The Asian Congress for Media and Communication (ACMC)
in partnership with the
University of Kelaniya, Sri Lanka
Department of Mass Communication

ACMC **2022** International Conference
on
Mediated Realities:
Challenges and Opportunities

Colombo, Sri Lanka
October 27 to 29, 2022

Conference Program

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#acmc2022

#asianmediacongress2022

Message from the University of Kelaniya
Head, Department of Mass Communication

As Head of the Department of Mass Communication, Faculty of Social Sciences, it is a great pleasure to welcome all the distinguished guests to the ACMC 2022 International Conference. This year, our department is privileged to its host and conference partner.

Both the ACMC and our Department first considered hosting this year's conference in a hybrid format in order to welcome the members of ACMC and all the international participants to Sri Lanka. However, we were forced to change our plans because of the persistent post-pandemic problems and the world economic downturn. So regretfully, the ACMC's annual international conference will have to be held online.

The ACMC International Conference 2022 has the theme: 'Mediated Realities: Challenges and Opportunities', calling for papers to address the profound changes that occurred in media and communication during the pandemic and post-pandemic periods in fields such as mass media, public relations, advertising, new media, health communication, education, culture, and diversity.

We are confident that the 8th ACMC International Conference will successfully offer fresh perspectives and innovations, furthering the field of media and communication studies in the future.

Finally, I send my best wishes to the participants who will be presenting their research papers at the conference.

WIJAYANANDA RUPASINGHE
Senior Lecturer and Head of the Department
Department of Mass Communication
Faculty of Social Sciences
University of Kelaniya, Sri Lanka

Message from the ACMC Executive Council

Warm greetings on behalf of the Executive Council and Secretariat of the Asian Congress for Media and Communication, it is an honour to welcome your participation in ACMC 2022!

This year's conference comes at the heels of our 15th anniversary. The theme this year, "Mediated Realities: Challenges and Opportunities," allows us to contextualize our current communication environment.

While missing out on the beauty of Colombo, Sri Lanka and its well known cuisine, such as Crab curry and Lamprais, we believe that research continues to be a mutual venture, in good times and in bad, among scholars, academicians, students, and practitioners, which is why we are committed to holding this conference albeit virtually to provide a venue for intellectual exchanges.

Our deepest thanks to the Department of Mass Communication, University of Kelaniya for the partnership, trust, and support.

To the dedicated, hardworking, and passionate Conference Secretariat in both the ACMC and University of Kelaniya teams, our heartfelt gratitude for graciously coming together to make this ACMC 2022 possible.

We hope you will find this conference productive, informative, and valuable. Virtual it may be but the spirit of knowledge seeking and disseminating, remains. Happy virtual conferencing.

AZMAN AZWAN AZMAWATI
ACMC President
School of Communication
Universiti Sains Malaysia, Penang

ABOUT THE
UNIVERSITY OF KELANIYA
DEPARTMENT OF MASS COMMUNICATION

Found in 1973, the Department of Mass Communication of the University of Kelaniya takes pride as the pioneering Mass Communication Department in Sri Lanka, celebrating its 50th anniversary in the year 2023. It was established by renowned mass media academics, such as Professor Ediriweera Sarachchandra, Professor M.B Ariyapala, Prof Wimal Dissanayake, Prof Sunanda Mehendra, Kalakirthi Edwin Ariyadasa, Dr W.D Amaradewa, and Dr D.B Nihalsinghe.

At present, Department offers twelve (12) internal and external degree programs, including two undergraduate and three masteral courses and one doctorate degree program. The Department also takes pride as the first higher educational entity in the country to commence a degree program in Public Relations and Media Management which commenced from 2015.

Additionally, the Department offers diploma courses in Communication and Public Relations, Public Relations and Media Management and in Mass Communication.

The academic staff of the Department is composed of 20 academic staff members who are experts in different disciplines of communication studies. The Department also seeks the service of nearly fifteen visiting lecturers who are industry and subject experts in the fields of media and public relations. Moreover, Center for Study of Media and Human Right and Communication Research Unit (CRU) have been established by the Department for the expansion of academic, research and professional domains in Communication and Media Studies.

Additionally, the Department owns a fully-fledged audio-visual studio with laboratory opportunities to enhance the practical skills of the undergraduates. Communication Media Center of the University is also functioned by the Department.

ABOUT THE CONFERENCE

Caught off-guard by the Coronavirus Pandemic, everyone was forced to engage through mediated communication in order to keep everyone safe.

This presented both problems and opportunities for governments and their people even as everyone struggled to gain online access and presence. In the field of communication and media, new technologies and opportunities emerged to answer the growing need of the virtual world. At the same time, this further eroded line differentiating the media professional and the amateur, truth and false information as well as public and private spaces.

The theme of the 2022 conference seeks to initiate a discourse on the paradoxes that have emerged due to the pandemic especially in the field of mass media and communication. The conference also seeks to identify the values that need to be highlighted in the classroom to address the various ethical dilemmas that have emerged.

CONFERENCE SCHEDULE

October 27 (Thursday) Livestream

Master of Ceremonies: Achala Abeykoon (University of Kelaniya)
and Dino Cantal (Trinity University of Asia)

11:30 am PST/ 9:00am SLST	Virtual door Welcome and Introduction to Sri Lanka (tourism videos)
11:45 am PST/ 9:20am SLST	Lighting of oil lamps Cultural Dance Sri Lanka
12:00 pm PST/ 9:30am SLST	Announcing official start of ACMC 2022 by Master of Ceremonies National Anthem of Sri Lanka About ACMC presentation About the University of Kelaniya Dept of Mass Comm
12:15 pm PST/ 9:45am SLST	Welcome Address by **Prof. M.M. Gunathilake** *Dean, Faculty of Social Science* *University of Kelaniya (UK)* Opening Remarks by **Dr. Azman Azwan Azmawati** *ACMC President* Opening Address by **Senior Prof. Nilanthi de Silva** *Vice Chancellor, University of Kelaniya*
12:45 pm PST/ 10:15am SLST	Roll call of countries by **Dr. Walter Yudelmo** *Executive Director, ACMC*
12:55pm PST/ 10:25am SLST	*Introduction of Keynote Speaker by* *Dr. Senani Harischandra* Keynote Speech by **Emeritus Professor Sunanda Mahendra**

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1:25pm PST/ 10:55am SLST	*Introduction to Keynote Speaker by Dr. Rachel Khan*

Keynote Speech by
Dr. Elena E. Pernia
Vice President, University of the Philippines

2:00pm PST/ 11:30am SLST   Open Forum with Keynote Speakers

2:15pm PST/ 11:45pm SLST   **Photo Opportunity**
Thanking Keynotes and Opening of
Parallel Sessions by
Mr. Wijayananda Rupasinghe
Head, Dept. of Mass Communication, UK

PARALLEL SESSIONS
3:30-5:00pm Philippines/ 2:30-4:00pm Bangkok/ 1:00-2:30pm Sri Lanka

A1: Decontructing Gender Power Relations
Chair: Randy Solis, University of the Philippines

A2: Developing Nations, Media Paradigms
Chair: Achala Abeykoon, University of Kelaniya

October 28 (Friday)

PARALLEL SESSIONS
11:30am-1:00pm Philippines/ 10:30am-12:00pm Bangkok/ 9:00-10:30am Sri Lanka

B1: (Sinhalese Session) Adopting Digital Media to the Youth
Chair: Chandrasiri Rajapaksha, University of Kelaniya

B2:   Mediating Persuasion and the Public Good
Chair: Smith Boonchutima, Chulalongkorn University, Thailand

1:00-2:30pm Philippines/ 12:00-1:30pm Bangkok/ 10:30am-12:00pm Sri Lanka

C1: Mediating Democracy in Post Pandemic Times
Chair: Benjamina Flor, University of the Philippines Los Banos

C2: Empowering Gender, Race and Ethinicity
Chair: Azman Azwan Azmawati, Universiti Sains Malaysia

2:30-4:00pm Philippines/ 1:30-3:00pm Bangkok/ 12:00-1:30pm Sri Lanka

D1: Facing Pandemic Challenges
Chair: Senani Harischandra, University of Sri Jayawardanapura

D2: Communicating in the New Normal
Chair: Khairiah A Rahman, Auckland University of Technology

October 29 (Saturday)

PARALLEL SESSIONS
11:30am-1:00pm Philippines/ 10:30am-12:00pm Bangkok/ 9:00-10:30am Sri Lanka

E1: Educating in Post Pandemic Times
Chair: Ricky Abeleña III, West Visayas State University

E2: Visualizing communication thru film
Chair: S Raguram, University of Jaffna

Closing Ceremonies

1:30pm Philippines/12:30pm Bangkok/11:00am Sri Lanka

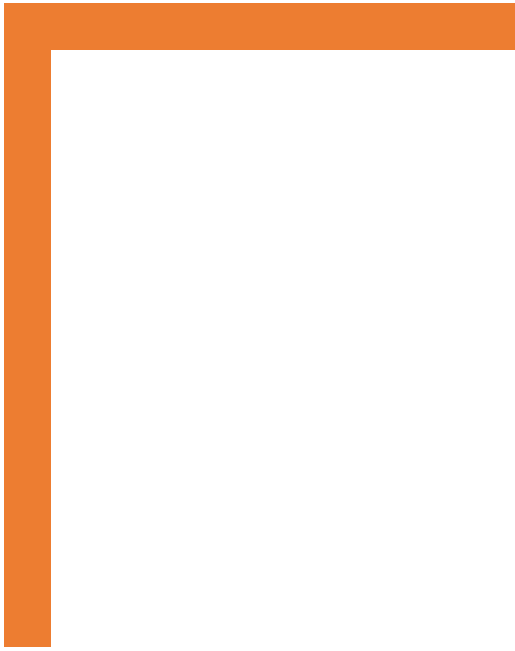|	
1:30pm PST/ 11:00am SLST	**Recap of the conference** **Reading of certificate text** **Faculty responses** **Student response**
1:50pm PST/ 11:20am	**SLST Remarks by HoD** **Virtual Awarding of Plaque of** **Appreciation for the Host university**
2:10pm	**Thank you message from ACMC** **End of conference**

KEYNOTE SPEAKERS

Emeritus Professor Sunanda Mahendra, PhD

Renowned communication scholar and one of the founders of the Department of Mass Communication, University of Kelaniya, a pioneer Mass Communication education in Sri Lanka. He is an award-winning stage play writer and director, novelist, poet, story writer, newspaper columnist and radio broadcaster. He holds an MPhil and PhD from the University of London and an honorary doctorate from the University of Wroclaw, Poland. He was also visiting fellow at the University of Leicester. In 1983, he garnered a UNESCO Copernicus award for Social Sciences. He is best known for his literary works, such as award-winning novels *'Hewaneli Eda Minissu', 'Chaya Pranthaya'* and , *'Niruwath Devivaru'* and plays, such as *'Pokuru Wessa'* (A Tale of Farce). In 2006, he was also awarded the State Literary Festival for his poetry collection called *'Ogha Tharanaya.* At present, he serves as a university academic, critic, and resource person in the field of Mass Communication in Sri Lanka, inspiring and motivating the future generation by fulfilling his never-ending service as a scholar for the country.

Elena E. Pernia, PhD

Currently the Vice-President for Public Affairs of the U.P. System, she has over thirty years of experience in communication/media education, research, planning and evaluation. She is also a Professorial Lecturer at the U.P. College of Mass Communication (UP-CMC). Until January 2022, she was a full-time faculty member of UP-CMC with the rank of Professor - a position from which she retired. Previously, she was Dean of the UP-CMC, serving two terms. At present, she is also the Head of Promotions and Marketing of

UPTV, the official television channel of the University of the Philippines and serves as a Commissioner in the UNESCO Philippine National Commission. An ardent believer in the importance of communicating correct science, she has initiated and led projects that sought to mainstream S&T into the public consciousness and the nation's development policy. She holds an MA Communication Research and PhD in Communication from the UP CMC and a post-doctoral fellowship at the Center of Communications Program, Bloomberg School of Public Health in Johns Hopkins University, in Baltimore, Maryland in 2001. In 2015, she was awarded the Communication Excellence in Organization (CEO) Excel award by the International Association of Business Communicators (IABC).

A1: Decontructing Gender Power Relations

Chair: Randy Solis, University of the Philippines

1	Attaporn Chanthrasint and Smith Boonchutima	Should Brand take a stance on Gender Equality Movement in Thailand	Chulalongkorn University, Thailand
2	Sadhriany Pertiwi Saleh, Agus Surya Bakti and Hafied Cangara	New Media And Gender Power Relations: Indonesian Woman Against Gender Stereotyping through Social Media	Universitas Islam Negeri Alauddin Makassar and Hasanuddin University, Indonesia
3	Azwan Azmawati	Debunking Myth, traditional Values and Societal Perceptions on Gender through Formal Education: A Case Study at the Universiti Sains Malaysia	Universiti Sains Malaysia Penang
4	Jonalou Labor	Tweeting LGBTQ+ activism: The case of the Philippines' online pride march	University of the Philippines Diliman
5	Thusitha Chandima Bandara Bulathgama	Discrimination against the LGBTIQ Community in Sri Lanka	University of Kelaniya, Sri Lanka

Should Brand take a stance on Gender Equality Movement in Thailand

Attaporn Chanthrasint and Smith Boonchutima
Faculty of Communication Art
Chulalongkorn University, Thailand

Nowadays, The world has been facing many brands which are activists for women and LGBTQ+ 's rights worldwide. The reason is to communicate their stance with their customers about the gender equality concept. Many Brands will apply the rainbow color (Symbol of Pride month) for their logo or platform during the Pride month period to show that the brand embraces the concept of diversity, equity, and inclusion or even create campaigns to empower the woman to take up their space and stand tall with confidence. Therefore, These communications will get attention from customers around the world and become a global trend for brands and companies. In Thailand, There are many Protests for Gender Equality. Especially, the new generation of student protest who needs to abolish the patriarchal system in Thailand. This researcher uses the concept of "Balance theory" to explain This phenomenon of attitude. The 3 relationships of attitudes consist of attitude towards gender equality, attitude towards the brand, and attitude towards brand activism. The research survey was collected from students who are studying at University or equivalent, during May 21-June 2 2021, by using questionnaires via Twitter and selecting the 408 complete forms. These research findings showed that the Majority of Thai students, no matter their gender or social class, support the concept of Gender Equality and will be happy if their favorite brands also take a stance supporting gender equality. On the Other hand, They will feel more positive and tend to purchase the brands having the same stance.

New Media And Gender Power Relations:
Indonesian Woman Against Gender Stereotyping through Social Media

Sadhriany Pertiwi Saleh, Agus Surya Bakti
Universitas Islam Negeri Alauddin Makassar, Indonesia
and Hafied Cangara
Hasanuddin University, Indonesia

The increasing use of new media follows with the spread of more characters' demography in the media system. The new media then creates a new system where the message and information distribution model is no longer linear but more interactional. This study highlighted how the new system provides an opportunity and space for women and the feminist movement in Indonesia by creating an independent and supportive environment and community. This article studies how the new media especially social media play a role in the change of gender power relations, specifically, how women cultivate power by creating a supportive online community focused on the issue of gender stereotyping. This study focus on 3 aspects of gender stereotyping: politics, religion, and social economy. Data conducted by the descriptive-qualitative method were used to provide data analysis of how the new media create a discursive of power where Indonesian women – who were born and raised in patriarchal culture- have the ability to independently raise awareness, initiate critical thinking and online movement against woman issues provoked by gender stereotyping through social media. Research results show that new media roles come in various messages, expressions, and information circulating on social media, such as; 1). image and video posts with inspirational and provoking statements, 2). the use of provoking hashtags and critical memes with persuasive messages and 3). Music with inspirative and liberating messages of women and the feminist movement. This article finds that the new media works by providing a large platform with limitless audience to promote awareness and support for the movement against many incarcerated gender stereotyping of Indonesian women. The interactional model of communication circulated in the new media system, creating a responsive and supportive virtual environment for women and feminists to exchange information and ideas and share motivational messages. This study also finds that the new media's role varies in 2 areas including attitudes and policies. At the lowest level, new media still have limitations of aspect that was receptacle to accommodate criticism regarding gender stereotypes on social media platforms.

Debunking Myth, Traditional Values and Societal Perceptions on Gender through Formal Education: A Case Study

Azman Azwan Azmawati
School of Communication, Universiti Sains Malaysia, Penang

The social experience through formal education at higher learning institution is one of the alternative methods to expose students on the cruciality of understanding gender issues in the media. Intersectional temporary focus that expended from basic gender studies will increase not only scholarship in media and communication but also is a good discourses in developing societies that consumed more media content during Covid 19 pandemic and post pandemic.

The prevalent narratives on gender in Malaysian media is still at traditional perspectives on gender roles. This is still apparent in television Malay drama and commercials that are blatantly displayed on air and printed everywhere. One just need to drive through the North South PLUS Highway to look at obvious different roles placed on different gender. Ethical dilemmas on gender that have emerged long before Covid 19 is still at large during Post Covid. This ongoing dilemmas and issues must be addressed time and again. Intersectional temporary focus that expended from basic gender studies will increase not only scholarship but also is a critical discourse in media and communication within developing societies. This paper will look at how a course on Media, Gender and Intersectionality is placed as one of the core courses for Communication students at Universiti Sains Malaysia but not without major challenges and resistant from academician who are not aware of the importance of Gender Issues in the Media.

Tweeting LGBTQ+ activism:
The case of the Philippines' online pride march

Jonalou Labor
University of the Philippines Diliman
and
Christian Jaycee Samonte and Earl Jaynus Guzman
Polytechnic University of the Philippines

LGBTQ+ pride celebrations moved to online spaces such as Twitter because of the COVID-19 restrictions to hold face-to-face activities. The platform is deemed as a functional space for the LGBTQ+ community to inform various audiences about their causes, protests, and responses to issues, with the hope of bringing attention to end discrimination and human rights violations, even during the pandemic. This research asks the question: How did Twitter users frame the LGBTQ+ community's Pride Celebrations through the use of a hashtag? The study aims to discuss the use and value of a Twitter hashtag as a space for activism and in commemorating online Pride. Following the theoretical notions of framing and through hashtag activism, the researchers analyzed Twitter posts that used #SulongVaklash as a marker of the Twitter-based pride celebration. Results have shown that the LGBTQ+ Twitter users have utilized the hashtag to join the global call for action to end LGBTQ+ discrimination. Further, tweets also were nods to the meaningful local contexts of the online protest such as the mainstreaming of LGBTQ gender expressions and concerns such as the calls for the approval of the SOGIE bill, protests against discrimination and oppression, and declarations of support to the community from cisgender allies. The study concludes that Twitter has not just become a site for protest through the discursive and glocal political appropriation of the LGBTQ+ concerns but also as cyber dwellings where the LGBTQ+ members could recognize the value of their involvement in the fight towards recognition, acceptance, and freedom.

Discrimination against the LGBTIQ Community in Sri Lanka

Thusitha Chandima Bandara Bulathgama
University of Kelaniya, sri Lanka

The LGBTIQ community, also known as rainbow people, is a loosely defined grouping of lesbian, gay, bisexual, transgender, intersex, and other queer individuals united by a common culture and social movement. In the Sri Lankan context, the LGBTIQ movement emerged in late 1990, concurrently with the international awareness of HIV/AIDS. Companions on a Journey (CoJ), the first non-governmental organization (NGO) advocating LGBTIQ rights in Sri Lanka, was established in 1995 with funding from the Dutch government. CoJ pursued the decriminalization of homosexuality and launched a campaign in 1995. The Sri Lankan legislator responded by acknowledging that the law at the time only applied to men and extending it to include women. In a tweet commemorating "Zero Discrimination Day" on March 1, 2021, Sri Lanka's President, Gotabaya Rajapaksha, made history by becoming one of the first South Asian Heads of State and the first Sri Lankan President to endorse LGBTIQ rights openly. "Secure everybody's right to live life with dignity regardless of age, gender, sexuality, race, physical appearance, and belief," declared President Rajapaksha in his commencement address. While many members of the LGBTIQ community applauded this message, others drew attention to the discriminatory national laws that are still in place, as well as the community's ongoing harassment, violence, and discrimination in Sri Lanka. Even though the situation is like this, discrimination is still widespread across Sri Lanka, and being LGBTIQ is still difficult for many. The physical discrimination of LGBTIQ persons in Sri Lanka takes many physical, cultural, and structural forms. Visual discrimination means explicit and intended bias targeting members of the LGBTIQ community. Last year Human Rights Watch (HRW) released an article revealing that medical personnel in Sri Lanka performed forced anal and vaginal penetration exams to obtain "evidence" of homosexual conduct. However, discrimination is often played out in non-explicit manner-structural factors can also create a discriminatory society. As Sri Lankan Law prohibits same-sex marriage, people who experience domestic violence in same-sex relationships are less likely to report it than in heterosexual relationships. This has eventually led to higher suicide rates amongst LGBTIQ persons in Sri Lanka. This study aims to identify the reasons for discrimination LGBTIQ community in Sri Lanka. A qualitative approach was selected as this study's research method (desk research) through secondary data such as journals, publications, websites, articles, and books.

A2: Developing Nations, Media Paradigms

Chair: Achala Abeykoon, University of Kelaniya

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7	Rachel Khan Yvonne Chua	Disinformation: A Stumbling Block to Sustainable Development	University of the Philippines Diliman
8	Chamila Siriwardene and A.H.I Sanjeewa	A Socio Philosophical study on Skill Development	University of Kelaniya, Sri Lanka
9	Ernesto Cordero Collo, Jr. Benjamina Flor	(Re/Co)constructing the Filipino Praxis in Development Work for Agriculture and Rural Development: The Rediscovery of Sociocultural Leadership	Don Mariano Marcos Memorial State University and University of the Philippines Los Banos
10	N.M.S.U.Nissanka	Sustainable development on tea estates of Welimada: sustainable practices for the increase of brand recognition	University of Solent, United Kingdom
11	S. Jude Dinesh Koduthor	Impact and influence of Radio in daily workers' life: Jaffna case study	University of Jaffna, Sri Lanka

The use of social media influencer communication as a strategic communication tool: A systematic literature review on social media influencer communication.

Akila Nirmani De Silva
University Of Kelaniya, Sri Lanka

Social media influencers are become greater involving in influencer marketing to promote products. These influencers are widely employed as a marketing strategy as they successfully reach the trust from followers. Strategic communication is one of the major topics in the field of marketing and public relations. The main intention of this study is to Identify how social media influencers has use communication as a strategic communication tool. In order to achieve the main objective specific objectives were designed carefully. (a) To identify what are the current research in influencer communication. (b) To identify what are the theoretical foundations and approaches which currently used. (c) To identify what are the current research gaps in influencer communication. This study conducted a Systematic literature review. To identify a reasonably complete list of relevant literature, I applied two methods. First conducted an electronic database search that included Emareld Insight , Ebsco – host and Taylor and Francis. The data base search was done using 'Advanced Search' tools. Keywords for the advanced search included influencer marketing, influencer communication, strategic communication. Second I applied backward and forward searches to obtain a wide literature background, not exclusively from influencer communication but also related concepts such as audience response, electronic word of mouth concepts were searched. Three inclusion criteria were applied to the search results. The article must be peer reviewed, available online and written in English. Through the process it was able to find out 20 peer reviewed journal articles which are published between 2017 to 2022. Used lasswell's transmission model of communication as an approach to investigate the relationship between influencers and their use of strategic communication. In conclusions the majority of studies has focused on the use of influencer as a commercial marketing tactic. It is vital to investigate the concept of influencer communication through strategic communication perspective.

Disinformation: A Stumbling Block to Sustainable Development

Yvonne T. Chua and Rachel E. Khan
University of the Philippines

Popularly called "fake news" these days, disinformation under-mines the formation of an informed and critical citizenry so essential to democracy and development. This paper will discuss the ecology of disin-formation and through a scoping review, examine its effects on United Nations' Sustainable Development Goals.

While, disinformation is largely blamed on social media, this paper also seeks to point out that disinformation agents –both state and private sector perpetuators-- have aggressively used offline and online platforms for decades. This study concludes that disinformation has been a constant hindrance to the successful pursuit of these goals. The paper further ar-gues that a global effort to combat disinformation and create safe com-munication spaces should go hand in hand with the pursuit of the UN SDGs.

A Socio Philosophical study on Skill Development

Chamila Siriwardene and A.H.I Sanjeewa
University of Kelaniya , Sri Lanka

As global crisis the COVID-19 pandemic is the most significant health crisis that the world has faced in the past 100 years. It has disrupted the way of living with unprecedented consequences for our daily life style, including the work life as well as the education most significantly. According to International Labour Organization (ILO) the Major disruptions were faced in the education sector, setting back progress in the achievement of Goal 4 of the SDGs, to "Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" is a must. According to the World Bank 2020, at the peak of the crisis, in late March 2020, close to 1.6 billion students worldwide were affected by school closures Education and training institutions struggled to achieve a timely compliance with physical distancing measures in order to contain the spread of the pandemic and to switch from face-to-face training to distance learning. Accordingly, the National University system of Sri Lanka was taken many actions to develop and maintain the skills of its undergraduates even the pandemic spreading all over the country. As a result, the Online (virtual) Education strategies was introduced to the system with using latest technology. but it was limited to the circulars and practically it was not very much succeeded and the skill development became a dream via online (virtual) education as a distance learning method. The study mainly focused on the socio philosophical perspective of the skill development which was developed among the undergraduates according to the Sri Lanka Qualification Framework (SLQF). The major objective of the study is to find out the skills that developed during the Covid 19 pandemic among the undergraduates. In the research 100 undergraduates were taken as the sample of the research and random sampling method were used.

(Re/Co)constructing the Filipino Praxis in Development Work for Agriculture and Rural Development: The Rediscovery of Sociocultural Leadership

Ernesto Cordero Collo, Jr.
Don Mariano Marcos Memorial State University, Philippines
and
Benjamina Paula G. Flor
University of the Philippines Los Baños, Laguna

The COVID-19 phenomenon presents new challenges, including uncharted territories and opportunities, in which development work may be understood, planned, and practiced. As a Filipino-centric inquiry, this paper attempts to challenge current assumptions on development work. Centering on civil society organizations in Luzon, Philippines where 12 trailblazing development workers within the agriculture and rural development (ARD) sector co-participated in intensive sequential e-dialogues, this paper explored their emerging processes and practices during the pandemic. This study forwards a substantive theory called (Post-)pandemic Resilient and Inclusive Community Engagement and Communication for Development (RICE C4D). RICE C4D is a four-level process that articulates the possibilities of ongoing development praxis on the ground. This paper focuses on the (re)discovery of sociocultural leadership that acknowledges a new breed of community actors as grassroots leaders. Exploring the relocation of power from traditional managers to sociocultural leaders, this phase inspires a renewed vigor and interest in treating community problems with utmost urgency. As leaders during the pandemic and in future crises, they hold an influential position to help CSOs when remote leadership is necessary and may offer fresher perspectives founded on the lens of rootedness, groundedness, and embeddedness. As a reflexive journey and with the goal to be of eventual practical utility during and beyond the pandemic, this grounded theory welcomes dialogical-dialectic encounters, collaborative (de/re/co)construction, and continuing reimagination of our common future.

Sustainable development on tea estates of Welimada:
Sustainable practices for the increase of brand recognition

N.M.S.U.Nissanka
University of SOLENT, United Kingdom

The paper is based on sustainability and all the sources used are secondary sources which are used to analyze the course concepts and to provide recommendations. The course concepts used are Carbon Neutrality, Triple Bottom Line, and Corporate Environmental Responsibility. Carbon neutrality explains how Welimada Tea Estates reduced carbon footprint where they are known as "uncompensated" tea. Triple Bottom Line look into people, planet and profit where as the paper brings out the sustainable practices undertaken from the organization to the estate people. Corporate Environmental Responsibility use natural resources to reduce negative environmental impacts and costs by focusing on waste management, sustainable events etc. As recommended in the report Welimada Tea Estate can use natural resources such as fertilizers, cost efficient methods such as water management, hydro energy, solar energy, thermal power, wind energy and more cost efficient methods that benefit the organization as well as the environment. The company can move into green concept and use decomposable products that will be less harmful for the environment. Welimada Tea Estates can make better efforts to use sustainable practices for the organization that will increase the brand recognition as well as the incremental betterment of the environment as well.

Impact and influence of Radio in daily workers' life: Special reference with the people of Island South area in Jaffna district

S. Jude Dinesh Koduthor
University of Jaffna, Sri Lanka

Jaffna is considered the most populated district of the Northern Province of Sri Lanka. The people of Jaffna have many identities within them related to their work, religion and culture and traditions. The Radio has a long history in their daily life. The radio influenced and makes a lot of changes in their lifestyle. The primary objective of this research is to find out and identify the role of Radio in Jaffna islands south DS division daily workers, especially fisher communities and farmers. The hypothesis of this research is that, although daily working communities are poor in terms of finances and education and they use radio as primary source to receive news and as the medium of entertainment. Seven villages have been chosen from Jaffna Islands South DS divisions. The researcher has utilized recipient analysis for this study. Focus group discussions, interviewsand questionnaires have been used as research tools for this research work. And the Secondary data Collection got through books, journals, and research articles. The findings also demonstrated that radio provides information and educates these people in their daily life. Radio benefits these daily working communities in deference ways to achieve sustainable social change and development. Radio does not function as a news medium but has come to the fore through various activities like education, entertainment, enlightening and information delivery. Radio is one of the most important mediums to daily workersthat affected and changed social life substantially. In Jaffna Island south DS divisions daily workers listen to the radio a lot because it doesnot need expensive and largeinfrastructures like other tools, therefore it can be accessed and used by almost everyone.

B1: (Sinhalese Session) Adopting Digital Media to the Youth
Chair: Chandrasiri Rajapaksha, University of Kelaniya

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13	Sudesh Hasanga Mendis Abeyna-yaka	The Influence of Rap Genre on the Popularization of Songs on YouTube Media in Sri Lanka	University of Kelaniya, Sri Lanka
14	W.M.Sharini Himanthi Kumari Wanigasinghe	"BTS - The Korean Popular Band and Sri Lankan Youth	University of Kelaniya, Sri Lanka
15	Menaka Dilrukshi Samaraweera	Unseen crisis of Covid pandemic	University of Kelaniya, Sri Lanka
16	Sanjana Sewwan-di Thanthreege	A study of the use of television media to promote public relations, specifically for the Independent Television Media Institut	University of Kelaniya, Sri Lanka
17	Anuththara Madhubhashini Herath	A study on using the cinema as a therapy for the stress management	University of Kelaniya, Sri Lanka

A Study Impact of Youth Norms and Attitude and Use Sexual Semiotics in Social Network Websites

Angappulige Suroshana Iranga
Sri Lanka Press Council

This is basically based on the "Internet". This is called the study on Social Networking Websites which use sexual semiotics and how they affect towards youths' behavior. These sexual semiotics were studied and effects have been revealed in this research. Although some researches have been done regarding Internet and Sexuality this research has become very specific when comparing with above mentioned researches and I have paid special attention regarding sexual semiotics here and they have taken into consideration from the semiotic access. The influences towards youth behavior has been investigated by this research. The sexual semiotics are differently used in Social Networking Websites. Here we can basically take into our consideration followings points:

- Exchanging fully naked and half-naked photographs and videos in Social Network;
- Promoting the sex chatting in Social Network.

According to that the sexual semiotics has been studied and the nature of influence has been described by the study. Children, Youth and adults who are accustomed to use Internet have affected in great extent because of the sexual semiotics in Social Networks. So it would be better to select one group and execute a research on them. Selecting one group makes easy to have limitations. The selected group can be targeted by collecting data and they can be analyzed and I will be able to reach the great conclusions. Positive and useful proposals can be produced through those conclusions. This is a mixture of knowledge of some subject areas. They are Communication, Sociology, Phycology and Linguistics. Hence, the new knowledge which this research dissertation produces will greatly help you all. The conclusions of this research will be definitely significant for Psychologists, Sociologists further media researchers. The access for doing further more researches will open by the research which was done by me.

The Influence of Rap Genre on the Popularization of Songs on YouTube Media in Sri Lanka

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Popular culture is the most popular part of popular culture itself. Popular culture is shallow, simple, mass-produced, and accessible to everyone. It can also be pointed out that popular culture is a business of capitalist production. "YouTube" media is one of the media of popular culture itself. YouTube media plays a key role in making songs popular. "YouTube trending" is also used as an indicator of popular song selection. Rap is one of the most popular genres in Hip-Hop Culture, a popular cultural element. This research studies whether the rap genre has been able to support the development of popular culture in electronic media and new media. Although research has been done on the popularity of the rap genre as a popular cultural element in America and how the rap genre has affected the development of popular culture, it has been found in the literature study that no previous studies have been done on the influence of the rap genre on the popularity of songs in the "YouTube" media in Sri Lanka. The need for research is obvious. The research problem of this research is to study whether the rap genre influences the popularity of YouTube songs in Sri Lanka. The primary purpose of this research is to study whether the rap genre affects the popularity of YouTube songs in Sri Lanka. Here, it is taken as the basis that the rap genre is influential in the popularity of songs on YouTube in Sri Lanka. Here, the data collection and content analysis methods were used, and the question method was used under the survey method.20 young people between the ages of 18 and 25 have been used as a sample. The content analysis method collected data from six popular rap songs on YouTube over six months. In this research, data analysis is presented through the analytical method and balanced methods. This research shows that the rap genre has influenced the popularity of songs on "YouTube" in Sri Lanka, and the research study shows that the rap genre is included among the popular songs and the receiver's love is directed towards it. The research also shows that the rap genre will become an integral part of popular culture in the future.

BTS - The Korean Popular Band and Sri Lankan Youth

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Korean Popular Culture has been spread many countries among the world. There are many items like Korean Language, Korean Food, Korean Drama and Films Korean Pop Music are included in to This Korean Wave or "Hallyu".It was entered to Sri Lanka with the broadcasting of Korean TV Series. But it can be identified that. There are more appreciation to Korean Pop Music among the local juvenility by 2022 the Korean Pop Music Group name as "BTS" is special among them. Accordingly it is studied about the Soft Power done by the BTS Group toward the local juvenility by this Research. As a result of using their culture by the Koreans to spread Soft Power, the local Youngers are sowing a high taste towards the BTS Boy Band'. Accordingly, Case Study methodology has been used as the major research method to collect primary and secondary data, both quantitative and qualitative as well as the mixed mythology has been used. To analyze the data, the concept of Soft Power, Communication Theory of "Uses and Gratification" (UGT) and "Communication Play Theory" has been used. As the data Doners to collect research data It has been especially used the youngers in Colombo District between 15-29 Years who are BTS Fans. The Korean Famous Band-BTS has been softly affected to Sri Lankan youth is the conclusion of the research. It has been identified that being fans of BTS Group local Youngers has surrended under the Soft Power of Korean Popular Culture in both positively and negatively. Furthermore, it was clear that the behaviors and attitudes of the local Youngers have been changed due to this Soft Power. It is better to taking the influence of BTS songs and choreographies, local lyrics writers and choreographers need to produce attractive productions to Sri Lankan music industry is the suggestion of this research.

Unseen crisis of Covid-19 pandemic

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Many become physically distressed as a result of the disease condition that occurs with the expansion of the covid-19 virus; not only this but also mental stress can be identified as the worst situation. Afraid of the pandemic (nostophobia) and social stigma made a fearful situation that forced people to hide & refrain from having medical treatments. Extensive exposure to true information and rumors broadcasted by newspapers, television, and social media is the main cause of many kinds of mental conditions. This made an impact on people's perceptions, attitudes, and daily routine as well as a direct or indirect impact on mental health. A grid has been prepared to grade countries worldwide by considering the effectiveness of the leadership, efficiency & health system readiness in managing the covid-19 pandemic; Sri Lanka was ranked the 10th on the index on 10th April 2020. As a result, global recognition was gained and those who are dedicated to the achievement should be highly appreciated. Although greater attention was made to sectors such as healthcare, social economy, communication & consultation under risk management, it is vital to say that the attention made towards mental health during the covid-19 pandemic was not at a satisfactory level. Mental & physical well-being became a medical issue because of the covid-19 pandemic. The world community has been affected by such epidemics throughout history and covid-19 can be considered one of the recent pandemics that shows an extensive & continuous expansion that makes the whole globe weak. Accordingly, there is a vital requirement of enhancing the recommendations of health communication to face such crises & pandemics in the future by having the support of institutions that take responsibility for mental health.

A study of the use of television media to promote public relations, specifically for the Independent Television Media Institut

Sanjana Sewwandi Thanthreege
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The use of social media is very important for an organization to improve its progress. Considering that factor, the main focus of this research was to achieve the sustainability of the use of social media in the independent television media organization by promoting public relations. The use of social media is very important for an organization to improve its progress. Considering that factor, the main focus of this research was to achieve the sustainability of the use of social media in the independent television media organization by promoting public relations. For this purpose, random sampling and random sampling were used in the selection of the sample, where data collection was done under the qualitative research method, semi-structured interviews and content analysis. Under the semi-structured interview system, 06 persons including the top-level management of the Independent Television Network, the top leval management of the institutions and the social media operators were contacted for interviews. Also, in the content analysis, the two main social media accounts of Independent Television, Facebook and Instagram, were studied and collected in a month. The data obtained there were analyzed under thematic data analysis and this research was carried out based on the symmetric communication theory. The research finds that the process of promoting public relations through the social media of the Independent Television Network is minimal, that the attention of the external audience of the Independent Television Network should be strategically built by focusing more on the social media platforms, and that the interrelationships and interactions should be further developed, are the findings in this research.

A study on using the cinema as a therapy for the stress management

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People face constant stress in their lives due to day to day experiences. This stress affects to the mental and physical wellbeing of the people. This causes people to move away from their normal life style. Mental stress is a confusing condition which any person can face at any stage of their life. The main objective of the thesis is to use the cinema as a therapeutic method to manage the stress. Cinema is an art which is closer to people as they use cinema constantly for the entertainment purpose. There are studies conducted by foreign countries where cinema is used as a therapy. However, there are no studies are conducted by Sri Lanka regarding the subject. The knowledge regarding the cinema therapy is comparatively low among the experts and the students who study on the cinema. Although the cinema is not created on the purpose of therapy, this study shows that it can be used as a therapeutic method to relieve the stress. In addition, creating a discussion on cinema therapy and addressing the needs and easiness of usage in order to use it as an indigenous method to healing stress, is another objective of the study. Even though there are no experts in the field of cinema therapy, few expert ideas were used as primary data of the study. The secondary data was obtained from books and researches. The need to bring the cinema therapy topic to the global context and thereby removing the misconceptions and bringing the cinema to the ultimate level in the country is the main outcome expected through the study. This has been reported as a successful method to relieve the stress among the studies conducted in foreign countries. We can introduce proper usage of cinema by recognizing the language of the cinema from the childhood and by educating through the school levels.

B2: Mediating Persuasion and the Public Good
Chair: Smith Boonchutima, Chulalongkorn University, Thailand

18	Nuraulia Muhibar	The influence of wonderful Indonesia branding in Punthuk Setumbu National Tourist Attraction Development	Gadjah Mada University, Indonesia
19	Achini Kavindi Wimalasena	The feasibility of using the Subject of Public Relations to build Reconciliation between Sinhala and Muslim communities in Sri Lanka	University of Kelaniya, Sri Lanka
20	Archana Kumari and Tanshuree	Challenges of Chinese Advertising in India: A Study of Representation and Consumer Behaviour	Central University of Jammu, India
21	Darshana Sampath Somarathne and Namida B. Chandrasekara	Building personal reputation through social media	University of Kelaniya, Sri Lanka
22	Chanapa Itdhiamornkulchai and Duang-kamol Chartprasert	An Attribution Theory Approach for Examining Stakeholders' Perceptions and Behavioral Intentions Toward Online CSR Communication in the Digital Era	Chulalongkorn University, Thailand
23	Hetti Arachchige Gayan Madushanka, Kishan Chaleendra Amarasinghe, Raveen Seneviratne, Sulakshi Rathnayake	Digital innovation for hospitals: A Case Study on Hospital Management System in Ayurvedic Hospitals for COVID-19 Patients	University of Vocational Technology, Rathmalana, Sri Lanka

The Influence of Wonderful Indonesia Branding in Punthuk Setumbu Natural Tourist Attraction Development

Nuraulia Muhibar
Gadjah Mada University, Indonesia

Punthuk Setumbu is a natural tourist attraction in Karangrejo Village, Borobudur, Central Java, that offers the panoramic scenery of World Heritage Sites, Borobudur Temple. Since this hill has been found in 2006 by professional photographers, there are rapid changes in Punthuk Setumbu that cannot be separated from branding activities carried out by tourism agents. The most important agent to spread the scenic spot in Punthuk Setumbu is the Ministry of Tourism of the Republic of Indonesia under the brand "Wonderful Indonesia". Promotional advertising videos are used by Wonderful Indonesia as the primer audiovisual branding strategy aimed to introduce tourism attractions by utilizing audio, visual, and narration assets, to create storytelling that invites tourists to enjoy wonderful experiences, especially in the Borobudur Temple area. The Punthuk Setumbu area was also portrayed in advertising videos produced by Wonderful Indonesia that showed selected key opinion leaders enjoying the tourism area and telling their experiences as well as the panoramic views when exploring this nature tourism attraction. Aired in TV cable and YouTube, the advertising videos act as a branding strategy for the international market. These advertisements also provide brief information and instructions for visitors to enjoy Punthuk Setumbu with certain scenarios, through models that act as a tourist exploring the area. This study will look at the branding through advertising videos on the Wonderful Indonesia YouTube channel that influence and affect the development of nature tourism in Punthuk Setumbu, using content analysis methods. Audio, visual, and narrative content will be separated from selected advertising videos from the YouTube official channel to understand how the information and instructions for traveling have been implemented in the videos. It will also look at how the branding efforts carried out by tourism authorities affect the development of tourism attraction and the shifting of Punthuk Setumbu branding image and describe how branding activity could change the main experiences and the supporting facilities, and the development of tourism patterns at Punthuk Setumbu natural tourist attraction.

The feasibility of using the Subject of Public Relations to build Reconciliation between Sinhala and Muslim communities in Sri Lanka

Achini Kavindi Wimalasena
University of Kelaniya, Sri Lanka

Reconciliation has become an important topic in contemporary society. It can be said that it is very important to develop some kind of reconciliation between ethnic groups living in a multicultural society. What is important about Sri Lankan society is that several ethnic groups live in the same society. The development of mutual understanding between nations is almost important step towards ensuring national security. Ethnic conflict is caused by the growth of suspicion, mistrust and unity among nations. While such conflicts development of a serious threat to national security and could affect badly for social, economic and political arenas. The study was aimed at identifying the need for the use of Public Relations strategies for a reconciliation program. This research highlights the importance of Public Relations strategies and models to implement an order for reconciliation in Sri Lanka and to advance it for the people. Public Relations is one of the most important fields of communication in the world. Public Relations, which is widely used in the developed countries of the world, today has an extraordinary professional status that goes beyond just one subject. Data were collected from international journals, research papers, books by local and foreign scholars and current affairs and news were used to draw the final conclusion. Accordingly, the research study confirmed that it is simultaneously apply Public Relations for the reconciliation process in Sri Lanka. But it was evident that Public Relations in Sri Lanka, in particular, could be done with some progress and creative tactics, thereby building a superior image of the Public Relations in Sri Lanka.

Challenges of Chinese Advertising in India:
A Study of Representation and Consumer Behaviour

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India and China's bilateral trade hit historic high of $84.44 billion in 2017 in spite of tension prevailing across border on Doklam issue ("india china trade: India-China bilateral trade hits historic high of $84.44 billion in 2017 | India News - Times of India," 2018). India has emerged as the seventh largest export destination for Chinese products and the 24th largest exporter to China (ibid). According to an independent study, Chinese products categories such as, electrical machinery and equipment and parts; sound recorders and reproducers, television had largest share of around 34.5%. This shows how strongly Chinese products are being received in Indian market, which is not possible without sound marketing policies. Since marketing is the most important aspect in the life of a brand, its assessment would provide how and why Indians choose Chinese products in a highly competitive and globalized market. Also, it was interesting to understand the innovative representation of Chinese products, in advertisements and other elements of marketing mix. Thus, in this research, we have tried to gauge representation of Chinese goods in Indian market, what are the key triggering elements for the consumers to purchase and what is the perception of the product? We have also tried to inquire whether at all marketing is playing any role in purchasing decision or there are other deciding factors like innovative technology or competitive pricing.

Building personal reputation through social media

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Social media has spread all over the world. New born are called as digital natives. Today, social media and the individual have become one, not two because the both has combined with each other. Through this research it shows how valuable it is for a person to build own reputation. Reputation is the one of the most important assets one has. A positive reputation brings more opportunities. It's always important people to think that how others measure them and how the society see them. When people think of personal reputation management, they immediately think of celebrities or politicians. But, everyone has a reputation. And that's important. Building reputation through Social media is the easiest and effective thing that one can achieve in their lifetime. With the improvement of the technology anyone spends less time to connect with the social media. The objective of the research was, From the point of view of public relations, building a person's reputation through social media can be called a strategy used in public relations. Quizzes and interviews were taken to collect preliminary data and research articles and the books were used to collect the secondary data. Anyone can be a brand by building own reputation.

An Attribution Theory Approach for Examining Stakeholders' Perceptions and Behavioral Intentions Toward Online CSR Communication in the Digital Era

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Chulalongkorn University, Thailand

The present research applies the attribution theory to provide holistic insights into the antecedents and consequences of CSR attribution on stakeholders' perceptions and behavioral intentions toward online CSR communication in the contemporary digital era of interactive dialogic communication between organizations and stakeholders. A systematic review and a meta-synthesis of relevant empirical journal articles on the SCOPUS database from 2016 to 2020 have been conducted. This synthesis of these recent findings reveals that it is vital for organizations to evoke intrinsic CSR attributions at every touchpoint of online CSR communication since extrinsic CSR attributions that are formed in the absence of intrinsic CSR attributions negatively result in skepticism and mistrust. Concurrently, intrinsic CSR attributions lead to positive attitudes, perceptions, trust, purchase intentions, and electronic word-of-mouth (eWOM) intentions toward online CSR communication messages and organizations as a whole. In order to effectively foster intrinsic CSR attributions, organizations need to acknowledge and implement the antecedents of intrinsic CSR attributions, which include communications of appropriate social causes and message design. Effective message designs that influence stakeholders to form intrinsic CSR attributions include (1) information specificity, (2) social topic awareness, (3) perceived interactivity, (4) negative arousing visuals of the current problems that stakeholders face in the social causes, (5) evidence-based CSR messages for stakeholders with dispositional attribution styles, and (6) belief-based CSR messages for audiences with situational attribution styles.

Digital innovation for hospitals: A Case Study on Hospital Management System in Ayurvedic Hospitals for COVID-19 Patients

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Kishan Chaleendra Amarasinghe, *Da Vinci Analytica*
Raveen Seneviratne, *Olak Technologies (Pvt.) Ltd.*
Sulakshi Rathnayake, *Ministry of Justice*
Sri Lanka

As the COVID-19 pandemic was spreading in Sri Lanka, the Ministry of Health permitted the Ayurveda hospitals in the country to treat COVID patients. A pressing issue faced by the health sector was the distortion and delays in the information flow regarding the treatments due to its complexity. An internet-based system for managing information of hospitals and patients was designed by a private IT firm under the purview of the Ministry of Ayurveda and Indigenous Medicine. This information management system allowed the Ayurveda hospital network and the Ministry to instantly observe data related to the patients, analyze them, and to decide long-term and short-term measures. The current study focuses on the performance of this health management system (HMS) application in Ayurveda hospitals. Participatory observation was used as the primary data collection method, while reports of patients were also studied. The quantitative and qualitative data which were analyzed in the descriptive analysis method. The results revealed that even though the information management system was provided to the Ayurveda hospitals as a donation, the hospital network was not prepared to use it. Some hospitals informed that they did not possess the necessary resources. Although the system had been designed to be used also as a mobile application, officials at some hospitals rejected it citing inadequate resources. The project faced obstacles also due to the lack of support from some trade unions within the Ayurveda hospitals network. Demonstrably, although digital technology was integrated to the public hospitals for an easier process of information flow, the officials were not prepared to make use of it. Even executive-grade officials were not supportive of the project. Bureaucratic obstacles, lack of literacy of the officials in new technology, lack of support due to political agendas, the general lack of knowledge are major impediments for implementing innovative projects of this sort, which lead to their failure. It is difficult to implement such a hospital management application in public hospitals, and it deprives the public of enjoying their benefits.

NOTES

C1: Mediating Democracy in Post Pandemic Times
Chair: Benjamina Flor, University of the Philippines Los Banos

24	M C Rasmin	Safety of Journalists in Sri Lanka Covering public protest in an economically challenged environment	The Foundation of Critical Thinking, Sri Lanka
25	Adelle Chua	Telling us what to think about, and how to think about them: A study of Philippine broadsheets' editorials during the 2022 campaign period	University of the Philippines Diliman
26	Pushpika Kumari Ganegoda	Setting an agenda for Organic Fertiliser: The role of television news in media advocacy in Sri Lanka	Trincomalee Campus of Eastern University, Sri Lanka
27	Akshat Seth	Print Culture in the Post Pandemic World: Circulation, Readership and the Distribution Tentacles of 'Dainik Bhaskar' newspaper in India	Jawaharlal Nehru University, India
28	Thilak Wanasinghe	Newspaper coverage of COVID – 19 vaccination program: A content analysis of selected print media in Sri Lanka in 2021	University of Kelaniya, Sri Lanka
29	Amani Rupasingha	The use of social media Hashtags and Emojis in Digital PR activities, a special reference to Facebook and Instagram in Sri Lanka	University of Kelaniya, Sri Lanka

Safety of Journalists in Sri Lanka
Covering public protest in an economically challenged environment

M C Rasmin
*The Foundation for Advancing Critical Thinking in South Asia
(The FACTS), Sri Lanka*

Political and economic instability in Sri Lanka is at an all-time high, worse than it was during the civil war. Riots and protests have broken down in hundreds of locations due to the current economic burden, price hikes of basic essentials and political instability. Most of these protests turn out to be violent by the parties involved and have created an unsafe environment for journalists. It is reported that at least 15 journalists reporting on protests were attacked and six detained and several journalists were called for criminal investigations. With ongoing political instability and crisis, more protests in various parts of Sri Lanka are anticipated and therefore, it is extremely important for the journalists to strategize their safety condition. This ongoing study specifically determines the physical, digital and psychological safety threats faced by Sri Lankan Journalists especially during public protests; who are the perpetrators, what tactics were used to compromise journalists' safety and security; what could have been done differently by the journalists to avoid them being threatened and how the overall safety and security of the journalists covering protest can be elevated in the future. This study included 25 in-depth interviews including 15 with journalists that were directly affected when covering public protests; women journalists, and representatives of media advocacy groups. The framework adopted is based on the safety framework of several international organizations such as UNESCO, IFJ, IWPR, DART Centre, and Reporters Without Borders for covering public protest.

License to editorialize: Philippine broadsheets' editorials during the national campaign period

Adelle Liezl Chua
University of the Philippines Diliman

The editorial is regarded as the "heart" of the newspaper. It is written without a byline because it is supposed to embody the position of the entire news organization. The editorial, located in the opinion section of the publication, is ideally painstakingly released only after consultation and deliberation among members of the editorial board. Every topic and position taken is carefully considered, and the writing and editing are rigorous. Ultimately, the choice of the editorial topic and how it is written reveal what the news organization holds dear. In the context of the recently-concluded national and local elections in the Philippines, the high reliance on social media, Filipinos' tendency to confuse opinion with news, the myriad of issues hounding the nation and the ownership structure of the Philippines' media organizations, it will be instructive to look at what five broadsheets in the Philippines considered important and relevant enough to address in their respective editorials. Did the newspapers talk about the campaign, endorse or criticize any politician, or focus on issues of going concern? In the case of the latter, what were these issues? If the newspapers did show their partisanship – as is perfectly legitimate in the opinion page – how did they deliver their point? What arguments did they employ and was the overall tone of the discourse appropriate, journalistic, and despite the partisanship, still respectful and fair? This paper will look into the editorials of five Philippine broadsheets during the national campaign period, or from February 8 to May 7, 2022. The framing theory will be used to conduct a content analysis of the editorial topics and the way they were written. Interviews with journalists directly involved in the daily production of editorials will complement the analysis. Given the dearth of literature on newspaper editorials, this study will provide a peek into how Philippine broadsheets use the license they enjoy in the opinion page to push a specific agenda on behalf of their political or business interests, or to legitimately contribute to the discourse on the burning issues of the day.

Setting an agenda for Organic Fertiliser:
The role of television news in media advocacy in Sri Lanka

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The organic fertiliser project was initiated in Sri Lanka with high expectations of promoting healthy food habits with chemical-free farming. However, the expectations shattered within a brief period dragging the livelihood of farmers and food security of the ordinary citizens into a crisis. Although adequate education and communication about organic farming were expected to support the project, the government stated the lack of education and communication as one of the reasons for its failure. In this phenomenon, the role of media in general and television news in specific is crucial since media have access to both farmers and the public, and television news has the highest reach of the people. Therefore, the media opening of the television news streaming and their media agenda needed a close examination to understand the role Sri Lankan television and media play in the government policy implementation. This research focused on primetime news bulletins of two television channels to analyse the news content regarding the government's organic fertiliser policy to see how media advocacy was in operation to promote the policy and the media opening of those news channels regarding the issue. A quantitative content analysis measured the durations and frequencies of media messages. Thematic analysis was used to identify the media messages embedded in news and the strategies used in the news bulletins. Two media channels were selected purposively based on the number of subscriptions on YouTube. Quantitative data were analysed using the Grounded Theory method, while the qualitative data were analysed comparatively. The results show that the news of the selected television channels reported biased information that supports their political view rather than delivering unbiased information to the general public on the benefits and drawbacks of the policy. The TV channel, biased toward the government, allocated more time to report news supporting the organic fertiliser policy holding external forces responsible for its failure. In contrast, they gave less time to news about the policy's failure and information that shows the government accountable for the crisis in the agriculture field.

Print Culture in the Post Pandemic World: Circulation, Readership and the Distribution Tentacles of "Dainik Bhaskar" newspaper in India

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The Coronavirus pandemic seemed to jolt forward a process already in long term motion, the replacement of print by the digital medium. If accomplished, this would represent in David Bolter's terms that "print will no longer define the organization and presentation of knowledge, as it has for the past five centuries". The steady increase in audio-visual streaming content for leisure and entertainment, and digital reading as epistemological repositories seem to confirm to the decline of print. In India, the pandemic and the subsequent lockdown by the government led to panic and unfounded stereotypes about the disease spreading on an industrial scale. This in turn led to extreme self-regulation by communities of people such as housing societies in limiting any sort of contact to a minimum. Newspaper circulation in India has relied on house-to-house distribution and sale on street corners and traditional shopping districts through hawkers. While the second avenue was no longer available in lieu of stringent lockdown measures by the state, residents and even distribution vendors and dealers refused to handle newspapers in the belief that the paper could transmit the virus. Appeals by government ministers, doctors and editorials in newspapers had no effect and print distribution plummeted. While this has led to newspaper firms re-orienting marketing strategies towards the digital space, the 'death blow' to print has failed to materialise. The re-emergence of print post pandemic represents a complex picture with many small and medium sized ventures forced to permanently shut down. However, Dainik Bhaskar, a Hindi language newspaper which is the largest circulation in India and fourth largest in the world is an example of resilience. The paper seeks to do that via analysis of the secondary data as well as speaking to a limited number of readers from a diverse cross section. The paper aims to examine the post pandemic status of Dainik Bhaskar; its readership and the importance of distribution networks, big money and hegemonic status in carrying on as a print venture post pandemic.

**Newspaper coverage of COVID – 19 vaccination program:
A content analysis of selected print media in Sri Lanka in 2021**

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University of Kelaniya, Sri Lanka

Throughout the year 2021, a mass-scale public vaccination program was conducted throughout Sri Lanka to deliver different types of vaccines in multiple doses to all persons aged 12 years or more against COVID-19. By early 2022, 68% of the total Sri Lankan population were fully vaccinated. Health communication in crisis plays an important role in shaping public perceptions through its content. There, newspapers build on the concept of "the media ownership effect" and it encodes positive and negative influences on the audience through subtle media influence that runs within the subtext and subtext of the same story. Vaccination-related news during 2021 is likely to have influenced public perceptions in this regard. Therefore, this study aimed to describe the COVID-19 vaccine-related headline discourse on selected print media in 2021 and elaborate on its adaptation to persuasion theories. A qualitative study was conducted by examining the front pages of the Sinhala and English newspapers with the highest circulation in Sri Lanka. Data were managed in Microsoft excel and analyzed by the research team who had Public Health and Mass Communication experience. A total of 40 newspapers contained 71 covid vaccination-related headlines. The prominent themes reported were health system issues related to COVID vaccination, vaccination rates and vaccine-related social problems. The study showed that persuasion techniques such as fear, criticism, and risk communication, and inducing negative or positive emotions were used to communicate the news items.

The use of social media Hashtags and Emojis in Digital PR activities, a special reference to Facebook and Instagram in Sri Lanka

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University of Kelaniya , Sri Lanka

The use of hashtags and emojis are a part of people's digital life today. There is a hashtag for every social interest from advertising or branding campaigns to memories to political causes, etcetera. Public relations professionals and marketers are already using hashtags to reach their right audience on Facebook and Instagram. In Sri Lanka active social media users are 8.20 million. Among them, Facebook users are 92% and Instagram users are 46%. (APDIM & Department of Marketing Management, University of Kelaniya, 2020) Therefore to find out the use of hashtags and emojis in Sri Lanka, the study examined the use of social media hashtags and emojis in digital PR activities on Facebook and Instagram in Sri Lanka. The research evaluated the use of hashtags and emojis in digital PR activities on Facebook and Instagram in Sri Lanka. This study used realism philosophy to answer the research questions. A deductive approach was used and the research's main choice was quantitative. Data were gathered by questionnaire under the survey method. Under the non-probability sampling technique, the purposive sampling method was used to collect data. The sample size was seventy five and the sample was an employee who worked in PR agencies in Sri Lanka. Data were analyzed by using SPSS and Excel software. This study was limited to Facebook and Instagram social media platforms in Sri Lanka. The research findings concluded that the majority of PR officers use hashtags to increase brand online presence, brand awareness, traffic to a company website, boost the brand, promote purposes, build consumer-brand relationships and increase reach and engagement. In Sri Lanka the most common types of hashtags that use in PR activities posts' are Brand/Company Specific hashtags. The majority of PR officers use emojis to humanize the company brand, build an emotional connection with the audience and increase engagement. Also, PR officers strongly believe hashtags and emojis are helpful to succeed in PR campaigns on Facebook and Instagram in Sri Lanka.

C2: Empowering Gender, Race and Ethinicity
Chair: Azman Azwan Azmawati, Universiti Sains Malaysia

30	Azrina Husin	Hashtag Activism: Sexual Harassment and School Safety in #MakeSchoolASaferPlace Movement	Universiti Sains Malaysia, Malaysia
31	Joseph Jalagat Jerry Yapo	The language of hookups: A conversation and self-presentation analysis of Tinder chats	University of the Philippines Los Banos
32	Durrotul Mas'udah	Perpetuating Superiority: A Multimodal Perspective on Indonesian Celebrities' "Citayam Fashion Week" Youtube Videos	State Islamic University (UIN) Sunan Kalijaga Yogyakarta, Indonesia
33	Bhakti Lokhande Dr. Sunder Rajdeep Dr. Leeladhar Bansod	Role of `Feminine Web Portals' towards women empowerment: An Analytical studies	University of Mumbai, India
34	Manoj Jinadasa	Virtual organisation of a Facebook men's specific fan community	University of Kelaniya, Sri Lanka
35	Michelle Bayaua	Resilience in Media: Narratives on the impact, breakdowns and breakthroughs during the Covid-19 Pandemic among selected media	University of San Agustin, Iloilo, Philippines

Hashtag Activism: Sexual Harassment and School Safety in #MakeSchoolASaferPlace Movement

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In April 2021, #MakeSchooASaferPlace became the most trending hashtag in Malaysia on Twitter following a TikTok video uploaded by Nur Ain Husniza (Ain), a then 16-year-old schoolgirl, to her own Twitter account. In this video, Ain described an incident during a physical education class where her male teacher and classmates made sexual and rape jokes in the presence of female students. Her first tweet went viral and was re-tweeted close to 28K times and garnered as much as 30K likes among netizens. Ain went on to share updates of the case which include the unfair treatment she received from her school and the police report she lodged against the teacher. Netizens then began a public discussion on Twitter regarding issues pertaining to safety in school, especially on sexual harassment faced by female students within the school environment. While #MakeSchooASaferPlace was used as a show of support for Ain and her cause. This paper examines emerging stories under the #MakeSchoolASaferPlace, focusing on how school safety, especially related to sexual harassment, is viewed, and discussed, as well as who are vested in the discussion. More than 200 tweets using the #MakeSchoolASaferPlace were manually collected throughout May and July 2021. A thematic analysis was conducted on these tweets with the aim of developing key themes under the hashtag. The study shows that support for Ain in her quest to seek justice came from netizens who identified themselves as students (or young people), teachers, parents as well as organizations working on gender-related issues.

The Language of Hookups:
A Conversation and Self-presentation Analysis of Tinder Chats

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Tinder, a location-based real-time dating application, has significantly influenced the shift in people's attitudes toward sexual expression and the existing hookup culture. Using conversation and self-presentation analysis, this research aimed to explore hookup's communicative patterns and examine how self-presentation manifests in Tinder chats. Some of the determinants of successful and failed hookups are also provided. Exchanges among some 20 interactants reveal this discursive pattern of hookups: It's a Match; Opening Sequence; Screening; Transferring to other social networks; Sending Down to Fuck (DTF) Signals; Compromising; and Confirming and Closing. Interestingly, performative roles of sex positions play a big part for gay participants. Much of heterosexual participants, however, still follow a traditional scripting of hookups. Apparently, a hookup is not possible if there is no agreement as to the "where" and "when" of a sexual activity. Meanwhile, the predominant image present in hookup-motivated chats is being "provocative" and "good catch."

Perpetuating Superiority: A Multimodal Perspective on Indonesian Celebrities' "Citayam Fashion Week" Youtube Videos

Durrotul Mas'udah

State Islamic University (UIN) Sunan Kalijaga Yogyakarta, Indonesia

A crowd of youngsters in Indonesia's capital city of Jakarta has recently gone viral and been known as "Citayam Fashion Week". The crowd was initiated by youngsters from Jakarta surrounding cities namely Citayam, Bojong Gede, Depok, and Bekasi, who hanged out in the heart of the metropolitan city and wore some eccentric, arguably low-priced outfits. The phenomena has gained a massive popularity both in national media coverage and on social media. Interestingly, the viral "Citayam Fashion Week" has also attracted some Indonesian celebrities to join in. Among them were Baim Wong and Paula Verhoeven, a famous celebrity couple who also run a YouTube channel with 20.8 million subscribers. They have published some videos on their Youtube channel showing their engagement with the youngsters in "Citayam Fashion Week". Later on, they even made an attempt to register "Citayam Fashion Week" as an event brand to the intellectual property database of the Ministry of Law and Human Rights of the Republic of Indonesia. The attempt has unexpectedly triggered massive protests from other Indonesian public figures and netizens, who then labelled the phenomena as "created by the poor, stolen by the rich". The present study explores Indonesian celebrities' engagement in "Citayam Fashion Week". The analysis employs Gunther Kress' Multimodality Approach. It is a theory and method of discourse analysis that looks at how different modes of communication are organized to create meaning. The central argument offered in this study is that their engagement in "Citayam Fashion Week" entails a perpetuation of their superiority over the youngsters who initiated the event. Additionally, Michael Foucault's theory of power relations is also employed to inform and enrich the discussion.

Role of `Feminine Web Portals' Towards Women Empowerment: An analytical study

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The paper analyses the role of digital media in shaping women's identity. Women centric web portals are emerging and content is generated to shape the audience's perception, values and ideas. This paper seeks the challenging opportunities to shape democracy in the digital age. Employing technology to encompass democratic place making, addressing the dangers inherent in technology and employing digital means to balance and unite the people. The substitution of the newspaper with digital media has led to raising the voice and rising women all over. The Paper will explore the success stories of women in digital media and digital transformation of the society, establishing women's dignity through feminine web portals. Reviewing successful social media initiatives, analyse existing hurdles and make ideas on how to use social media to successfully widen the scope of action on women's rights and gender equality. It gives a special focus on the approaching new technology, accessing and analyzing the content. Web portals emphasize on creativity, success stories, women suffrage, women entrepreneurship, goals, diet, mental health, inspiring conversation, beauty, health and all other aspects. Multiple sectors are popping up for providing information but there is a need for learning skills and creating accurate content for democratic society. This learning should be necessary in the educational system.

Sri Lanka's rural young men's same-sexual desires: non-corporate virtual organisation as "men's specific fan community" on Facebook

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Current research has suggested that Sri Lankan laws and cultural norms restrict people from openly establishing same-sexual practices. Therefore, people search for more convenient spaces such as the internet and Facebook to negotiate with other men. In response, this paper explores how Sri Lanka's rural young men (18–24) engage with fake Facebook profiles to achieve same-sexual desires. Despite how corporate public relations functions on "mutual-understanding," this paper adopts "mutual-understanding" to argue how young men's dialogue can develop their sexual reputation. Alongside this, this paper is a product of an ongoing qualitative doctoral study, which collected data through three methods: a qualitative survey (50), in-depth interviews (30) of six districts in Sri Lanka, and Facebook ethnography from September 2019–January 2020. Thematic analysis inductively interprets the data through constructive ontology and interpretative epistemology. Findings from the study suggest that young men use Facebook clandestinely to approach same-sexual desires, whereas men are also supported by offline friends to learn what they are puzzled by from their fake profiles. Also, findings suggest that through Facebook's episodic narratives, people create a virtual network among interested people to share their different experiences, whilst men practise same-sexual desires via instant online "Cam sex." Alongside this, this paper highlights that men cooperatively facilitate each other through the internet, Facebook, and offline friends whilst they develop trust, confidence, and mutual-understanding. The paper concludes by suggesting that Facebook is a "catalytic platform to achieve men's sexual liberties through the formation of "non-corporate virtual organizations" by managing men's identities through "men's specific fan communities."

Resilience in Media: Narratives on the Impact, Breakdowns and Breakthroughs during the Covid-19 Pandemic Among Media Professionals

Michelle R. Bayaua
University of San Agustin, Philippines

This qualitative research was conducted on selected media professionals in Iloilo City working in some capacity during the pandemic from 2020 to the present. The paper examines how media professionals fared during the pandemic as sources and gatekeepers of information, especially the impact of Covid-19 pandemic on their work, practices and behaviors. Moreover, the study aimed to delve into the hindrances, challenges, alternative practices, coping mechanisms and support services required by media professionals and organizations to thrive in an ever-changing, virus-laden environment. The descriptive-narrative theory of analysis helped establish a theoretical framework that guided the researcher in coding the data. The themes that emerged included (a) challenges in conducting basic aspects of the profession, such as data gathering, interviewing, verification and field work and the changes they made to adapt to the circumstances, (b) impact of Covid-19 on their personal and professional well-being, including job stability (c) impact of Covid-19 on the media organizations they work for (d) coping mechanisms and (e) importance of support and social services for media professionals to cope with crises brought about by a catastrophe such as a pandemic.

D1: Facing Pandemic Challenges

Chair: Senani Harischandra, University of Sri Jayawardanapura

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Effects of Folklore Utilization on TV Ads Consuming Covid-19 Control

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Consumption is a social and economic process that encourages the acquisition of ever-growing goods and services. The two concepts of media and consumption are interdependent. The art of television advertising occupies the most significant place in the modern communication process. One of the reasons why television commercials are so close to society is because they determine the existence and nonexistence and the activities of the society. It brings knowledge, motivation and entertainment. The impact of the format is more effective than its content. Advertising involves the creation of different formats depending on the requirements of the timely needs. The primary function of creating a television commercial is to prioritize the product or service it advertises. But it also uses a variety of audio-visual effects to socialize it and build public trust. It requires social knowledge, traditional knowledge, contemporary space, environmental conditions, technical knowledge and creativity. This research paper examined whether consumer television advertising could influence the use of folklore to control the covid-19 epidemic. Advertisements of Sunquick, Dialog, Softlogic Life and AIA insurance were used for this purpose. This research was conducted using the monitoring methodology with the participation of selected target individuals and groups from the Ibbagamuwa Divisional Secretariat. Folklore is an ongoing phenomenon in society. Advertisements being more creative makes the meaning of it clearer and influences effective communication. Creative populist addresses that create a spirited mood and use attractive folklore patterns for contexts are common features that can be identified in all of these ads.The content of these advertisements contributes to the general feelings, perceptions, common practices, and the use of folklore in general, as well as the acceptance of credibility as well as the success of the ads.

Pandemic and Sources of Information:
A Grounded Theory Analysis

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The Covid-19 pandemic has been an extremely significant event in contemporary human history. Its global reach and ability to disrupt the normal human functioning and life have yet to been fully recorded and yet the historians have been at it. One of the most important dimensions of any effort to record the history of the pandemic has been and also will be the quality of sources and information. As we know, the historical pandemics were also in many sense affected different people along class and racial lives differently and the ways people recovered too also have different trajectories. Therefore, it is to be underlined that the future writing of the pandemic will also to be aware of this dimension. The present paper, by presenting the existing schism (hiatus) between the state inspired health-related information and the idea that people have about their own health and well-being tries to write the history of the pandemic during 2020 of a cluster of villages of tribals in Ranchi district in Jharkhand state of India. The paper explores many information sources about the Coronavirus pandemic in the Ranchi district of Jharkhand state in the Eastern part of India. The paper follows a grounded theory, proposed by Barney Glaser and Anselm Strauss (1967), to collect the data from various villages of Ranchi. The paper suggests that the virus hit hard on the socio-economy of the population in the area and yet the people based on their sources of information, articulated differences in their ideas of Pandemic. The paper suggests that not only the knowledge was mediated, traditional knowledge too mediated the way the tribals looked to the new phenomenon.

Communication Leading to Communion:
Social communications in the digital culture in the context of the Catholic
Church's engagement in social media during the Covid-19 Pandemic

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University of the Philippines Open University

The COVID-19 pandemic has disrupted every aspect of human life. With the prohibition of religious gatherings by the Philippine government to help curb the spread of the COVID-19, the Catholic Church had to close their doors to the public and instead hold masses and other activities online, primarily utilizing the livestreaming features of Facebook. This study aimed to probe how select parishes in the province of Bulacan engaged their parishioners online in light of the quarantine restrictions imposed in the area. Specifically, this study aims to probe the concept of social communications as embedded in a new culture that is shaped by digital communication, in the context of the engagement of the Catholic Church and its faithful through Facebook during the COVID-19 pandemic. Guided by social communications by Fr. Eilers, participatory culture by Jenkins, and COBRA typology by Muntinga, Moorman, and Smit, as its theoretical lenses, this study utilized a multi-method approach to achieve its objectives. Focus interviews were conducted with social media managers of Facebook pages of three parishes, as well as for parishioners who follow the selected parish Facebook pages. Findings show that social media has changed how the Church communicate, and thus has forced to evolve the concept of social communications. Given the size and scope of the various social media pages, they offered the Church viable fora for its visibility and evangelization. Moreover, although social media cannot totally substitute face-to-face gatherings especially in-person worship, social media can support the Church's community in a myriad of ways such as providing information about the parishes' events, activities and advocacies, and allowing a space for the parishioners to engage in dialogue.

Provided Health Communication is effective for the public during Covid-19 crisis: A case study

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University of Jaffna, India

Health communication is defined as communication method and strategies used to inform and educate individuals about health care facts and best practices, with the aim of improving patient health outcomes and enriching personal and community behaviors and public health practices. The dissemination of health literacy among public will be more important to enhance the media literacy. Because health communication is much more important during the pandemic which involves with the clinical communication between health care providers, patients and families during the pandemic and on how to provide equitable care to patients with limited facilities. Covid-19 has also not except for this and it has changed clinical communication practices. A major change in the working day of many clinicians and health care workers is a transition from face-to-face communication to remote encounters. The main objective of this research is to find out that how the system of health communication applied among grassroots people during the Covid-19 crisis. As a geographical limitation this research has chosen the research area as one of GN Division Point Pedro from Jaffna. This study emphasizes to find out whether the communication of health issues has been conveyed in an efficient manner to the public and which are ways have been used to spread the information among public. More essential data obtained through the interviews. According to that, audience analysis or recipient analysis has been applied and qualitatively and quantitative methods have been used in this research as methodology. Further the access of information measured through the three approaches such as individual approach (personal contact, home visits, personal letters), group approach (demonstrations, lectures, discussions), mass approach (electronic media, printed materials, direct mailing, posters, exhibition, museum, folk methods, Internet). With the samples focus group discussion, interview methods have been followed. Study concludes that the every local hospitals and health care workers have been informed to the whole public about the high risk people category (The elderly (aged 60+), people with chronic medical conditions, pregnant women and postpartum women, Front line healthcare workers).

Impact of Social Media Influencer on Instagram user purchase intention: Special Reference to Apparel industry

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and Dasuni. N. Jayarathne, *Eastern University*
Sri Lanka

Social media became the best and easiest space to advertise for the marketers. Instagram became one of the best social media platforms in order to advertise the products and persuade the intention of purchasing by the consumers. Social media is using by many other countries as well for the marketing and advertising purposes. This research conducted in order to indicate the impact of social media influencer on Instagram users purchase intension in the apparel industry. In the present scenario as many of the people are using social media and mobile phone in order to buy and collect the information, social media influencer became one of the highest marketing trends in world. Fashion is getting more attention nowadays as it has become a continual existence in a person's everyday life. It is not solely used to protect oneself but also to indicate self-expression. The online world is a place to sell and also a platform to reach target audience. One of the most effective ways to do it is using influencers in the marketing campaign. Fashion influencers range from fashion blogger to social media celebrities. Similarly, they all have great influence over their followers. Consequently, this research determines the personal factors of social media influencers that contribute in influencing Instagram users' purchase intention towards fashion apparel. Influencer marketing is expanding exponentially throughout the world, causing marketers to see this marketing strategy as an essential part of their marketing options. Fashion is getting more attention nowadays as it has become a continual existence in a person's everyday life. It is not solely used to protect oneself but also to indicate self-expression. Application of source credibility and source attractiveness models is used. The variables constructed including trustworthiness, expertise, similarity, familiarity and likability. Quantitative method is used, whereby survey questionnaires were distributed to obtain data from Instagram users aged 18 and below 30. As a result, the research findings are used to give future researchers and marketers a better insight on influencer marketing.

"Kapwa": A phenomenological inquiry on the lived mediated communication practices of Anakbayan activists in the Philippines during the COVID-19 pandemic

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University of the Philippines Diliman

Anakbayan is one of the largest student-led mass organizations in the Philippines that uses digital activism to protest against abuse of governmental power. It has been red-tagged multiple times in the past. Most recently, it was red-tagged as a communist-terrorist group by the Duterte administration. Red-tagging is "the act of labelling, branding, naming and accusing individuals and/or organizations of being left-leaning, subversives, communists or terrorists as a strategy by State agents, particularly law enforcement agencies and the military, against those perceived to be 'threats' or 'enemies of the State (Pimentel-Simbulan, 2011, p.12). During the Martial Law regime in the Philippines, red-tagging was disguised as a campaign against communists' New People's Army (NPA) despite the history of attacks being politically charged. Red-tagging has its dark roots in Philippine history whose records of tortures since the Martial Law era have not yet recieved justice. The militarized "shoot-them-dead" protocol of former Philippine President Rodrigo Duterte at the height of the COVID-19 pandemic forced activists to shift online and continue their protests. Red-tagging also made them use social media platforms to reach more online engagements and strengthen their calls to actions. Using a phenomenological hermeneutic approach to qualitative research and the theory of Apparatgeist of Time and Being, Anakbayan youth activists interpreted their technological, social, and personal experience-capacities and limitations of cyberactivism during the COVID-19 pandemic. Through a series of in-depth dialogic interviews, 10 youth activists demonstrated how they maintain, sustain, and promote the organization's social causes through cyberactivism. Results show that Anakbayan youth activists minimized the effects of incivility, disinformation, red-tagging, and social media bubble filters online through pakikipagkapwa in counterpublic discourse arenas. Pakikipagkapwa is the Filipino psychology pertaining to Filipinos' heightened sense of empathy for collective struggles. Furthermore, Anakbayan youth activists interpret online antagonisms as part of the collective struggle produced by the gaps in material conditions in the age of the World Wide Web.

Formative Evaluation of Integrating Dialogic Communication in Social Media for Technology Dissemination Among Corporate Sector Tea Plantations in Sri Lanka

Chaminda Janaka Liyanaarachchi, and Edmund Guevarra Centeno
University of the Philippines, Los Baños

This study analyzed WhatsApp, the most popular social media among the managers and assistant managers of corporate sector tea plantations in Sri Lanka, to pilot-test the integration of dialogic communication for technology dissemination process. A WhatsApp platform SMART TEA INFO, was designed and developed based on the preliminary data gathered from managers and assistant managers of corporate sector tea plantations of Sri Lanka for technology dissemination process. Incorporation of public relation aspects of dialogic communication into the design and development stages of SMART TEA INFO was undertaken. A one-month pilot-test using this platform was adopted to evaluate the technology dissemination process for tea cultivation aspects of Tea Research Institute (TRI) for managers and assistant managers of corporate sector tea plantations. Formative evaluation of the platform with randomly selected 20 managers and assistant managers was undertaken to assess feedback and opinion of stakeholders using Likert test. Evaluation results showed the enhanced effectiveness of the communication process by incorporation of the public relation aspects of dialogic communication into the communication platform. The study conducted a SWOT analysis and identified certain gaps and challenges in integrating dialogic communication in social media platform for technology dissemination. The study recommended TRI to identify an appropriate technology dissemination mechanism, consist with public relation aspects of dialogic communication and up to date features of social media, which will have the flexibility to address the information and technology needs of the industry.

D2: Communicating in the New Normal
Chair: Khairiah A Rahman,
Auckland University of Technology

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45	Maulina Pia Wulandari Ivan Bimantoro Wachid	Insufficiency in Digital Analytics Skills and Competencies of Indonesian Professional Communicators	Universitas Brawijaya, Indonesia
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Mediatization of Transnational Parenting: The Case of the Left-Behind Children in the Philippines and their Migrant Parents in Hong Kong

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Studies of transnational families have explored the various approaches by which separated members of the family exchange care across distance. Remittances, gifts, cross-border mobility or visits, and long-distance transnational communication are seen as the main modes of care circulation among migrants and their left-behind family. In the context of the Philippines, transnational caregiving is widely studied as transnational mothering and transnational communication. Cognizant of the increasingly mediatized society, especially in the past decade, this study aims to trace the changes in the practice of care exchange in transnational families, particularly between the migrant workers in Hong Kong and their left-behind children in the Philippines. Operationalizing the theory of mediatization defined as "a concept used to analyze critically the interrelation between changes in media and communications on the one hand, and changes in culture and society on the other" (Hepp, 2013, p. 619), this paper seeks to examine its effects on these transnational families, focusing on their communicative care processes. To investigate how care is mediatized in these transnational families, I conducted interviews and digital ethnography with a total of 20 migrant parents in and Hong Kong and their 25 left-behind children in the Philippines. I will argue that care between them is manifested through "distanced yet intensive" parenting by tracing the communication landscape and the corresponding communicative practices of both migrant parents and their left-behind children, as well as the exponential techno-social changes across spatial and temporal purviews especially in the past decade, in their efforts to sustain their transnational familyhood. Finally, I will interrogate the concept of transnational care as a consequence of this mediatization.

Mass Media as a Tool for Enhancing Farmers' Efficiency and Effectiveness

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Whether recognized or not, agriculture is the primary, one of the most important industries in many nations, and its importance in boosting a country's economy cannot be overstated. It is impossible to deny the agricultural sector's capacity to improve local socioeconomic status and alleviate poverty (Hassan, et al., 2010). Agriculture, is being treated as one of the most critical sectors of the international economies, will continue to be high on the development agenda. Food scarcity have triggered major political instability, protests, and civil wars in countries all over the world, resulting in significant institutional and technical modernization losses. Food now accounts for up to $7-9 trillion, or almost ten percent of global GDP. Food insecurity affect one billion people (Saritas & Kuzminov, 2017). Therefore, it can argue that efficiency and effectiveness of the farmers is an important determinant in developing the agriculture sector. The purpose of this research study is to identify how the mass media contribute to enhance the efficiency and effectiveness of farmers and the study has three research objectives to achieve the main goal of the study. Sri Lanka is a country which has significant contribution from agriculture sector to the economy. This study focuses on farmers who are playing major and important roles in Agriculture sector. This study has conducted to identify mass media types which use by farmers, how the mass media enhance the agricultural knowledge of farmers and determinants of efficiency and effectiveness of farmers. To find out those, it has applied positivism research philosophy and study has conducted under deductive approach. This study has conducted by using qualitative data which have collected from previously published journal articles and therefore the study is a secondary research. Findings of the study has proven than Television, Radio and Newspapers are the most frequently using mass media types by farmers and mass media provide useful insight to farmers to enhance their efficiency and effectiveness.

**Bridging Film Literacy and Social Media Literacy
in the Discourse of MIL Ecology**

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and Lee Jacob L. Fabonan, *De La Salle University, Philippines*

This paper seeks to highlight the relationship between film literacy and social media literacy. In the teaching Media and Information Literacy to Generation Z, or the social media generation (Wolf, 2020), these two concepts merit academic discourse to show how media convergence is present in these two wide areas of studies. With the rise of various social media platforms, it has become difficult to differentiate film content from other audiovisual materials. Video-based social media allows consumers to conveniently create audiovisual materials with various elements such as music, sound, camera shots and angles, editing, production design, and even storytelling. The paper augments the benefits and threats of the presence of film in social media and vice versa. To fully utilize both mass media platforms, it is vital to educate the learners in responsibly reading the messages beyond their literal visual texts. Furthermore, the involvement of generation Z in popular culture, fast fashion, worldwide advocacies, politics, environmental concerns, and other societies' pressing issues reflect in the content that is available online. Thus, film literacy and social media literacy should remain adaptable to these changes.

Insufficiency in Digital Analytics Skills and Competencies
of Indonesian Professional Communicators

Maulina Pia Wulandari and Ivan Bimantoro Wachid
Universitas Brawijaya, Indonesia

The COVID-19 pandemic has served as a challenge for the professional communicators to be adaptive by comprehensively obtaining a set of digital analytical skills and competencies. This pilot study aimed to investigate the digital analytic skills and competencies of professional communicators in Indonesia. This study applied quantitative research methods. A survey was conducted to answer the research questions in this pilot study. The process of data collection was started in May 2022 using the primary online survey method and distributed through WhatsApp messenger to various groups of Indonesian professional communicators. The analysis of the digital skills and competencies in this pilot study focuses on the ability of the Indonesian professional communicators to operate several digital analytical tools such as sentiment analysis, Google analytics, and big data analytics. A number of Indonesian professional communicators from various institutions, ranging from governmental institutions to corporations, and positions, ranging from staff to directors were involved in the survey. The results of this study revealed that most of Indonesian professional communicators are able to operate digital analytic tools such as Google Analytic but lack ability to operate other digital analytic instrument like sentiment analysis and big data analysis. The study also found the similarity results on the lack of ability of Indonesian professional communicators in reading and processing the data obtained from data analytic tools. However, most of the respondents have the ability to analyze the engagement rate that consists of number of follows, likes, comments, and share from various social media platforms such as Instagram, Twitter, Facebook, and YouTube. The study argues that for the last ten years there have been a big gap between the rapid development of communication and information technology and the forwardness of Indonesian higher education curriculum in preparing the data analytic skills and competencies. Hence, the digital data analytic courses should be included in the curriculum of communication degree.

A study of the philosophy of Existentialism within Tarkovsky's visual context.

Herath Mudiyanselage Ama Udani Senarath
University of Kelaniya, Sr Lanka

Andrei Tarkovsky was a filmmaker who lived in wartime Russia in the twentieth century. Throughout his whole career, Andrei Tarkovsky aimed to create films that pushed the boundaries of reality. One of his most distinctive films is The Mirror, and Its Memories is a very intimate picture about the mind and surrealism. Existentialism primarily focused on fear, authenticity, personal meaning, and death. The major goal of this study was to examine how existentialism philosophy is represented by the Tarkovsky framework. The mirror 1975 The research was considered to have a maximum on it for movies. Tarkovsky is a member of the cinematic cult who examines the paradoxes of the conflicted human spirit. In order to gather data for this study, interviews and observations were utilized as primary sources, secondary sources were books, periodicals, and blog posts, and qualitative sources were thoughts and ideas. The fundamental goal of this dissertation is to attempt to read Tarkovsky's cinematic structure from a fresh perspective. That is to say, Tarkovsky manipulates the field of vision that is visible to the unaided eye and analyzes the usage of cinematic language from a philosophical standpoint. The study comes to the conclusion that by using an Existentialism philosophical dimension to show man and life, Tarkovsky appears to have formed his own original cinematic language in the making of The Mirror, which he directed. Memory, dreams, natural elements, slow motion, the use of long shots, narrative imagery and themes, characters, extended running time frames, colors, noises, extraordinary backgrounds, editing, etc. are the main topics. There was a growing awareness of human life, emptiness, loneliness, and previous battles in the scene. Finally, our research demonstrates that Tarkovsky has not been well studied in Sri Lanka, and I propose that amateur filmmakers and researchers be encouraged to continue their studies on a director like Tarkovsky.

Megaphone Effect, Facebook and Public Relations; A Comparative Case Study on Save Wilpattu and Go Home Gota Facebook Campaigns

Dasini Indupa Madurasinghe
University of Kelaniya, Sri Lanka

In 2012, McQuarrie et al. coined the term megaphone effect to describe this feature of social media, such as Facebook, which enables an ordinary person to voice his opinion publicly. The theory of the megaphone effect in social media is about how the platforms can be used to increase public relations with many followers, similar to how someone communicates through a megaphone, and it is regarded as a 'doubled-edged tool' in social media. As defined by James E. Grunig and Todd Hunt, Public Relations is about building two-way symmetric communication. Therefore, it has become a popular public relations strategy to use social media to communicate with the target public. This research study aimed to provide insights on how megaphoning effect in social media affects building public relations in the Sri Lankan context. A comparative case study conducted on two campaigns occurred in 2015 and 2022 called 'Save Wilpattu'; an anti-government campaign to save a national park from ill-planned resettlements, and 'Go Home Gota'; an anti-government campaign to overthrow the president elected in 2019. The research problem was how the megaphone effect on Facebook affects the Save Wilpattu and Go Home Gota social media campaigns. The case study was conducted under a qualitative methodology where content analysis was conducted on government officials' Facebook pages, selected fan pages, and posts shared under hashtags used during both social media campaigns to identify shared and forwarded information. The content analysis data concluded that government officials involved in both cases have failed to use the megaphone effect on Facebook to manage public relations. In contrast, selected fan pages and the general public have used and benefited from it by sharing and forwarding information during both cases, which has led to the use of the megaphone effect to conduct anti-government campaigns on Facebook, proceeding to social mobilizing against the government. According to research findings, megaphone effects in Facebook have been used by the public and government officials, who are affected during both cases, to build public relations than the involved governmental officials.

NOTES

E1: Educating in Post Pandemic Times
Chair: Ricky G. Abaleña III
West Visayas State University

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A study on the use of animation to provide an education on Folklore for Sri Lankan children from 2015-2022.

J.I.G.Wikramathilaka
University of Kelaniya, Sri Lanka

The physical limitations of the world can be uniquely transcended through audio-visual technology. Animation is a form of media that is transforming the worlds of cinema and television. Among them , the new media has also been added. Education plays a special place to accomplish the main purpose of any media. Even in a country like Sri Lanka where technology is advanced to a certain level, it is common. providing extracurricular education is vital. The child living in such a country should be exposed to their culture. Teaching children about the folklore is significant. my research was based on this field by integrating this issue to Sri Lanka. The research problem is to examine the use of animation for educating children about Folklore. Pointing out the importance of teaching folklore to the children of Sri Lanka, the main purpose of this is to find out the effectiveness of using new media as a method of teaching folklore. For this purpose, two research methods were used to collect the data. Except for the use of primary and secondary sources, the interviews were conducted to collect data. The data collected through the above mentioned methods, quantitative ,qualitative data were systematically analysed for the purpose and used as the basis for the research. The general conclusion obtained is the use of animation is successful in providing education about folklore to the Sri Lankan children. It can be concluded here that the animation can be created when the trinity of knowledge, attitude and ability is combined with the creative potential of the designer. It is possible for child's mind to grasp.

Mediating Mediation: Parents' Regulation of their Adolescent Children's Social Media Use as Rituals of Nostalgia

Julienne Thesa Y. Baldo-Cubelo
University of the Philippines, Diliman

This study is an exploration of how today's parents of adolescents mediate their adolescent children's social media use. The study argues that whether said regulation is deemed successful or not, the attempt to mediate is a ritualistic remembrance of parents' youth. Using James W. Carey's Ritual Model of Communication (2009) as analytical anchor, the data from 35 individual interviews and 5 focus group discussions of professional parent/guardian informants sampled through typical case sampling, reveal how rituals of mediation surface embodied nostalgia of parents' childhood/adolescence especially surrounding ideations of household chores, play, and being young. The influence of childhood nostalgia is reflected in the content of "mediation talk" and "mediation encounters" between parents and adolescents, as well as in the parents' reflections on their parental mediation responsibilities. Linking data to the literature on family rituals as communicative tools, the study extends the discourse to parental mediation being powerful reconfigurations of intergenerational imaginations of technology. The results also reveal how rituals of nostalgia-invocation may or may not result in successful parent-adolescent communication. However, regardless of perceived success of regulation, both the actual rituals in "mediation talk and encounter" and in the imagery of childhood/adolescence evoked by parents, affirm how rituals influence communication experiences across time, not just space. It also strengthens Carey's basic argumentation on how the ritual view of communication sophisticate ordinary human communication beyond the efficacy model of communication-as-transmission. This study bridges discourses of human communication and humans imagining technologies of mediation. Moreover, the study infers on the necessity to plot family conversations and encounters vis-à-vis technology as rituals of connection. Recommendations are made on how further studies can expand ways for parent-children communication to be more connected, not just efficient.

The Impact of Social Media on Academic performance of Senior Secondary School Students in Western Province, Sri Lanka

Shanaka T Perera
University of Kelaniya, Sri Lanka

In the world today, social media plays a significant role among school students than it did previously. Social media has become more popular among adolescents because they use it daily to communicate with peers and share information. This research investigates different social media platforms used by secondary school final students and the reasons for their choices. It also analyzes the impact of each of these platforms on their education in order to understand the positive and negative impacts of social media on their academic performance. The researcher used mixed methods for the data collection and designed a questionnaire and a semi-structured interview guide to identify the various impacts of social media on selected secondary school students who live in Colombo, Gampaha, and Kalutara districts, that comes under the Western province in Sri Lanka. In addition, the gathered qualitative and quantitative data was analyzed using descriptive and inferential statistical methods and thematic analysis. The results proved that social media impacts students' lives negatively and adversely. Moreover, students mostly use different social media platforms like Facebook, Instagram, Whatss app, Twitter, Snapchat and Youtube for instant messaging, sharing content, chatting, building personalities, and for entertainment. Research investigated how students used social media networks for purposes other than studying. It was found that the social media helped students contact their classmates quickly and share notes instantly. Most of the time, they were on social media more than earlier because of the online teaching that has happened during the past few years. It could have resulted due to having access to digital tools. Furthermore, the researcher found a small number of students who used social media networks to clarify doubtful and unclear academic areas so as to obtain more information regarding the lessons they discussed in class. On the other hand, the results showed a negative impact on the lives of the students due to getting involved in fake relationships, sex chats, drug use, pornography, harassment, and cyberbullying. One significant deduction was that most of the students wasted time on social media networks, and it caused their poor performances in the exams. Finally, the findings of this study could be used to improve the lives of final year secondary school students, and it could assist Sri Lankan schools in making students aware of the benefits of using social media productively.

Need for Health Communication in Crisis

Anshu Arora
Amity International School, India

The emergence of Corona has significantly raised the need of health communication. In times of crises it is important that public bodies provides advice or other important information needed in order for the public and other actors to be able to act and respond and take decisions meticulously, taking into consideration the situation at hand in the best possible manner. Health Communication by community establishments throughout a crisis condition is an indispensable and necessary part of any response to a condition that may threaten lives and property of people. The paper discusses the role of misinformation and disinformation and ways to stop the menace of fake news. Health is an important aspect in anybody's life and plays a very significant role in the overall wellbeing and happiness of an individual. False and deceptive health information about an array of ailments has been circulating widely on social media for many years, which poses a threat to lives of people as it spreads swiftly and meritoriously. These disinformation campaigns can be deliberate and necessitate mutual and specific efforts. Further in some cases, the spread of fake news and misleading advice is solely due to the fact that ignorant people don't have the idea as to where to find evidence based data and information. With the Covid-19 pandemic, the widespread dissemination of fake news and the allied risks have extended to an altogether new dimension.

The Levels of Knowledge and Adoption of Cultural Practices of the Domestic Floriculture Growers in the Central Province of Sri Lanka

Lal Jayaratna
University of Mississippi, USA

Floriculture industry has become a high income generating agribusiness today in Sri Lanka. It also brings a considerable amount of foreign exchange to the country annually, which is an important factor for the country's economy. The climatic variations of the Central Province provides a suitable growing environment for different tropical and subtropical floriculture species. Majority of the domestic floriculture growers in the province are producing products for the local market. The objectives of the research were to identify the growers' personal characteristics, information sources used, and problems faced and their effect on their levels of income, technical knowledge and adoption on practices in floriculture. The researcher also could make suggestions to develop their agribusiness in order to reach the foreign market in the future to increase their income. The research was carried out with the floriculture growers in the Central province registered in the Department of National Botanic Gardens, which is the government mandatary department for the development of floriculture industry in Sri Lanka. Two hundred and ten growers were randomly selected from the three districts of the Central Province. The study found that there were positive relationships between overall knowledge, overall adoption, and monthly income of the respondents with the years of schooling. There was a negative relationship between the monthly income and the age of the respondents. There was a positive relationship between the overall knowledge and the overall adoption. To motivate the growers, this study recommends, the development their levels of knowledge and adoption on cultural practices, produce quality products, and expand the business. Also, to expose to the foreign market through the floriculture associations, the Department of National Botanic Gardens (DNBG), and the Export.

E2: Visualizing communication thru film
Chair: S Raguram, University of Jaffna

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New Articulations of Caste in Contemporary Tamil Cinema

PJ Sam Alex
English and Foreign Languages University, Hyderabad, India

This study explores the ways contemporary Tamil cinema (post-2010) articulates a more nuanced understanding of the problem of caste-based discrimination. Tamil cinema has been extensively used as a tool for political mobilisation, particularly in the 1960s and 70s. Political parties like DMK used cinema to generate mass political support. The rise of MGR as an equally influential film star and a political figure illustrates this phenomenon. Moving forward, Tamil cinema in the 1980s and 90s celebrated higher caste identities extensively while the lower castes were negated any identity. Explaining this trend in Tamil films of the 1980s and 90s, V. Devaki says, "while dominant castes are dominating on screen, they become the center of the stage; on the other hand, low caste/marginalized/Dalits does not even come to the scene and become voiceless for all this time, heard by none." However, post 2010 there seems to develop a new sense of caste in popular Tamil cinema that tends to question the problem of caste critically. It is in this context that new films made by contemporary filmmakers like Pa Ranjith, Mari Selvaraj, Vetrimaaran and many more become significant. Their films seem to address the problem of caste discrimination and assert low-caste identities boldly through popular Tamil cinema which was unlikely earlier. For the purpose of analysis, a selected filmography of contemporary filmmakers will be chosen to identify how these films question caste discrimination. Further, how these films enable assertion of caste identity by lower castes in Tamil popular cinema was examined. Films of Pa Ranjith like *Kabali, Kaala, Sarpatta Parambarai,* films of Mari Selvaraj like *Karnan, Pariyerum Perumal,* Vetrimaaran's *Asuran,* T J Gnanavel's *Jai Bhim* form a long line of films in contemporary Tamil cinema that contest the existing notions of caste-hierarchy. The analysis would help explain how the notions regarding caste discrimination or caste identity are being restructured by this new line of filmmakers in popular Tamil cinema.

Representation of Differently Abled people in Sri Lankan Films

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Trincomalee campus, Eastern University, Sri Lanka

The study examined Representation of differently abled people in Sri Lankan Films. The study investigated How Sri Lankan films represents the persons with disabilities. The study takes qualitative methods and non-probability purposive sampling was used to select 5 films which were released between 2015 -2020 year by year and a purposive sample of 20 key informants drawn from the specific media literate persons in different media fields. Qualitative data was obtained using in depth interview guides and analyzed according to the objectives using charts. Also, researcher used content analysis method for the analysis the selected films and their content. The study used framing theory, media labeling theory and critical disability theory as theoretical frame work of this study. Findings indicate that most of the Sri Lankan films portray disability characters to awaken audience emotions, sympathy, grief and to put up the hero in films. Most of the films take disability characters as supporting characters to show heroes' power. But not showing the disabilities power. According to the study Sri Lankan films portray physical disability characters more than mental disability characters. And there is no place for other types of disability characters through Sri Lankan films. Also, obvious that the Sri Lankan film industry portrays people with disabilities in a very negative way. However, the local film industry does not build a disability character according to their human rights. They build a disable character according to the social and cultural factors that's why still they are shown as a negative character. According to this study Sri Lankan films are not giving sufficient space to characters within films and also local industry not giving equal opportunity to disable characters comparing to other international film industries.

Visual Representation of Sri Lankan Youth on a "Pandemic Cinema"

Chathurika Niamalchandra
University of Colombo, Sri Palee Campus, Sri Lanka

With the emergence of the COVID -19 pandemic situation in China in 2019 and subsequently all over the world during the first quarter of 2020, Sri Lanka was also affected by this global crisis that compelled the government to lock down the country from time to time starting from March 2020. As in other countries, this was a novel experience for both the government and its people. The government restricted citizens' daily activities in many ways. Moreover, they temporarily banned all the entertaining platforms including cinema theatres. Although the government suspended film theaters, online platforms are being utilized to communicate creative ideas. In Sri Lanka, two feature films and some short films based on COVID-19 pandemic were released during the period from 2020 to 2021. This new cinema era can be termed as a "Pandemic Cinema" due to the specifications of the above film genre. This novel cinema genre can be seen all over the world. My study focused on the above unique cinema genre in Sri Lanka. The objective of this study was to identify how the Sri Lankan film directors visually portray the Sri Lankan youth in 'Pandemic Cinema'. For this purpose, two feature films and four short films were selected and the content analysis tool was used to examine the films to achieve the objectives. Results show that almost all films have focused on the problems of the younger generation specially related to the themes of loneliness and breaking the dreams of the young generation. The film directors have portrayed psychological effects of the younger generation caused due to social distancing and quarantine. Most significantly, these films reveal the extent to which the younger generation tries to find 'lost' physical human relationships through technology. Further, young directors have come to forefront as budding filmmakers.

Beyond Cinema Hall: Exploring Non-Theatrical Film Viewing Practices in Kerala.

Alex Abraham

English and Foreign Languages University, Hyderabad, India

Cinema is a crucial part of popular culture in India. Scholars have observed long ago that popular cinema in India is not just confined to the sphere of entertainment but dominates everyday social life. The primary mode of audience reception of films has been through cinema halls. But, film viewing now happens immensely through non-theatrical modes. The possibility of viewing films without visiting a cinema hall emerged in India as a popular mode during the 1980s with the availability of VCR, and it became widespread with the coming of satellite television in the 1990s. Even though there is no significant decline in cinemagoing in India, the rise of the Internet, computers, and smartphones made non-theatrical film viewing a popular option among the masses. The recent popularity of over-the-top (OTT) and video-on-demand (VOD) platforms made the field of film viewing more diverse and complex. The paper explores the implications of non-theatrical film viewing practices with these backgrounds. The study's major objectives are to understand the nature of non-theatrical film viewing practices and the role of social relations in non-theatrical film viewing. Using a qualitative approach, the research was conducted in a specific socio-cultural setting of Kerala, a southern Indian state. The study primarily used in-depth interviews with non-theatrical film viewers for data collection. With the data from the in-depth interviews, the paper argues that, although non-theatrical film viewing is highly an individualised activity often happening in a solitary space, it involves complex social relations that unfold through online and offline spaces. The viewers form social networks with other viewers to access films and talk about films leading to sociality and a socially situated film viewing experience. Further, the paper finds that the availability of films on various devices such as mobile phones and computers has made cinema more omnipresent in everyday life than earlier.

Understanding Community Filmmaking in Sri Lanka:
Interrogating and challenging the dominant mode of film

Ileka Ruwanpathirana
University of Kelaniya, Sri Lanka

Though Sri Lankans are familiar with 'Community radio,' the term 'Community film' is still a novel idea. 'Community film' which was originated in the late 1960s in Fogo Island, Canada, intending to encourage interactive filmmaking practice became very popular and experimented later by many regions worldwide, including Asia, as a tool for social change, community expression, and community empowerment in rural, underdeveloped areas. This study focuses on a Sri Lankan community film, and the objective is to understand community filmmaking practice in the Sri Lankan context by addressing the research questions, how it occurred, what kind of approach they have used, how it affects and supports the community, and how it challenges the dominant film industry in Sri Lanka. The study focuses on the film, 'Walapane Satana', which is the only film from Sri Lanka which easily fits into the criteria of a community film. The research revealed a solid socio-cultural background behind the making of this film. Fitting into the principal idea of community media practice, the film 'Walapane Satana' has been fully created by the community members. It was observed that there was a high community engagement in all the stages of film production. The community members have perfectly practiced the collaborative nature of filmmaking to achieve their ultimate goal. Almost all the villagers have participated in this film to attend, make, teach, learn, present, promote, judge, support, and span many artistic disciplines. Further, it was found that this community film has creatively and innovatively empowered and educated the villagers to become worthy citizens. Being a part of this film has added value to their lives. Even though this kind of visual community media needs some professional assistance or interference, the film 'Walapane Satana' has a very less expert contribution. In contrast, the researcher could notice that the quality of the production is high in both cinematic and technical terms. These findings led the researchers to conclude the study with a strong opinion on community filmmaking as a vibrant tool that has full potential to interrogate and challenge the dominant mode of film and also as a powerful driver for social change and community empowerment.

ACADEMIC JOURNALS

Some papers from the 2021 Asian Congress for Media and Communication were included here:

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