate to teenagers; create short, creative, and attractive information; use other personal experience in dealing with mental health issues and how to survive. In conclusion, teenagers are more reluctant to talk openly and freely about their mental breakdown thus need more alternative media as a way to educate and support them such as podcast.

SESSION 17: MEDIA EDUCATION AND ENVIRONMENTAL STUDIES II

Session Chair – Dr. Rui Alexandre Novais (Universidade Católica Portuguesa, Portugal)

Panel Members: Moyo R. (Central University of Technology South Africa)

Presenter/s	Topic
Rouquette, Bihay, Chemerik (<i>University of Clermont Auvergne, France</i>)	Shrinkage And Swelling of Clay Soils: A Problem Without Media Coverage
Surendev Singh A/L Ranjeet Singh, Denise Elaine Fernandez (<i>Xiamen University Malaysia, Malaysia</i>)	Green Marketing Strategies: Sustainable Development Goals in Malaysian Perspective
Datta P, Nath S Sen (<i>EAII Advisors - Evidence Action's technical partner in India, India</i>)	Use Of Digital Platforms for Public Health Program -An Experience from IFA Supplementation Program During Covid-19 In 5 Indian States
Sri Seti Indriani, Ditha Prasanti (<i>Padjadjaran University, Indonesia</i>)	Communication Process of Parents Regarding Sexual Education for Elementary School Children in Indonesian Families
Kassem N, Yousef F (<i>Gulf University for Science and Technology, Kuwait</i>)	Do 'We' Matter? The Influence of Using Rich Media Technologies

	and Social Presence in Online Education on the Face-to Face Educational Environment in the Aftermath of the COVID-19 Pandemic in Kuwait
Nouvel Akbar (<i>Sekolah Islam Terpadu Al</i>)	Short Stories as Teaching Materials for Strengthening Literacy and Numeration in Tenth Graders of Smaik Al Haraki

Key point from the discussion: The ongoing climate change implies an increase in the intensity and duration of soil droughts. This increase will lead to an increase in clay shrinkage-swelling phenomena; a natural hazard produced by the shrinkage (during drought) and swelling (during rainfall) of clay soils, lifting or displacing the foundations of buildings constructed on these lands; cracking walls, slabs and partitions. This damage currently concerns 1/5 of the French territory and represents nearly 40% of the claims. However, the material and human consequences of this natural disaster are currently the subject of very few press articles. An exhaustive analysis of the articles published in the regional and national written press on the clay risk occurring in a French department highly subjected to this risk (Puy-de-Dôme) from 2011 to 2020 shows that this hazard is covered between 4 and 8 times less than floods.

In order to understand this, it is essential to understand the type of relations established between the different actors in contact with this problem and the constraints, motivations and objectives specific to each of them. Thus, semi-structured interviews were conducted with different actors, selected to find out their points of view, their relationships, their issues, their objectives, their expectations: Associations, public monitoring and risk management organizations, local authorities, insurance experts, etc. The results obtained are grouped into two complementary parts. The first part shows that, despite the evolution of the legislation, many controversial issues remain. The second part analyzes the many reasons for this: media, administrative, political and technical.

The ongoing climate change implies an increase in the intensity and duration of soil droughts. This increase will lead to an increase in clay shrinkage-swelling phenomena; a natural hazard produced by the shrinkage (during drought) and swelling (during rainfall) of clay soils, lifting or displacing the foundations of buildings constructed on these lands; cracking walls, slabs and partitions. The research problem of this article is therefore the following: why is clay risk not the subject of media coverage? In order to understand this,

it is essential to understand the type of relations established between the different actors in contact with this problem and the constraints, motivations and objectives specific to each of them.

The program offers weekly iron and folic acid supplements to beneficiaries of all ages. All educational institutions, including AWCs, needed to close because of the COVID-19 pandemic. However, Evidence Action has routinely conducted Telemonitoring and examined the program's implementation procedures through District, Block, and FLWs who are in direct contact and drug administrators with the beneficiaries to ensure the sustainability of the program despite the pandemic. Areas where gaps are identified and actions are taken to strengthen the implementation processes are - awareness and training, drug supply and stock-related issues, community mobilization and IEC materials, reporting, and record maintenance.

When various information on cases of sex outside of marriage, sex for early childhood, and other sexual crimes are scattered in digital media, what can we do? In 2019 the Ministry of Women's Empowerment and Child Protection noted that 6,454 children were victims of sexual violence. This number increased in 2021, it increased to 25.07 per cent. According to a UNICEF report (2020), sex education can be controversial. Those who are against the whole program will say that sex education means teaching children how to have sex, undermines the institution of marriage, is insensitive to local culture.

Upon the outbreak of the pandemic, transition to —emergency remote learning, which should not be equated with online learning|| (Aldhahi et al., 2022) was put in motion drawing academic attention to students' self-efficacy and learning satisfaction. It is only plausible that numerous researchers have embarked on investigating the psychological aspects of learning within the emotionally loaded environment created by the pandemic. The term 'social-distanced education' is used to capture the difference between distance education, where information and communication technologies (ICTs) are used to connect learners at a distance to local classroom with the teacher and students (Simonson, et al., 2019) or to supplement the learning process, and the approach to education during the COVID-19 time when knowledge has been conveyed solely via web-based platforms. It has been suggested that —individuals can surpass all the pessimism, hurdles, anxieties, hesitations, and struggles the students face in adjusting to the new normal way of learning|| (Blanco et al., 2020, p. 23) (emphasis added). hence, casted shadows on their sense of satisfaction in the face-to-face educational environment.

Short Stories as Teaching Materials for Strengthening Literacy and Numeration in Tenth Graders of Smaït Al Haraki aims to develop and produce teaching materials

based on short stories of mathematics and also to know its feasibility in 3D geometry materials for grade 11 senior high school students. The method used is Research and Development (R&D). This short story media was developed using the ADDIE development model. The results of the study showed the feasibility of teaching materials based on pictorial stories of mathematics in 3D geometry materials and has criteria that feasible to be used as the result.

SESSION 18: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION IV

Session Chair – Dr. Elvis Madondo (Durban University of Technology, South Africa)

Presenter/s	Topic
Le Thi My Danh, Hua Hue Man, Nguyen Van Phu (<i>FPT University, Vietnam</i>)	Vietnamese Youth’s Attitude towards Increasing Sexual Contents in Movies Showing in Vietnam
Meilinda N., Sarwono B.K., Salamah U. (<i>Indonesia University, Indonesia</i>)	The Rise of Indonesian. MotherUser Agencyin Domesticating Technology After Pandemic
Le Thi My Danh, Le Hoang Vinh ¹ , Truong Hoang Ngan ¹ , Dinh Khanh Vy ² (<i>FPT University, Vietnam</i>)	Changes In FPT Students’ Listening to Music to Release Stress During Covid-19 Lockdown
Le Thi My Danh ¹ , Nguyen Phuc Nguyen ¹ , Vu Thuy Duong ¹ , Vu Quynh Huong ¹ , Phan Ngoc Minh Tu ¹ , Nguyen Thi Thuy Hien ¹ (<i>FPT University, Vietnam</i>)	Influence of Mainstream Newspapers in Shaping Youth’s Perceptions and Attitudes towards the LGBT Community in Vietnam
Cao Thi Huong Giang, Lam Hoai Thuong, Le Thi My Danh (<i>FPT University, Vietnam</i>)	Culture Value and Family Connections in Vietnamese Advertising

Key point from the discussion: Sexual content in theatre movies is a very sensitive issue in Vietnam. Since 2017, the Vietnamese government has revised the Cinematography

Law, which regulates sexual movies screening in theatres. Under such revisions in law and regulation, sexual screens in Vietnam's movies have changed dramatically, both in terms of qualitative and quantitative, leading to a change in the Vietnamese youth's perception of sexual and sensitive content in the media. However, there is a little study focusing on the topic in Vietnam. This study aimed to evaluate Vietnamese youth's attitude towards increasing sexual content in movies showing in Vietnam between 2017 and 2021. In this paper, we conduct a content analysis of 10 movies believed to contain sexual content to measure the nature of sex depictions and the development of 18+ scenes, in terms of quantitative analysis, in Vietnam's movies during this period. The survey of 130 students at FPT University was then conducted using the theoretical frameworks of the Social Cognitive Theory and Cultivation Theory to understand how Vietnamese youth react to the development of 18+ movies in Vietnam between 2017 and 2021. The findings show that young people today, particularly FPT students, feel normal towards the popularity of 18+ movies in Vietnamese cinemas. This study will enhance the field of media and cinema in Vietnam and provide opportunities for further study in the application of sexual content in movies and in the media for purposes of sex education in the country. As a result of the government's school-from-home policy during the COVID-19 pandemic, parents were in charge of supervising their children's education, particularly those with children in primary school. Parents, especially mothers, are also required to accompany and assist their children in using educational technology. This article aims to demonstrate how domestication of educational technology impact the life of mothers after the COVID-19 pandemic. The method used in this research is case study approach that involves examining the achievements of mothers who domesticated technology and the obstacles faced my mother in navigating them throughout the pandemic. This study reveals that there is a change in social construction in the household and that every mother has a different experience in domesticating technology to assist their children in online school. The domestication processes of appropriation, objectification, incorporation, and conversion of technology were all carried out in various way by the mothers in his study. Different factors, including family customs, culture, economic conditions, and the relationships between family members have an impact on the processes and outcomes of this domestication. This research fills a gap in the study of the adoption of educational communication technology during pandemic because it offers an understanding of this issue based on the experience of the mothers and show the mother's agency in dealing with changes in the way technology is used during and after the pandemic.

SESSION 19: PUBLIC SECTOR COMMUNICATION II

Session Chair – Dr. Siti Ezaleila Mustafa (Universiti Malaya, Malaysia)

Presenter/s	Topic
Rech S.R, Costa A.C.F.G. (<i>Santa Catarina State University Brazil</i>)	The Resignification of the Relationship Between Physical and Digital in Brazilian Fashion Retail: Phygital in the Context of Covid-19
Mang L, Shazleen B.M., Hui X, Ahlam A.A (<i>Universiti Teknologi MARA, Malaysia, Suzhou University, China</i>)	Dialogue or Monologue: A Study on Public Participation in Urban Image Communication Based on social media
Sakshi Negi (<i>Central University of Jammu, India</i>)	Over the Top (OTT Platforms): A “Boom” during pandemic can be a threat to Cyber Security?
Lusweti S.N, Moonasamy A.R, Naidoo GM (<i>University of Zululand, South Africa</i>)	Communication Strategies Adopted by Small and Medium Sized Enterprises Within the Fourth Industrial Revolution for Customer Relations

Key point from the discussion: The COVID-19 brought unpredictability to Brazilian fashion retail, given this situation, it became essential to interpret the complexity of emerging Phygital consumption, as well as to prioritize strategic decisions with the aim of helping in adverse circumstances. Phygital consumption provides physical and digital experiences to the consumer, in the world scenario of COVID-19, brands had to invest in technologies to improve communication with the consumer, media, creation and exposure of products, several were adjusted, since all physical stores were closed. However, with the discovery of ways to control the coronavirus, it was possible to reopen physical stores. In this sense, the problem came up: how does the context of COVID-19 reveal the need for strategies for fashion retail to meet the demands of Phygital consumption? It should be noted that phygital involves the journey of the consumer who experiences physical and digital experiences.

The dialogue feature of social media makes it not only a carrier for spreading city image, but also brings new opportunities for the public to cooperate with government agencies to promote city image spreading. The city-related UGC content released by the public makes them an important force in the dissemination of city image. As the two main bodies of urban image communication, the communication between the public and government agencies through social media is strengthening. But does this active participation form a dialogue mechanism with government agencies and jointly promote the development of urban image communication, or is it just the public's monologue? Focusing on this issue, this study attempts to understand the impact of citizens' social media participation on the relationship between the subjects of urban image communication, and explores the mechanism for establishing a cooperative dialogue between the two subjects.

Regulations is a very important part of any kind of media whether it is print, electronic, films, advertisements etc. The type of regulatory framework may differ for different type of media and its content. The paper is about how the difference in regulations of the two very popular medium, television and Over- The- Top (OTT) Media can have different effects on the society. New Guidelines were presented in year 2021 for social media and OTT Platforms by Ministry of Electronics and Information Technology (MEITY).

The coronavirus disease (COVID-19) altered the world as we know it. It devastated the health care system, education, businesses, and the economy worldwide. During this pandemic, some small and medium enterprises (SMEs) in South Africa, had to shut down, while others decided to embrace digital communication which allowed them to continue operating. Before the COVID-19 lockdown, the fourth industrial revolution (4IR) was speedily disrupting many operations with its many technologies that converged and new digital tools were developed. Companies that embraced these innovations were able to adjust swiftly and others had to play catch-up. However, how many South African companies embraced modern digital technology is yet unknown.

SESSION 20: MEDIA AND THEORY OF COMMUNICATION II

Session Chair – Dr. Joshua Madiba (University of Botswana, Botswana)

Presenter/s	Topic
Konstantinova R. (<i>Varna University of Management, Bulgaria</i>)	Economic Determinants of Media Use and Media Trust in European Countries
Perrin Ogun Emre, Burak Özçetin (<i>Kadir Has University, Turkey, Bilgi University, Turkey</i>)	Discourses of Political Actors about Migrants, Asylum Seekers and Refugees Living in Turkey
Yukti Seth (<i>University Canada West, Canada</i>)	Relevance of Active Audience Theory in Today's Social Media World: User and Gratification Theory
Ndabezitha Selby Tenza (<i>University of Witswatersrand, South Africa</i>)	The role of community media in advancing democracy in local government, evidence from Harry Gwala FM in KwaZulu Natal
Gamede S, Aiseng K (<i>IIE Varsity College, South Africa, Rhodes University, South Africa</i>)	Media in Times of Crisis: The Media Coverage of the 2022 KZN Floods in South Africa

Key point from the discussion: Economic Determinants of Media Use and Media Trust in European Countries explores economic determinants of media use and trust. Based on data on European countries it tests the hypothetical correlation between those and human development index. Audience attitude towards media is a dynamic variable. Significant differences between countries need to be explained. This paper is inscribed in author's systematic search for conceptualised but unexplored potential predictors of media use and trust. The methodology consists of correlation which aims at revealing relationships between variables and mapping which is used for visualisation and delimitation of specific subregions.

Turkey has become a country of transition for international migratory movements. Especially the civil war in Syria dramatically influences the number of asylum seekers and refugees. Consequently, the migration debate has gained importance in Turkey's political,

public and media agenda with different discourses and narratives. Primarily, migrants are represented as victims, criminals, threats to the national economy or as an opportunity for a higher hand in international negotiations. The project's main objective is to study discourses on and about migrants in the political agenda between 2011-2021. Therefore, it is obvious how political leaders' standpoints change relatively depending on conjectural and pragmatic factors.

User and gratification theory is the most popular theory of communication and is the most active audience theory of media in today's world. Active audience are the people who are not passive consumers of media information but are active in having their opinion or commenting back on social media. The scenario of media from World War 2 till now is working on user and gratification theory. This theory focuses on four types of gratification: Information gratification, Entertainment Gratification, Social interaction gratification and Personal identity gratification. The objective of this paper is to study all four types of gratification and its relevance and Impact on the youth in today's world. Youth these days find gratification from social media consumption and unconsciously media is controlling their individual personalities. The qualitative research methodology (Survey Research) and content analysis is used to study the active audience theory.

The study investigated the role of community media in advancing democracy and service delivery in South Africa with specific reference to Harry Gwala District Municipality (HGDM) communities. This study was motivated by the constant complaints from the residents of Harry Gwala region where the Harry Gwala fm community radio is headquartered. The study was conducted through a mixed methods research methodology and through a positivist's interpretivists paradigm.

Literature exists that studies media coverage of natural disasters. The media has the potential to influence how governments react to disasters, how emergency services handle disasters, and how people receive and react to the news of disasters. However, the media sometimes sensationalizes the news about the disasters and focus on other manifestations such as panic, looting, shock, emerging heroes and villains, human conflict, and suffering. This study aims to analyze the media coverage of the 2022 floods in the province of KwaZulu-Natal (KZN) in South Africa. In particular, the study seeks to evaluate if there was media coverage of the floods and how the floods were covered.

SESSION 21: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION V

Session Chair – Dr. Elvis Madondo (Durban University of Technology, South Africa)

Presenter/s	Topic
Naidoo GM (<i>University of Zululand, South Africa</i>)	The Social Advancement of The Digital Culture of Sub Saharan Africa in A Post Pandemic Era
Changsong Wang (<i>Xiamen University Malaysia, Malaysia</i>)	The Return of A 'Real' Film Festival in Malaysia in A Post Coronavirus World: The Experience of the Malaysia International Film Festival 2022
Hoang Vu Quoc Anh* (<i>FPT University, Vietnam</i>)	Lessons To Learn from Korean Wave Phenomenon to Promote A Nation's Cultural Identity in the Context of Globalisation
Ewell M. Xaba, Therese A Roux, Sfiso G Mahlangu (<i>Durban University of Technology, South Africa</i>)	Digital Signage Attractiveness and Shoppers' Approach Behaviour in South African's shopping malls: A Case of Content Execution

Key point from the discussion: Digital engagement, especially the use of social media has increased the connectivity of more people, globally. Both corporates and individuals have existing cultures which define their uniqueness and their brand value. The COVID-19 virus made a devastating sweep globally for two years and has quickened digitalization in many countries. Digital communication became an innovation that has brought about the establishment of digital culture. Digital culture reflects the users' use of online technologies for diverse engagement and interaction purposes. The growth of digital culture was steady, moreover, there has been an increased reliance on digital engagement during the COVID-19 lockdown. While global digital activity increased, Africa also connected digitally. However, due to various challenges that perplex Africa as it continues to limp forward.

Film festivals attract widespread attention as glittering events promoting film work and the people who make films. They constitute a convergence of regional and global film

industries, and their economic and business sectors. However, the COVID-19 pandemic indeed re-shaped the presentation and status quo of international film festivals. This article provides a first-person perspective as researcher-participant observation to reveal the experience of the selection committee for the only home-grown international film festival in Malaysia – the Malaysia International Film Festival (MIFFest) and its Malaysia Golden Global Awards (MGGA) 2022. For the past five years, the Malaysia International Film Festival (MIFFest), which includes Malaysia Golden Global Awards (MGGA), has been the only international film festival in Malaysia showcasing local and international films in Malaysia. It celebrates filmmakers from across the globe and recognizes their achievements.

Digital signage is one of the cutting-edge technologies that influence shopping malls atmospherics globally. Content versatility has been the catalyst to the attractiveness of digital signage in shopping malls, more especially in developed countries. Over the last two decades, South Africa has witnessed a tremendous development of shopping Infrastructure, where digital signage is deployed as an innovative technology to enhance shopping atmospherics. Despite this observed trend, there is still few empirical studies that has examined the effectiveness of digital signage in influencing the mall ambiance in South Africa. Results revealed that hedonic content evokes affective experiences and yield positive behaviour while utilitarian content such as seasonal offers inside stores are efficient to increase behavioural responses. The use of the Mehrabian-Russell model translates to a theoretical contribution.

SESSION 22: DIGITAL COMMUNICATION TECHNOLOGY & JOURNALISM III

Session Chair – Dr. Jade Snow Dionzon (University of St. La Salle, Philippines)

<i>Presenter/s</i>	<i>Topic</i>
Sankar S., Hingorani A., Sabnani N. <i>(Indian Institute of Bombay, India)</i>	Tholpavakoothu in the Age of New Media Technologies
Lee E.S., Lee S.Y., Keum H.J. <i>(Sungkyunkwan University, South Korea)</i>	Analyzing The Effects of Privacy Concern and Digital Literacy on SNS Disclosure
Ziqi Zhu <i>(The University of Tokyo, Japan)</i>	Changes in the Representation of China in Japanese Television Documentaries

<p>Lim I.J., Kim S.Y., Park Y.J., Lee S.Y. , Keum H.J. (<i>Sungkyunkwan University, South Korea</i>)</p>	<p>The Effect of Individual Personality Traits on Online Uncivil Behavior: Focusing on the Mediating Role of Social Desirability</p>
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Key point from the discussion: Tholpavakoothu is a ritual shadow puppetry performed in the folk settings of goddess Bhadrakali’s temple festivals in Kerala. The puppetry depicting the epic Ramayana and its connections to the mythologies have brought spiritual aspects into this art form, instigating many patrons to sponsor the performance as a worship to the goddess. As the COVID-19 pandemic escalated in the middle of March 2020, the Kerala state health department ordered the closing of temples and the ceasing of all kinds of festivals and celebrations involving public gatherings. Thus, puppeteers like Ramachandra, who performs Tholpavakoothu, had to leave the theatres unexpectedly. As the performances were stopped, these puppeteers struggled to find a livelihood by searching for an alternate stream of income using their skill sets. This search led them to the online platforms hoping to find a space and audience. This paper uses three case studies to examine how the puppeteers have reconfigured a ritual performance for the online platform. These case studies have been used to investigate the transition of vibrant sacred spaces to online platforms.

As the risks to information privacy become more prevalent, social awareness that personal information needs to be secured has increased. However, many people willingly accept requests to their personal information and actively engage in potentially privacy-threatening Internet activities despite their heightened concerns on protecting personal information. This discrepancy between privacy risk perception and actual behavior is called ‘privacy paradox’.

Changes in the Representation of China in Japanese Television Documentaries study revealed that the representation of China has changed considerably since the 1990s. In the 1990s, when there were a few barriers to historical understanding between Japan and China, although the problems of Reform and Opening were presented, the programs were very optimistic about Chinese society and its future. In the 2000s, the complexity and problems of Chinese society were expressed, but the perspective was not critical. However, in the 2010s and 2020s, China was described as a threat, and there was much criticism of the Chinese Communist Party. Although these changes were related

to the changes in the socio-political environment of China and Japan, they cannot be explained solely by them.

The Effect of Individual Personality Traits on Online Uncivil Behavior: Focusing on the Mediating Role of Social Desirability based on problematic behavior theory, the effect of the Big-Five personal traits (e.g., extraversion, agreeableness, conscientiousness, nervousness, and openness) on online uncivil behavior was verified, and whether social desirability variables play a mediating role in this process was explored. A cross-sectional survey (n = 2000) was conducted so as to verify research hypotheses and research questions. As a result, it was found that the Big-Five personal traits had a significant effect on online uncivil behavior through social desirability. Specifically, agreeableness and conscientiousness had a positive effect on social desirability.

SESSION 23: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES V

Session Chair – Dr. Majid Ghafar (Hazara University, Pakistan)

Presenter/s	Topic
Rech S.R, Costa A.C.F.G. (<i>Santa Catarina State University Brazil</i>)	The Resignification of the Relationship Between Physical and Digital in Brazilian Fashion Retail: Phygital in the Context of Covid-19
Mang L, Shazleen B.M., Hui X, Ahlam A.A (<i>Universiti Teknologi MARA, Malaysia, Suzhou University, China</i>)	Dialogue or Monologue: A Study on Public Participation in Urban Image Communication Based on social media
Sakshi Negi (<i>Central University of Jammu, India</i>)	Over the Top (OTT Platforms): A "Boom" during pandemic can be a threat to Cyber Security?
Kim L.Y., Bhatia S.K. (<i>Harvard University, USA</i>)	Impact of social media on Adolescent Communication and Psychology

Key point from the discussion: The dialogue feature of social media makes it not only a carrier for spreading city image, but also brings new opportunities for the public to

cooperate with government agencies to promote city image spreading. The city-related UGC content released by the public makes them an important force in the dissemination of city image. As the two main bodies of urban image communication, the communication between the public and government agencies through social media is strengthening. But does this active participation form a dialogue mechanism with government agencies and jointly promote the development of urban image communication, or is it just the public's monologue. Focusing on this issue, this study attempts to understand the impact of citizens' social media participation on the relationship between the subjects of urban image communication, and explores the mechanism for establishing a cooperative dialogue between the two subjects. This study mainly uses the qualitative research method of in-depth interview, combined with observation method and case study method.

Regulations is a very important part of any kind of media whether it is print, electronic, films, advertisements etc. The type of regulatory framework may differ for different type of media and its content. The paper is about how the difference in regulations of the two very popular medium, televisions and Over- The- Top (OTT) Media can have different effects on the society. New Guidelines were presented in year 2021 for social media and OTT Platforms by Ministry of Electronics and Information Technology (MEITY).

AWARDING CEREMONY

Award	Winner/s
Social media Ambassadors	Mr.Mohammed Muhaisen Mr.Kaan Arslan Mr.Azizul Rahman Ms.Yukti Seth Ms.Pancheva Yotka Ms.Sakshi Negi Ms.Nurly Meilinda
Country coordinators	Assoc.Prof.Dr.Esra Cizmeci Umit Dr.Sascha H. Funk Ms.Shalu Chopra
Proud Volunteers	Yuzuriha Masuda Mizuho Kodama Paichayan Klanopremchit Laksanawadee Ssanankong
Best student presenter (Virtual)	L.Y. Kim
Overall best presentation award (Virtual)	Ms. Atika Budhi Utami Prachi D. Perrin Ogun Emre
Overall best presentation award (Physical)	Erik Ardiyanto, Universitas Paramadina, Indonesia
Best student presenter (Physical)	Nivea Cristina Heluey Chelini Pereira, Universidad Autonoma de Barcelona, Spain
Session's Best Presentation Award (Physical)	H. Agustin, Universitas Padjadjaran, Indonesia Dionzon JSC, University of St. La Salle, Philippines Ceccherelli A., University of Rome Tor Vergata, Italy Prof. Wang Chang song, Xiamen University, Malaysia

ENDING CEREMONY

Mr. Isanka P. Gamage, Co-founder and Managing Director of TIIKM expended his gratitude to all participant and their support virtually and physically to make the conference happen. He also hopes to meet all the participant again in the future through the network connection from this event. He also valued all the comments from the participants to improve the conferences in the future. Furthermore, He encourages all professions to share their knowledge with others and to practice that knowledge to make the biggest impact to the sustainable world.