

ABOUT THE CONFERENCE

As technology continues to develop, platforms of communication and paradigms of communicating are changing at a faster rate than ever before. From linear to non-linear, from single levels of engagement to multi-level structures that can prove challenging in the delivery of the message. McLuhan's dictum "the media is the message," has become the mantra of the new media even as communication channels continue to shift from the traditional mass media to the Internet and to mobile media.

At the same time, the development of a whole new virtual world – from virtual offices to virtual classrooms to virtual stores – are changing the way people work, study and do business. Theoretically, we can have multiple identities with more communication taking place online than our daily face-to-face interactions. New virtual community groups have taken shape, forming a generation of members defined by their unique creative interests and special terminology for in-group communication.

The theme of the 2014 conference seeks to address the challenges that emerging media pose to the study and use of media.

Indeed, what does this change mean for teaching communication and languages in the global virtual realm? How does one bridge the real world with the virtual in the teaching of communication and language? What should the universities' priorities be? What steps should faculties take so as to be in tune with this fast paced development? How can communication be planned, packaged and managed? What would the implications be for researchers of media studies and communication practitioners in Public Relations, Creative Industries and Advertising?

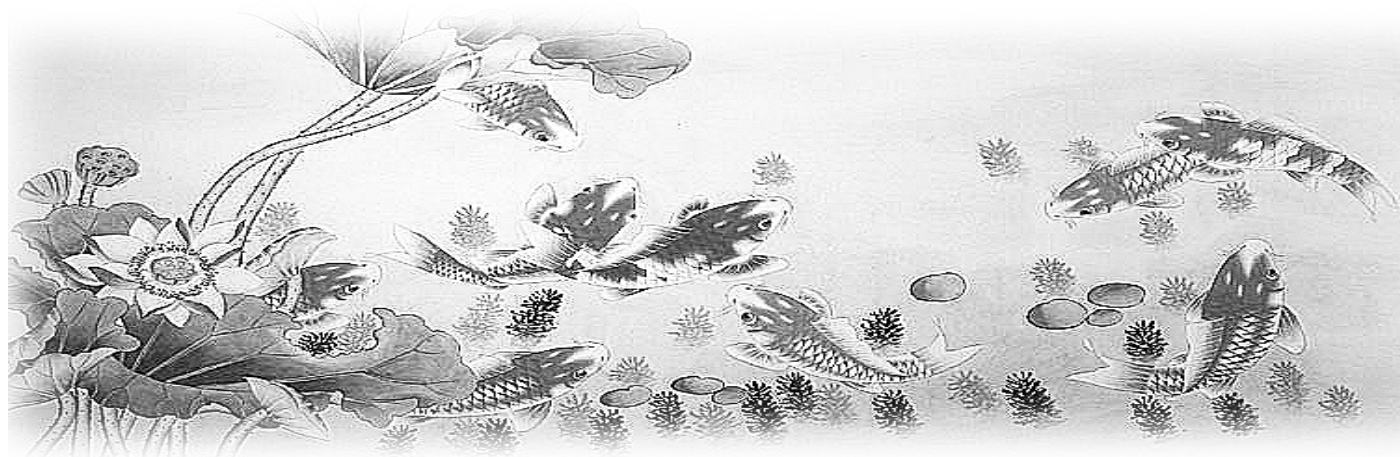
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MESSAGE

MESSAGE FROM THE ACMC PRESIDENT

On behalf of Asian Congress for Media and Communication (ACMC), it is my honor to cordially welcome all delegates to the 2014 ACMC International Conference in partnership with the Department of Media and Communication, City University of Hong Kong.

With the theme “Media, Communication, Culture and the Dynamics of Change”, this Conference will provide an opportunity for delegates to share their ideas, perspectives and research in the fields of Media, Communication, and Languages.

We at ACMC believe that research is a mutual venture among scholars and practitioners, which is why we are committed to providing a collaborative environment that cultivate the free flow of ideas including constructive feedback among researchers, practitioners, and students. We would like to thank all the delegates whose contributions and participation are essential to creating a stimulating environment at the conference.

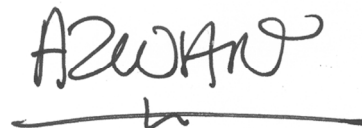
Moreover, this conference will serve as a platform for all of us to learn and exchange scholarly ideas as well as provide us with opportunities to establish linkages and networks among ourselves and our institutions.

I would like to take this opportunity to thank the Organizing Committee and volunteers for their commitment, enthusiasm and remarkable effort in organizing a conference full of stimulating and refreshing topics and informative sessions.

Last but not least, I would like to convey my heartfelt gratitude to the Department of Media and Communication, City University of Hong Kong, led by Prof. Jan Servaes, for graciously hosting this year’s event.

We hope you will find the conference productive, informative, and valuable. We also wish you a pleasant stay in Hong Kong and I hope that you have opportunities to explore the cultural and historical richness of the island. Thank you.

Warm Regards,



Azman Azwan Azmawati
ACMC President

MESSAGE

MESSAGE FROM THE HEAD OF THE CITY UNIVERSITY OF HONG KONG DEPARTMENT OF MEDIA AND COMMUNICATION

To the delegates of the 2014 Asian Congress for Media & Communication (ACMC) International Conference,

It is my great pleasure to welcome you to Hong Kong and to our Department of Media and Communication, housed in the landmark Run Run Shaw Creative Media Centre.

This is an interesting and exciting time for a visit. The 'one country, two systems' constitutional principle formulated by Deng Xiaoping, the Paramount Leader of the People's Republic of China, is currently being debated widely. Bring your umbrella and participate!

Also this year's conference theme - Media, Communication, Culture and the Dynamics of Change – is timely and important. Use the opportunity to reconnect with old friends and meet new ones, visit our cutting-edge teaching facilities, and enjoy all the fascinating things Hong Kong has to offer. We look forward to an intellectually stimulating discussion and are convinced that this conference will be the start of a lasting and mutually beneficial relationship.

Welcome!



Prof. Jan Servaes
UNESCO Chair in Communication
Head
CUHK Department of
Media and Communication

PROGRAMME

NOVEMBER 13, Thursday (PM)

12:30 – 3:00 **Registration**

3:00 – 5:30 **OPENING CEREMONIES**

Lion Dance Performance (*Level 3 Gallery Area*)

Welcome Remarks (*Room M3017*)

JAN SERVAES

Chair Professor and Head

City University of Hong Kong

Opening Remarks

AZMAN AZWAN AZMAWATI

ACMC President

Universiti Sains Malaysia, Penang, Malaysia

Presentation of Delegates

SMITH BOONCHUTIMA

ACMC Vice President

Chulalongkorn University, Bangkok, Thailand

Introduction of Keynote Speaker 1

RACHEL E. KHAN

ACMC Chair of the Board

University of the Philippines, Quezon City, Philippines

Informational Impunity

and Its Implications for Communication Studies

CHERIAN GEORGE

Hong Kong Baptist University

Introduction of Keynote Speaker 2

KHAIRIAH A RAHMAN

ACMC Secretary for Media Education

Auckland University of Technology, Auckland, New Zealand

Sustainable Development Goals

and the Role of Communication

JAN SERVAES

City University of Hong Kong

Photo Opportunities

6:00 – 8:00

Welcome Dinner

Courtesy of City University of Hong Kong

(Venue: Chinese Restaurant in the Amenities Building (8/F) on CityU Campus)

PROGRAMME

NOVEMBER 14, *Friday*

8:00 – 9:00 **Registration**
Coffee/Pastry

9:00 **PLENARY SESSION**
(Venue: Room M3017)

Introduction of Plenary Speakers
DINO CANTAL
Master of Ceremonies

9:05-9:35 ***Internationalizing “International Communication” Research:
Critical Reflections and a New Point of Departure***
CHIN CHUAN LEE
City University of Hong Kong

9:35-10:05 ***Fostering the Shift:
Conflict Reporting to Peace Journalism***
JESUS DUREZA
Philippine Press Institute

10:05-10:35 ***Three Frontiers in Digital Media Studies:
Ageing, Nationalism, Pedagogy***
DAMIEN SPRY
Hanyang University, South Korea

10:35-11:05 ***You Reap What You Sow:
Communicating and Teaching Gender Sensitivity***
AZMAN AZWAN AZMAWATI
Universiti Sains Malaysia

11:05-11:30 ***Forum***

11:45 – 1:00 ***Lunch*** *(Venue: 8/F, Room M8061)*

1:30 – 3:15 **PARALLEL SESSIONS**

Session A1:
CULTURAL IMPACT OF ADVERTISING *(Room M4001)*

Session A2:
BROADCAST MEDIA AND THE PUBLIC SPHERE *(Room M4024)*

Session A3:
DEVCOMM AND CHANGING PARADIGMS *(Room M4003)*

Session A4:
CONTINUING CHALLENGES IN MEDIA ETHICS *(Room M4023)*

PROGRAMME

3:15 – 3:45 **Coffee/Pastry**

3:45 – 5:30 *Session B1:*
COMMUNICATION IN THE CONTEXT OF EDUCATION (Room M4023)

Session B2:
VISUAL COMMUNICATION AND THE CULTURAL SHIFT (Room M4024)

Session B3:
LOVE, LIFE AND THE MEDIA (Room M3090)

Session B4:
CHANGING DEFINITIONS OF NEWS (Room M4003)

NOVEMBER 15, Saturday

8:30 – 9:00 **Registration**
Coffee/Pastry

9:00 – 10:30 **CONTINUATION OF PARALLEL SESSIONS**

Session C1:
CHANGING CULTURES IN NEW MEDIA (Room M4053)

Session C2:
INTEGRATED MARKETING COMMUNICATION STRATEGIES (Room M4051)

Session C3:
LANGUAGE AND THE DYNAMICS OF CHANGE (Room M4024)

Session C4:
SEMIOTICS AND THE ETHNIC MEDIA CHALLENGES (Room M4003)

Session C5:
MEDIA AND POLITICAL COMMUNICATION (Room M4004)

10:00 – 11:30 *Session D1:*
RIGHTS, REPRESENTATION AND THE MEDIA (Room M4003)

Session D2:
PHENOMENOLOGY, IDENTITY AND THE MEDIA (Room M4024)

PROGRAMME

Session D3:

SOCIAL MEDIA AND PUBLIC RELATIONS (*Room M4051*)

Session D4:

YOUTH DISCOURSES IN MEDIA LITERACY (*Room M4004*)

11:45 – 1:00 **Lunch** (*Venue: 8/F, Room M8061*)

1:15 – 2:30 **CLOSING CEREMONIES** (*Room M3017*)

Faculty Response

Graduate Student Response

Awarding of Plaque to the Host University

KIRAN PRASAD

ACMC Secretary for Communication Education

Sri Padmavati Mahila University, India

and

THEODORE FERNANDO

ACMC Secretary for Business and Finance

The Open University of Sri Lanka

Distribution of Certificates

Closing Remarks

WIL McCARTHY

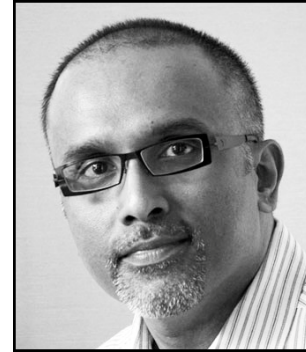
ACMC Secretary for Language Education

Zayed University, United Arab Emirates



KEYNOTE SPEAKERS

Cherian George recently moved to the island to join the Hong Kong Baptist University as Associate Professor In Journalism. He is also editor-in-chief of Media Asia, an academic magazine-journal published by the Asian Media and Information and Communication Center. Well-known among his colleagues, he is an author, blogger and an academic engaged in journalism research, education and advocacy with special interests in freedom of expression. His latest book is entitled, "*Freedom From The Press: Journalism and State Power in Singapore.*" His current research focuses on religious intolerance and its implications for freedom of expression. He received his Ph.D. in Communication from Stanford University. He has a M.S. Journalism from Columbia University and a B.A. in Social and Political Sciences from Cambridge University.



Jan Servaes is currently the Head of the Department of Media and Communication at the City University of Hong Kong. Prior to this post, he was UNESCO Chair in Communication for Sustainable Social Change at the University of Massachusetts at Amherst (USA), Honorary Guest Professor at the Huazhong University of Technology and Science (HUST), Wuhan, China, and Researcher at the 'Brussels Center for Journalism Studies' (BCJS), Belgium. He also serves as Editor-in-Chief of *Telematics and Informatics* (Elsevier), and Editor of the book series on *Communication for Development and Social Change*; and, *Communication, Globalization and Cultural Identity*. Known as one of the gurus of DevComm, he has authored books and articles, undertaken research, development, and advisory work around the world on such topics as international and development communication; ICT & media policies; intercultural communication and language; participation and social change; and human rights and conflict management. His latest book is *Sustainability, Participation and Culture in Communication. Theory and Praxis*, published by the University of Chicago Press, 2012. He holds a Ph.D. from the Catholic University of Louvain, Belgium.

PLENARY SPEAKERS

Chin Chuan Lee is has taught in over 50 universities around the world and currently sits as the Chair Professor of the Department of Media and Communication, City University of Hong Kong and Director at the Centre for Communication Research in the same university. Prior to joining CUHK, he was a professor of Journalism at the University of Minnesota; Director of the China Times Center for Media and Social Studies, where he is also a Professor Emeritus. He is well-published in both English and Chinese. His latest book is *Internationalizing International Communication*. Ann Arbor: University of Michigan Press.



Jesus G. Dureza is currently the President of the Philippine Press Institute, the organization of the Philippine print media. He is also the Publisher of the Mindanao Times. A bar topnotcher, he has served the government in various capacities from a legislator from the first district of Davao to the Presidential Adviser on Mindanao to the chair of the peace talks panel with the Moro Islamic Liberation Front. He holds a law degree from the Ateneo de Davao University, where he also teaches law courses despite his busy schedule.



Azman Azwan Azmawati is currently the Deputy Dean for Research and an Associate Professor at the School of Communication, Universiti Sains Malaysia (USM) in Penang. She holds a PhD in Economic Journalism, Masters in International Relations and Bachelor in Mass Communication (Journalism). She worked as Economic Journalist of The New Straits Times Group Malaysia. She is also on the Board of Women's Development Research Centre of USM. She was a Visiting Scholar at the Department of Gender Studies, School of Society, Literature and the Arts of the University of Canterbury in Christchurch, New Zealand.



Damien Spry is currently an Assistant Professor at the Hanyang University in Seoul, South Korea. He has ten years experience teaching and undertaking research at several universities, including invited presentations in South Korea, Japan, Germany and the United States. A specialist in digital, social and mobile media, he is also a consultant and project researcher for clients including Google, Amnesty International, the Starlight Foundation and the New South Wales public service. He holds a Ph.D. in media studies from the University of Sydney, Australia.



PARALLEL SESSIONS

Session A1: **CULTURAL IMPACT OF ADVERTISING**
14 November 2014, Friday, 1:30 to 3:00 pm

Chair: **WIL McCARTHY**
United Arab Emirates

REBECCA JOHINKE

Australia

Sound, Colour and Movement: The Fitness First Digital Magazine
and Advertising in the New Media

GREGG S. LLOREN

Philippines

Content Aggregation and Context Curation:
Redefining the Future of Online
Advertising through Information Syndication

ESKA NIA SARINASTITI

NIA ASHTON DESTRICTY

Indonesia

The Potential of Fashion Blog as Online Advertising Media
and its Influence on Brand Image Building

SMITA YAMSANGSUNG

SMITH BOONCHUTIMA

Thailand

Cultural Values and Global Brand
Advertising Execution in Vogue and Lisa Magazines

JOEY ANDREW L. SANTOS

Philippines

Syntactic Description of Code-switching
in Philippine Television Advertisements

GAYATRI ATMADI

Indonesia

Creative Advertisement of Lenovo
on Facebook to Increase Brand Awareness

**SOUND, COLOUR AND MOVEMENT:
THE FITNESS FIRST DIGITAL MAGAZINE
AND ADVERTISING IN THE NEW MEDIA**

Rebecca Johnke
*The University of Sydney
Australia*

This paper focuses on the much under-researched field of magazine studies, i.e. the way that custom magazines mimic the conventions of glossy consumer magazines. Particularly, the research focuses on the way custom magazines are able to construct authenticity and sell advertising text as editorial content. Using the Fitness First magazine as case study, the research examines how the new digital version of the magazine attempts to interact with readers. The paper builds on the researcher's previous work on the print version of a custom magazine designed for members of an Australian chain of fitness centres (Fitness First), wherein she argues that print is just a part of a trans-media marketing campaign and that the magazine attempts to construct the gyms as a type of third place (a brand community). The present study also asks whether the online version merely mimics the print magazine or whether it attempts to connect with readers in different ways.

**CONTENT AGGREGATION AND CONTEXT
CURATION:
REDEFINING THE FUTURE OF ONLINE
ADVERTISING THROUGH INFORMATION
SYNDICATION**

Gregg S. Lloren
*University of the Philippines-Cebu
Philippines*

This paper studies the issue of online promotion (marketing or advertising) through information syndication — either as content aggregation or context curation — by exploring the links between general interests and cyberspace information that appeal to those interests. Specifically, the researcher explores the connection between viewers and providers of information, especially in the context of social media such as Facebook. The researcher also seeks to study the experience of a commercial establishment in the use of these social media tools in the promotion of their product or service with the aim of providing online communicators the technical know-how in online promotion through information syndication by establishing that the future of online promotion is in context curation.

**THE POTENTIAL OF INDONESIAN
FASHION BLOGS AS ADVERTISING MEDIA
AND ITS INFLUENCE ON BRAND IMAGE
BUILDING**

Eska Nia Sarinastiti and Nia Ashton Destrity
*Universitas Gadjah Mada University,
Yogyakarta, Indonesia*

This research is motivated by the phenomenon of fashion blogs as new media in advertising which has a high popularity all over the world, including Indonesia. The study has two objectives: identify and explain the potential of fashion blogs as an advertising medium in Indonesia and its influence on brand image building of fashion products featured in fashion blogs. This study used qualitative methods such as structured interviews and non-participant observation. The results showed that fashion blogs transformed from personal diaries into the profit-oriented business communications media. Advertising content in fashion blogs are packaged through photo shoot pictures and reviews of products. In addition, the ads were supplemented by links to corporate sites or product links that give more details contains the product. From the point of view of readers, it was gleaned that if they could choose, most of them would opt for blogs without advertising. Authenticity value of a fashion blog's content was still considered the primary attraction by its readers.

**CULTURAL VALUES AND GLOBAL BRAND
ADVERTISING EXECUTION IN VOGUE
AND LISA MAGAZINES**

Smita Yamsangsung
King Mongkut's University of Technology
and
Smith Boonchutima
Chulalongkorn University
Bangkok, Thailand

Magazines have long been showcases of cultural values. Global brands advertised in the media show their value through their product shots, models, and headline copy. The purpose of this study is to examine cultural values found in the advertising execution in women's magazines. The literature on individualism and collectivism, and low and high context were drawn to create a framework. 150 magazine advertisements in Vogue, representing a global magazine; and Lisa, for a local one, were selected for content analysis due to their high readership among urban, educated women. The advertisements in these two magazines were found to promote individualism rather than collectivism. Language used in the advertising headline copy also fell into the criterion of individualism, focusing on 'self' and 'being different from others'. Interestingly, Vogue had fewer models than Lisa. In addition, a high-context communication style is used more often than the low-context one, especially for the fashion-related products. The conclusion drawn from this study is that global brands' advertisements in Vogue and Lisa tend to use execution based on the western cultural values at least in terms of images and copy.

SYNTACTIC DESCRIPTION OF CODE-SWITCHING IN PHILIPPINE TV ADS

Joey Andrew L. Santos
*Far Eastern University, Manila
Philippines*

The long years of foreign occupation in the Philippines have left a linguistic phenomenon that is still evident in today's use of language. Scholars call this language mix code-switching, a linguistic phenomenon that refers to the mixing of two or more languages within the phrase or utterances (Wardhaugh, 1992; Hudson, 1999; Muijsken, 2000). This study attempted to describe the syntactic properties of code-switching in TV ads. It further aimed to (1) identify which product is commonly code-switched; (2) establish the types of code-switching; and (3) describe the common structure of these switches. The corpus of the study consisted of 100 video clips of TV ads. The study subscribed to Poplack's (1980) classification of code-switching and Murcia & Freeman's (2008) rules to establish the syntactic patterns of code-switching data.

CREATIVE ADVERTISEMENT OF LENOVO ON FACEBOOK TO INCREASE BRAND AWARENESS

Gayatri Atmadi
*University of Al Azhar Indonesia, Jakarta
Indonesia*

This research is a case study on Lenovo Indonesia's effort to increase brand awareness amidst steep competition in the Indonesian telecommunication/media market. Specifically, the study examines Lenovo's use of creative advertisement on Facebook via its *Lenovo Touch Turntable Campaign*. The main objective of the campaign was to create interest for target audiences to experience Lenovo touch series through on line and social media in the middle of 2013. This research used qualitative research methods, such as in-depth interviews and observation. The results of this study showed that (1).The campaign generate 74.314 new likes and 5.2 percent of engagement rate toward Lenovo Indonesia Facebook fan page; (2) During this campaign, Lenovo Indonesia also won an award from Social Bakers as Top 5 Socially Devoted Facebook brands with 295 minutes maximum of respond time and 94% respond rate.

PARALLEL SESSIONS

Session A2: **MASS MEDIA AND THE PUBLIC SPHERE**
14 November 2014, Friday, 1:30 to 3:00 pm

Chair: **KIRAN PRASAD**
India

ROBERT BEVERIDGE

ROSARIO CECARO

Sardinia

Understanding the Local:
Models of Broadcasting for Minority Cultures

BIPLAB LOHO CHOUDHURY

India

Whether Media Made India Vote the Way It Did:
A Country Study on Public Opinion, Media Coverage and
Media in India's 2014 Lok Sabha Election

YIQI ZHANG

United States of America

The Impact of Media Convergence to China's Online Video Sites
and Traditional TV Media: A Study of the Adaptation of Hulu.com

ZSA ZSA M. BACALING

Philippines

Crowd Sourcing through Social Media:
The Case of ABS-CBN's Bayan Mo, Ipatrol Mo

GEORGE GANTZIAS

Greece

From Cultural to Creative Industries to Info-Communication Industry:
Global Control, Local Resistance

MUNWAR ALI KALWAR

Pakistan

Effects of Media Portrayal of Race, Gender and Obscenity

UNDERSTANDING THE LOCAL: MODELS OF BROADCASTING FOR MINORITY CULTURES

Robert Beveridge and Rosario Cecaro
University of Sassari, Sardinia, Italy

In a digital, globalised media world, the cultural and creative industries face challenges in their economic and business model due to the disruptive effects of the internet and broadband. On the one hand, the route to market has been simplified and internationalised via YouTube and mobile telephony recording etc. On the other, audiences still seek content of relevance and quality, and can be resistant to what they perceive as low production values. In this context, minority languages and cultures face particular challenges, often a mix of the political, cultural and economic by turn. This paper explores the extent to which European and national media policies support and enable cultural representation in and for Scotland and Sardinia. Specifically, the paper compares and contrasts the strengths and weaknesses of language, cultural and media policy in relation to broadcasting in Scots Gaelic and the Sardinian language as well as in mainstream broadcast representation in English and Italian. The qualitative analysis uses methodologies and findings within the paradigm of public value and the public purposes enshrined in the current BBC Charter. What is evident is that campaigns for broadcasting to reflect and represent minority cultures and languages has involved various actors and interests and that there have been some successes, notably BBC Alba which runs in partnership with the Gaelic Media Service.

WHETHER MEDIA MADE INDIA VOTE THE WAY IT DID- A COUNTRY STUDY ON PUBLIC OPINION, MEDIA COVERAGE AND MEDIA IN INDIA'S 2014 LOK SABHA ELECTION

Biplab Loho Choudhury
*Centre for Journalism and
Mass Communication, Visva-Bharati, India*

The emergence of several strong media organizations in India has given rise to several country-wide opinion polls during elections. This study aims at understanding the influence of public opinion surveys and the media on voting preference of voters in India during Lok-sabha election 2014. In this particular election, technological media was used by contesting parties in various ways surpassing earlier elections. Moreover, the emergence of several strong media organizations' efforts to gauge public opinion for public consumption gave rise to several country wide opinion polls. These opinion polls varied in their techniques, sampling and questions. Thus, this study aims to test the influence from tallying opinion in pre-poll surveys with that of election result. Using qualitative epistemology, this study takes various pre-poll surveys and media coverage trends as reflection of media's election discourse perspective, and matching trends with voting pattern finds out whether influence is significant or not.

**THE IMPACT OF MEDIA
CONVERGENCE TO CHINA'S ONLINE
VIDEO SITES AND TRADITIONAL TV
MEDIA: A STUDY OF THE ADAPTATION
OF HULU.COM**

Yiqiu Zhang
Michigan State University, USA

Hulu.com (hereafter Hulu), mainly benefits from advertisements on its website, is a newly established American online video site, cooperates with traditional TV media, broadcasts genuine TV programs to users. When Hulu successfully operated, China's online video sites and traditional TV media started to follow the same mode. Online video sites have expanded as well as the traditional TV media have got involved into networks. Being an excellent example of media convergence between online video sites and traditional TV Media, Hulu's mode is pushing forward the development of multi-types of media in China. The study examined the influence that brought by the adaptation of Hulu.com between China's new and traditional media. The study conducted a content analysis of a main video site in China, which has adapted the model of Hulu.com in various ways. Researcher also employed a 2x2 post-test only factorial experimental design and administered questionnaire to 200 registered users of the online video website.

**CROWDSOURCING THROUGH
SOCIAL MEDIA:
THE CASE OF ABS-CBN'S BAYAN MO,
IPATROL MO**

Zsa Zsa M. Bacaling
*West Visayas State University, Iloilo,
Philippines*

This paper is a case study on Bayan Mo iPatrol Mo, the citizen journalism project of the Philippine TV network ABS-CBN and examines its use of crowd sourcing via social media. The period of study is November 2012 to January 2014 using documentary research, non-participant observation and in-depth interviews. Results revealed that crowd sourcing is an effective strategy for newsgathering enabling ABS-CBN to combine people, processes, and technology in operations of their newsroom even as it has revolutionized the way news is gathered by tapping citizen journalists and using social media, showing that the practice of journalism has changed significantly. The study further revealed that the heart of the BPM operations is its vetting process, which is key to maintaining high journalistic standards. The study affirmed that citizen journalists was a valuable resource for today's newsroom because they provide access to first-hand accounts of events as they unfold.

**FROM CULTURAL TO CREATIVE
INDUSTRIES TO
INFO-COMMUNICATION INDUSTRY:
GLOBAL CONTROL, LOCAL RESISTANCE**

George Gantzias
University of the Aegean, Greece

The emerging info-communication industry and cloud-computing networks have challenged irrevocably how cultural and creative industries operate and affect people's lives. For example, the tablets, iPads and smart phones have made possible digital currencies (i.e. Global Info-Cash, Bitcoin, MPESA, etc.), various info-communication networks, content services and security systems. The purpose of this paper is to discuss the role of cultural and creative industries in this info-communication content platform in the context of info-communication globalization. It also discusses the main changes in cultural and creative industries in recent cultural and economic crises as well as its effects on regulation, markets, media landscapes and globalization. Finally, it uses the digital technology together with the cultural and creative industries as the main factors to assess the role of the emerging info-communication industry in global free market economies.

**EFFECTS OF MEDIA PORTRAYAL
OF RACE & GENDER**

Munwar Ali Kalwar
International Islamic University, Pakistan

Like other countries, Pakistan possesses the same technology and Pakistanis spends at least two to four hour daily to some kind of media. This media exposure raises the question: What is the effect of this constant exposure to media, especially TV? This study begins with a literature review of research which investigates the influence media has in the areas of gender and race. It then uses the survey method to determine the influence of the medium on Pakistani students. Results show that females, more than males, are susceptible to media effects. Moreover, it shows that TV reinforces stereotype prejudices. For example, Pathan as watchmen, Sindhi as feudalistic, Baloch as aggressive and Punjabi as literate and good.

PARALLEL SESSIONS

Session A3: **DEVELOPMENT COMMUNICATION AND CHANGING PARADIGMS**
14 November 2014, Friday, 1:30 to 3:00 pm

Chair: **JAN SERVAES**
Hong Kong

URBI GHOSH

India

Development and Communication Interface:
Status Study of a Backward Village in India

TRISTAN CURRIE

Australia

The Importance of Promoting Self-Regulating Activities
in Task-Based Learning Involving Video Curriculum,
Homework and Assessment

JOSE REUBEN Q. ALAGARAN II

Philippines

Blended or Flipped Classroom:
Which way to go in the Digital Age?

RAJESH DAS

India

Approaches of Communication Strategies
for an Integrated Rural Development

PETER CARTER

Japan

Communication Students' Satisfaction:
Can Less Mean More?

DEBARATI DHAR

India

Corporate Social Responsibility through Social Media
(With The Help of Case Studies Made on Few Leading Companies of India)

**DEVELOPMENT AND COMMUNICATION
INTERFACE:
STATUS STUDY OF A BACKWARD
VILLAGE IN INDIA**

Urbi Ghosh
Visva-Bharati University, India

This research paper studies the interdependence and interface between development and communication in a backward village of 'Purba Bansgaon' in the 'Darjeeling' district of West Bengal state in India. Specifically, it examines the role of communication in the pursuit of development even as it examines current modes of communication and its effects on the people of the village. This India-Bangladesh border side village is primarily agricultural and has a 100% Muslim population. Though most households have mobile phone services and television sets, most inhabitants are little informed.

**THE IMPORTANCE OF PROMOTING
SELF-REGULATING ACTIVITIES
IN TASK-BASED LEARNING INVOLVING
VIDEO CURRICULUM,
HOMEWORK AND ASSESSMENT**

Tristan Currie
University of Technology Sydney, Australia

The purpose of this paper is to highlight how non-instructional activities (occurring before the lesson 'begins' and after it 'ends'), play an important role in encouraging student engagement in self-regulated learning, particularly in the case of Task-based Continuing Education involving digital video curriculum, homework and assessment. Field notes, participant observation and semi-structured interviews responses from a mixed-methods case study of adult learners studying the Pragmatics of English, as part of a video-curriculum in Hong Kong are presented. The data is shared with the goal of establishing the way in which adult learners learning experiences, (constant work / family interruptions to learning progress) make it necessary for teachers to stimulate self-regulation activities to ensure course continuity and appropriate engagement. These self-regulating activities work to integrate class-time, homework, and assessment into a continuous feedback loop, securing the learners individual desired learning interests a central position whilst at the same time offering constant stimulus to overcome learning disruptions.

BLENDED OR FLIPPED CLASSROOM: WHICH WAY TO GO IN THE DIGITAL AGE?

Jose Reuben Q. Alagaran II
Miriam College, Philippines

Today's millennials (defined as 18-29 year olds) are individuals who "are connected, informed, passionate, idealistic, technically proficient... and majorly stressed out" (Cyberwise, 2013). These individuals as students expect their teachers to be more innovative and creative in the way instruction is delivered as they navigate the digital age. This conceptual paper describes flipped learning as a form of blended learning that inverts traditional teaching methods. Instruction is delivered online and the "homework" is moved into the classroom. The question now is: Are we all ready for this? This paper focuses on reasons for blending and/or flipping, strategies for good blending and issues and implications in using these strategies in delivering instruction.

APPROACHES OF COMMUNICATION STRATEGIES FOR AN INTEGRATED RURAL DEVELOPMENT

Rajesh Das
University of Burdwan, India

The paper sets out to understand how communication can facilitate participatory development to improve poor people's living conditions using the Integrated Rural Development. The research studies whether participatory communication can contribute towards empowering the poor people if conducted over a long period of time. Participatory communication and collective action can be successful if change agents act as facilitators and are sensitive to people's needs. Furthermore, the research also tries to indicate the degree of genuine participation of the receivers. Social scientists observe that participatory development and empowerment are dialectical processes that rely on dissemination of expert knowledge and an open dialogue between experts and local people. The several projects on rural development earlier showed that empowerment is possible if the project staff, change agents and community members are motivated and willing to continuously change and adapt to the environment, and also challenge oppressive social and political practices. In any developing project more specifically an integrated and planned development project, like IRDP, the communication practices are important in organizing people to come together and to seek social change, but larger political and structural changes are also necessary to complement individual and community-level actions.

COMMUNICATION STUDENTS' SATISFACTION: CAN LESS MEAN MORE?

*Peter Carter
Kyushu Sangyo University, Japan*

The rise of online communication and its attendant proliferation of surveys has had a surprisingly negative impact on the quality and value of data researchers can hope to obtain. Instead of leading to more and better data, return rates of surveys are in decline internationally and information of publishable quality is now more difficult to obtain. In the case of educational surveys, this means that capturing a real picture of what is going on in our classrooms has become a major problem. What, then, can we as educators do to arrest this slide and find out whether our students are engaged with their learning or not? The purposes of this study is to ascertain the extent to which students in a Communication degree program were satisfied with their education, and to try to improve on the current practices many universities use to evaluate instructor effectiveness. After conducting focus group discussions, purposeful conceptual sampling and online survey piloting, results suggested that better quality data can be obtained by reducing the number of questions asked, whilst at the same time increasing the questions' relevance to the students' lives. In addition, the study uncovered seven aspects appearing to affect the satisfaction of Asian students majoring in Communication in their second language, including perceptions of teaching quality, availability of communicative opportunities, and a sense of continuity across subjects and grade levels.

CORPORATE SOCIAL RESPONSIBILITY THROUGH SOCIAL MEDIA

*Debarati Dhar
University of Burdwan, India*

The objective of this paper is to explore with case studies the various prospective and possibilities of social media as an effective CSR tool used by the corporate houses. The various community-based websites, blogs and discussion forums encourage interactivity in the virtual world. The business houses too have not remained unaffected by the growing popularity of the social media. Profitability has undoubtedly remained the driving factor behind the sustainable development of any corporate house. But, at the same time, business rivalries, cut-throat-competition has resulted in developing the concept of Corporate Social Responsibility or CSR by the business houses for staying ahead. The corporate houses take this concept of CSR as a scope to serve the society and social upliftment of the masses. Moreover, they try to remain true to the society for building a positive image by maintaining transparency and quality in their work. A positive image of any organization is directly associated with its CSR. In any company, employees do have a voice and they use the social media to express it and managing profit from such knowledge becomes a defining advantage for the management in the competitive market.

PARALLEL SESSIONS

Session A4: **CONTINUING CHALLENGES IN MEDIA ETHICS**
14 November 2014, Friday, 1:30 to 3:00 pm

Chair: **ELISE KIREGIAN**
United States of America

CRINA E. TANONGON

LILIA T. TIO

Philippines

Under the Internet Spell: An examination of the moral context and academic culture of Filipino students committing cyber plagiarism

IMA HIDAYATI UTAMI

MAYA DIAH NIRWANA

DEWANTO PUTRA FAJAR

Indonesia

Shift of Politeness Value in Interpersonal Mediated Communication on Indonesian Youth

MARIE CARISA U. ORDINARIO

Philippines

Ethical Implications of Journalistic Errors in Online News

SUBHRAJYOTI KUNDU

India

Media Ownership Milieu in India: A Contemporary Study

MARVIN R. REYES

Philippines

The Other and the Other: Homosexuality and Adultery as the Latest Landscapes in Philippine TV Drama

THEODORE A. FERNANDO

Sri Lanka

Media Portrayal of Celebrities in the Political Sphere:
A Case Study of Sri Lankan Celebrity Women Candidates at Western and Southern Provincial Elections

JIM DURAN

Philippines

Reproductive Oppression of Women
and Contraceptive Access: An Emerging Policy Agenda

**UNDER THE INTERNET SPELL:
AN EXAMINATION OF THE MORAL
CONTEXT AND ACADEMIC CULTURE OF
FILIPINO STUDENTS COMMITTING
CYBER PLAGIARISM**

Crina E. Tanongon and Lilia T. Tio
*University of the Philippines,
Cebu, Philippines*

This study explored how the Internet, as a medium, caused or tempted Filipino students to plagiarize. At the same time, it examined the reasons, starting with academic factors, of the respondents for plagiarizing. The study also sought to examine the moral context the students have been operating as influenced by social and academic factors. The study used Marshall McLuhan's theory on media as extensions of man to explain how the magic of Internet technology can numb the students' senses making them forget about academic integrity and their lessons on proper citations. Bandura's social cognitive theory on moral thought and action was used to explain the moral disengagement operating in the plagiarism act. The study revealed that the Internet was a tempting tool for plagiarism because it provided: a) a one-stop shop for students' research needs; b) a convenience store available 24/7, and c) a help desk responding to students' needs ASAP enticed the students to just copy and paste texts from the Internet

**SHIFT OF POLITENESS VALUE
IN INTERPERSONAL MEDIATED
COMMUNICATION ON
INDONESIAN YOUTH**

Ima Hidayati Utami, Maya Diah Nirwana,
and Dewanto Putra Fajar
University of Brawijaya, Indonesia

The increasingly widespread use of Short Message Service (SMS) as a medium of interpersonal communication in education environment has brought different form of communication ethics in Indonesia. This study investigates shift of politeness value on interpersonal communication between student and lecturer through SMS. Two issues are highlighted in this study. First, politeness strategy employed by students on interpersonal communication with their lecturers through SMS; and second, style of SMS used by student to communicate with their lecturers. Results indicate that students employ politeness strategy as discussed by both Brown-Levinson and Leech communication theories to communicate with their lecturers but they incorporate the style of informal oral communication in their messages. Also students dare to express their opinions more freely and openly via SMS than face to face communication. Furthermore, they tend to violate several politeness principles in case they get personal conflict with their lecturers; 2) To communicate with their lecturers, students write SMS using spoken-like spelling, unconventional use of punctuation and abbreviations, emoticon and other characteristic of SMS writing normally used young people to their peers.

ETHICAL IMPLICATIONS OF JOURNALISTIC ERRORS IN ONLINE NEWS

Marie Carisa U. Ordinario
*University of the Philippines,
Diliman, Philippines*

This paper focuses on the ethical implications of erroneous news in online media sites. Using the case study method, it examines the ABS-CBN coverage on an alleged flesh-eating disease spreading in the province of Pangasinan in Northern Philippines. A print version of the TV report appeared in the media organization's online portal and the video was also uploaded on its news site. However, upon learning that the report was erroneous, the media organization changed the online story without acknowledging that a mistake was made and the video report was then placed for private viewing. Thus, the paper gives particular emphasis on Error 404 and tweaking privacy settings of stories and videos report was then placed for private viewing. Thus, the paper gives particular emphasis on Error 404 and tweaking privacy settings of stories and videos that show errors in news reporting and data gathering. It also discusses the ethical implications of these actions on the credibility and trust that online news sites have with their readers. It places particular emphasis on the creation of a corrections page in all online news sites as a means to improve transparency and accountability in the business of news.

MEDIA OWNERSHIP MILIEU IN INDIA: A CONTEMPORARY STUDY

Subhrajyoti Kundu
University of North Bengal, India

Media pluralism is a basis of democracy and this fact should be echoed in the plurality of independent and autonomous media and in diversity of media content. Print, television, radio and new media are the most popular media in India. There are over 94,067 publications registered with the Registrar of Newspapers as on 31 March 2013, more than 250 FM (frequency modulation) radio stations, nearly 800 television channels comprising of almost 300 television channels broadcasting only news and current affairs and there are a numerous number of websites intended at Indians. Notwithstanding these figures, the mass media in India is perhaps dominated by less than a hundred large groups or conglomerates, which employ substantial influence on what is being read, heard, and watched in India. The probable two essential factors for the democratization of the media in a society are: accessibility to information and patterns of ownership of media. This paper tries to point out the different ownership patterns that exist in the modern Indian media scenario, the extended to which citizens get the accessibility of different media, the notion of horizontal and vertical integration, if at all they exist and ties to enquire the degree to which the Indian media maintains pluralism as far as content is concerned.

**THE OTHER AND THE OTHER:
HOMOSEXUALITY AND ADULTERY
AS THE LATEST LANDSCAPES
IN PHILIPPINE TV DRAMA**

Marvin R. Reyes
San Beda College, Philippines

These days, the fast paced genre of local television drama in the Philippines has become more daring than the classical romances of old. Tackling sensitive matters that are barely discussed in the public sphere. This paper examines the current trend in progressive programming, which has become more radical and ideological, emphasizing *other* matters into the world of antagonist, protagonist, rich man, poor girl, victims of amnesia and injustices. GMA 7 introduced *My Husband's Lover*, a family drama about how a wife struggles from the reality that her husband is gay. ABS-CBN on the hand, introduced *The Legal Wife*, an adult drama that discusses how adultery destroys life and family relations. These two dramas prove that stereotyping amongst television themes has its end and now empowering those who are part of the minority.

**MEDIA PORTRAYAL OF SRI LANKAN
WOMEN CELEBRITIES
IN THE POLITICAL SPHERE:
A CASE STUDY OF CELEBRITY WOMEN
CANDIDATES AT WESTERN AND
SOUTHERN PROVINCIAL ELECTIONS**

Theodore A. Fernando
Open University of Sri Lanka, Sri Lanka

A sudden invasion of models and actresses onto the political stage, with their glamorous pictures splashing across newspapers, on television screens and in the internet, is beginning to make headlines in Sri Lanka. This has provoked criticism from certain groups that "sex symbols" are running for the elections which will result in the undermining of democracy. Sri Lanka and other Asian countries are known for women entering the political arena, due to, unlike in the West, demise or assassination of a husband or a male relative or family member. This study is --at a general level-- a contribution to the body of knowledge relating to the country's political and media culture which help to portray the real character of the established social and political system at large. It also explains how trends such as women's involvement in politics will contribute towards a qualitative growth or a radical decline in the democratic way of life in Sri Lanka.

NOTES

REPRODUCTIVE OPPRESSION OF WOMEN AND CONTRACEPTIVE ACCESS: AN EMERGING POLICY AGENDA

Jim Duran

Far Eastern University, Manila, Philippines

This paper proposes a conceptual framework to explore the impact of gender equality on women's reproductive health cognizant of economic and political development as background factors. A reproductive health framework is critically reviewed as a programmatic focus bringing attention to issues such as sexually transmitted diseases, infertility, abortion, women empowerment in general. Many of the most oppressed women at the margins of the movements for reproductive autonomy have championed the need for greater analysis of oppression in discussions of reproduction. The existing discourse and focus of the reproductive health and rights agenda rarely includes an analysis of the effect of intersecting forms of oppression (ACRJ, 2005). Clearly, the fight against reproductive oppression of women in the past few decades garnered no significant result. It was in December of 2012, when "The Responsible Parenthood and Reproductive Health Act of 2012" was passed, only then that, women's reproductive rights came to awareness. But the law's fang or efficiency is yet to be tested. This chapter explores the discussions on issues concerning governing principles of women's advocacy to promoting reproductive justice and rights.



PARALLEL SESSIONS

Session B1: **COMMUNICATION IN THE CONTEXT OF EDUCATION**
14 November 2014, Friday, 3:45 pm to 5:30 pm

Chair: **GILANG PARAHITA**
Indonesia

WIL McCARTHY
United Arab Emirates

Perceptions of the Other and Ourselves:
American and Emirati Students in the Global Classroom 2009–2011

ROMULO P. VILLANUEVA, Jr.
Philippines

Echos and Charot in Gay Spoken Discourse: A Sociolinguistic Inquiry

FUKUMI HIGASHIHIRA
United States of America

The Development of Free Online Education Services in Asia:
How can the MOOCs Model be Applied?

JUDE TERNA KUR
COLEMAN FIDELIS ESSIEN
Nigeria

Parental Mediation of Children's Cell Phone Use: Motives, Strategies and Effects

MARY JOY ELOMINA
Philippines

Towards Building a Communications Management Model:
Structure and Systems Audit of a Local University

SONAL DILIP NADE
India

Understanding Interaction Pattern within the Students
and Educators in Virtual Classrooms

MAVIS ESSANDOH
Australia

Ghanaian Community Radio Stations: Creating Local Community Public Spheres

**PERCEPTIONS OF THE OTHER
AND OURSELVES:
AMERICAN AND EMIRATI STUDENTS IN
THE GLOBAL CLASSROOM**

Wil McCarthy
Zayed University, UAE

Through the spring semesters of 2009, 2010 and 2011, Zayed University in Dubai, United Arab Emirates, and the University of Delaware in the United States, participated in a joint videoconference class. Once per week for over an hour, students on both sides of the globe met via the video screen to discuss media, culture, religion, politics and anything else that popped up in their minds. As a part of the course each student completed a detailed survey of their views of themselves and their counterparts. This paper explores those findings in a series of charts and graphs that plot where each side converged and diverged in point of view. Survey questions probed the students' backgrounds including questions such as how many languages they spoke and countries visited to family size and wealth. Political questions ranged from opinions about future relations between people in the US and Arab countries to views on Islam and policy makers. Students were asked questions on a five-point scale from strongly disagreeing to strongly agreeing with each statement. Over the past three years the number of students surveyed in the UAE was 45, and in Delaware it was 39. The findings from the survey questions will be reinforced with empirical observations from the videoconference class discussions and exchanges that illuminated and clarified some of the findings.

**ECHOS AND CHAROT
IN GAY SPOKEN DISCOURSE:
A SOCIOLINGUISTIC INQUIRY**

Romulo P. Villanueva Jr.
*Center for English Language Studies,
Philippines*

Informed by the Systemic Functional Linguistics, advanced by Halliday (1994), this paper explored Echos and Charot in gay spoken discourse. It aimed to describe the semantic properties of charot and echos; and to establish their discourse functions. The study involved ten college students from Far Eastern University. One hundred (100) utterances were recorded. Of the 100, 21 utterances were obtained (11 charot, 6 echos and 4 eme). The findings showed five metafunctions: material, mental, existential, relational and verbal. The discourse functions established were an alternative to joke and a form of expression. Echos and charot function as an expression where its definition may be dependent on what comes before it. In this case, it can be presumed that it supports another tenet of language which is language is arbitrary. The present study is perhaps the first attempt to provide meaning and establish charot and echos's function. It surfaces the metafunction of Halliday's (1994) SFL, focusing on ideational with its six processes, and interpersonal, using the speech function framework but modified in this study.

THE DEVELOPMENT OF FREE ONLINE EDUCATION SERVICES IN ASIA: HOW CAN THE MOOCS MODEL BE APPLIED?

Fukumi Higashihira
Keio Academy of New York, USA

Today, Broadband Internet Access (BIA) has spread throughout the world, and in the United States, an educational tool called Massively Open Online Courses (MOOCs) has been developed that takes advantage of well-developed BIA. MOOCs are online courses which are generally open to the general public, are free, and can be taken in a few weeks. The purpose of this paper is to investigate the possibility of such online free education services in Asia. By investigating successful outcomes in United States and Australia, this paper discusses how educational institutions in Asia can use MOOCs to improve their education. The core characteristic of MOOCs, which differentiates them from e-learning, is that they are open to anyone who can access them. Millions of learners from all over the world gather online in MOOCs. However, there are problems: since they are free, people do not receive credit or certification. Another problem is the low completion: less than 10% of the people complete the program. Therefore, maintaining students' motivation is the biggest challenge. To do so, the courses must develop activities outside of the online studies, provide social support and coordinate group style learning opportunities. This is particularly crucial for adult learners, where relevancy and practicality of learning connects to motivation.

PARENTAL MEDIATION OF CHILDREN'S CELL PHONE USE: MOTIVES, STRATEGIES AND EFFECTS

Jude Terna Kur
Federal University of Technology, Nigeria

The dangers of cell phone use by children are the concern of this study. In this regard, research has shown that the use is associated with the following undesirable outcomes in children: unnecessary anxiety, sleep deprivation, cell phone addiction, contact with bad influence, drug use, examination malpractices, dating abuse, cyber bullying and harassment, health effects, risky pedestrian behaviour, and sexting. Parents, as the first and important child socialisation agent, have a responsibility to mediate children's use of cell phones so as to encourage a more beneficial usage and mitigate the negative effects of the usage. Available literature on parental mediation of children media use, particularly television, reveals three strategies of mediation, namely: co-use, restrictive, and active (instructive) mediation. These strategies, associated with specific motives for mediation, have both positive and negative effects, depending on the mediation situation and environment. What is the case with parental mediation of children's cell phone use? This study investigates this question with the objective of determining: (1) whether parents mediate children's cell phone uses. (2) If they do, their motives for the mediation, (3) the mediation strategies the parents use, and (4) the effect of the mediation.

**COMMUNICATION STRUCTURE
AND SYSTEMS AUDIT OF A
LOCAL UNIVERSITY:
BASIS FOR BUILDING A COMMUNICATION
MANAGEMENT MODEL**

Marie Joy Q. Elomina
Laguna University, Philippines

This study is about the intra-organizational communication of a local university. It aimed to classify the structures and systems in the institution; ascertain the satisfaction of the different sets of respondents with regards to communication and its influence on organizational outcomes; investigate the adequacy of information exchange among the different departments in the institution; evaluate the process by which communication flows in the institution; and, formulate a communication management model that can help the institution in attaining the vision, mission and objectives (VMO). The focus of this study is on the internal aspect of communication, limited to the written communication among and in between the selected members of the Board of Regent (BOR), Vice President for Academic Affairs (VPAA), Vice President for Administration (VPA), program chairs, faculty members, and staff of a local university. The study combined both a quantitative research methodology with survey questionnaire, and qualitative research methodologies, namely the individual and group interview. It involved 39 respondents. Descriptive statistics was utilized. Content analysis was done on the results of the in-depth individual and group interviews.

**UNDERSTANDING INTERACTION
PATTERN OF STUDENTS AND
EDUCATORS IN VIRTUAL CLASSROOMS**

Sonal D. Nade
University of Pune, India

With the proliferation of new media the pattern and system of education has revolutionized completely. According to Dewey (1996), learning can be considered as a social and interpretive activity in which learners collaboratively construct explanations and understandings of materials and phenomena within their environment. This learning pattern has enhanced in the contemporary setting. Online distance learning or Virtual classroom is the new phenomenon that has changed the outlook of education and the way individuals look at learning. Studying the pattern of online distance learning is very vital and crucial from the student's perspective in terms of gaining knowledge and feedback system from teacher's perspective. Research by Mende (1999) and Morss (1999) revealed that students engaged in online learning at the post-secondary level have positive learning experiences. This proliferation is a necessity but what matters is how the students perceive the education pattern of these virtual classrooms. Growing global demand for higher education (Brandenburg, et al., 2008) has been encouraging the academic community to explore and adopt new educational approaches. This research intends to study interaction patterns among the students and teachers with focus on how these patterns enable student from different corners around the nations use their virtual experience in selecting and presenting themselves in the designed courses.

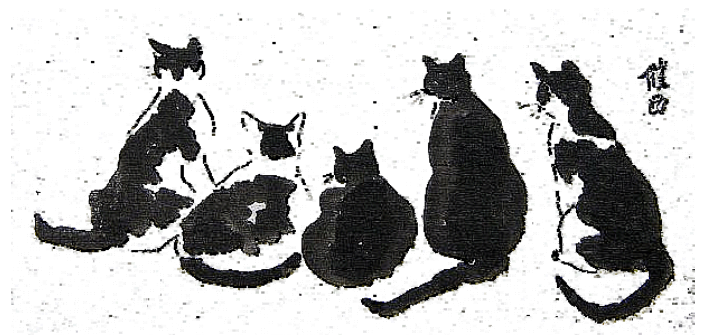
NOTES

GHANAIAN COMMUNITY RADIO STATIONS: CREATING LOCAL COMMUNITY PUBLIC SPHERES?

Mavis Essandoh

Ghana Institute of Journalism, Ghana

In the 1990s, due to democratisation of political and media institutions all over the world; as well as internal calls for the Ghanaian government to allow a certain measure of liberalisation of media in the country, the media scene of the country was liberalised with some private radio stations being given operating licenses. This situation saw the emergence of a few community radio stations in the country with the first one going on air in 1998. Since then, the number of community radio stations in the country which are coordinated by the Ghana Community Radio Network (GCRN) has increased to twelve. This study was necessitated against the backdrop of the country's political development (from a military-led government to a democratic one) since 1992; and has been labelled the "gateway to democratic governance in Africa" because of its ability to successfully conduct a total of six presidential and parliamentary elections without any incidents of war and political violence. The study examined the issue using Habermas' (1962/1989) theory of the public sphere to find out how these radio stations were serving as community public spheres for their local audiences through the provision of education, conscientization and deliberations on issues of governance and helping the local communities to form public opinion on these issues.



PARALLEL SESSIONS

Session B2: **VISUAL COMMUNICATION AND THE CULTURAL PARADIGM**
14 November 2014, Friday, 3:45 pm to 5:30 pm

Chair: **CHANON ADSANATHAM**
United States of America

JOSE GUTIERREZ III

Hong Kong

Intuitionist Realism and Phenomenology in the Cinema of Philippines' Lino Brocka

BRIAN SALUDES BANTUGAN

Philippines

Mainstream Care Work Films:

A New Filipino Genre as an Assertion of Contemporary History

AKTAS SEDA

Turkey

New Approaches to Film Production: Crowd Funding

CHRISTIAN TABLAZON

Philippines

'The Boys' World' in 90s Philippine Cinema and Television:

"Fetishizing" the Metonymies of the Privileged Boyhood

ATHICHART RUNGSAWANG

SMITH BOONCHUTIMA

Thailand

Women's Preference for Male Personality

and Male Characters in Western and Thai Films

AGNES CATALAN FRANCISCO

Philippines

Representation in Media Discourse of Selected Online

Straight News Articles of Philippine Television Networks

**INTUITIONIST REALISM AND
PHENOMENOLOGY IN THE CINEMA OF
LINO BROCKA**

Jose Gutierrez III
Baptist University, Hongkong

This paper identifies interconnected concepts among: the film theory of Georg Lukács (“soul,” “absolute reality of the moment,” “totality”); cinematic intuitionist realism (Aitken, 2006) of John Grierson (“phenomenal” vis-à-vis “the real”), Siegfried Kracauer (“distraction,” “abstractness”) and André Bazin (“alienation,” “agency”); and the existential phenomenology of Martin Heidegger (“being,” “authenticity”). It then applies the resultant matrix in examining fifteen social realist films by the Filipino auteur, Lino Brocka within the context of the turbulent years of the martial law dictatorship (1970s-80s) of Ferdinand Marcos. Finally, the study advances the notion that a salient characteristic of the social realist film as a genre is its being intuitionist realist. For these social realist films, the path is to pursue progressive and liberating insight by engaging in the empirical, then, using an intuitionist realism and phenomenological approach, artistically create the narratives and characterizations that resonate with the people as the veritable stakeholders of the nation. This is illustrated especially by Lino Brocka’s use of the creative power of his artistry in the genre of melodrama and his masterful characterizations of the protagonists to reflect enlightened insight into narratives and images that communicate not just to the hearts but also to the minds – not just emotions but consciousness as well – of the viewing public.

**MAINSTREAM CARE WORK FILMS:
A NEW FILIPINO GENRE AS AN
ASSERTION OF
CONTEMPORARY HISTORY**

Brian Bantungan
*St. Paul University Manila Research Center,
Philippines*

The paper, arising from a study of the production and consumption of Filipino care work films, proposes a postmodernist framework, Creative Opposition, that can be used to analyze the development not only of care work films that emerged from the Filipinos’ role in the global care work chain and their increasing power to sustain the Philippine film industry but also of other social phenomena that arise from mass production and mass consumption dynamics. The framework, drawing from the “power of meanings”, is constructed from theories of Bakhtinian “dialogism”, Foucauldian “discourse”, Gramscian “hegemony”, and Gladwellian “tipping point” and an assertion that care work films, taken as a “new” film genre, surfaces a new valid starting point in the study of contemporary Filipino history shaped by globalization.

NEW APPROACHES TO FILM PRODUCTION: CROWDFUNDING

Seda Aktaş
Marmara University, Turkey

The aim of the paper is to analyze how digitalization and the opportunities of new media effect film industry and audience by analyzing some specific examples of films which are supported financially by crowds. Crowdfunding which is a type of crowd-sourcing, first described as a social revolution by Jeff Howe, is believed to be a valuable way to analyse the new audience who wants to have an influence on both the content and the production of the film. Some people believe that, using crowdfunding to produce films is not only a way of getting financial support but also a way of creating communities who support the film during the production and distribution processes. The main question is: Can crowdfunding create an alternative and more independent way of doing films or is it just a new marketing tool for producers? This research attempts to find out the advantages, disadvantages and possible differences of the films that are made by crowdfunding and the ones that are made using the traditional ways of film making. The data will be collected through direct interviews with the producers of the selected films and on quantitative analysis will be used to analyze the data.

'THE BOYS' WORLD' IN 90S PHILIPPINE CINEMA AND TELEVISION: 'FETISHIZING' THE METONYMIES OF THE PRIVILEGED BOYHOOD

Christian Tablazon
University of the Philippines Los Baños

This paper examines the role of envy in the construction of sexual economies in the filmic and televisual representations of male children (often mestizos) in the Philippines back in the 1990s and of the privileged realm that confers meaning to their sexuality and social class. The eponymous "boys' world" is featured in family dramas (usually fronted by upper-middle to upper-class characters), teen movies like *Rollerboys* and *Nagbibinata* (Jose Javier Reyes, 1995 and 1998), the youth-oriented television series *G-Mik* (Laurenti Dyogi, 1999-2002), the morning TV show *For Kids Only* (1994-2000) that showcased the latest toys, and even TV commercials for malls, resorts and theme parks, fast food restaurants, food products (e.g., hotdogs, ice cream, cornflakes, milk and chocolate drinks, colas), and toothpaste. Prominent in their narratives are the capitalist avowal and celebration of maleness of the boy characters and the production of the loci of boyhood pleasure (which also contains notions of 'tenderness' and 'joy'), and concurrent to the lure and charm of these boys (and their epitomization of 'guwapo' ["handsome"] and 'cool') is a hegemonic topos, a world laid out by objects and spaces index to the affluent, the colonial, the Euro-American and the 'global', the first-world, the modern, and the metropolitan.

WOMEN'S PREFERENCE FOR MALE PERSONALITY AND MALE CHARACTERS IN WESTERN AND THAI FILMS

Smith Boonchutima

Chulalongkorn University, Thailand
and

Athichart Rungsawang

*King Mongkut's University of Technology
Thonburi, Thailand*

The paper aims to examine the preferred male personality and the correlation between the male personality and the male characters in the western and Thai films. A survey was conducted in April 2014 and 100 Thai working women aged 20-35 were asked to complete questionnaires. The findings showed that most of respondents preferred male who has the personality of being compromising to competitive, mysterious to open, ambitious to simple, strong to gentle, romantic to logic, leading to pleasing, confident to shy, kind to strict, sociable to timid, self-composed to excitement seeking, enduring to sensitive, and sense of humor to serious. Among seven Hollywood films and eight Thai films shown in 2013, *Iron Man 3* and *Pee Mak Phra Ka Nong* were seen the most (80% and 95% respectively). The most preferred characters were from *Fast and Furious 6*, and *Fad Jung To* (3.61 and 4.04 respectively out of 5).

REPRESENTATION IN MEDIA DISCOURSE OF SELECTED ONLINE STRAIGHT NEWS ARTICLES OF PHILIPPINE TV NETWORKS

Agnes C. Francisco

Cavite State University, Philippines

This critical discourse analysis aimed to identify tendencies in the discourse representation in online news articles from each of the two Philippine TV network websites (ABS-CBN 2 and GMA 7) using Volosinov's (1973) framework; to compare the online news articles from the two networks' websites in terms of mode, boundary maintenance, stylisticity and situationality, and setting; and explain how tendencies in the discourse representation accord with ideologies which are implicit in practices of online news production. A total of sixteen (16) straight news articles, eight articles from each news portal, focusing on Pres. Benigno "Noynoy" Aquino III's second State of the Nation Address (SONA 2011) published online via the website of ABS-CBN 2 (www.abs-cbnnews.com) and GMA 7 (www.gmanews.tv) were randomly chosen and analyzed focusing on the incidence of ambivalence between primary and secondary discourse, boundary maintenance, stylisticity and situationality, and setting. Reader knowledge and interpretation is activated through the use of setting devices depending upon the discourse situation and social context. The many voices and perspectives on a certain newsworthy event construe different states of affairs. Online media, like any other form of media representations, can be viewed as linguistic channels with ideological, psychological, social, and ethical underpinnings.

PARALLEL SESSIONS

Session B3: **LOVE, LIFE AND THE MEDIA**
14 November 2014, Friday, 3:45 pm to 5:30 pm

Chair: **GENEROSO PAMITTAN, Jr.**
Philippines

CHADWICK CO SY SU

JOEVEN R. CASTRO

Philippines

Of Women Muting Women:

An Analysis of Mainstream Filipino Movies

Depicting Extra-Relational Affairs

TONY CHALKLEY

Australia

Online Dating:

A Digital Kiss and Virtual Wink the New Way Of Finding Love?

ELISE KIREGIAN

United States of America

Women in Modern Russia

CHERISH AILEEN A. BRILLON

GENEROSO B. PAMITTAN, JR.

Philippines

Mobility and Gayness:

Negotiating Identities of Filipino (Gay) Migrant Workers in the Digital Age

SERGIO QUIROGA

Cuba

Gender and Media:

Women in Radio in Villa Mercedes from AM to FM

**MUTED TWICE OVER?
THE GAY EXTRA-RELATIONAL AFFAIR
AS DEPICTED IN *MY HUSBAND'S LOVER***

Chadwick Co Sy Su and Joeven R. Castro
*Far Eastern University, Manila,
Philippines*

My Husband's Lover, a Filipino-produced television drama series, has been described as groundbreaking for at least three reasons. The first reason is that the series features central characters who play the role of homosexual men, complete with a supporting cast of both cisgender and male homosexual characters. The second reason is that the homosexual characters in this series are portrayed as successful people who have managed to blend into mainstream society, as opposed to their usual depiction as *parloristas*, homosexual men of low status, both in terms of finances and standing in the community. The third, and probably the most important, reason is that in this series, the subject of extra-relational affairs, which traditionally has been heterosexual territory, involves homosexual men. The study seeks to either prove or disprove this claim of groundbreaking through a discourse analysis of all 80 episodes of the series. Recurring themes will be noted, with interpretations informed by established concepts such as Michael Foucault's episteme, Stuart Hall's Cultural Studies, and Shirley and Edwin Ardener's Muted Group Theory.

**ONLINE DATING; IS A DIGITAL KISS
AND VIRTUAL WINK THE NEW WAY OF
FINDING LOVE?**

Tony Chalkley
Deakin University, Australia

This paper will use current media studies research literature and data from conversations with university students in Australia and Indonesia to explore how the changing world of online dating is helping/hindering young people as they shape and develop identity, represent themselves in the virtual world and ultimately, how they find love online. In the past decade, something had changed and perceptions around online dating had shifted. Nielsen Research last year found most Australians (51 per cent) had either tried online dating or would consider doing so. RSVP and eHarmony claim to have 2 million members and more than 4 million people have apparently joined RSVP since it was launched 17 years ago. Online dating is experiencing significant growth in Asia as well, with the number of new web services (some, like 'Muslima', are tightly focused) growing exponentially. Online dating is a global phenomenon.

WOMEN IN MODERN RUSSIA

Elise Kiregian
TCI College of Technology, USA

This study reveals that women in Russia are less restrained by the past and by the government – or perhaps by the absence of the once all powerful central government – than Russian men are. Unlike women in other nations who tend to see their emerging role as part of a movement, women in Russia have shown themselves more adaptable in embracing western educational and business practices. During the critical period of 1993-2013, younger generations of Russians began to adopt more positive views of the west beginning in the early 1990's. This includes a widespread increase in the English language and the adoption of western academic degrees. As the Communist governmental system collapsed, a more open form of government emerged together with Russia's embarkation into a free economy. Of particular interest in this study is the increased interest in American business concepts and in support of this American business education. Russia is witnessing an emerging array of business skill-development that relates to those skills in wide demand worldwide and those specialties that will build Russia's role in world business. A clear transformation of Post-Soviet Russian business education underlies these developments. When one considers where Russian business education stood twenty or more years ago, the metamorphosis is extraordinary and continues to shape the new generation of Russians profoundly.

MOBILITY AND GAYNESS: NEGOTIATING IDENTITIES OF FILIPINO (GAY) MIGRANT WORKERS IN THE DIGITAL AGE

Cherish Aileen A. Brillon,
and Generoso B. Pamittan, Jr
Far Eastern University, Manila, Philippines

Mobility has characterized the Filipino worker in contemporary times with 4,500 people leaving the country on a daily basis (Uy, 2012). The condition of overseas Filipinos has been at the forefront of several researches done by local and international scholars (Asis& Piper 2008; Saito 1977; Scalabrini Migration Center 1996; Perez & Patacsil 1998; Go 2002; Asis 2006 as cited in Asis 2008). The results of these studies have affirmed, whether in negative or positive ways, the important role of overseas Filipinos in the political, social, and economic landscape of the country. While there is no available statistic as of the moment, a good part of this diaspora is comprised of Filipino members of lesbian, gay, transgender, and bisexuals (LGBT). This paper attempts to give voices to three Filipino gay migrant workers as they tell their stories culled from email exchanges, Facebook images, and their own written life and oral stories to arrive at glimpses of their identity construction and negotiations in the digital age where identities are freely chosen, assumed, negotiated, discarded, and recreated.

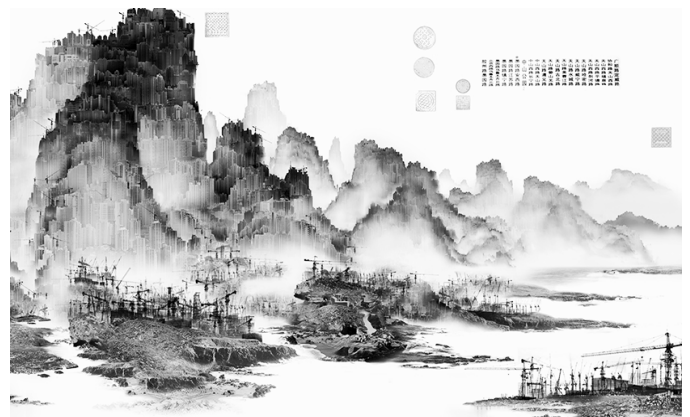
NOTES

GENDER AND MEDIA. WOMEN AND RADIO IN VILLA MERCEDES: FROM RADIO AM TO RADIO FM

Sergio Quiroga

*Integrante Cátedra Internacional
para el Desarrollo Intercultural, Cuba*

This study aims to address the reality of women in the city of Villa Mercedes, San Luis, Argentina, seeking to shed light on women's participation in radio broadcasting, specifically in news, music and talk shows. To explore the issue, we decided to present the results of research conducted on women who worked on radios Villa Mercedes, San Luis, Argentina through the case study methodology seeking to characterize and understand their actions in the context of complex the location of the media - gender relationship as broad as that of culture and ideology theoretical grounds, but as a powerful alternative theoretical limitations.



PARALLEL SESSIONS

Session B4: **CHANGING DEFINITIONS OF NEWS**
14 November 2014, Friday, 3:45 pm to 5:30 pm

Chair: **ARIEL SEBELLINO**
Philippines

SABIR HAQUE
United Arab Emirates

News Variety through User Engagement: A Content Analysis
of News Outlet in the United Arab Emirates through Social Media

BELINDA ESPIRITU
Philippines

The Public Sphere, Blogs, and the Pork Barrel Scam: Online Citizens'
Voices on Corruption and Governance in the Philippines

M. NEELAMALAR
India

A Study on Media Coverage of Human Rights Violation
Against Women with Special Reference to India

CHIN-HUI CHEN
Taiwan

Stereotyped Older Age Identities in Taiwanese
Print News Discourses: A Critical Discourse Analysis

JOHN EVAN ORIAS
Philippines

Current Affairs” with “Public Affairs”:

NG MIEW LUAN
Malaysia

Media Consolidation, Chinese Culture and Nation Building:
A Study of Tiong Hiew King’s Chinese Dailies in Malaysia

KAREN Y. VARONA
Philippines

The Role of Internet Memes in Public Discourse
on the 2013 Pork Barrel Case in The Philippines

**NEWS VARIETY THROUGH USER
ENGAGEMENT:
A CONTENT ANALYSIS OF NEWS OUTLETS
IN THE UAE THROUGH SOCIAL MEDIA**

Sabir Haque
Manipal University, Dubai, UAE

In the UAE, user engagement in the social media banks upon the variety of news stories targeting demographic distribution amongst its varied expat population. The top social media conversation of the day can be discovered by its 'trending topics', 'Wall Post Likes or Shares' and news outlets in the UAE move to focus more on user engagement in their social media platforms which includes primarily Facebook & Twitter. In fact, Mobile Apps are stepping in where the users are regularly invited to upload content like photos and videos with an integration with Instagram as well. This research project conducts a content analysis that evaluates two major news outlets in the UAE in terms of circulation and online popularity- Gulf News & Khaleej Times. The flagship Twitter & Facebook account of both the news outlets are evaluated in this study, examining user engagement, information distribution, agenda setting and types of associations which includes connections, engagement, influence & integration with the distributed users. Facebook Wall Post will be captured for 45 days focusing on four steps to engage customers: user connection, user engagement, influential power and integration functions along with its main print and online edition.

**AN ANALYSIS OF BLOGS ON CORRUPTION
AND GOVERNANCE IN THE PHILIPPINES:
THE PORK BARREL SCAM AND TYPHOON
HAIYAN IN 2013**

Belinda F. Espiritu
University of the Philippines-Cebu, Philippines

The Internet has become an empowering medium as it has become the modern agora or public sphere wherein individual citizens and civil society groups can post their ideas, thoughts and feelings about issues that concern the society and the government. This research sought to analyze selected blogs of Filipino netizens over the 10-billion pesos scam with the misuse of the priority development assistance funds by government officials in the congress and senate and the government's lack of organized relief effort after typhoon Haiyan struck. The researcher analyzed blogs and netizens' comments generated by popular blogs from August to November 2013 using framing analysis and discourse analysis, respectively. The main theory that informs the study is Jurgen Habermas's theory of the public sphere and the second theory that informs it is the Theory of Agenda-Setting, with the concept of public agenda as its main concern.

**A STUDY ON THE MEDIA COVERAGE
OF HUMAN RIGHTS VIOLATIONS
AGAINST WOMEN WITH SPECIAL
REFERENCE TO INDIA**

M. Neelamalar
Anna University, India

The role of media in protection of human rights cannot be ignored or minimized. Media is a communicator of the public. Today its role extends not only to giving facts as news, it also analyses and comments on the facts and thus shapes the views of the people. The impact of media on society today is beyond doubt and debate. The Indian media has been setting for the nation its social, political economic and even cultural agenda and hence media can be used powerfully in spreading awareness on human rights and also women's rights. Media has its own code of ethics to adhere to and an understandable loyalty to its audience to give the facts truthfully without any embellishments. This study will explore how the Indian media adhere to those code of ethics in covering human rights violation against women.

**STEREOTYPED OLDER AGE
IDENTITIES IN TAIWANESE PRINT
NEWS DISCOURSES:
A CRITICAL DISCOURSE ANALYSIS**

Chin-Hui Chen
*National Pingtung University of
Science and Technology, Taiwan*

As the word is dramatically ageing, there has been growing research attention paid to ageing-related issues. This paper adopted the perspective of critical discourse analysis to explore the ideologies about ageing and older age through the identification of the referential as well as thematic choices made by Taiwanese news writers to produce news stories about older people. The observations focused mainly on how older age and ageing were made salient in print news discourse and whether ageist representations were present. News stories involving older people were collected from four most-widely distributed newspapers. Findings indicated that the dominant constructed older age identities in Taiwanese print news were negatively stereotyped in line with feebleness, deteriorating health and victimisation. Thematically, stigmatisation seems to be considered more newsworthy by Taiwanese news writers or editors. The representational choices made in negative and positive news stories about older people were realised in the referential strategies.

**TOWARD COMPARING THE CONCEPT OF
CURRENT AFFAIRS” WITH
“PUBLIC AFFAIRS”: THE CASE OF
YOLANDA TYPHOON RELIEF-RELATED
STORIES IN TWO NETWORKS**

John Evan Orias
Malaya Newspaper, Philippines

In this study, the researcher considered the extensiveness of weather studies and related it to a bigger umbrella called risk communication. For the past decade, Asia has faced a lot of natural calamities, which prompted a number of researchers like Romo-Murphy (2011) and Hay (2006), to investigate on how community resilience can be enhanced. One of the countries most ravaged by disasters annually includes the Philippine territory, which is connected specifically with typhoons and storms (Gaillard, Liamzon, and Villanueva, 2007). In 2013, typhoon Yolanda, internationally known as Haiyan, earned the label of the deadliest storm in the modern meteorological records (MacKenzie, 2013; Turale, 2014) after it surprised Philippines and its government, washing away billions of money, infrastructures, houses and agriculture. This study compares two news programs: ABS-CBN’s TV Patrol and GMA’s 24 Oras, using content analysis under textual analysis to see how the broadcast media, effectively perform its duty to disseminate correct information through the measure of the quantity of information that has been reported during the hike of relief efforts and government action. Moreover, the researcher will try to exemplify the dual concept of public affairs and current affairs, in view of the two networks.

**MEDIA CONSOLIDATION,
CHINISE CULTURE AND NATION
BUILDING: A STUDY OF TIONG HIEW
KING’S CHINESE DAILIES IN MALAYSIA**

Ng Miew Luan
SEGi University, Malaysia

The underlying assumption of this study is that the media is crucial in the formation of public opinion; serve to mediate between the populace and the government in a democratic system. In a multi-ethnic country such as Malaysia, the role of the contemporary different language newspapers is not only to serve the needs and interests of its ethnic community, but also as an important agent to promote the government policy such as nation-building of the country. As Chinese education, Chinese newspaper and Chinese clan association are seen as the three main pillars of the Chinese community in Malaysia, the role of Chinese language newspaper in preserving Chinese culture is crucial to be studied in the context of nation building by the local government. In view of this, the research is to examine the agendas of Chinese cultural preservation and the nation-building in the larger context of ethnic relation and national identity of two Malaysian Chinese dailies.

NOTES

THE ROLE OF INTERNET MEMES IN PUBLIC DISCOURSE ON THE 2013 PORK BARREL CASE IN THE PHILIPPINES

Karen Y. Varona
*University of the Philippines Visayas,
Miagao, Iloilo, Philippines*

In July 2013, Filipinos were by stunned when a whistleblower detailed how businesswoman Janet Lim-Napoles had been colluding with elected officials to pilfer billions of pesos of public funds since 2003. Alongside news write-ups and commentaries, humorous materials on the pork barrel case began circulating on social networking sites, especially Facebook. Among the most popular were image-based internet memes, described as photographs manipulated by combining images with other images or with text, or photographs of “real” people placed in fictitious settings (Shifman, 2007, p. 205). This paper explores the nature of internet memes on the 2013 pork barrel case and their role in public discourse on the issue. Content analysis revealed that the memes: 1) were heavily inter-textual and borrowed elements from popular culture; 2) made use of outrageous combinations of images or of images and texts; and 3) made irreverent use of celebrity images and/or quotes.



PARALLEL SESSIONS

Session C1: **CHANGING CULTURES IN NEW MEDIA**
15 November 2014, Saturday, 9:00 to 10:30 am

Chair: **DAMIEN SPRY**
South Korea

GOPA PRAMANIK
India

Role of Social Media for Cultural Change
in Indian Rural Youth: A Micro-Study

DAME AVELINO
Philippines

Text(S) In Transition:
The Cultural Economy of Transmedia Storytelling
as Exemplified in the Grave Bandits (2012)

LÊ QUANG KIỆT
EVANGELIA PAPOUTSAKI
SUSAN ELLIOTT

New Zealand

Banh Mi (Vietnamese Baguette) Approach
in Community Development Communication in Vietnam

TUGCE ERTEM
Turkey

Advertising in New Media and Utilization of Facebook for Corporate Advertising in Turkey

AJIT SHANKARRAO GAGARE
India

'Touch and Go':
An Exploration into Android Applications Usage

CAMMEO L. BRAULIO
SHENINE LEVINA P. PASCUAL
ARRIANNE T. SANTOS

Philippines

Ask.fm and Conceptualizations of Micro-Celebrity Status Conferral

**ROLE OF SOCIAL MEDIA FOR CULTURAL
CHANGE IN INDIAN RURAL YOUTH:
A MICRO-STUDY**

Gopa Pramanik
West Bengal State University, India

Social media now permeates almost every aspect of our lives, from how we manage relationships to the way we shop and work. Its impact has now reached beyond elitist periphery by crossing ethnic cultural barrier. Social media is connecting a good section of the rural populace in India. There are at the moment nine crore Indians (according Reports - iamai) using cell phones and social media. When Government of India took initiative to open cyber café at the village-level for better governance and communication in the beginning of 2nd millennium, there was doubt about its success in rural India. However the phenomenal growth of social media bolstered by 3G support has changed the rural social scenario, observers opine. The paper is a micro-level study on rural youths, specifically school dropouts engaged in petty job or small business. They can be easily distinguished from other segments of rural youth or their village elders who are not exposed to new media. The rural youth exposed to social media can be equated to their counterparts in the big cities like Kolkata in common beliefs, attitudes, values, and cultural likings. This study tries to understand cultural change in rural youth who are reasonably exposed to new media and are into social media.

**TEXT(S) IN TRANSITION:
THE CULTURAL ECONOMY OF
TRANSMEDIA STORYTELLING AS
EXEMPLIFIED IN THE GRAVE BANDITS**

Dame Avelino
*University of Sto. Tomas,
Manila, Philippines*

This paper aims to study the cultural economy of transmedia storytelling in the Philippine context. Transmedia storytelling is defined as the technique of distributing narratives in multiple media platforms. As originally a Western concept utilized mostly by conglomerates such as Disney and Fox, transmedia storytelling in the Philippines would have to be tailored to fit to the local culture and inclination of the audience, particularly in the area of independent media projects. The 2012 independent film *The Grave Bandits*, billed as the first transmedia film in the country, is a zombie-genre story set in the rural islands of the Philippines. It tells the tale of two boys who steal from graves until they are chased out of the town by the townsfolk and led to another island infested by zombies. The film branches out into two more media: a comic book prequel and a mobile game sequel. The objectives of this research are twofold: the first is to determine how transmedia storytelling is appropriated locally; the second is to analyze how the cultural economy of transmedia affects *The Grave Bandits* as a Philippine transmedia project.

**BÁNH MÌ (VIETNAMESE BAGUETTE)
APPROACH IN COMMUNITY DEVELOP-
MENT COMMUNICATION IN VIETNAM**

Kiet Le-Quang, Evangelia Papoutsaki
and Susan Elliott
*Unitec Institute of Technology,
New Zealand*

This paper provides an evaluation of the application of development communication in rural ethnic minority community development in Vietnam. It focuses on the effectiveness of the implementation of a community development that applies a behaviour change model in a rural ethnic minority community. The *Bánh mì* approach, which integrates the top-down and the bottom-up approaches in one project in one community at the same time, is presented as a new approach for community development in Vietnam. The research aimed to evaluate how effective the project has been in implementing participatory approaches and the behavioural model, in improving parents' knowledge of holistic child care and development. Effectiveness, in this research, is measured through both expected outcomes of the project and perceptions of parents/community about the project, their needs, and their behavioural change.

**NEW MEDIA AND CORPORATE
ADVERTISING IN TURKEY**

Tugce Ertem
Istanbul University, Turkey

Advertising is described as an influence method that supports sales policies and that, without force, tries to direct people's attentions to purchasing while giving information about a product by using communication tools. In time, corporate advertising, a different type of advertising which aims to advertise the corporation itself, has emerged and corporations have given priority to their own advertising rather than their products and services. Corporate advertising comes out as a type of advertising that aims to give information about a corporation in order to explain the corporation's place, responsibilities and benefits for the public and make the activities of the corporation more transparent. Corporate advertising has various sub categories such as image advertising, umbrella advertising, investor and financial relations advertising, public service advertising, social responsibility advertising, corrective advertising, counter advertising and defensive advertising. This paper examines websites of various corporations with the purpose of finding out which types of corporate advertising is used online in Turkey. This way, it would be possible to determine the position of online corporate advertising, which became a part of the corporate communications strategies of main American companies in the beginning of 1900s, in Turkey.

**'TOUCH AND GO':
AN EXPLORATION INTO ANDROID
APPLICATIONS USAGE**

Ajit Shankarrao Gagare
University of Pune, India

Google Play formerly known as the Android Market, is a digital application distribution platform maintained by Google. This service designed to enable users to browse and download music, magazines, books movies, television programs, and applications is slowly gaining popularity among Indian users. This paper is an attempt to understand the usage of various android applications in general and Google play as an application platform in particular to arrive at the current trends and future possibilities, especially in a metro like Pune where mobile telephony seems to have an immense impact especially on teenager and youth. This paper seeks to understand the attitudes of the teenagers and youth (age group 15-24) towards android applications. It seeks to enumerate the usage patterns and arrive at peculiarities, gender wise, if any. Furthermore this is an attempt to investigate the awareness of the youth with regards to the recent launches, developments in the android market and about the issues like security and privacy implication while using the android applications.

**ASK.FM AND CONCEPTUALIZATIONS OF
MICRO-CELEBRITY STATUS CONFERRAL**

Cammeo L. Braulio,
Shenine Levina P. Pascual
and Arriane T. Santos
University of Santo Tomas, Philippines

The allure of status is profound. We are drawn to status based systems and charmed by opportunities available through social media technologies in order to enjoy “prominence, respect and influence (Anderson, Srivastava, Beer, Spataro & Chatman, 2006, p.1094). However, high status conferral may also evoke envy and hostility. In this research, we examine conceptualizations of micro-celebrity status conferral on Ask.fm practiced through ‘performative acts’. Textual analysis framed through the dramaturgical theory on the use of language was used to interpret creation and sharing of content. The study found that emergent fandom is established with cultural references indicative of the *positional nature* of status conferral, its desirability and dependence on social context. This reflects asymmetries in status conferral in which certain people are highly conferred while others are not. Thus, a gain in status for one is often a loss in status for another. The process interactions in Ask.fm revealed that elevated status conferral is desirable because it provides personal benefits to include better reputation, wider selection of romantic partners, improved cooperation and greater control over others. Surprisingly, research showed that people seek status even if it serves no instrumental value such as esteem, affect and social cognition. Therefore, status is both a means to an end and an end by itself.

PARALLEL SESSIONS

Session C2: **INTEGRATED MARKETING COMMUNICATION STRATEGIES**
15 November 2014, Saturday, 9:00 to 10:30 am

Chair: **THEODORE FERNANDO**
Sri Lanka

MA. DIOSA LABISTE

Philippines

The Spectres of New Media Technologies
and the Change for Change

LINA ARIFATUL HIDAYAH

WIDHA ANISTYA SUWARSO

Indonesia

Uses and Gratification Contribution
for Interactive Marketing Communication

PUSHPIKA KUMARI GANEGODA

Sri Lanka

Not Stinking Enough?: Communication Initiatives
for Adoption of Waste Management Practices

MAHENDRA PRATAP SINGH

VIJAY KUMAR

SANJEEV MISRA

India

Role of Information and Communication Technology
for Awareness of Public Health in Developing Countries

JENNIFER O. LASTIA-LIM

RONALD M. HENSON

ROBERT F. SORIANO

Philippines

Effectiveness of Marketing Promotional Strategies
of Lyceum of The Philippines University for Prospective Freshmen-Enrolees

MA. FELMA CARLOS-TRIA

Philippines

An Information Communication Technology Framework for Higher Education Institutions

THE SPECTRES OF NEW MEDIA TECHNOLOGIES AND THE CHANCE FOR CHANGE

Ma. Diosa Labiste
*University of the Philippines-Diliman,
Philippines*

New media technologies are mechanisms of representation that have social and material constitution. As representational technologies, they are over-determined and have determining effects on society. This sense makes explicit their embeddedness in social contexts. Moving to a deconstructive position, the social and technological ontology of new media technologies give rise to effects called spectres. The latter could be understood in three ways – technical, transcendental, and metaphorical. First, technical refers to how new media technologies reproduce and store representations so that they can be modified and multiplied illimitably (Stiegler, 1994; Manovich, 2001). Representation is simply a process of meaning making and iteration. Second, transcendental could be understood as how new media technologies overcome space and time in the process of iteration. This implies that a serial articulation of re-presentation brings an inflection of meanings. Given this logic of repetition, meanings can neither be rendered coherent nor fixed. Third, metaphorical refers to a function of the metaphor that dramatizes and brings possibilities to a reality.

USES AND GRATIFICATION CONTRIBUTION FOR INTERACTIVE MARKETING COMMUNICATION

Lina Arifatul Hidayah
and Widha Anistya Suarso
Universitas Gadjah Mada, Indonesia

This paper focuses on the usefulness of the users and gratification theory in the study of the Internet. It will serve as a review of available literature and followed by a descriptive analysis of the researches findings on the use of social networking sites, specially Facebook and Twitter as an integrated marketing tool. It will also cull the findings to show its relevance to marketing communications, which lies in the preparation of planning a media strategy that will be used by the advertiser or marketer who will do the online marketing and online advertising. As an advertiser or marketer who will develop marketing communications strategies, analysis of media that will be used as a tool in the delivery of marketing communications messages into critical parts. Tom Duncan (2005) noted “Media planning is a process for determining the most cost effective mix of media for achieving a set of media objectives”.

**NOT STINKING ENOUGH?
COMMUNICATION INITIATIVES FOR
ADOPTION OF WASTE MANAGEMENT
PRACTICES**

Pushpika Kumari Ganegoda
Eastern University, Trincomalee, Sri Lanka

Waste disposal has become a severe issue in Sri Lanka putting the name of the country into the list of higher waste generating countries in Asia. Previous research findings state that key to successful waste management system is the corporation of citizens which could only be gained through public awareness of waste management which is lack in Sri Lanka. The general objective of this research was to find out the role communication plays in creating awareness and adoption of waste management practices among people. Moreover, the research specifically focused on finding out the communication channels through which people receive information of waste management, the message content those channels communicate and finding out communication channels that affects the level of awareness and adoption of waste management practices. The results show that through around 20 communication channels, people received messages on waste management which can be categorized into three: national mass communication channels, provincial formal communication channels and informal communication channels.

HEALTH IN DEVELOPING COUNTRIES

Mahendra Pratap Singh and Vijay Kumar
King George's Medical University, India
and
Sanjeev Misra
All India Institute of Medical Sciences, India

Mass media plays a multifaceted role in people's life. It can be used to break irrational and outdated socio-cultural practices. Government, civil society and media have together rooted out many myths and social malpractices from society. To control the use of tobacco, Indian government has made many rules and regulations. Many anti-tobacco campaigns and awareness programs for public awareness regarding harmful consequences of tobacco consumption are in place but awareness among the public is limited. Socio-cultural acceptance of tobacco consumption is another important factor for easy availability of tobacco products, especially for males. Tobacco consumption by females is considered taboo in India, but this is losing ground. The aim of this study was to assess the impact of health consequences of tobacco, which can be avoided by health and lifestyle related awareness.

**EFFECTIVENESS OF MARKETING
PROMOTIONAL STRATEGIES
OF LYCEUM OF THE PHILIPPINES
UNIVERSITY FOR PROSPECTIVE
FRESHMEN-ENROLEES**

Jennifer O. Jastia-Lim, Ronald M. Henson,
Robert F. Soriano and
Rosemarie Arhlene E. Ampil
*Lyceum of The Philippines University, Philip-
pines*

For a business organization to thrive, marketing may be considered an all-important tool in creating a saleable and appealing image to its clients. This process involves planning and fulfilling the 4Ps of Marketing mix (Product, pricing, promotion, and place: Solomon, et al, 2004). In the business of higher education, students are the customers and the university is the commercial enterprise. Today's graduating high school students have a wide variety of choices in tertiary education; competition is keen, economy is tight. Thus a myriad of marketing mix strategies are employed in targeting a share of those customers who wish to enroll in a given educational institution (Kotler, 1995). The 4Ps may as well be represented by a combination of tangible and intangible elements that make enrolling to that given institution attractive to the customers. This research focuses on the communication and promotional strategies to limit the scale of marketing efforts of one education institution. This study was aimed at analyzing the marketing performance after implementing marketing strategies; that is, if these efforts have influenced the freshman students' choice of tertiary institution.

**AN INFORMATION COMMUNICATION
TECHNOLOGY FRAMEWORK FOR HIGHER
EDUCATION INSTITUTIONS**

Ma. Felmia Carlos-Tria
Southville International School, Philippines

A Communication Technology Framework for Higher Education Institutions (HEIs) was created in this study – one that could primarily be used by present and future education administrators. In order to do this, the researcher had to evaluate three groups (students, teachers, and administrators) in seven HEIs in their extent of adherence to ICT standards for learning, teaching, and managing in the digital age. Their assessment of their respective institutions in terms of observance of essential conditions to leverage technology for learning was also examined. The researcher made use of a self-made survey anchored on the standards set by the International Society of Technology Education (ISTE). Experts in the area of education, information technology, and related fields served as consultants in developing the instruments. The Cronbach's Alpha test of reliability was also performed on the survey questionnaires to ensure acceptable psychometric qualities. Based on the findings, a proposed ICT framework for HEIs was created. This contains four phases which are: environmental scanning, evaluation of ICT standards for the digital age, implementation, and outputs. All departments and stakeholders of an educational institution was taken into consideration.

PARALLEL SESSIONS

Session C3: **LANGUAGE AND THE DYNAMICS OF CHANGE**
15 November 2014, Saturday, 9:00 to 10:30 am

Chair: **KHAIRIAH A RAHMAN**
New Zealand

KALAI YESUPATHAM

China

ROBERT BEVERIDGE

Sardinia

Polylemy and Pedagogy: The Politics of Reception Analysis and Media Literacy

KARLA MAOLEN VISBAL

Philippines

Confidence and Willingness to Communication of Filipino Adolescents
with Articulation Disorders

SMITH BOONCHUTIMA

THANIS BUNSOM

Thailand

Living Peripherally in One's Home: Representation of Chinese Characters
in Bruneian Plays In English

LOUIE B. VILLANUEVA

RONALD CANDY S. LASATEN

Philippines

Analysis of the English Language Needs of Teachers at Bangplama
Soongsumarnpadungwit School, Suphanburi, Thailand

PINAR ERASLAN-YAYINOĞLU

GÜLIN TEREK-ÜNAL

GÖKÇE ÇALIŞKAN

Turkey

Visual Semiotic Analysis of Animal Rights
and Welfare Organizations' Advertisement Campaigns

BABSIE M. MORABE

Philippines

A Semiotic Analysis
of President Benigno Aquino III's Leadership Images
in Selected Philippine Daily Inquirer Photographs

**POLYSEMY AND PEDAGOGY:
THE POLITICS OF RECEPTION ANALYSIS
AND MEDIA LITERACY**

Kalai Yesupatham
University of Nottingham, Ningbo, China
and

Robert Beveridge
University of Sassari, Sardinia, Italy

This paper examines how, by teaching language, we communicate values and ideology. This involves exploring the extent to which these media texts are polysemic and the role of the reader in determining these via a pedagogy which promotes human rights and universality but also makes the curriculum a set of questions rather than answers per se. The authors were involved in designing and delivering a curriculum which enabled students to reflect upon their experiences of media consumption and to analyze the discourse (s) being deployed with reference to trust and source credibility. Students were asked to engage with discourses of human rights as well as media regulation. We assessed the extent to which the impact of content knowledge impacted upon the writing skills of learners and which aspects of language were most likely to be influenced by content knowledge. Following the work of David Morley (1992) and Stanley Fish (1990) we confirmed that all media involved negotiated readings. Our conclusion is that young people construct their own route towards media literacy and that educators need to provide a forum within which students analyze the reasons for their ascribing trust to some sites and sources rather than others. This can, inter alia, lead to a critical understanding of the role of the media and language.

**CONFIDENCE AND WILLINGNESS
TO COMMUNICATION OF FILIPINO
ADOLESCENTS WITH ARTICULATION
DISORDERS**

Karla Maolen Visbal
*University of the Philippines-Diliman,
Philippines*

This study was mainly concerned with the relationship of Articulation to the Level of Confidence and Willingness to Communicate of Adolescents with Articulation Disorders. The research involved 30 Adolescents with Articulation Disorders (AAD) within Metro Manila, six of which were provided by Operation Smile, an international non-profit organization who help children with cleft lip and palate in obtaining free surgical assistance. In order to fully discuss the Articulation of Adolescents with Articulation Disorders, the researcher randomly tested 30 Average Speaking People (ASP) to determine the difference in their Articulation, Confidence and Willingness to Communicate. The researcher employed McCroskey's Personal Report on Communication Apprehension (PRCA) Test and Willingness to Communicate (WTC) Test in order to determine the subjects' Level of Confidence and WTC respectively. The test for the Scale of Articulation for both AAD and ASP was developed by the researcher, with the aid of Prof. Darlene Echavia of the College of Education, Department of Special Education in the University of the Philippines-Diliman and Ms. Samantha Sadural, designer and lead researcher of the Speech and Phoneme Recognition as Educational Aid for the Deaf children (SPREAD).

**LIVING PERIPHERALLY IN ONE'S HOME:
REPRESENTATION OF CHINESE
CHARACTERS IN BRUNEIAN PLAYS
IN ENGLISH**

Smith Boonchutima
Chulalongkorn University, Thailand
and
Thanis Bunsom
*King Mongkut's University of Technology,
Thonburi, Thailand*

Ethnic Chinese population in post-independent Brunei Darussalam has widely been regarded as strangers in their own home in spite of their recognizable economic contribution, social status and high education. According to Xiaohong (2004), approximately 37,600 Bruneian-born Chinese are currently living in the country, the majority of whom do not have Bruneian citizenship. They are labelled either stateless or permanent resident, making them unable to acquire rights or social welfare available to their Malay counterparts. Interestingly, the marginal position of the ethnic Chinese population, a result of the country's constitution, has been captured and portrayed in the first and most recent dramatic plays written by a group of university students. In this study, we analyzed the representations of Chinese characters in three plays from *In the Spotlight: Bruneian Plays in English* (2012), a collection of plays written by students and edited by Chin from Universiti Brunei Darussalam. The aim of the study is to analyze the representation of the Chinese in these plays.

**ANALYSIS OF THE ENGLISH LANGUAGE
NEEDS OF TEACHERS AT BANGPLAMA
SOONGSUMARNPADUNGWIT SCHOOL,
SUPHANBURI, THAILAND**

Ronald Candy S. Lasaten
Mariano Marcos State University, Philippines
and
Louie B. Villanueva
*Bangplama Soongsumarnpadungwit School,
Thailand*

This study explores the English language needs of teachers at Bangplama Soongsumarnpadungwit School, Suphanburi, Thailand and correlates the teachers' language needs to their profile. The study utilized Needs Analysis (NA) in analyzing the data gathered from a survey distributed to the teachers. Findings show that the that the teachers have so much need on Listening, Reading, Culture-oriented and Computer-assisted Language Learning (CALL) skills. They also indicated that they have needs on Speaking, Writing and Test Preparation skills. Thus, courses along these areas may be designed and developed to address their needs. Notably, the teachers' Writing, Culture-oriented and CALL needs have significant relationship with the number of trainings in English they attended while their Test Preparation needs have significant relationship with their number of years in the profession.

VISUAL SEMIOTIC ANALYSIS OF ANIMAL RIGHTS AND WELFARE ORGANIZATIONS' ADVERTISEMENT CAMPAIGNS

Pınar Eraslan-Yayınoğlu, Gülin Terek-Ünal,
and Gökçe Çalışkan
Istanbul University, Turkey

This study focuses on the media attitude towards speciesism, i.e. human beings' ignoring the rights and necessities of animals as a being and providing a legal basis for animals to be regarded as commodities. Having scanned the literature, it is seen that there is a thin line among the concepts used within the sphere of speciesism. It is hoped that this study will clarify the difference between advocating animal rights and animal welfare from the perspective of *human superiority criticism*. The advocates of *animal rights against human rights* adopt overall practices in order to put an end to speciesism and to foster veganism. The ones advocating animal welfare is against speciesism as well but this attitude is reflected solely as animal protectionism/ loving and caring animals/ vegetarianism in their lives. As it is known the advocates in question carry on their activities both personally and under an organisation. These organisations apply to various strategies, tactics and actions to make their voice heard and create awareness about speciesism. In this frame, the paper will examine the messages of the animal rights campaigns in Turkey.

A SEMIOTIC ANALYSIS OF PRESIDENT BENIGNO AQUINO III'S LEADERSHIP IMAGES IN SELECTED PHILIPPINE DAILY INQUIRER PHOTOGRAPHS

Babsie M. Morabe
Far Eastern University, Manila, Philippines

Photography is a visual language and a form of public form of communication that is perhaps one of the most powerful means of attracting readers to traditional print like newspapers and magazines, especially in the age of new media technologies. As photographs fascinate, these can also serve as good materials for studying facets of human psychology, historical landmarks, and even political agendas. This study, utilizing Semiotic Analysis, especially the concepts of photographic message and paradox of Roland Barthes, Trait Theory and Physiognomy, looks at the imaging of Philippine president, Benigno "Noynoy" Simeon Aquino III, in the selected photographs of the most popular newspaper in the country, the Philippine Daily Inquirer. President Aquino's rise to the presidency, despite mediocre performance as a member of the legislative branch is, indeed, a very controversial and intriguing phenomenon that deserves a deeper study and reflection as this is juxtaposed with the fact that he is the son of two of the most adored figures in recent Filipino history.

PARALLEL SESSIONS

Session C4 **SEMIOTICS AND THE ETHNIC MEDIA CHALLENGES**
15 November 2014, Saturday, 9:00 to 10:30 am

Chair: **MARIA GWENETHA Y. PUSTA**
Philippines

MEGA FATANTI
Indonesia

Code, Football, and Urban Space: Representing Identity
through the Dialogically Roles of Bahasa Walikan Malang

NUDEE NUPAIROJ
Thailand

Media Literacy Competencies for Generation Y in Thailand

NUR IDAMAN
LIDIA DJUHARDI
ERNA MARIANA SUSILOWARDHANI
Indonesia

Phenomenon of Inter-Ethnic Friendships between
Tionghoa and Indigenous Indonesian in Jakarta, Indonesia

REGUCIVILLA A. POBAR
Philippines

The 7.2 Magnitude Earthquake in Bohol, Philippines:
Its Impact and Challenges to Academe

ARCHAN MITRA
India

Environmental Crisis and Media Responsibility:
A Study in the Indian Context

**CODE, FOOTBALL, AND URBAN SPACE:
REPRESENTING IDENTITY THROUGH
THE DIALOGICALLY ROLES OF *BAHASA
WALIKAN MALANG***

Megasari N. Fatanti and I Wayan Suyadnya
Brawijaya University, Indonesia

By focusing on code, football and urban space this paper seeks to analyze the relationship of language, identity, and representation of *Bahasa Walikan Malang* through the dialogically roles. *Bahasa Walikan Malang*, whose name literally means the “reversed language of Malang”, is a language spoken and used only in Malang. As a hybrid language, *Bahasa walikan Malang* is formed by Dutch, Indonesia, and Javanese language. The representation of *Bahasa walikan* can be identify by means of its role as a sign language since the colonial period to now. Through Malang football club, AREMA FC and their supporters AREMANIA that was establish in 1987, *Bahasa Walikan* is emergent as lingual franca on public sphere. The study was conducted in Malang – the second largest city of East Java, Indonesia. The use of language reflects a shifting of language function in urban society. The study is concerned about the way identities are represented through language. This study shows that the changes that is happen in society influence the language positions of social structure of society.

**MEDIA LITERACY COMPETENCIES FOR
GENERATION Y IN THAILAND**

Nudee Nupairoj
*National Institute of
Development Administration, Thailand*

Media literacy (ML) in Thailand has long been developed and studied for many years, yet, the past and recent studies and focuses have always been on the protection particularly of children and youths from mass media impact and its associated risks and harms. As the technology and the media landscape shift from the mass media to the convergence of the mass media with digital media, the scope and emphasis of ML in Thailand remains quite the same. Hence, this paper suggests that it is time Thailand re-defined and broadened its ML framework, theoretically and practically, to encompass all types of media and their associated competencies and skills in the convergent and digitized media landscape of the twenty-first century. Through extensive document research, this paper also proposes a model for Thailand’s media literacy learning scheme for Generation Y, chosen to be the particular subject as they will become the dominant citizens propelling the country in the very near future. Besides being extendable to other generation in future studies, the proposed model for ML can also be the guiding framework for Thailand and other developing countries.

**PHENOMENON OF INTER-ETHNIC
FRIENDSHIPS BETWEEN TIONGHOA AND
INDIGENOUS INDONESIAN IN JAKARTA,
INDONESIA**

Nur Idaman, Lidia Djuhardi
and Erna Mariana Susilowardhani
University of Persada Indonesia, Indonesia

This study investigates the phenomenon of friendship between ethnic groups in Indonesia and overcome stereotypes and prejudices. Specifically, the researchers focused on relationship building between the Tionghoa people and native Indonesians. Researchers use the Interpersonal Communication theories, especially at the level of interpersonal relationships among two different ethnicities, as basis of the study with a phenomenological approach. Observation and in-depth interviews are both conducted by the researcher as the primary data collection techniques. While secondary data, researchers get from literatures and documentation. Researchers decide the informants based on criteria that researchers had set. Consists of three pairs of friends of ethnic Tionghoa and indigenous Indonesian. Researchers use triangulate of source for the validity of the data in this study.

**THE 7.2 MAGNITUDE EARTHQUAKE
IN BOHOL, PHILIPPINES:
ITS IMPACT AND CHALLENGES
TO ACADEME**

Regucivilla A. Pobar
Bohol Island State University, Philippines

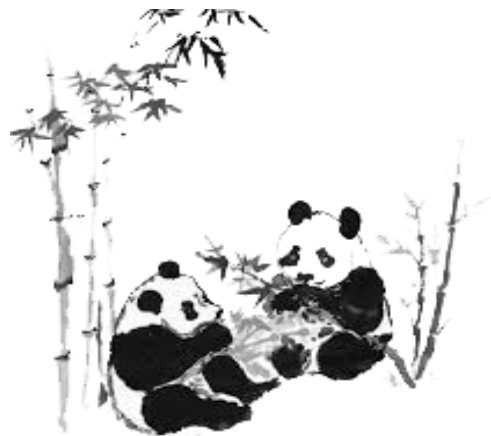
Bohol is an island province with 47 municipalities and a city which is the capital city. On October 15, 2013, Bohol, was struck by a 7.2 magnitude earthquake which destroyed the natural and cultural heritage and brought about changes in the lives of the Boholanos. This study aims to determine the impact of the earthquake in terms of damages to properties, health, environment, communication and livelihood. It further identified the needs of the victims and the challenges given to the academe by the government officials and other concerned people. The researcher used descriptive method with the aid of questionnaires and interview of the victims, personnel of the disaster coordinating council and government officials. She also made use of the secondary data in the office of the provincial disaster coordinating council. The researcher found that social media played a big role in locating the victims and/or informing their relatives of their survival.

NOTES

ENVIRONMENTAL CRISIS AND MEDIA RESPONSIBILITY: A STUDY IN THE INDIAN CONTEXT

Archan Mitra,
*Serampore College and
Visva-Bharati University, India*

The media, being a potential medium of reaching out to the masses and in formulation of desired public opinion among them, can indeed emerge as a catalyst towards the formation of an environment-inclusive development paradigm. This paper shall seek to explore the possibility of effective media involvement in tackling the environmental crisis in today's scenario and emphasize on how the media has a vital role to play in promoting eco-conscious development communication in the new millennium through responsible functioning in the Indian context. The impending environmental crisis inevitably threatens to wipe out the human civilization in the days to come unless checked with utmost immediacy. India, an emerging super-power on the world stage, is no exception to the same. This, however, seems highly improbable without an active and responsible media involvement in ensuring people's participation in effectively addressing the concerns of environmental crisis.



PARALLEL SESSIONS

Session C5: **MEDIA AND POLITICAL COMMUNICATION**
15 November 2014, Saturday, 9:00 to 10:30 am

Chair: **BIPLAB LOHO CHOUDHURY**
India

VITANIA YULIA
Germany

Public Connection and Media Practices:
Exploring Democratic Process in Indonesia

KIRAN PRASAD
India

New Media and Digital Culture:
The Dynamics of Experience, Discourse and Power in Society

CHANON ADSANATHAM
United States of America

Building a Digital Counter Public:
Hashtag Activism in the 2014 #Antithaicoup Protest

R.K. MADHAVI REDDY
India

Emerging "Image Politics":
Reviewing Political Communication in India

IRA MIRAWATI
SLAMET MULYANA
MERIA OCTAVIANTI
FUNNY MUSTIKASARI ELITA
TEDDY K WIRAKUSUMAH

Indonesia

Media Campaign Management in Head of Regency/City
Election in West Java Province, Indonesia

CARMENCITA Y. ROBLES
Philippines

Technology Shift:
The Local Experience of TV Stations in Iloilo City, Philippines

PUBLIC CONNECTION AND MEDIA PRACTICES: EXPLORING DEMOCRATIC PROCESS IN INDONESIA

Vitania Yulia
University of Andalas, Indonesia

The objectives of this study aims to explore how people are connected and orientated themselves to the public issues as part of their role as citizen in democratic process and how they make sense of those practices as well as the contribution and interrelation of media on that process. Moreover, this project will investigate how Indonesian citizens respond and evaluate information overload related to public concerns and how they deal with them in order to develop their skills necessary for fostering the democratic culture in a broad sense (Adoni, 2012). The main research questions to be empirically examined in this study are: What is the pattern of information repertoires are emerged when people relate themselves to public concerns in Indonesian society? How they evaluate their information repertoires in terms of developing the basic skills for fostering democracy? How they are orientated themselves to public arena through the process of deliberation and engagement in the cultural, social, and political participation.

NEW MEDIA AND DIGITAL CULTURE: THE DYNAMICS OF EXPERIENCE, DISCOURSE AND POWER IN SOCIETY

Kiran Prasad
Sri Padmavati Mahila University, India

The role of the new media in shaping contemporary social dynamics has come into focus from their growth as technological tools to physical assemblies of people motivated by online campaigns. New media in its myriad forms are gradually moving centre-stage to contour a digital culture even in societies sharply marked by the digital divide. The availability of the new media including mobile communications, social networking sites and the internet supported large-scale movements for the right to information, anti-corruption and environmental conservation in India. New media have become relevant in the 'produsage' of original content, rapidly increasing usage, influences on social and political discourse, and even setting the media agenda. News organizations have made social media as the 'second screen' by reading tweets and comments on TV, inviting the audience to raise issues and questions and even hosting debates. While the new media are becoming a seamless part of social life, there are issues regarding how people, newsrooms, political leaders and the government are using the new media to experience, dialogue, engage and negotiate in the contemporary world. This paper will explore some of the issues pertinent to digital culture and the dynamic processes of experiencing, engagement, and negotiation in the new media that influence societies.

**BUILDING A DIGITAL COUNTERPUBLIC:
HASHTAG ACTIVISM IN THE 2014
#ANTITHAICOUP
PROTEST**

Chanon Adsanatham
University of Maryland, USA

One important area that continues to be neglected by comparative scholars is digital rhetoric in non-Western cultures—particularly, the usage of social media outside of the East Asian and Middle Eastern contexts. Seeking to rectify the gap above, this paper examines a 'hashtag' activism that emerged in Thailand in May 2014. On May 22nd, the Thai military suspended the constitution, removed the government, and instituted martial law, citing national “stability” and “peace” as justifications. The coup censored the media, banned public assembly, and outlawed criticism of the military. However, Thai citizens who are against the coup, better known as the Red Shirt Movement, took to Twitter to protest the military and demand democracy. Drawing upon Michel de Certeau’s concept of tactic, Michael Warner’s theory of counter-publics, Gunther Kress’s notion of synesthesia, and Joel Penney and Caroline Dadas’s study of hashtag activism, the researcher analyzed the tweets of the Red Shirt citizens to show how they are using Twitter to create a liminal, subversive space to assert their silenced voices and build a virtual epideictic channel toward democracy.

**EMERGING 'IMAGE POLITICS':
REVIEWING POLITICAL
COMMUNICATION IN INDIA**

R. K. Madhavi Reddy
University of Pune, India

The 2014 general election was longest election in Indian history held to constitute the 16th Lok Sabha from 7 April to 12 May 2014. New 100 million voters added to existing 814.5 million voters, making this the largest-ever election in the world. The National Democratic Alliance, led by the *Bharatiya Janata Party* (BJP), won a sweeping victory. It is the first time since the 1984 Indian general elections that a party has won enough seats to govern without the support of other parties. This paper sets out on this premise to examine the new political communication strategies adopted by BJP using old and new media technologies. It further focuses on ‘image politics’, in which style matters more than substance, and personalities more than policies. as a characteristic emerging strongly in this elections. This paper also reviews whether the power of political images has not considered sufficiently the character or nature of such images, but instead prejudices that question by assuming that images overwhelm the citizens.

MEDIA CAMPAIGN MANAGEMENT IN HEAD OF REGENCY/CITY ELECTION IN WEST JAVA PROVINCE INDONESIA

Slamet Mulyana, Ira Mirawati,
Meria Octavianti, Funny Mustikasari Elita
and Teddy K Wirakusumah
Universitas Padjadjaran, Indonesia

The purpose of this research is to gain knowledge on media campaign management by the candidates in Head of District election in West Java Province, Indonesia. Specifically, the paper studies the political campaigns in Bandung City and Cirebon regency carried out by Ridwan Kamil-Oded M Danial and Budi Dalton-Rizal Firdaus in Bandung, and Hj. Sri Heviyana Supardi-H. Rakhmat in Cirebon. Result of the research outlines the difference of media campaign management patterns in those two areas, which is being adjusted to the area characteristic and voter characteristic. Generally, there is the same understanding about the media campaign management importance by all the campaign teams, including planning stage, implementation stage and evaluation stage. In planning stage, the segmentation of target audience must be definite as the first step to start the decision of how campaign messages are going to be and the selection of media. The combination between conventional media such as newspaper and radio with circulation media and outdoor media and also new media or convergence media are being implemented. The evaluation of campaign media usage must be done periodically and continuously, especially in an ongoing campaign.

TECHNOLOGY SHIFT: THE LOCAL EXPERIENCE OF TV STATIONS IN ILOILO CITY

Carmencita Y. Robles
West Visayas State University, Philippines

The paper is a case study of three TV stations in Iloilo City, Philippines, focusing on their experience with the adoption and use of new information and communication technologies. Results of the study showed that the three TV stations all used analog technology with signals in analog format before 1998. They started procurement and use of new technologies within the years 1998-2000. Shifting to new technology required huge financial expenditure, the reason why one TV station ceased operations in 2012. Among the new technologies adopted were digital equipment: cameras, audio and video processors, video mixers, recorders; computers for word processing and teleprompting, high memory computers with editing software, and HDTV monitors. As the adoption and use of new ICTs became a necessity, the stations acquired TV production technologies, signal distribution technologies, display devices, and have shifted to digital storage technologies. Digital image processing with special effects and seamless transitions transformed TV programs and broadcast materials, leading to stiff competition among the stations. The researcher also noted that two forms of convergence journalism took shape: information gathering and storytelling convergence, with ENG and SNG technology.

PARALLEL SESSIONS

Session D1: **RIGHTS, REPRESENTATION, AND THE MEDIA**
15 November 2014, Saturday, 10:30 am to 12 noon

Chair: **JOSE GUTIERREZ III**
Hong Kong

EARVIN CHARLES B. CABALQUINTO
Australia

Voice, Visual and Virtual: Appropriation of Network Capital
in Mobilising Transnational Familial Cohesion

LIN WANG-YIN
XINZHI ZHANG
Hong Kong

Exploring Generational Differences in Media Uses
and Political Engagement: The Case of Hong Kong

FARDIN MOSTAFEYE
MEHRAN SAMADI
ALIREZA SHARIFI
Laos

The Role of the Mass Media in Promoting Human Rights

GILANG DESTI PARAHITA
Indonesia

The Dynamics of Framing the Past Tragedy:
Human Rights Frame and Authoritative Sources
(The Frame Analysis towards the Retrospective News-Related
to Indonesian 1965/66 Tragedy In Tempo Magazine)

RACHEL E. KHAN
Philippines

Advocating FoI in the ASEAN: Challenges and Promise

B.K. RAVI
VASUNDARA PRIYA M
India

Social Media in Political Campaigns:
The Lok Sabha Experience

**VOICE, VISUAL AND VIRTUAL:
APPROPRIATION OF NETWORK CAPITAL
IN MOBILISING TRANSNATIONAL
FAMILIAL COHESION**

Earvin Charles B. Cabalquinto
Monash University, Melbourne, Australia

This paper explores the ways in which network capital is appropriated by the transnational Filipino family in staging everyday social and family rituals. A corpus of works using a ritual framework in communication suggests the cohesive impact of rituals. Be it in religious context (Durkheim, 1965), on everyday life (Goffman, 1959), or in mediated communication (Ling, 2008), rituals create mutual focus, strengthen ties and forge solidarity. The sense of “togetherness” in everyday and social rituals are extended in the intersection of complex mobility systems and transnational communication. While these mobile devices function as an integrated environment of communication of opportunities that is “*Polymedia*” (Madianou & Miller, 2011), it is argued that “socio-technical” appropriation of network capital and various mobility systems illuminate new forms of cohesion by the conduct of transnational Filipino family life in the 21st century. This exploratory paper examines the mobile media engagement of the Overseas Filipino Workers (OFWs) in Melbourne and their left-behind family in the Philippines. Drawing on interview data and field notes, the paper presents personal vignettes of OFWs in Melbourne and their left behind family in the Philippines.

EXPLORING GENERATIONAL DIFFERENCES IN MEDIA USES AND POLITICAL ENGAGEMENT: THE CASE OF HONG KONG

Wan-Yin Lin and Xinzhi Zhang
City University of Hong Kong

This paper explores the relationship between media uses, including both traditional news media and social media, and political participation. Particularly, informed by earlier studies that generational differences in political behaviors exist, this study distinguishes among three generations in the context of Hong Kong and examines the extent to which different types of media uses, new and old, are associated with various participatory behaviors, such as contacting public officials, letters to the editor, petitions, and demonstrations. A probability survey was conducted in Hong Kong in 2014. A total of 493 samples were collected. The present study identified three generations, including the Greatest (born before 1945) and the Baby Boomers (born between 1946 and 1965), the Generation X (born between 1966 and 1980), and the New Generation (born after 1980, also known as the “Generation Y”). In general, the study found generational differences in respondents’ political participation. Particularly, petitions appeared to be the most popular type of political action for the New Generation and the Generation X. Joining demonstrations were common among the Generation X mostly. While the Baby Boomers and the Generation X were active in contacting governmental officials, the Baby Boomers and the New Generation were more likely to contact the media.

THE ROLE OF THE MASS MEDIA IN PROMOTING HUMAN RIGHTS

Fardin Mostafeye and Alireza Sharifi
Payame Noor University, Iran
and
Mehran Samadi
Islamic Azad University, Tabriz, Iran

As a part of the new social structure and one of the comprehensive systems available to all, the media play a very critical and important role in the economic, social-cultural and political arenas. This research aims to investigate the role the media play in expanding the discourse on the human rights. The mass media as information highways and as effective communication means on the public opinion and on the civil society watchdog plays an important role in informing people, strengthening the social cultural-thinking basis and expanding the human rights discourse. They are of the most important leverages for education, advertisement and culture building affairs. They also make public opinion and are components in creating civilization. This research is of descriptive-analytical type. Analyzing the research concepts and theories reveal, mass media, despite future challenges through adopting different communication policies, are believed to have a strategic role in bolstering and expanding the discourse on the human rights as well as on democracy.

THE DYNAMICS OF FRAMING THE PAST TRAGEDY: HUMAN RIGHTS FRAME AND AUTHORITATIVE SOURCES

Gilang Desti Parahita
Universitas Gadjah Mada, Indonesia

This paper seeks to examine the construction of a memory. Specifically, the memory of the so-called New Order between 1965-1966. Now that more than three decades have passed since the collapse of the New Order the challenge is to sustain the memory and facts of history even as the social movement for the completion of the past Human Rights cases grows in the attempt to fight against the narration of the memory about the New Order legacy (Herlambang, 2013). In the situation where the accusation towards the inheritance of the memory narration begins, there is an attempt to defend the status quo. Will media take sides? This research aims to see the complex process in the text formation and examine the frame of the violent events of the past through the retrospective news and to examine the quoted journalistic sources, in the light of hegemony and the resistance of ideology which can be seen via media framing. Through the perspective of hegemony of media, there is a hypothesis that mainstream mass media in Indonesia such as Tempo magazine (Keller, 2009) presented their special reportage concerning with the things related to the event of 1965/66 under the lens of a certain political ideology.

ADVOCATING FOI IN THE ASEAN: CHALLENGES AND PROMISE

Rachel E. Khan
*University of the Philippines-Diliman
Philippines*

Prior to the launch of the World Press Freedom Day, only 13 developed nations had adopted Freedom of Information (FoI) laws, i.e. the right to access information held by government and other public entities. Today, some 90 countries, including developing nations, have national FoI laws. It is seen as an vital component of the right to freedom of expression, as enshrined in Article 19 of the Universal Declaration of Human Rights (1948), which states that the fundamental right of freedom of expression encompasses the freedom to "to seek, receive and impart information and ideas through any media and regardless of frontiers". Moreover, it is generally believed to be an ingredient of good governance since it facilitates transparency and accountability. However, a look at the list of nations[i] with legislated FoI shows that within Asia, especially among Southeast Asian nations, this right continues to be denied or limited. FoI advocates in the region, however, believe that the next three years, i.e. 2014-2016, is a window of opportunity for greater progress on the FoI front.

SOCIAL MEDIA LED POLITICAL CAMPAIGNS: THE NEW TREND IN POLITICS

B K Ravi and Vasundara Priya M
Bangalore University, India

Today, Facebook and Twitter have proved faster than communication by word of mouth. India being the largest democracy in the world voted recently for one of the biggest battles of power i.e. the Lok Sabha Elections 2014. The most important distinction of this election is that over 65% of the electorate is between the ages of 18 to 35. This is also considered the age group that uses social media the most. With 205 million internet users and over 85% of web users browsing on Social Networking sites this elections saw all political parties in India attempting to woo its voters through the social media. Indian politicians are amateurs on social media and their presence is unimpressive hence this elections saw a beeline of campaigns and tie ups with agencies. For the first time in the History of Politics in India New Media was used massively for dissemination of Information on candidates, parties, agendas etc. alongside traditional ones. The Political mandate was very clear in every politician's mind which was reaching out to the maximum number of potential voters and what better way to do it is through "Social Media". This paper examines the political campaigns waged over social media in the last elections.

PARALLEL SESSIONS

Session D2: **PHENOMENOLOGY, IDENTITY AND THE MEDIA**
15 November 2014, Saturday, 10:30 am to 12 noon

Chair: **SMITH BOONCHUTIMA**
Thailand

ALPHONSUS LUIGI E. ALFONSO

Philippines

Somewhere I Belong: A Phenomenology
on the Formation of Emergent Journalists'
Professional Identity through Organizational Identification

NISANSALA SUBHASINI JAYAWARDANA

PUSHPIKA KUMARI GANEGODA

Sri Lanka

"New" Freedom of Expression in "Media":
A Content Analysis of "Dissent" Using Facebook Wall Posts

IDIL SAYIMER

Turkey

Visual Storytelling on Social Media
as a Dynamic New Force In Community Engagement:
An Empirical Analysis of Nike's Global Instagram Page

WALTER H. YUDELMO

Philippines

New Story, Same Old Story:
Why Do Pornography and Violence Thrive in the Philippines?

SHRUTI MEHROTRA

ROMESH CHATURVEDI

C M VIDAYA KUMAR

India

Study on New Media Technology
and Academic Delivery Ecosystem: Scope and Challenges

RONA DHEL CABRIAS ALINGASA

Philippines

The Role of Communication in Community Mobilization
for the Attainment of Basic Education in the Philippines

**SOMEWHERE I BELONG:
A PHENOMENOLOGY ON THE
FORMATION OF EMERGENT
JOURNALISTS' PROFESSIONAL IDENTITY
THROUGH ORGANIZATIONAL
IDENTIFICATION**

Alphonsus Luigi E. Alfonso
*De La Salle-College of Saint Benilde,
Philippines*

The extant literature on the professional identity of journalists is concerned with proposals of what journalists' identities ought to be (Deuze, 2008), its factors and impact in certain contexts (Mellado & Hanusch, 2011; Hardin and Shaine, 2006), or macro-level accounts of how journalistic professional identity developed in the context of a certain country (Pitkänen, 2008; Lauk, 1996). It was only recently that journalistic professional identity formation was investigated—Shardlow's (2009) grounded theory dissertation concluded that it is formed in four phases, namely the student, survival, strategy and arrival phases. As such, the formation of journalistic professional identity remains to be a blind spot. Culling literature from the field of education, Beijgaard, Meijer and Verloop (2004; later in Pillen, Den Brok and Beijgaard, 2013) explained that professional identities are ongoing processes of lifelong learning formed through acting in the profession. But based on a modest literature review, little is known about the role of organizational identification in the formation of journalistic professional identity. While Shardlow's study delved on on-the-job training and formal employment, it is argued in this paper that perhaps professional identity formation may be bolstered, if not formed, alternately by being part in the school publication while a student.

**"NEW" FREEDOM OF EXPRESSION IN
"MEDIA": A CONTENT ANALYSIS OF
"DISSENT" USING FACEBOOK WALL
POSTS.**

Pushpika Kumari Ganegoda and
Nisansala Subhasini Jayawardan
*Trincomalee Campus of Eastern University,
Sri Lanka*

Technology continues to develop in a revolutionary manner providing new platforms of communication for intra-personal, interpersonal and mass communication. Whether one likes or not, the prophesy of McLuhan, "Media is the message" has come true and drawn the attention of media scholars. Hence with social media becoming popular, it is time to scrutinize the content of such media and its impact in Sri Lanka, specially the wall posts of the Face book. The purpose of this research is to scrutinize the dissent expressed by people in the wall posts of the Facebook and see whether they represent the "public sphere" envisaged by Habermas's or do they come under "phatic communication or sentiments expressed to gratify users' multifaceted needs? What is the major content of these so called wall posts? The period of research is five months namely from July to November 2013, making use of uses and gratifications theory, the theory of democratic participation and theory of the public sphere.

VISUAL STORYTELLING ON SOCIAL MEDIA AS A DYNAMIC NEW FORCE IN COMMUNITY ENGAGEMENT: AN EMPIRICAL ANALYSIS OF NIKE'S GLOBAL INSTAGRAM PAGE

İdil Sayımer
Kocaeli University, Turkey

New technologies continue to alter the way of doing public relations and marketing communications. With the rise of social media and widespread use of smartphones all over the world, new digital possibilities have arisen for brands to create and maintain community/customer relations which are also key PR strategies. In this context social media networks are part of brands' digital communication strategies which all have different purposes. This study researches how the global sports brand *Nike* uses Instagram platform as a marketing and public relations tool. For the past three years, *Nike* has garnered the top spot in Nitrogram's annual ranking of Instagram's most popular brands. A content analysis method was conducted for the feeds to sort out the community engagement and interaction manner of the brand. It was seen that *Nike* uses Instagram as a source of inspiration for present and potential customers of its products while offering a life style to them at the same time. The visual images are given by inspiring and motivational quotes. *Nike's* sharings on Instagram is a prominent example to see public relations community engagement on social media platforms.

PORNOGRAPHY AND VIOLENCE IN COMMUNICATIONS MEDIA IN THE PHILIPPINES

Walter H. Yudelmo
Trinity University of Asia, Philippines

There has been worldwide revolution, in the perception of moral values in the recent years, including profound change on the way people think and the way people act. The communications media had played and continue to play an important role in the process of moral and intellectual development. Among the alarming development has been the widespread increase of pornography and wanton violence in the media. This research deems to examine the role of communications media in ethical dimension of personal and community norms and values. Also, it will identify stakeholders responsible for commercializing such unprincipled communications media.

**STUDY ON NEW MEDIA TECHNOLOGY
AND ACADEMIC DELIVERY ECOSYSTEM:
SCOPE AND CHALLENGES**

C. M. Vinaya Kumar
Krishna University, India
and

Romesh Chaturvedi and Shruti Mehrotra
Amity University, India

New technologies are fundamentally changing the nature of knowledge delivery. New media technology not only has impact on students learning attitude but also on academician's delivery system. The purpose of this study is to analyze how new media technology poses challenges to intellectual and academic culture. Technological innovation is changing the academic delivery ecosystem. New media technologies have a major influence on teaching methodologies. Teaching has become more outcome-based and student-centred. To be truly transformative, instructional paradigms will have to shift. Instead of focusing on memorization of material by students, academicians will have to focus on the application of knowledge to particular problems. The study will be significant in analyzing different ways of how new media technologies pose challenges to the academic delivery system. The study will also focus on analyzing the benefits of using new technology in academic settings with the aim of exploring challenges faced by academicians in adopting new media technologies and how balance can be maintained between teaching and learning done through face to face contact, and technology based learning.

**THE ROLE OF COMMUNICATION
IN COMMUNITY MOBILIZATION FOR THE
ATTAINMENT OF BASIC EDUCATION IN
'SEVEN - CITIES'**

Rona Dhel Cabrias Alingasa
West Visayas State University, Philippines

This qualitative study was conducted using modified Van Kaam method of analysis to understand the role of communication in community mobilization for the attainment of basic education in Seven-Cities, local term for seven barangays located in the remote upland areas of the Municipality of Alimodian, province of Iloilo. Specifically, this study sought to (1) identify the different sectors in the community who are the stakeholders for the attainment of basic education in Seven - Cities, (2) define participation from the point of view of the stakeholders, and (3) bring to the fore the communicative practices of the stakeholders that contribute to the attainment of basic education. Findings showed that the attainment of basic education in these seven barangays materialized through the participation of various stakeholders in the community: Local Government Unit, teachers and school administrator, alumni, Parent-Teachers Association, Pupil Government, Barangay Councils of the seven barangays, businessmen, families, individuals, and residents.

PARALLEL SESSIONS

Session D3: **SOCIAL MEDIA AND PUBLIC RELATIONS**
15 November 2014, Saturday, 10:30 am to 12 noon

Chair: **CARMENCITA Y. ROBLES**
Philippines

SOON CHIN TAN
Malaysia

The Power of Social Media in the Advertising Industry:
A Study on the Carlsberg Brand

MA. ELIZA S. TORRES
Philippines

Social Media Use and Youth Engagement in Participatory Politics

SAAYAN CHATTOPADHYAY
India

The Political Economy of Celebrity-Generated-Content:
Celebrities in the Age of Social Media In India

KHAIRIAH A. RAHMAN
TRACEY ANN JURY
New Zealand

Crisis Communication in Social Media: The Airlines Story

TRANAKJIT EMILY YUTYUNYONG
Thailand

Communication via Social Network of Tourism Authority of Thailand

NOEL SAJID MURAD
MONT MIGUEL AYNRAND R. RANALAN
GENIA MARIE M. SUMO
Philippines

An Experimental Study on Campaign Tone Messages and Its Impact

THE POWER OF SOCIAL MEDIA IN THE ADVERTISING INDUSTRY: A STUDY ON THE CARLSBERG BRAND

Soon Chin (Anni) Tan
*Tunku Abdul Rahman University College,
Malaysia*

In Malaysia, a predominantly Muslim country where alcohol advertising is banned on radio and television and strictly regulated in print media, the digital world provides a fresh avenue for beer companies to advertise their products. For the Carlsberg Group which has traditionally stuck to sponsorships of concerts and events in Malaysia, running their advertising campaign in the digital environment seems like a natural progression. The use of social media allows Carlsberg to reach their target markets, specifically the young adults who are technologically savvy and has shown the biggest growth in social media usage (Aders, 2013), at a more personal level which was previously challenged by Malaysian regulations. This study examines social media from an advertising point of view, by analyzing the effectiveness of Facebook and YouTube as a platform for Carlsberg to advertise its products. The first objective is to investigate the level of brand awareness of the Carlsberg brand through the use of social media advertising. The second objective is to identify the preferred choice of advertising strategy by comparing the effectiveness of Carlsberg's below-the-line advertising with social media advertising.

SOCIAL MEDIA USE AND YOUTH ENGAGEMENT IN PARTICIPATORY POLITICS

Ma. Eliza S. Torres
Mapua Institute of Technology, Philippines

Social media use and its impact on society is an area that has invited robust scholarly inquiry in recent decades, not only because of the way and the rate by which social media are changing the communication landscape, but also because learned opinions and research findings are polarized. Some studies present the benefits of social media; while, others point to a rift between “techno-utopian scholars” and “techno-dystopian scholars” – the former seeing the contribution of social media in promoting political participation and democracy; the latter seeing the ability of such media to manipulate users as a threat to democracy. This paper examines whether social media use influences young Filipinos' political participation online and offline, focusing on activities having to do with family and marriage issues – issues that were and continue to be fiercely discussed and debated on. It sheds light on social media use and its impact on political engagement of Filipino youth. The paper derived its data from a survey conducted among 256 college students from five local universities. The results establish some helpful benchmarks which can be used in further researches in the future.

**THE POLITICAL ECONOMY OF
CELEBRITY-GENERATED-CONTENT:
CELEBRITIES IN THE AGE OF
SOCIAL MEDIA IN INDIA**

Saayan Chattopadhyay
Baruipur College, India

Drawing from “posts” by Indian film stars and their fans, this paper seeks to point to this reconfiguration of the established linear way of access and distribution of information not only for the diasporic Indian community but also for the local audience. The communicative practices of Bollywood celebrities using social media in India is maintained through reciprocal recognition of power differentials, and management of one’s fan base through a performative informality, involvement, and public acknowledgment. The global aspirations of Bollywood, finds another trajectory through such apparent “transnational”, “cosmopolitan” mode of communicative practice that seems to transcend local context. These new media content, the paper suggests, is neither produced by ordinary “users” nor by professional journalists or content writers rather, these are supposed to be generated by celebrities themselves, hence there is an evident shift from the customary “user-generated-content” to, perhaps more commercially valuable, “celebrity-generated-content”. Hence, this article sets out a case for an understanding of the political economy of this celebrity-generated-content in order to achieve a more holistic account of the dynamics of new social media production and consumption in India amidst the global-local intersections.

**CRISIS COMMUNICATION IN
SOCIAL MEDIA: THE AIRLINES STORY**

Khairiah A Rahman and Tracey Ann Jury
*Auckland University of Technology,
New Zealand*

In light of its central nature in contemporary communication, Public relations practitioners must consider Social Media as a strategic communication tool, particularly in the event of a crisis situation, when the reputation of an organization is called into question. Publics affected by crises involving organizations are likely to take to social media to air their grievances, often demanding an immediate response. This paper draws on a study of comparative airlines’ responses to complaints in a crisis situation. The study critically analyses crisis communication strategies used on the Facebook pages of two National airlines from Oceania and Asia, namely Air New Zealand and Singapore Airlines. Existing practices are critically evaluated for their theoretical application and found to be wanting. Formulaic, prescriptive and controlled communication can no longer be supported in Public Relations crisis handling in SM. For PR practitioners and organizations still formulating SM crisis communication strategies, this work will provide an introduction into an uncharted area, adding insight into this body of knowledge.

**COMMUNICATION VIA
SOCIAL NETWORK OF TOURISM
AUTHORITY OF THAILAND**

Tranakjit Yutyunyong
*University of the Thai Chamber of Commerce,
Thailand*

This study aims to explore communicative patterns and techniques used on the social media by the Tourism Authority of Thailand (TAT) fan page. This study analyzed contents, formats, communication method employed on www.facebook.com/AmazingThailand in July and December 2012 in order to represent low and high season respectively. Results were categorized into four groups according to; events activities, games, trivial conversations for relation building, and information on tourist attractions. TAT used informal communication via conversation of which favorite subjects matters included greeting, TAT events and activities organization admiration. The results also found that although communication via social media of TAT was not used for a direct marketing purpose, its Facebook fan page played important role as non-formal marketing communication tool.

**AN EXPERIMENTAL STUDY ON THE
SIGNIFICANCE OF CAMPAIGN TONE
MESSAGES AND ITS IMPACT
ON THE UNIVERSITY OF SANTO TOMAS -
AB STUDENT ELECTORATE'S SOCIO-
POLITICAL INTEREST**

Noel Sajid Murad, Mont Miguel Aynrand R.
Ranalan and Genia Marie M. Sumo
University of Santo Tomas, Philippines

In the Philippines, there is very little literature that discuss the significance and the impact of positively toned and negatively toned campaign messages on the voting behavior of the electorates. The researchers hypothesize that negative toned Voter Empowerment Campaigns (VECs) will have a greater impact than positive toned ones on the socio-political interest of the UST-AB student electorate. The researchers operationalized a framework based on Marcus and MacKuen's Affective Intelligence Theory and employed a quantitative study in an experimental design. The researchers then subjected the data gathered from the 100 respondents to Point-Biserial Correlation Coefficient, one-tailed T-test, and two-tailed T-test statistical treatments. The findings show that there is no significant difference between VECs with a negative tone or positive tone on the socio-political interest of the UST - AB student electorate, despite a directly proportional relationship between the two variables. The findings confirm that campaign tone is an insignificant factor that may affect the socio-political interest of the electorates.

PARALLEL SESSIONS

Session D4: **YOUTH DISCOURSES IN MEDIA LITERACY**
15 November 2014, Saturday, 10:30 am to 12 noon

Chair: **JOSE ALAGARAN, Jr.**
Philippines

GLENN I. PERNES
Philippines

Komiks as Text as Culture:
A Study of Budjette Tan's Trese and Its Fandom Expressions

PUPUNG ARIFIN
Indonesia

Trap On Online Mass Media
(Youth Audience Behaviour in Searching Information
from News Portal Website through Social Media)

RAMIR V. SONSONA
Philippines

The Confluence Power of Media in Today's Youth:
Media Literacy at Work

NAWIROH VERA
MOHAMMAD FAHMI
Indonesia

Semiotic Analysis on the Pac-man Game

TWUANGRAT THAKSIN
SMITH BOONCHUTIMA
Thailand

Transnational Magazine Reading and Attitude
towards Premarital Sex among Thai University Students

RACIDON P. BERNARTE
FIL-MAUR LOUIS M. NACION
CEDRIC JOSHUA L. MARTINEZ
RADEL F. LLAGAS
Philippines

Youth Vision 2013:
A Study on the Views of the Filipino Youth on Social Issues

**KOMIKS AS TEXT AS CULTURE:
A STUDY OF BUDJETTE TAN'S *TRESE*
AND ITS FANDOM EXPRESSIONS**

Glenn I. Pernes
Alexander Mann Solutions, Philippines

The comic book's mass appeal has led to medium-audience confluence by the construction of fandoms. This audience-created community has been integral in the investigation of fans' and the medium's cultural consumption, production and reproduction, as well as the behaviors and expressions under which they are subsumed. Expressions of comic book, colloquially known as *komiks*, fandom in the Philippines was said to have started in the late 1920s. The medium has met economic, socio-cultural and political challenges which led to the decline in quality, profitability of, and audience interest in the medium. In early 2000s, however, the industry was revitalized. One significant *komiks* to gain a fan base is Budjette Tan's *Trese*, the adventures of Alexandra *Trese*, a detective that handles cases of supernatural nature in contemporary Metro Manila with her twin sidekicks. This study examined how fans consume and reproduce the source text for meaning-making and community construction. It has also analyzed the contemporary expressions of fandom, fans' appropriation of the pre-existing text, and the resurgence of interest in *komiks* by utilizing individual interviews and narrative content analysis.

**TITLE TRAP ON ONLINE MASS MEDIA:
YOUTH AUDIENCE BEHAVIOUR IN
SEARCHING FOR INFORMATION
FROM NEWS PORTAL WEBSITES
THROUGH SOCIAL MEDIA**

Pupung Arifin
*Atma Jaya Yogyakarta University
Indonesia*

Internet and social media have become daily part of Indonesian society. Based on the data collected by Internet World Stats, it is revealed that the internet users in Indonesia had reached 55 million by June 2012 (internetworldstats.com,2013). Among these, teenagers and young adult account for a third of active online users. This study is aimed at viewing the behavior of young netizens in accessing news from social media and their trust to the given news. The finding will then be used to base the recommendation which is useful in developing the literacy of social media among the youth besides this will be used as a recommendation to reinforce the regulation related to online news portal.

THE CONFLUENCE POWER OF MEDIA IN TODAY'S YOUTH: MEDIA LITERACY AT WORK

*Ramir Philip Jones V. Sonsona
Mindanao University of Science
and Technology, Philippines*

With the increasing complexities of the modern world, the youths of today are never left behind in terms of information, fashion – trends and style, social networking, and in almost everything that's therein. Technology is always evolving in every course of man's action. Alongside with this, the impact of media continually persists to exist among the vulnerable in which in this case the youths are of no exception. This paper presents the intertwining power of media in today's youth and the technological advances that brought a niche in their lives. Specifically, this has also view on the social influence of media more specifically on the effects on their academic performance and how does media literacy plays a crucial role in shaping, motivating and influencing them in innumerable ways. The study has employed descriptive research design. The study was conducted among the Communication students in Cagayan de Oro City, Philippines. Particularly, the study has considered survey questionnaire among the communication students for they are exposed to media studies and they are at edge in analyzing and understanding media effects.

SEMIOTIC ANALYSIS ON THE PAC-MAN GAME

*Nawiroh Vera and Mohammad Fahmi
Budi Luhur University, Indonesia*

With the fast growth of media, and with the increase of critical thought from the society that consume the media, communicators have started to try new strategies to deliver their message. One of the methods used is through video game, because video game has seen a tremendous progress for the past 30 years. Video game has many types and genres, from the simplest just for fun, as a mean of propaganda and dissemination of ideology. Video game can be considered as an alternative and interactive media. Alternative because of deformation of communication in digital era has changed the form of mass communication, interactive because it involves mutual communication between the players and the developers. This paper will analyze one type of game using semiotic analysis. Video game that will be analyzed is Pac-Man. Pac-Man is a yellow round-shaped creature with a mouth that is always ready to eat anything in front of him. At each level, the player must collect all the pills scattered in the maze. The aim of this study is to find the hidden meaning of the Pac-man. This research method uses triangle meaning model by Charles Sanders Peirce. Each corpus will be analyzed based on the typology of the sign by Charles Sanders Peirce, a sign seen from the three categories which are icon, index, and symbol.

**TRANSNATIONAL MAGAZINE READING
AND ATTITUDE TOWARDS PREMARITAL
SEX AMONG THAI UNIVERSITY
STUDENTS**

Twuangrat Thaksin
*King Mongkut's University of Technology
Thonburi, Thailand*
and
Smith Boonchutima
Chulalongkorn University, Thailand

The study explored the attitudes towards pre-marital sex among students who consumed international and local glossy magazines such as Vogue, Lisa and Cleo. Traditional Thai culture values women who keep their virginity for their grooms on the day of marriage. Hence, having premarital sex is considered a taboo in the country. On the other hand, the westerners' attitudes towards this practice seemed to be different. When western views are depicted in their magazines, some of their lifestyle, including premarital sex, remain and influence the Thai readers' attitude towards the practice once adapted in the local versions in Thailand. As an influential medium, magazines have been determined in various studies to have shaped and reshaped readers' world-views. Results showed that reading magazines has a significant association with attitudes towards premarital sex. Those whose pastime are reading magazine and use the magazines as tools to show their status quo are most likely to have positive attitude towards premarital sex.

**YOUTH VISION 2013:
A STUDY ON THE VIEWS OF THE FILIPINO
YOUTH ON SOCIAL ISSUES**

Racionon P. Bernarte, Radel F. Llagas,
Cedric Joshua L. Martinez
and Fil-maur Louis M. Nacion
*Polytechnic University of the Philippines,
Manila, Philippines*

The research sought to know the view of the Filipino Youth on selected social issues such as poverty, public safety, pre-marital sex, family planning and depression. Descriptive method was used by the researchers as the research design since it gives quantitative description of the general characteristic of the group under study. The researchers collected quantitative data through use of survey from four hundred and one (401) respondents in PUP Sta. Mesa, Manila. The research results have shown that youth respondents are concerned with the issue of poverty although economic status does not affect their lifestyle, for the respondents do not consider themselves as poor. The factors that the youth consider in viewing this issue were the cause of poverty and how it can be reduced.

NOTES

A B O U T A C M C

THE ASIAN CONGRESS FOR MEDIA AND COMMUNICATION (ACMC)

is a Philippine-based international professional organization for media, communication, and language education. ACMC is a registered non-stock, non-profit organization under the Philippine Security and Exchange Commission.

ACMC preserves the role of the professional organization in the collegiality of educators and practitioners. Our role and engagements are fundamentally oriented to a society of change as a venue for mobilizing intellectual capital and building networks and linkages.

Our Purpose

- To provide an avenue for academic discourse among institutions of media and communication;
- To establish linkages and networks among institutions of media and communication in Asia;
- To update knowledge of theory and practice in the field among practitioners and in the academe;
- To provide scholarships for students, lecturers, and practitioners of media and communication;
- To mobilize people empowerment and participation through social responsibilities and projects.

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