

The Asian Congress for Media and Communication

in partnership with the
Auckland University of Technology

The International ACMC Conference Auckland on
**Change, Adaptation and Culture:
Media and Communication in
Pandemic Times**
25-27 November 2021

Programme and Abstracts



TABLE OF CONTENTS

Messages	2
About the Auckland University of Technology	4
About the Conference	5
Program Schedule	6
Keynote Speakers	8
Parallel Sessions A	11
Parallel Sessions B	23
Parallel Sessions C	35
Parallel Sessions D	49
About ACMC	61
ACMC Publications	62
Conference Secretariat	63

#acmc2021

#asianmediacongress2021

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 2021!

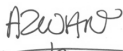
This year's conference comes at the heels of our 14th anniversary. The theme this year, "Change, Adaptation and Culture: Media and Communication in Pandemic Times," highlights the contextual environment in which we find ourselves today.

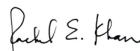
While missing out on the beauty of Auckland, we believe that research continues to be a mutual venture, in good times and in bad, among scholars, academicians, students, and practitioners, which is why we are committed to holding this conference albeit virtually to provide a venue for intellectual exchanges.

Our deepest thanks to the School of Communication Studies, Auckland University of Technology for the partnership, trust, and support.

To the dedicated, hardworking, and passionate ACMC secretariat, our heartfelt gratitude for graciously coming together to make ACMC2021 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


RACHEL E. KHAN
Chair, ACMC Board
Department of Journalism
University of the Philippines

Message from the Auckland University of Technology School of Communication Studies



As the Acting Dean of the Faculty of Design and Creative Technologies at Auckland University of Technology, I take great pleasure in welcoming you to the 2021 Asian Congress for Media and Communication; hosted by our School of Communications Studies.

Due to the COVID19 pandemic across the globe, the conference is being held online. Perhaps in the not-too-distant future, we can host another ACMC conference in person, so we can welcome you in person to Aotearoa New Zealand.

ACMC 2021 is the 7th Asian Congress for Media and Communication international conference with the theme: Change, Adaptation and Culture: Media and Communications in Pandemic Times. It is great to see the breadth of topics covered this year – from (and not surprisingly) media and communications during crisis or pandemic times as well as discussions relating to democracy, rapid shifts in the field and our virtual world; through to issues relating to education, gender, culture, and identity.

We trust that you will enjoy the Conference Programme over the next 2½ days. All the best to those of you presenting.

Kia kaha, Kia māia, Kia manawanui | Be strong, be brave, be steadfast.

Professor Felix B Tan
Acting Dean
Faculty of Design & Creative Technologies

ABOUT THE AUCKLAND UNIVERSITY OF TECHNOLOGY



AUT is proud to be one of the world's best modern universities. Times Higher Education has ranked AUT in the top 40 universities under 50 years of age, and among the top one percent (201-250) of universities in the world.

AUT has an overall five-star rating from university rankings organisation QS, in addition to five-star ratings for Teaching, Employability, Research, Internationalisation, Facilities, Innovation and Inclusiveness.

AUT leads Australasia in global research impact. Times Higher Education has ranked AUT first in Australasia for the number of times AUT's research is cited globally.

With more than 60 research centres and institutes delivering leading research, AUT collaborates and partners with an extraordinary range of organisations worldwide; sharing expertise, resources and jointly working on ground-breaking research.

Ranked in the top 150 in the world, AUT's School of Communication Studies delivers programmes for valuable foundations to key roles in various industries, including the media and communications fields.

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ABOUT THE CONFERENCE

Change, Adaptation and Culture: Media and Communication in Pandemic Times

The conference theme covers a broad area signifying the imperative need to change and adapt to a world impacted by a pandemic.

Change is a constant in human communication. From health communication to climate change to technological innovation, communication and media play an integrative role for sustainable and progressive development.

Mass Media likewise plays a crucial role in shaping public perception and influencing the powers that be. The conference explores how change is managed, embraced and adapted in communication and media. More research in this area is needed to fully explicate the complexities and nuances involving change –climate change and change management communication, paradigm shifts, cultural, technological and linguistic dynamics in diaspora and more.

*Special Thanks to:
The Pacific Media Centre*

PROGRAMME

Day 1 | 25 November 2021 | Thursday

8:30 am PST Virtual Doors Open

1:30 pm NZDT

9:00 to 11:00am PST

OPENING CEREMONIES

2:00 to 4:00 pm
NZDT

Welcome by MCs
ACMC video presentation
Welcome video to AUT Campus

Welcome Remarks

FELIX TAN

Professor and Associate Dean Research
Acting Dean, Faculty of Design & Creative Technologies, AUT

Opening Remarks

AZMAN AZWAN AZMAWATI

President, ACMC

Acknowledgement of Delegates

WALTER YUDELMO

Executive Director, ACMC

Introduction of Keynote Speaker 1

KHAIRIAH A RAHMAN

Secretary of Communication, ACMC

Keynote 1

DAVID ROBIE

Founding Director of the Pacific Media Centre

Introduction of Keynote Speaker 2

PROF. RACHEL KHAN

Chair of the Board, ACMC

Keynote 2

GLENDA GLORIA

Executive Editor and Co-founder, Rappler Inc.

Open Forum

11:00 to 2:30PM PST
4:00 to 6:30PM NZDT

PARALLEL SESSIONS A
A1: Communicating Gender Issues
A2: Mass Media in Quarantine

Day 2 | 26 November 2021 | Friday

9:00 to 11:30am PST
2:00 to 4:30 pm NZDT

PARALLEL SESSIONS B
B1: Culture, Communication and Identity
B2: Paradigms of Communication
Education

11:30 to 2:30 pm PST
4:30 to 7:30 pm NZDT

PARALLEL SESSIONS C
C1: Democracy, Development and
Journalism
C2: Broadcast in Flux

Day 3 | 27 November 2021 | Saturday

9:00 to 11:30am PST
2:00 to 4:30 pm NZDT

PARALLEL SESSIONS D
D1: Crisis Communication Challenges
D2: Dynamism in the Virtual World

11:30 to 12:30 pm PST
4:30 to 5:30 pm NZDT

CLOSING CEREMONIES
Response from Participants
Awarding of Certificates
Closing message from AUT
Closing message from ACOM
Announcement of ACOM 2022

PST—Philippine Standard Time
NZDT—New Zealand Standard Time

KEYNOTE SPEAKER

PROFESSOR DAVID ROBIE

Dr David Robie is editor of *Asia Pacific Report* and was the founding director of Pacific Media Centre. He is a multi-awarded academic and media practitioner, who served as a professor of journalism and communication studies at Auckland University of Technology for 13 years before recently retiring.



He has also been a journalist and foreign correspondent for more than 40 years. For more than two decades he focused on covering the Asia-Pacific region and has also reported post-colonial coups, indigenous struggles for independence and environmental and developmental issues. He blogs at *Café Pacific* and at *The Daily Blog*.

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Dr Robie was founding editor of *Pacific Journalism Review* (PJR), the only research journal to investigate media issues in the South Pacific, Asia-Pacific, Australia and New Zealand. He is manager of Pacific Media Watch, a digital research unit that publishes daily dispatches about Pacific journalism and media, ethics and professionalism in collaboration with the Paris-based Reporters Without Borders.

He has written ten books on the region's politics and media, including *Mekim Nius: South Pacific politics, media and education*, and a book about the bombing of the Greenpeace flagship *Rainbow Warrior* by French secret agents, and *Don't Spoil My Beautiful Face: Media, Mayhem and Human Rights in the Pacific* (Little Island Press, 2014). Marking the 30th anniversary of the sinking of the *Rainbow Warrior* bombing in July 2015, his book *Eyes of Fire* was published with extensive new sections and images. His online microsite is at: <https://eyes-of-fire.littleisland.co.nz/>

KEYNOTE SPEAKER

GLENDAM. GLORIA

Glenda Gloria co-founded *Rappler*, an online news media company in July 2011 along with 2021 Nobel Peace Prize winner Maria Ressa. Ms. Gloria served as its managing editor until November 16, 2020, when she was named *Executive editor*.

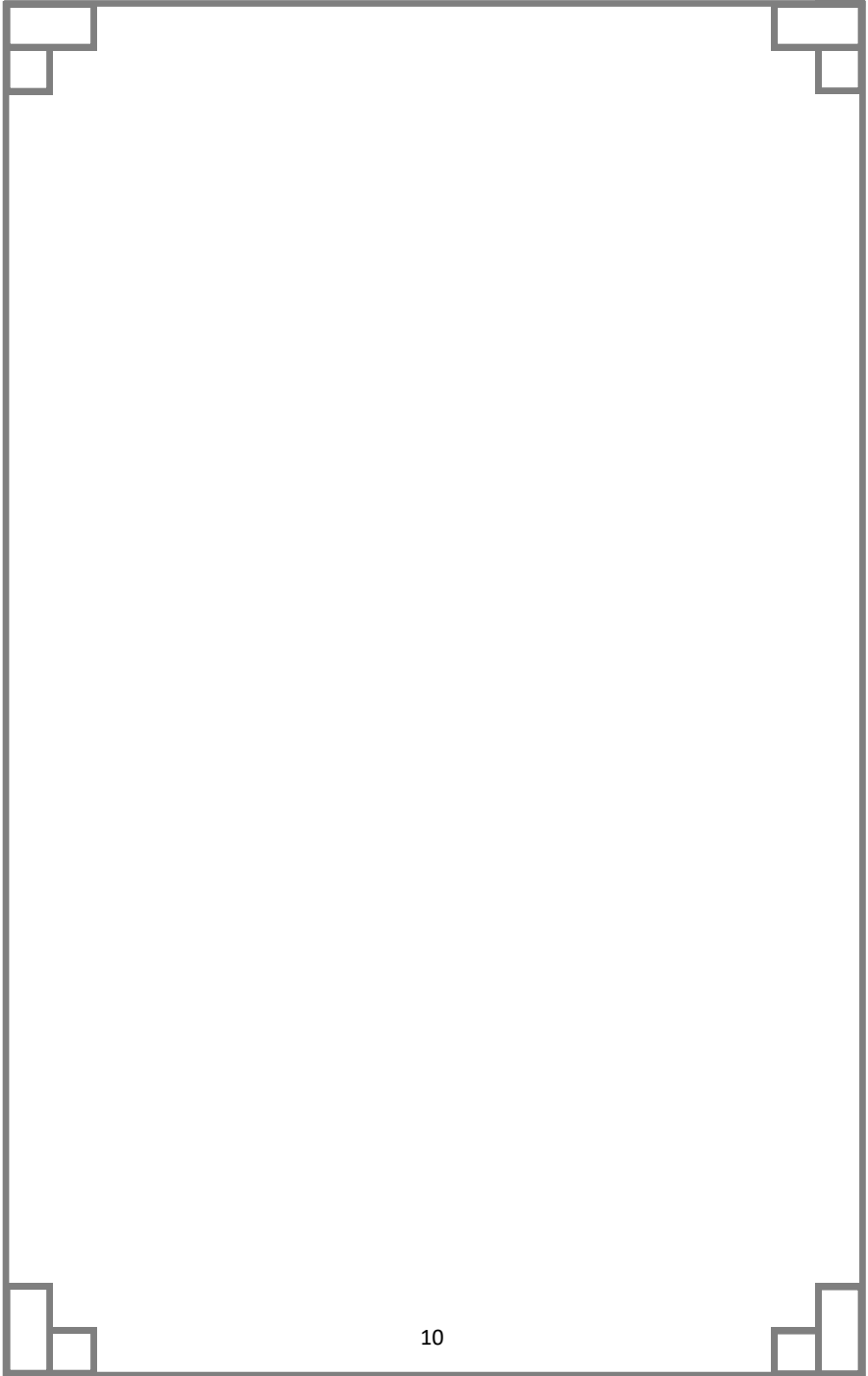
She finished journalism in 1985, a year before the end of the Marcos dictatorship. She has worked for the Philippine Daily Inquirer, The Manila Times, the Philippine Center for Investigative Journalism, and for international news agencies. In the dying days of the Estrada administration, she co-founded the Philippines' top investigative magazine *Newsbreak*, which started as a newsweekly.



From 2008 to January 2011, she managed ANC, the ABS-CBN cable news channel, as its chief operating officer.

Ms. Gloria earned her journalism degree at the University of Santo Tomas in Manila. A British *Chevening scholar*, she holds a master's degree in political sociology from the London School of Economics and Political Science (1999). In May 2018, she finished her *Nieman journalism fellowship* at Harvard University.

Ms. Gloria has authored several books including, “*Under the Crescent Moon: Rebellion in Mindanao*,” with Marites Dañguilan-Vitug, a groundbreaking book on the conflict in Mindanao that won the National Book Award. In 2011, she wrote “*The Enemy Within: An Inside Story on Military Corruption*,” with the late Aries Rufo and Gemma Bagayau-Mendoza.



ABSTRACTS

A1: Communicating Gender Issues

Moderator: Crina E. Tañongon,
University of the Philippines -Cebu

Media, Gender, and Intersectionality in the Pandemic Times?

Azman Azwan Azmawati
Universiti Sains Malaysia

The Weibo Discussion about Taiwanese Legalization of Same-Sex Marriage: An Overview

Fei Xiao
Massey University, New Zealand

Lockdown Love: Computer-mediated romantic intimacies among select gay Filipino couples

Jonalou S. Labor
University of the Philippines-Diliman

The articulation of Papuan women ethnic identity on Facebook

Yuyun Suria
Universitas Airlangga, Indonesia

Key Graduates' Attributes in Navigating a Hybrid and Remote Working Environment: Interns' Perspective

Zeti Azreen Ahmad and Nur Shakira Mohd Nasir
International Islamic University Malaysia

Media, Gender, and Intersectionality in the Pandemic Times?

Azman Azwan Azmawati
Universiti Sains Malaysia, Malaysia

Through this case study, the School of Communication, Universiti Sains Malaysia (USM) presents its unique experiences and implementation of media and gender issues in its curriculum. The course is modeled after Western construct within Asian context. Media and gender inclusion as a compulsory course in the curriculum is crucial as the graduates of the school will essentially end as media producers as well as media consumers. The course informs students on the importance of being gender sensitive as basically what gender means essentially depends on a society's values, beliefs and preferred ways of organizing collective life. Hence, this course informs students that people are pre-determined by biology but shaped by society and culture while gender in reality is intersectional and structurally based. This paper will share the struggle and experiences in pushing the structures and cultural boundaries in order to materialize it. A case study on the responses by the Malaysian women leaders and Malaysian government's Public Services Announcement (PSA) in the traditional and social media on gender in pandemic time will be discussed in relation to the importance of offering Media and Gender courses at the Malaysia Higher Learning Institution.

The Weibo Discussion about Taiwanese Legalization of Same-Sex Marriage: An Overview

Fei Xiao
Massey University, New Zealand

Taiwan's judiciary announced the prohibition of same-sex marriage unconstitutional in May 2017 and 18 months later a referendum legalised civil union but denied marriage for same-sex couples. The event of Taiwanese legalisation of same-sex marriage, although not entirely successful in achieving marriage equality, was followed and discussed by Weibo users in China's Mainland. This paper explores this online discussion using the perspectives and guidelines of queer methodology with mixed methods of quantitative content analysis, thematic analysis and semi-structured interviews.

The findings reveal that the Weibo discussion about Taiwanese legalization of same-sex marriage was harmonious in a positive tone of emotion with a focus on facts. The posts within this Weibo discussion had features typical of social media discussions, including various non-textual formats, the use of global symbols and popular cultures, such as the rainbow flag and LGBT-themed pop songs. Facts were frequently posted in the discussion and accompanied by opinions in most (56.0%) of the sampled posts. The Weibo discussion showed mostly an upbeat emotional tone expressed in the participants' own words. Out of the 424 posts with opinions, 306 (72.2%) contained only the authors' own opinions, showcasing the participants' use of the gratification of self-expression in this Weibo discussion. The general emotional tones were overwhelmingly cheerful and optimistic. Most posts' opinions (73.1%) were expressed in a positive tone of emotion alone. Overall, the Weibo discussion ran the risk of simplifying the news event and its related issues by overshadowing other more complex opinion expressions. Yet, a few posts denounced the heteronormative violence of silencing queer voices online and criticised slacktivist over-reliance on social media supports.

Lockdown Love: Computer-mediated romantic intimacies among select gay Filipino couples

Jonalou S. Labor

University of the Philippines-Diliman, Philippines

The COVID-19 pandemic, a global public health emergency, has affected not just wellbeing but social relationships around the world. One of the groups that have been affected by the lockdown, quarantine rules, and social distancing policies is the LGBTQ community, particularly the gay couples who either have been forced to be physically apart or chose to spend the lockdowns away from their partners. Members of the LGBTQ+ community face unique challenges during the pandemic. On the one hand, the stigma of gayness has an impact on social capital and connectivity (Drabble and Eliason, 2021). Reports have stated that an increased vulnerability of gay men to feel alienated because of loneliness (LGBT Foundation, 2020), lack of family support (Gonzales, de Mola, Gavulic, McKay & Purcell, 2020), and lessened peer support (Fish, et al., 2020). On the other hand, gay men had to manage their own intimacies and relationships at home. Economic issues, emotional bonds, and the enormous impact of uncertainty, fear, and discrimination (Banerjee & Nair, 2020) not only were on top of the psychosocial concerns of the LGBTQ during the pandemic, these also were being managed by same-sex couples who either cohabitate or co-parent in different households (Gruberg and Madowitz, 2020).

Gay couples who have been displaced by the COVID-19 pandemic had to work with technological platforms so that they could process and proceed with their romantic relationships. Using the tenets of Moss and Schwebel's Romantic Intimacy Model (1993) and Joseph Walther's Social Information Processing Theory (2015), textual symbols were analyzed in order to describe the nature of responses that couples interactively communicate in order to approximate interpersonal romantic intimacy through mediated platforms. Using the case study design in a time-and-space bound phenomenon, twelve gay couples or 24 informants were tapped to participate in the study. Purposive sampling was used to scout for the interviewees. The researcher used the "teller of tales" as a way to thematically analyze the narratives. Consistent with the claims of the SIP Theory, technological platforms have continued to enable mediated relational intimacies not only to augment relationship sustenance but also to reinforce a nuanced yet global form of mobile affection.

The articulation of Papuan women ethnic identity on Facebook

Yuyun Suria

Universitas Airlangga, Indonesia

This paper examines the way Papuan women articulate their ethnic identity on Facebook. It focuses on the way Papuan women construct their ethnic identity through posts and comments on a Facebook group page called *Orang Papua* (people of Papua/Papuans). Unlike their other fellow Indonesians, Papuans have distinct physical appearance as they are closer to Melanesian race that has darker skin and curly hair than Malay. The articulation of Papuan women ethnic identity is significant as it relates to the context in which lighter skin and straight hair have become the standard of beauty perpetuated through the media in Indonesia. Prabasmoro (2003) and Saraswati (2010) in their study of skin lightening in Indonesian women's magazines suggest that light skinned women embody ideal beauty in Indonesia and it is construed as cosmopolitan.

Papuans are denied freedom of expression and sovereignty and are unable to rely upon mainstream media to represent their cultural and political interests. Facebook is a proper place to look at the construction of cultural self. Facebook's interactivity, multimodality and user-centric nature not only facilitate the construction and representation of various ethnic and political identities but these characteristics also make it a site where expressions of identity can be observed. Through Facebook, Papuans can articulate their ethnic identity, previously marginalised by the state, which cannot be expressed through mainstream media. Multimodal discourse analysis is chosen as the method. This method offers a tool to collect and analyse data that is appropriate to study texts in social media.

It reveals that posts containing black skin and curly hair received supportive comments such as "awesome Miss Papuan Melanesian", or "I am Papuan, too." These comments contribute to the way identity is constructed on social media because they are considered as endorsement to the asserted identity. The ideal Papuan women is placed within the struggle to contrast themselves to Indonesians, yet straight hair and lighter skin still embody ideal beauty. Papuan women's posts on Facebook indicate that the ideal Papuans should be dissimilar to Indonesians' light skin and straight hair. Lightening skin and straightening hair in the Papuan context signals a loss of primordial (and therefore politically assertive) identity.

Key Graduates' Attributes in Navigating a Hybrid and Remote Working Environment: Interns' Perspective

Zeti Azreen Ahmad and Nur Shakira Mohd Nasir
International Islamic University Malaysia

The ultimate goal of internship is to enhance graduates' attributes that will increase their chance to be employed immediately after graduation. Internship offers a unique learning experience as it enables students to apply knowledge and skills that they have acquired on campus to actual professional practice in a real-work setting. The social interaction at work also allows interns to immerse with the norms and work culture thus nurture positive values, self-confidence and work ethics.

Unfortunately, COVID-19 has caused unprecedented disruptions to almost all sectors. In response to a high infectivity within community, the Malaysian government has implemented a full lockdown or known as the movement control order (MCO) effective March 18, 2020. The MCO has forced all sectors to close temporarily except for essential services. Similarly, the Ministry of Higher Education had instructed all regular teaching and learning to be suspended, including internship with immediate effect. The implications of MCO on interns varied from temporary suspension, revocation of their internship programme or substituting the traditional internship with a hybrid or remote arrangement by the host companies.

This study argues that remote and hybrid modes of internship impose a unique challenge that implicates interns' learning experience. Among others, this study aims to identify key attributes and skills that interns perceived important to help them navigate in a different mode of work placement. This study applies a quantitative research design using a survey method where self-administered questionnaires were used as the instrument for data collection. A total of 104 Communication students who underwent internship during the COVID-19 pandemic have responded to the survey. The study found that adapting to working environment is a major challenge to interns amidst a severe pandemic such as COVID-19. In this context, among key attributes that perceived important in the changing work setting include willingness to learn, good communication skills and ability to work with others. This study offers insight on emerging attributes and skills that are useful for Communication graduates to steer smoothly in the post-COVID-19 environment.

A2: Mass Media in Quarantine
Moderator: Jim Marbrook
Auckland University of Technology (AUT)

**Emerging Cinema Quarantine (ECQ): Alternative Film Practice
and Narratives in the Time of Pandemic**

Herwin Benedictos Cabasal
Far Eastern University, Philippines

Sri Lankan moviegoers in Covid-19 pandemic era

Mapa Pathiranaage Darshana Sampath Somarathne
University of Kelaniya, Sri Lanka

Everyone can be a vlogger

Cindy Wang
Auckland University of Technology, New Zealand

**Bodies, Affect and Social Media: Analyzing the emotionality
of the COVID-19 pandemic in the Philippines**

John Mervin L. Embate
University of the Philippines-Los Baños

**Concept Maps as Foundations for Critical Thinking
in Public Relations Study**

Petra Theunissen and Khairiah A Rahman
Auckland University of Technology

Emerging Cinema Quarantine (ECQ): Alternative Film Practice and Narratives in the Time of Pandemic

Herwin Benedictos Cabasal
Far Eastern University, Philippines

During the period of the Enhanced Community Quarantine (ECQ), Modified Enhanced Community Quarantine (MECQ), and General Community Quarantine (GCQ) implemented by the national government as precautionary measures to quell the spread of the COVID-19 in the Philippines, the "alternative cinema" (e.g. short films, documentary, experimental, animation, and other works in video) as a radical film practice distinct from mainstream/commercial filmmaking plays a crucial role in the time of public health crisis through its critical and creative presentation of the ongoing pandemic narratives in the country.

The online film festivals and screenings that showcased alternative films in various forms that depict the lived experiences and collective struggles of the Filipinos during the first year (March 2020 to March 2021) of the COVID-19 pandemic were the following: (a) *Visual Expressions of Quarantine* (Likhang Mulat of FEU Department of Communication); (b) *Quarantimes: Short Films from the Region* (North Luzon Cinema Guild, Inc.); (c) *#QuarantineStories* (Makata Indie Film Festival); (d) *Quarantined Lives* (Project Space Pilipinas); (e) *Buhay-Quarantine* (Video Home Festival); (f) *Gawad: Quarantimes Chronicles* (Gawad Alternatibo); (g) *Lighter Side of Quarantined Life* (QCinema 2020: QCShortShorts); (h) *Eksena Cinema Quarantine: COVID-19 Filmmakers' Diaries* (National Commission for Culture and the Arts); and (i) *Pag-aalay sa Panahon ng Pandemya* (Pag-aalay: Webxhibition and Festival), among others.

The COVID-19 pandemic brings us an emerging cinema that is characterized by its offering of new techniques, devices, themes, and aesthetics anchored in the notion of Nick Deocampo's "alternative cinema" at the backdrop of the "dominant, residual, and emergent" culture by Raymond Williams. This paper concludes that alternative film practice in the Philippines, despite the inevitable restrictions in the world today, resiliently responds to the imperative need to change in terms of filmmaking while still contributing to the role of media and communication field in the chronicle and presentation of the pandemic narratives intended for healthy discourse and criticism.

Sri Lankan moviegoers in Covid-19 pandemic era

Mapa Pathiranaage Darshana Sampath Somarathne
University of Kelaniya, Sri Lanka

Cinema a manipulation of reality of through image and sound, is known as the most powerful art medium than other art forms such as literature, music, dance, painting, and sculpture. Cinema provides an opportunity for human beings to experience the common social conditions, regardless of language or cultural differences.

The year 2020 can be named as a year which changed the direction of the entire world due to the unexpected health crisis caused by the Covid-19 pandemic. At present, almost all the countries around the world are affected by the COVID-19 pandemic. Consequently, every economic, social, financial, entrainment and educational activities have been disturbed. Most of the world population were restricted to their households for several months as social distancing was encouraged to minimize the spread of the virus and as a result, social service companies and events were shutdown. The Covid-19 pandemic also had a profound effect on cinema. Sri Lankan moviegoers used various alternatives to watch movies during this period. Their inclination towards different film traditions in other countries also increased.

The main objective of this research was to study the film viewing behavior of Sri Lankan film lovers and the most popular film traditions they chose during the (first and second wave) of Covid-19 pandemic in Sri Lanka. In this study used Questionnaire method to collect data. To understand how they watched movies and their choices of popular film genre during the Covid-19 pandemic.

According to the findings, torrents, television, YouTube, Netflix, other websites and DVD media were identified as the most used platforms for Sri Lankan moviegoers to watch movies during the Covid-19 pandemic. South Indian Tamil cinema is found to be the most popular genre among Sri Lankan moviegoers. American cinema and Telugu cinema held second and third places respectively Hindi cinema, Sinhala cinema, Malayalam cinema and Korean cinema were the other popular genres among them. There were also a few who turned to other film traditions such as Chinese, Thailand, and French.

Everyone can be a vlogger

Cindy Wang

Auckland University of Technology, New Zealand

From late 2020 to now, COVID has changed our life. People are restricted to travel around the world, and social media and news are surrounding us. However, because of the development of Artificial Intelligence (AI) and big data. It is quite hard to tell the true news or the fake news on social media. Therefore, the author considers that Vloggers can be usual people who use their smartphones to record what happened around them (Choi & Lee, 2019).

When it comes to the characteristics of vlogs, such as authenticity (Hou, 2019), intimacy (Wang & Chang, 2020), videos sometimes can be trusted by the vloggers' followers or acquaintances. During this uncertain time, the author stated that producing vlogs may be relieve vloggers' psychological pressure and give some positive feelings to the audiences. At the same time, audiences could interact with the presenters by comments, "Danmu" (Bullet curtain, 弹幕) or "likes" etc. Some vloggers also use the videos to build their personal brand and auto-biography, which potentially benefits to their future career (Ashman et al., 2018; Dennis, 2019).

Language can be used in different ways, and language barriers could lead to some mistakes or misunderstandings among people. Videos sometimes are more powerful than languages, because they can record presenters' reactions and micro-expressions. Vloggers can use editing tool to improve their attractiveness. For example, the presenters could delete some ugly facial features, and retain perfect body lingual and beautiful face (Caballero & Pride, 1984).

Vloggers could use their vlogs to bring people together to fight the virus. For example, YouTube is the most popular video platform with over 2 million active users across the world (Meytin, 2019). While in China, Douyin, Bilibili, kuaishou are "hot" and link Chinese people all over the world in an uncertain environment.

**Bodies, Affect and Social Media:
Analyzing the emotionality of the COVID-19 pandemic
in the Philippines**

John Mervin L. Embate
University of the Philippines-Los Baños

The COVID-19 pandemic remains to be an ongoing lived narrative in the Philippines, whose long-awaited conclusion is still far from view. While it would seem that the pandemic is told through data and the rich collection of rigid protocols, it is — as this paper argues — mostly told through emotions.

Positioning affect as a central element in the COVID-19 situation is not only an act of transgression to the rational paradigm, but also a means to orientate the pandemic as an issue of body politics, where emotions serve as the constitutive force that produces bodily surfaces of both individuals and the collective (Ahmed, 2004b). This is made possible through the circulation of affective value (Ahmed, 2004a), which transpires largely through digital media (Wilding, Baldassar, Gamage, Worrell, & Mohamud, 2020). Bringing Ahmed's theory on affective economies to media studies, this research analyzed the emotionality of select narratives posted on social media that rests on the fertile backdrop of the COVID-19 crisis. Specifically, it aimed to identify some of the emotions that narrated the pandemic; discuss what affective values circulated between bodies; and surface bodies that were discursively (re)produced in this circulation of affect.

The study argues that circulated emotions through social media have orientated subjective experiences to align with conflicting discourses, constructing a heightened sense of one's own skin that becomes closed and vulnerable to the skin of Others. Nevertheless, the same circulation of affective values has also paved way to a rhizomatic conjunction of bodies (Berardi, 2015) that are in emphatic solidarity with each other (Markham, 2018), but also that which is made vulnerable by the State's weaponization of emotions.

The study ends with a discussion on how media and communication studies may follow the "affective turn" as a way to queer the sovereignty of information and reason in understanding our complex social world.

Concept Maps as Foundations for Critical Thinking in Public Relations Study

Petra Theunissen and Khairiah A Rahman
Auckland University of Technology

Concept maps have been successfully applied in a range of science subjects, such as nursing, biology, physics, engineering, science, medicine, physical education, and computer sciences. They have been less frequently used in subjects such as Communication and Public Relations that rely heavily on written assessments. However, concept maps are useful because they offer an assessment tool beyond traditional essay writing and enable students to demonstrate their understanding and thinking about a topic in a non-traditional and creative manner. They also offer an alternative means to improve critical thinking and facilitate learning—students need to have a good understanding of the subject to construct a concept map.

Essentially, a concept map is a visual construction of students' knowledge, based on the Ausubelian theory of learning, which assumes that new knowledge is acquired and mastered when it is linked to existing knowledge in a structured manner.

While concept maps may appear simple and easy to implement, they require a clear understanding of the subject and pose several challenges. One of the key challenges is the time spent in research and studying the concepts to be used in the map. While available software potentially minimises the time spent on producing the map, experience showed that significant time was needed to understand and organise concepts, theories and models to make meaningful connections. Students who researched deeply constructed more complex maps than those who only engaged superficially. Other challenges include the selection of content and arrangement of ideas in a well-structured colour-coded layout.

This presentation focuses on the ethnographic experiences of two instructors who introduced and developed concept maps as a viable assessment for Public Relations. It provides practical insights in the form of challenges and benefits when introducing concept maps. The findings demonstrate that concept maps are indeed a useful assessment for Public Relations, providing foundational learning and enabling critical thinking in a subject that traditional is text heavy.

B1: Culture, Communication and Identity
Moderator: Camille Nakhid
Auckland University of Technology (AUT)

**Cross-Cultural Communication Challenges in a Mega-Dam
Project: The Case of Filipino and Korean Workers**

Ricky G. Abaleña III and Steve E. Cordero
West Visayas State University, Philippines

**Social Media, Trajectory, and Symbol of Success:
American Dream's Point of View**

Maulina Pia Wulandari, Stefani Andini and Mr. Abdul Hair
University of Brawijaya, Indonesia

**COVID-19 and the universality of Korean pop culture:
The case of Hallyu fandom in India**

Garima Ganghariya
Central University of Punjab, India

**At the Intersection of Two Countries:
A Comparative Critical Analysis of COVID-19 Communication
in Australia and New Zealand**

Petra Theunissen, *Auckland University of Technology, New Zealand*
and
Katharina Wolf, *Curtin University, Perth, Australia*

City Branding of Yogyakarta in Halal Tourism Development

Aswad Ishak
Universitas Muhammadiyah Yogyakarta, Indonesia

Cross-Cultural Communication Challenges in a Mega-Dam Project: The Case of Filipino and Korean Workers

Ricky G. Abaleña III and Steve E. Cordero
West Visayas State University, Philippines

When Marshall McLuhan (1964) presented his vision of a *global village*, it appeared encouraging, or so, it seems. Through the worldwide electronic community, shrinking and expanding of cultures due to pervasive technological advances allowed for instantaneous sharing of culture. Outside of the electronic community, people-to-people encounters also became phenomenal as advances in technology in various aspects of life came to play. More and more, people are now capable of going to other countries not only for visits but for longer periods such as in the case of seeking employment or being sent by parent companies in their own countries. Foreign assignments exposed people to other cultures. Local workers get to interact with expatriates at work for longer periods of time. But, how do people understand one another at work when they do not share a common cultural experience? Cultures can differ in their languages, behavior patterns, values and communication configurations.

This descriptive study examined the cross-cultural communication challenges faced by Korean and Filipino workers in a mega dam project in central Philippines. Fifty seven (57) purposively selected Filipino and Korean workers were the respondents of the study. A researcher-made questionnaire-checklist, validated by experts in English and Korean languages, was used to gather the needed data. Descriptive and inferential statistics were used to interpret the data. Results revealed the practices employed and problems encountered by the respondents at work. Results revealed that a significant difference was noted in the cross-cultural communication practices among Filipino and Korean workers while a highly significant difference was revealed in the cross-cultural communication problems between the two groups. No significant relationship was noted in the cross-cultural communication practices and problems among Filipino workers while a highly significant difference was revealed in the cross-cultural communication practices and problems among Korean workers.

Social Media, Trajectory, and Symbol of Success: American Dream's Point of View

Maulina Pia Wulandari, Stefani Andini and Mr. Abdul Hair
University of Brawijaya, Indonesia

As a social media platform that supports the users to be creative, YouTube has now become a field that allows an individual to climb the social class. Jaclyn Hill is one of the beauty vlogger who proves this by moving up the social class, from the popular class to the dominant class in the US beauty vlogger field. Therefore, this research examines how the trajectory in Jaclyn's social class movement towards the dominant class is seen in the shifting of her YouTube content, as concept described by Pierre Bourdieu in the theory of cultural production. By using John Fiske's semiotic analysis method, Jaclyn's YouTube video analysis focuses on capturing the symbols of Jaclyn's capital as a social class indicator, as well as the strategies used by Jaclyn on her battle in the US beauty vlogger field. This research sees an increase amount and diversity in the capital that Jaclyn has had since the beginning of her career until she occupies the dominant class. Jaclyn uses a strategy of capital reproduction and capital reconversion to convert her cultural capital into economic capital, followed by social and symbolic capital. After reaching the dominant class, to maintain the position as a legitimate beauty vlogger in the US field, Jaclyn emphasized her distinction. The shifting in Jaclyn's YouTube content which increasingly shows the luxury of her lifestyle, is both a trajectory and distinction made by Jaclyn to inspire the social class under her to achieve dreams like herself. The more people who follow her footsteps, the more it will show Jaclyn's legitimacy in determining a culture that can be followed and enjoyed by other classes.

COVID-19 and the universality of Korean pop culture: The case of Hallyu fandom in India

Garima Ganghariya
Central University of Punjab, India

The major amount of academic literature existing in India on Hallyu is negligible though the Korean content has been present in the country since the 2000s. The lockdown induced by the COVID-19 has proved to be a turning point as Korean dramas; K-pop music soared high in popularity such that it can be said that India is currently witnessing the Korean fever. As the consumption of Korean pop music and Korean dramas have drastically increased, the media as well as the masses throughout the country have started investing their interests in Korean pop culture and allied sectors such as Korean food, cosmetics, dressing etc. Thus the author looks at the journey of Korean wave in India ranging from the technological advancement and social media boom to the loyal fan bases of the Korean artists and idols. Although the Hallyu wave expanded across the continents through the networking via social media platforms, this widespread dissemination of Korean culture has been able to sustain itself due to the fandom revolving around the Korean pop culture products, commonly known as the Hallyu fandom. Thus the role of fans requires special attention. Drawing from the in-depth interviews with fans of Korean dramas and K-pop this paper seeks to answer the following questions: (1) Who are the fans of Korean popular culture, (2) How fans experience Korea and Korean culture through the products of Hallyu (K-dramas, K-pop and K-movies), (2) Why do fans like Korean pop culture and how they deal with the cultural differences existing between South Korea and India, (3) Are there any stereotypes existing towards the Hallyu fans among the non fans, if yes than how the fans overcome these stereotypes, (4) How fans engage among themselves in the fan community and develop a sense of belongingness, (5) How has COVID-19 affected the fandom and its activities.

**At the Intersection of Two Countries:
A Comparative Critical Analysis of COVID-19
Communication in Australia and New Zealand**

Petra Theunissen, *Auckland University of Technology, New Zealand*
and

Katharina Wolf, *Curtin University, Perth, Australia*

This research provides critical, comparative insights into the communication strategies employed by two Commonwealth nations, Australia and New Zealand, during the first twelve months of the COVID-19 a global pandemic. While both countries closed their borders on March 19, 2020, New Zealand opted for an ‘elimination’ strategy and entered a full country-wide lockdown on March 23. Though the message was simple, the strategy was perceived to be riskier than Australia’s ‘flatten the curve’ approach. The result of the two strategic approaches was similar, and yet, a 2021-analysis by the Lowy Institute ranked New Zealand’s approach first among effective global pandemic responses, with Australia only eighth. Was New Zealand’s communication strategy indeed more effective? If so, why?

Borrowing from cultural studies, this paper employs a critical, interpretive framework by applying the circuit of culture model to two cases that share notable similarities and differences in their approaches to the global COVID-19 pandemic. Although leadership communication styles influence how messages are produced and consumed, regulatory structures and cultural contexts also shape strategic communication decisions and message effectiveness.

Drawing on the lived experiences of the researchers through a combination of ethnographic and comparative case study approaches, the authors identify and synthesise similarities and differences in Australia’s and New Zealand’s strategic communication responses to COVID-19. In doing so, the paper provides critical insights into the effect of culture and context on communication strategy formulation. The comparative insights demonstrate that the taken-for-granted idea of a ‘best practice’ response to COVID-19 is flawed. Not only are multiple strategic communication responses possible, leading to several potential outcomes, but solutions are strongly influenced by socio-cultural dimensions. Thus, this study reinforces the complexity of strategic responses and highlights the importance of cultural sensitivity when communicating complex and ‘confronting’ information.

City Branding of Yogyakarta in Halal Tourism Development

Aswad Ishak

Universitas Muhammadiyah Yogyakarta, Indonesia

Tourism is one of the mainstay sectors that contribute to providing a large income. Therefore, the tourism industry is doing a lot of improvement and development to increase the number of tourist visits. Various existing tourist destinations are addressed and revitalized. In addition, exploration and creating new tourist destinations have also been intensified. Thus, there will be more alternative destination choices for tourists. One potential destination to be developed is halal tourism. Halal tourism is a concept of tourism that is being developed by the government. Some tourist destinations began to implement halal tourism, including Yogyakarta. Through halal tourism it is expected to be able to improve the performance of the tourism sector. The potential market in the form of the number of Muslims who travel makes this halal tourism an opportunity to obtain greater state revenues. Muslim tourists who have a great awareness in carrying out their Islamic values will consider looking for a friendly tourist destination for them to carry out their worship in all aspects when the tourist visit takes place. Another important issue that must be considered is the branding of tourist destinations. City branding will provide a marker identity for a city that is different from other cities. This is a sign for the city that is easily remembered and understood by tourists. Yogyakarta as a major tourist destination city in Indonesia is working to strengthen branding. Yogyakarta is currently developing halal tourism to meet existing market needs and opportunities. The cultural element as an identity that is firmly attached and has been known for a long time can be combined with Islamic values in developing halal tourism.

B2: Paradigms of communication education

Moderator: Azman Azwan Azmawati
Universiti Sains Malaysia

Revolution of E-Learning: Application of Augmented Reality (AR) for an Efficient Practical Use

Farah Izzati Adilah Razali
Universiti Teknologi Mara, Malaysia

Creative New Zealand: In Search of Research

Gudrun Frommherz and Ad Narayan
Auckland University of Technology, New Zealand

Reinventing Communication Education: Stop COVID Deaths Webinar Series

Elena E. Pernia, Dianne Stephanie A. Gavan and Jamie Lyn F. Loristo
University of the Philippines-Diliman

Perception of Students on the Pertinence of a Communication for a Sustainable Development University Course

Mohamad Saifudin Mohamad Saleh and Ali Mehellou
Universiti Sains Malaysia, Malaysia

Information Seeking Behavior of Fisherfolks on Climate Change

Joesyl Marie V. dela Cruz–Aranas, *South East Asian Fisheries
Development Center* and
Rona Dhel Cabrias Alingasa, *West Visayas State University, Iloilo,
Philippines*

**Revolution of E-Learning:
Application of Augmented Reality (AR)
for an Efficient Practical Use**

Farah Izzati Adilah Razali
Universiti Teknologi Mara, Malaysia

The changing nature of education from traditional way of learning to online platforms has made it easier for educational field due to the easy access that the technology advancement holds. Since the first emergence of COVID-19, online learning or open and distance learning (ODL) has becoming the main platform in educational system. The day since online learning has been fully utilized, undoubtedly proved that knowledge can be access anywhere and anytime without limit. For some courses, online learning was proven as a successful system. However, courses that requires practicality such as engineering, medical, architecture etc. sees online learning as a big inconvenience in education due to the needs of practicality in these courses. With Augmented Reality (AR), it can boost an effective and more in-depth practical training in operating as well as performing complex tasks. AR may provide the users with a realistic-looking model in performing their jobs with useful information on the spot, on the potential trouble areas as well as suggesting on the potential fixes directly. Students can directly see the potential fixes in 3D shape without having to rely only on their imaginations which somehow does not quite fit into the real-world scenarios. With the upgraded technological updates that we have today, it is firmly believes that this new communication technology can be taken up as the new initiative in solving online learning issues. Therefore, conducting this research will enlighten the researcher more on the application of AR in university level and its potential circumstances. This study aims to analyze on the students' opinions on the application of Augmented Reality (AR) for an efficient practical online learning. This study will be using quantitative research method through online survey on students.

Creative New Zealand: In Search of Research

Gudrun Frommherz and Ad Narayan
Auckland University of Technology, New Zealand

Departing from a legacy as an agricultural economy, the Growth and Innovation Framework 2002 placed New Zealand's focus on the development of the creative industries as a key strategic area for the nation's future. Identifying "creativity as an infinite resource" for driving an economy built on knowledge and ingenuity, the framework sought to advance New Zealand as "a birthplace of world-changing people and ideas" while producing high-value creative exports. Since then, the government has devised a scaffolding of innovation agendas and institutional bodies, incentivised local R&D generation, and encouraged creative production, particularly in the screen sector. The creative industries today contribute a significant percentage to the annual GDP, above the averages of the North American, European, and Asia-Pacific economic regions. In 2015, NZ was named the 3rd most creative country in the world – although it ranked much lower at place 26 as an innovator. Thus, the general assumption that creativity consequently generates innovation does not seem to hold.

This paper explores the interactions between creativity, research engagement, and innovation in New Zealand's creative sector with the aim of identifying how and where creativity indeed produces innovation. A qualitative study comprised of a national survey and a series of in-depth interviews with creative professionals evidenced a high level of regular, on-the-job research activity aiming at immediate creative problem-solving rather than the generation of deployable knowledge. Although perceived research generation seems low, the level of 'unintended innovations' – esp. with respect to technology optimisation and specialist technical processes – is notably high. Because creative practitioners not always recognise their research engagement and project-based IP, the NZ creative economy potentially loses much of its creative innovation capability to the undocumented and ad hoc research practices by creatives. This paper argues for a necessary review of the current R&D incentives model to include creative innovations resulting from client work, and the development of a positive creative research system for the creative economy sector.

Reinventing Communication Education: Stop COVID Deaths Webinar Series

Elena E. Pernia, Dianne Stephanie A. Gavan and Jamie Lyn F. Loristo
University of the Philippines-Diliman

In 2020, the alarming global spread of COVID-19 led to it to be characterized as a pandemic. There were no experts and existing research on the disease, and medical professionals were committed to battling an unknown virus. As the number of cases went up, the Philippines declared a state of public health emergency and immediately placed Luzon under Enhanced Community Quarantine (ECQ). On top of that, the country's health sector received a devastating blow as medical specialists succumbed to the virus one by one. This called for an urgent need to discover, discuss, and disseminate the highest possible standards of care for COVID-19 patients, and to enable medical frontliners to come together and share not just their research but also their firsthand experiences.

This prompted the University of the Philippines (UP) to create "Stop COVID Deaths" as a way to communicate new knowledge and to inform the practice of medicine throughout the Philippines. Targeting medical frontliners as its primary audience, this interactive webinar series aims to address the concerns regarding the lack of information on the latest treatment procedures and best management practices for COVID-19, as well as the need to raise morale, camaraderie, and hope among frontliners. Initial data from the first 23 webinars showed that the majority of viewers believe that the topics covered were relevant (81%) and timely (99%). Overall impressions from the same 23 webinars showed a total reach of 475,000 viewers. Meanwhile, aggregate attendance numbers showed that 66.3% of the audience came from the medical community, while the academic community represented 24.1% of attendees (a large subset of these attendees were directly involved in pandemic response). Over 88% polled in an exit survey expressed intent to apply what they learned from the webinars in their work.

The ongoing webinar series is continuously evolving to serve as an interactive education platform that connects medical professionals, policymakers, government representatives, researchers, and the public and allow them to exchange information and experiences - fostering a dynamic exchange of knowledge in order to meet the communication needs throughout this pandemic.

Perception of Students on the Pertinence of a Communication for a Sustainable Development University Course

Mohamad Saifudin Mohamad Saleh and Ali Mehellou
Universiti Sains Malaysia, Malaysia

Communication is recognised as an essential instrument for accomplishing the Sustainable Development Goals (SDGs) by 2030. Information about the SDGs, especially on the critical balance between that of the economy, social, and the environment, can be disseminated to all stakeholders through effective communication. Hence, in a university setting, a course such as Communication for Sustainable Development is considered relevant, as students would be educated on the numerous approaches through which sustainability messages could be best conveyed to the public. As one of the established institutions of higher education in Malaysia, Universiti Sains Malaysia (USM) has offered this course at the School Communication. As USM is designated as Malaysia's 'university in a garden', the course is offered on a compulsory basis for all undergraduate communication students, and on an optional basis for other students.

This study therefore aims to examine student perception on the relevance of the Communication for Sustainable Development course. Sixteen undergraduate students from three different batches – whom have completed the course in 2019, 2020, and 2021, respectively – were interviewed online. The analysis revealed that all students perceived this course as highly relevant to them, as it has exposed them to sustainable development information and taught them on the ways to effectively communicate sustainability messages. The students also described the uniqueness of the course, highlighted by its focus on sustainable development, in addition to its more issue-based nature. Overall, the students opined that the course is highly pertinent to USM and the university's prized reputation and branding on sustainability. The findings obtained from this study could serve as a reference for other universities on the value of offering interdisciplinary courses, specifically on communication and sustainable development, in order to work towards the goal of sustainable education.

Information Seeking Behavior of Fisherfolks on Climate Change

Joeyl Marie V. dela Cruz–Aranas
South East Asian Fisheries Development Center
and
Rona Dhel Cabrias Alingasa
West Visayas State University, Iloilo, Philippines

To increase resilience against the effects of climate change, fisherfolks seek information from various forms of mass media of communication for some specific reasons. This descriptive research was conducted to determine the information seeking behavior on climate change among 100 purposively-selected fisherfolks from the main fisheries sites of the selected municipalities of Iloilo province, Philippines. The respondents were classified according to age, educational level, and number of years fishing. Independent variables of the study were indicators such as purpose, preferred medium, and frequency of use of the preferred medium in seeking information. They described the information seeking behavior of fisherfolks which served as dependent variables. To identify and describe the indicators influencing the information seeking behavior of fisherfolks, an assisted survey was conducted by the researchers using a researcher-made, expert-validated survey questionnaire. Analysis of the required data was done using frequency, mean, and ranks. It was found out in the study that ninety-five percent (95%) of the respondents seek information to know the latest news in their community or country including important advisories on weather and climate reports. Fisherfolks, as whole, tend to search for information more when they wanted to know the current events in their community and country, especially those that directly affect their work and living. Generally, when seeking needed information on climate change, fisherfolks most frequently use the mass media of communication such as radio and television. However, the fisherfolks are showing openness to new media such as the internet as they gradually become active consumers of information from social media, especially Facebook. Fisherfolks have also acquired behavior of being too keen to travel to merely seek information, so they prefer sources within their homes and communities. These are sources that they find trustworthy and cost-effective compared to printed materials as well as institution or agency-based information sources.

C1: Democracy, Development and Journalism

Moderator: Petra Theunissen

Auckland University of Technology (AUT)

Communicating Peace and Development in Mindanao, Philippines

Crina E. Tañongon

University of the Philippines Cebu

The pandemic and Typhoon Ulysses in Marikina city:

A case study on crisis, communications and community resilience

Concepcion Lagos, University of Asia and the Pacific, Philippines and

Jim Marbrook, Auckland University of Technology, New Zealand

**Ramifications for Press Freedom: Comparative News Framing
Analysis of the ABS-CBN Shutdown and Franchise Denial Report-
age in Two Philippine Newscasts**

Edmund G. Centeno and John Samuel J. Yap

University of the Philippines Los Baños, Philippines

**Human rights and the media in Malaysia: A critical discourse
analysis on online newspapers' reporting on the
issue of organizing the "Seksualiti Merdeka" program**

Muhammad Raqib Mohd Sofian and Azman Azwan Azmawati

Universiti Sains Malaysia, Malaysia

**The Role of International Media Freedom Campaigns
in the Philippines**

Rachel E. Khan

University of the Philippines – Diliman

**Shifting the dynamics in popular culture
on Islamophobic media narratives**

Khairiah A Rahman

Auckland University of Technology, New Zealand

Communicating Peace and Development in Mindanao, Philippines

Crina E. Tañongon
University of the Philippines Cebu

The paper tracked the changes in how peace and development in Mindanao has been communicated since the Philippine Independence in 1946 until the institution of Bangsamoro Autonomous Region in Muslim Mindanao in 2019. Bearing in mind various interest groups and their stake in the peace and development discourse, the paper aimed to surface the nuances in peace and development messages through time in consonance with development trends and criticisms worldwide since the grand launching of the concept in the 1960s. Using Discourse Analysis Method, the paper demonstrated how the stake of interest groups (government and its regional agencies, international funding organizations, civil society and NGO, academe, and the Bangsamoro People) in peace and development discourse is reflected in peace and development messages promoted via their own platform. ‘Economic development as key to peace’ was the dominant message in the 60s towards the 70s when the Philippines became a recipient of US development aid at the time. This was redefined into ‘multi-stakeholder participation as key to peace-building’ in the 80s towards the 90s when the top-down development approach failed and social movements advancing the notions of empowerment and participatory communication rose worldwide. In 2000s, the economic component of peace and development resurfaced in the concept of social entrepreneurship when it has become popular worldwide in creating social impact among the marginalized communities. The Bangsamoro Region in Muslim Mindanao (BARMM) has adopted SE as a peace building intervention in their conflict-stricken areas as reflected in its landmark Bangsamoro Organic Law (BOL). The British Council Philippines and Coffee for Peace Inc. have utilized the social enterprise model in communicating peace in conflict areas. Examining the nuances in communicating peace and development through time, the paper brought into light the ideological contradiction between the social and historical dimension of conflict and the neoliberal orientation of development.

The pandemic and Typhoon Ulysses in Marikina city: A case study on crisis, communications and community resilience

Concepcion Lagos, *University of Asia and the Pacific, Philippines*
and Jim Marbrook, *Auckland University of Technology, New Zealand*

Under General Community Quarantine (GCQ) at the stroke of midnight, on November 13, 2020 Typhoon Ulysses (rated Category 4) passed over the Metro Manila area. Marikina, a city of approximately 450,000 people on the eastern edge of the Philippines' state capital was hit extremely hard. The Marikina river, which serves as its main artery, rose 19 metres and communities living close to the river-side were flooded. Compounding this disaster was the Covid-19 crisis which made domestic problems and the international relief efforts much more challenging. Even before the storm, this pandemic has been foreshadowing a difficult year for footwear manufacturers.

Since the late 19th century to today, Marikina city has been known for its shoemaking trade. Its 'sapatero' (shoemakers) have both been a source of pride for the city and a financial bedrock from which the community expanded.

Despite the city's moniker as the footwear capital of the Philippines, this industry's survival since it began, has always been inundated with problems, from endemic to environmental. Our own research has previously examined both shoemaking in Marikina (Lagos, 2018) and environmental crises elsewhere (Marbrook, 2015). It has positioned shoemaking in Marikina as an activity that demonstrates (and is an indicator of) community agency (Lagos). It will also, in the upcoming feature film *Shoe City* (Marbrook), situate the manufacturing of footwear in Marikina against a wide range of shoemaking communities in England, Italy, and Japan. Our own practices, as ethnographer and as filmmaker, present a counter narrative to media coverage of Ulysses and to the wider context of Covid-19 in the city. Our focus on footwear provides a clear marker for the pressures that a disaster can inflict upon a community and Appadurai (1985) highlights how focusing on a 'thing' (such as a shoe) can reveal dimensions of community, culture and exchange far beyond its consideration solely as a commodity. Our own research in Marikina is centred on an ethnographic approach that spans both the academic and media worlds. Engaging with the complex reality of the emerging (and increasingly informal) economy of Marikina involves pushing beyond an understanding of economics (Narotzky & Besnier, 2014) and crisis journalism.

Ramifications for Press Freedom: Comparative News Framing Analysis of the ABS-CBN Shutdown and Franchise Denial Reportage in Two Philippine Newscasts

Edmund G. Centeno and John Samuel J. Yap
University of the Philippines Los Baños, Philippines

This study analyzed the frames and characteristics of the news items produced on both May 5 and July 10 episodes of two national newscasts in the Philippines, namely TV Patrol and 24 Oras, following the events that led to the ABS-CBN shutdown and franchise denial. The two significant dates were covered to give a clearer lens of immediacy in the context of reporting these newsworthy events. NTC issued a cease and desist order against ABS-CBN, forcing the network to shut down its radio and television broadcasts on May 5. Meanwhile, the 17th Congress killed ABS-CBN's bid to renew franchise on July 10.

A total of 50 newscasts were retrieved from the video-on-demand platforms of ABS-CBN for TV Patrol and GMA Network for 24 Oras. A qualitative data analysis software called QDA Miner was used to determine the length of the news items, order of presentation, format, and actors involved. Meanwhile, the news frames were analyzed based on Semetko and Valkenburg's criteria namely attribution to responsibility, human interest, morality, conflict, and economic consequence. Findings show that TV Patrol allotted more time in covering the issue with 133.614 minutes, while 24 Oras only allotted about 43.201 minutes on their rival network's shutdown and franchise denial. In terms of the order of presentation, both newscasts placed majority of related news items during their respective first gaps. Meanwhile, combined number of formats used indicates that both newscasts employed summarized statement format the most. For the actors, both newscasts gave airtime to majority of named elected officials.

The study found out that the *Responsibility* frame was the most used frame by TV Patrol while the *Conflict* frame was the most used in 24 Oras. The bigger picture that this study suggests is the way newscasts puts emphasis on a subject matter, and the approach it puts on specific aspects of the topic influences how the public perceives a particular issue. Although these editorial choices were internally decided, external factors like politics could affect them as well. In the context of this research, this means that the nuances and salience cues surrounding the news framing of newscasts could provide a general overview of the state of media freedom in the country.

**Human rights and the media in Malaysia:
A critical discourse analysis on online newspapers' reporting on
the issue of organizing the "Seksualiti Merdeka" program**

Muhammad Raqib Mohd Sofian and Azman Azwan Azmawati
Universiti Sains Malaysia, Malaysia

Malaysia is a multi-racial and multi-religious country and Islam is the official religion of the country. In general, Malaysians are living in harmony but there are some issues involving human rights that are controversial in this country and somehow it affects the relationships between the citizens. Among them is the LGBT (lesbian, gay, bisexual, transgender) issue which has received various reactions in the community. In the year 2011, the issue of organizing the "Seksualiti Merdeka" program which aimed to discuss matters related to gender equality rights and the marginalized community had received various reactions among the society. Discourse on this issue was widely discussed in the online newspapers available in Malaysia. Various ideologies and different ownerships have made the discourse on this issue interesting to be studied. Therefore, this study examined the discourse of online newspapers on the issue of organizing the "Seksualiti Merdeka" program by two mainstream online newspapers (*Utusan Malaysia* and *The Star*) and an alternative online newspaper, *Malaysiakini*. A critical discourse analysis method as introduced by van Dijk (2006) has been used to analyze the news samples collected from the online newspapers. The findings of the study showed that the issue of organizing "Seksualiti Merdeka" was reported differently by the three online newspapers studied and it was influenced by the ideology and ownership of the newspapers. The position of Islam as the official religion in the Constitution of Malaysia is also seen to influence the discourse on this issue.

The Role of International Media Freedom Campaigns in the Philippines

Rachel E. Khan

University of the Philippines – Diliman

Legally, press freedom in the Philippines is protected by the 1987 Constitution. However, media laws in the country, especially those referring to freedom of the expression and the press, tend to be inconsistent and volatile. In fact, the Philippines is currently ranked 138 out of 180 (rank 1 being the freest) in the Reporters Without Borders Press Freedom Index. This is not surprising since the beginning of the Duterte Administration in June 2016, there had been a record of 171 attacks on the media, ranging from the killing of a total of 15 journalists to the shutdown of the country's largest broadcast network, ABS-CBN (CMFR, May 2020).

The various attacks on media have resulted in a "chilling effect" among the country's media practitioners even as it has created an industry champion in Maria Ressa, head of the online news agency *Rappler*. Because of the critical stance of *Rappler* against the current administration, it has received several forms of harassment and false accusations from the government and Duterte cronies. It has also brought in a lot of foreign attention to the point that Ressa was awarded the Nobel Peace Prize. This study sought to analyze the role of international media freedom campaigns in the Philippines from the perspective of local journalists. It also examines the impact of the Global Media Freedom coalition in the country. Initial findings show that local media are appreciative of the support given by international media organizations in promoting media freedom in the country. However, journalists also noted that when only one segment of the media is cudgeled, it can lead to divisiveness among local media practitioners.

Shifting the dynamics in popular culture on Islamophobic media narratives

Khairiah A Rahman

Auckland University of Technology, New Zealand

Islamophobia in the western media is common with considerable research documenting the media's increasingly harmful role in perpetuating a stereotype of Muslims as 'the other' and Islam as a violent faith (Eid, 2014; Neiwert, Ankrom, Kaplan & Pham, 2017; Rahman & Emadi, 2018). One Path Network, an Islamic media organisation reported a correlation between the spikes in negative framing of media narratives on Islam and attacks on Muslims in Australia (2017). Rahman (2020) noted that despite improvements in media representations of Muslims in New Zealand after the Christchurch mosque massacres, Muslim women continued to be undervalued.

The Muslim identity in the media is consistently presented as vile when viewed through the lens of popular culture, defined as everyday experiences within a socio-cultural space where "narratives, images and activities are popular and meaningful for society". (Fitch & Motion, 2018, p.1). With meaning heavily embedded in a context of the pervasive and familiar, popular culture is often aligned with dominant ideologies and patriotic rhetoric in support of political agendas. These include the fake American propaganda discourse during conflicts and war initiatives to justify military invasion such as accusing Iraq of "weapons of mass destruction" and accusing Iraqi soldiers in Kuwait of killing premature infants to justify the Gulf War (Oddo, 2018).

The extent and frequency of framed negative messages play out globally in all forms of media and these perceptions are reinforced on the psyche of a mass audience. There are constant barrages of films, TV dramas and media stories depicting Muslims and Islam as problematic to democracy and freedom of expression. Islamophobia is manifested through hate rhetoric and violent attacks on Muslims, their properties, places of worship and on people perceived to be Muslims. The human cost and harm to social cohesion makes it necessary review and shift the dynamics in popular culture on Islamophobic media narratives. This presentation looks at efforts by the New Zealand government, media and communities to counter terrorism and hate rhetoric.

NOTES

C2: Broadcast in Flux
Moderator: Ricky G. Abaleña III
West Visayas State University, Iloilo, Philippines

**Working beyond the Airwaves: A Case Study on the
Crossover Practices of Filipino Radio Personalities**

Paul Michael A. Perez

Our Lady of Fatima University-Antipolo Campus, Philippines

Dying or Changing: The Challenge of the HK Radio Industry

Wing-On Tse

Hong Kong Baptist University, Hong Kong

**Research on Expression Mode of Hosts' Impromptu Verbal
Initiation in the Job-seeking Reality TV Show**

He Jing fan (Ms)

Universiti Putra Malaysia, Malaysia

**Kapamilya Forever? The Lived Experiences of
Free-TV Viewers on the ABS-CBN Shutdown**

Janet S. Tibaldo, Kristiana Pauline F. Pespes, Reniel T. Gundran,
Marjh B. Lingcallo, Dhlen Claver B. Reomero, Bea C. Dela Cruz,
Jamie Alexandra Adriana C. Santiago, Cris Jasmine C. Catu,
Bill Henry S. Hernaez, and Nicole A. Castro
Saint Louis University, Baguio, Philippines

**Public Relations Strategy of PT. Lativi Media Karya (TV One) in
Dealing Hoax that Attack the Company**

Maulina Pia Wulandari, Nikmatus Sholikah and Anang Sujoko
Universitas Brawijaya, Indonesia

Working beyond the Airwaves: A Case Study on the Crossover Practices of Filipino Radio Personalities

Paul Michael A. Perez

Our Lady of Fatima University-Antipolo Campus, Philippines

Radio continues to survive as a dynamic medium in the Philippines' multiple-media landscape. It keeps on gaining cruciality through Filipino radio personalities. To magnify the prominence and marketability of their careers and the industry, these personalities have been venturing to different practices tagged as "crossovers" across various platforms and venues. This overlooked phenomenon has been only given a limited academic focus. For this graduate thesis, the researcher aimed to describe the crossover practices by Filipino radio personalities. Guided by Walter Fisher's Narrative Paradigm as framework, this study aimed to determine the practices' nature, influential factors, felt experiences, problems, and implications to a radio profession.

Descriptive qualitative research was applied as the research design, with multiple-case study as the tradition of inquiry. Eight informants from both AM and FM bands were selected through purposive sampling, and in-depth interviews were primarily used for data generation. Major conclusions showed that crossover practices are pertaining to the mastery of the media environment through entering multiple platforms and widening expertise's horizons, and that these are majorly done in relation to, or specifically under, the interrelated industries of tri-media and digital media. The long-term impacts of the crossover practices are internally about versatility and branding, and externally towards building up clients' or audience's appreciation. Exposure to various projects, financial necessity, and network of connections are the practices' top advantages, while time constraints, fatigue, and unstable opportunity offers are the top disadvantages. Top recommendations included utilizing multiple-media strategies and adopting to various communication trends and norms professionally.

Dying or Changing: The Challenge of the HK Radio Industry

Wing-On Tse

Hong Kong Baptist University, Hong Kong

As radio shifts from analog to digital, the Hong Kong Radio Industry faces a challenge that they have not prepared for. To say the least, they have been running on deficit. In addition, it seems that they had become outdated, falling behind in terms of technology and exhibiting a lack of awareness about how online social media interaction between disk jockeys and listeners could attract more attention and increase their listener base. Significantly, Hong Kong radio is notable for not having archival systems for their sound recordings and radio content that could provide public and educational access after live radio sessions, and that might have helped maintain, if not increase their audiences who are increasingly used to accessing radio on demand via streaming services. This highlights the urgent need to set up a system for preserving Hong Kong's precious recordings. Using ethnographic approach, the researcher adopted a qualitative method where they observed and interacted with the study's participants in their real-life environment. Moreover, the paper applied a usability in a user-centered service design to help them analyze the problem, which includes the relevant domain, audience, process, goal, and context. Using an ethnographic study within a usability project enables researchers to thoroughly analyze the design problem and notice all associated issues to come up with a better solution. This paper focused on the radio industry in Hong Kong, particularly addressing crucial issues and questions that have been understudied in existing academic research.

Research on Expression Mode of Hosts' Impromptu Verbal Initiation in the Job-seeking Reality TV Show

He Jing fan (Ms)
Universiti Putra Malaysia, Malaysia

The social situation of job hunting and employment has been getting worse in recent years and the mass media has provided a new solution through this job-seeking reality show. The show features verbal interaction among job seekers, interviewers and workplace consultants. Key to its success is the ability of the host to initiate impromptu dialogue among the guests. However, if the host lack this ability, he fails to get job seekers, interviewers and workplace consultants to interact in an effective way.

This paper seeks to examine the hosts abilities in China's first job-seeking reality show "It Is You" and the most recent job-seeking reality show "Hello, Interviewer" to draw on relevant theories such as linguistics, communication, and broadcasting to analyze the mode of expression caused by the host's impromptu speech. This study aims to provide corresponding guidance for the practical work of the reality show host and at the same time, it has played a reference role in improving the spread of the program.

Kapamilya Forever? The Lived Experiences of Free-TV Viewers on the ABS-CBN Shutdown

Janet S. Tibaldo, Kristiana Pauline F. Pespes, Reniel T. Gundran, Marjh B. Lingcallo, Dhlen Claver B. Reomero, Bea C. Dela Cruz, Jamie Alexandra Adriana C. Santiago, Cris Jasmine C. Catu, Bill Henry S. Hernaez, and Nicole A. Castro
Saint Louis University, Baguio, Philippines

The shutdown of one of the biggest media conglomerates in the Philippines, ABS-CBN or the Kapamilya Channel in May 2020 brought about unprecedented challenges, especially with the crucial need for news and information in a pandemic. This phenomenological study aims to capture the *Kapamilya* phenomenon as lived by a select group of free-TV viewers. This study revealed that individual and collective verbalizations and musings of the 13 participants from Luzon and Visayas surfaced 5 interrelated themes, particularly, democracy is under threat, the impact of ABS-CBN's loss of franchise, shifting mediascape, and the embedded *Kapamilya*. The themes that emerged manifest the impact of the media giant's shutdown to the personal, social, economic, and political lives of the key informants. It also reveals how they became more engaged and proactive in the fight against government control and suppression of the media as it does its mandate as the watchdog of the state in democratic society. The participants' descriptions of the phenomenon show how the Network shutdown is affecting their lives on a personal, social, economic, and political level. The emergent themes also indicated the fervent participants' socio-political involvement, which reflected an informed and engaged citizenry. The actual power of democracy is in the people, as the media serves as a check and balance on the executive, judiciary, and legislative arms of government. Because information is so important, especially during crises and pandemics, and is considered a public good, it requires widespread support.

**Public Relations Strategy of PT. Lativi Media Karya (TV One) in
Dealing Hoax that Attack the Company**

Maulina Pia Wulandari, Nikmatus Sholikah and Anang Sujoko
Universitas Brawijaya, Indonesia

The incessant hoax information or fake news that causes misinformation and disinformation and then ends up with misleading information is a phenomenon that cannot be avoided in the midst of today's digital media development. Currently, hoaxes can also harm all types of companies, including mass media companies. The purpose of this study is to analyze what strategies are used by the Public Relations (PR) of the media company PT Lativi Media Karya or tvOne in dealing with hoax information that is detrimental to the company. The research object used three cases of hoax information which were quite viral in 2016, 2018 and 2020 which harm tvOne. The research methodology used is a qualitative approach, data collection using two methods, namely semi-structured interviews conducted on March 1-4, 2021 and documentation. In this study, researchers used a constructivist paradigm. The data analysis technique uses constant comparability introduced by Classer & Strauss, Lincoln & Cuba. The result is that PR tvOne tends to use Reactive Strategies in overcoming hoaxes, the following three hoax cases are using the typology, namely; 1) Reactive Strategies: Defensive Response Strategies, 2) Reactive Strategies: Defensive Response Strategies, Offensive Response Strategies and Rectifying Behavior Strategies, 3) Reactive Strategies: Defensive and Offensive Response Strategies. In a reactive strategy, companies can respond through words (verbal) or actions (behavior), not like a proactive strategy whose actions have been designed according to plans and adjusted situations.

D1: Crisis Communication Challenges
Moderator: Deepthi Bhargava
Auckland University of Technology (AUT)

**COVID-19 in the Philippines:
Communicating Health Perspectives and Practices**
Elena E. Pernia, Jamie Lyn F. Loristo, and Dianne Stephanie A. Gavan
University of the Philippines—Diliman

**Coronavirus Attitudes; discriminatory or justified
as a Public Health concern**
Angelique Nairn and Justin Matthews
Auckland University of Technology

The COVID-19 Vaccine Misinformation in the Philippines
Yvonne T. Chua and Ma. Diosalab Labiste
University of the Philippines—Diliman

**Spreading New Normalcy through Facebook:
A study on the use of Public Relations strategies in Facebook
campaigns to promote COVID-19 New Normalcy in Sri Lanka**
Dasini I. Madurasinghe and Amani I. Rupasingha
University of Kelaniya Sri Lanka

**The Comeback: A Comparative Critical Analysis of the
COVID-19 Vaccination Rollout in Australia and New Zealand**
Katharina Wolf, Curtin University, Australia and
Petra Theunissen, *AUT*

COVID-19 in the Philippines: Communicating Health Perspectives and Practices

Elena E. Pernia, Jamie Lyn F. Loristo, and Dianne Stephanie A. Gavan
University of the Philippines—Diliman

The COVID-19 pandemic, as a multi-faceted crisis, caused abrupt and apparently lasting changes in people's daily lives. As a global public health crisis, it instigated unprecedented challenges to the world's public health systems and governments as they try to grapple with the consequences of the rapid spread of the disease. As a humanitarian crisis, it further exacerbated existing inequalities, pushing the people further into the margins. To add to these, the COVID-19 pandemic has also given birth to an 'infodemic', a communication crisis fueled by confusion, panic, and irrational fear that spreads just as fast, if not even faster than the disease.

Premised on such context, this study delved into the Filipino public's COVID-19 literacy, (i.e., cognitions about the virus, modes of transmission; sentiments/expressions of concern and optimism; attitudes about and trust in COVID-19 responses; and trusted information sources) in order to design communication strategies that seek to promote and instill positive changes in health behaviours and practices, to help the public ease into the 'new normal' and curb any further surge of the virus.

Employing a mixed paradigm research design, the study employed mixed methods (online panel and telephone surveys; social and emotional listening; content analysis; and key informant interviews) to examine the public's information sources, cognitions, and sentiments. Results of the research showed that the Filipino public rely heavily on conventional mass media (television and radio) as their sources of information about COVID-19; this is followed by social media (social networking sites such as Facebook, Instagram, and Twitter); and their interpersonal relationships (families, friends, and relatives). Building on the results of the study, an evidence-based and culturally appropriate communication plan focused on building vaccine confidence and instilling healthy behaviours and practices, was developed. Anchored into the Filipino values of familial care and love, and the virtue of bayanihan as main framework for messages and communication strategies, media collaterals (video narratives and explainers) and information, education, and communication (IEC) materials were developed, which will be circulated to the public through an omnichannel approach in order to maximize audience reach and assuage misinformation.

Coronavirus Attitudes; discriminatory or justified as a Public Health concern

Angelique Nairn and Justin Matthews
Auckland University of Technology

On January 30 2020, the World Health Organisation labelled the coronavirus a global health emergency. At the time, over 300 fatalities were declared in China, and cases of the virus were confirmed in other countries including Australia, Canada, Japan, Vietnam, Singapore and the Philippines (Aljazeera, 2020). Here in New Zealand, extensive media coverage was dedicated to the outbreak and its consequences resulting in a number of Facebook discussions. New messaging technology, and particularly, social media has inevitably changed how and where pressing issues are discussed. Individuals can interact with news content, offering near instantaneous feedback on content consumed (Chaffee & Metzger, 2001). Therefore, the purpose of this research was to thematically analyse (Braun & Clarke, 2006) the comments that appeared under twelve articles on the coronavirus for how audiences were reacting to another health pandemic following not long after the measles outbreaks. The articles were uploaded to Facebook by *The New Zealand Herald* between January 30 and February 6, 2020.

The online discussions by commenters of the coronavirus were concerned for their own health and well-being and frustrated by an apparent lack of response by the New Zealand government including that flights continued in-and-out of China. Further, they were also dissatisfied by the perceived misinformation and scaremongering in news reporting by *The New Zealand Herald*. However, what was also identified in the social media commentary was the apparent prejudice, racism and 'othering' levelled at Asian, and more specifically, Chinese people. Notably, individuals commenting on *The New Zealand Herald* posts engaged in the telling of prejudiced stories that supported negative attitudes towards other cultural groups (Hall, 1998), and which were akin to forging in-group versus out-group distinctions (Tajfel, 1982). The findings of this paper support the work of Daniels (2008, 2012), who argued that even though the Internet was conceptualised as a platform to be democratic and free from articulations of race and racism, it has in fact, become a means of advancing discriminatory views and hate speech that subordinates cultural groups and undermines the principles of a beneficial public sphere.

The COVID-19 Vaccine Misinformation in the Philippines

Yvonne T. Chua and Ma. Diosa Labiste

University of the Philippines—Diliman

Acceptance of the vaccine for the Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) is a crucial step to curbing the COVID-19 pandemic. However, vaccine misinformation, ranging from unproven side effects to scary scenarios of mass deaths and depopulation, may result in vaccine hesitancy. A study has found that misinformation induced a decline in intent to be vaccinated in the United States and the United Kingdom.

In Southeast Asia, Filipinos are the least willing to be vaccinated against COVID-19. A survey conducted April 2021 shows that a third of adult Filipinos were unwilling to get vaccinated while another third were uncertain. The reasons they gave are partly rooted in inaccurate information they have received: “I heard reports of fatality” or “I heard negative feedback about the vaccines.” As of early June, less than 2% of the Philippine population has been fully vaccinated against COVID-19.

This media monitoring study seeks to find out the kinds of false, misleading, or harmful vaccine claims being pushed in the Philippines. Who created these claims? What platforms allow these claims to thrive? What are the ways these vaccine claims are reproduced? How far is their reach?

This study examines a corpus of inaccurate vaccine-related claims that have circulated both offline and online since February 2020, when the Philippine government announced the first case of COVID-19 in the country, to May 2021, when the vaccination drive ended its second month. The corpus consists of claims that have gained traction. The vaccine claims will be analyzed based on several categories: actors, messages; modes; metrics and status. A set of recommendations on pushing back against vaccine misinformation caps the discussion.

**Spreading New Normalcy through Facebook:
A study on the use of Public Relations strategies in Facebook
campaigns to promote COVID-19 New Normalcy in Sri Lanka**

Dasini I. Madurasinghe and Amani I. Rupasingha
University of Kelaniya Sri Lanka

The Covid-19 pandemic has led every country to combat the virus by executing New Normalcy. As instructed by WHO, New Normalcy promotes behavioral changes in day-to-day lives during this Covid-19 pandemic crisis. Along with the information related to Covid-19 virus, providing information on the New Normalcy protocol became crucial in Sri Lanka as well. Government and non-government organizations in Sri Lanka began to apply many public relations campaigns to promote New Normalcy. Social media became a very useful platform globally as a tool used to connect the public during the pandemic. It allows transmitting information, building relationships with mass audiences, and allows social media users to get involved directly in spreading relevant information further by sharing posts and videos.

The use of social media especially Facebook to promote the New Normalcy protocol began in Sri Lanka during the first wave and gradually increased through the second wave and third wave of the Covid-19 pandemic in the country. Therefore, this research attempt to contribute to the research literature of public relations strategies used during the Covid-19 crisis from a Sri Lankan perspective. The research problem was whether public relations strategies are used in Facebook campaigns to promote Covid-19 New Normalcy in Sri Lanka. The research findings of data analysis of the questionnaire concluded that the majority of the participants use Facebook to get information on Covid-19 and are aware of the New Normal Protocol. Also, it showed that the majority of participants obtain Covid-19 information through the newsfeed of their account than the pages they follow on Facebook. The content analysis concluded that analyzed social media campaigns in selected Facebook pages are using public relations strategies. These research findings suggest that the organizations of selected Facebook pages should focus on improving their public relations strategies by using attractive communication tactics and tools and increasing the engagement of Facebook users to their Facebook pages to promote the Covid-19 New Normalcy protocol in Sri Lanka.

The Comeback: A Comparative Critical Analysis of the COVID-19 Vaccination Rollout in Australia and New Zealand

Katharina Wolf, Curtin University, Australia and
Petra Theunissen, *Auckland University of Technology*

This study provides critical, comparative insights into the COVID-19 ‘recovery’ of Australia and New Zealand by mapping the countries’ national vaccination rollout programs and associated communication strategies. The two nations are natural allies and share similar characteristics, and during the early stages of the global COVID-19 pandemic they were highlighted as ‘success stories’ by the international media, despite opting for different virus management strategies. Indeed, at the first anniversary of the World Health Organization’s (WHO) declaration of COVID-19 as a global pandemic, the nations enjoyed recovering economies, low to no community transmissions of the virus and small cumulative numbers of related deaths (35.7 and 5.4 per million retrospectively).

Vaccinations have been recognised as a key factor in managing the pandemic. However, without the imminent danger of COVID-19 in the Australian or New Zealand community, there has been no immediate pressure for mass vaccination programs to combat rising infection and death rates. The question now emerges if Australia’s and New Zealand’s respective, apparent success in managing the first stages of the global COVID-19 pandemic was largely due to strategic management and communication choices, or predominantly a result of a geographical advantage, i.e., the ability to ‘quarantine’ themselves from the rest of the world. This study seeks to answer this question by taking an in-depth, critical look at the recovery stage and in particular the vaccination rollout, including the ever-shifting communication landscape. In doing so this paper builds on an earlier study, which compared Australia and New Zealand’s respective communication strategy during the first twelve months of the pandemic.

This study employs a critical, interpretive framework by applying the circuit of culture model to two cases that appear to share notable similarities, but equally illustrate differences in the management and communication of national COVID-19 vaccination rollout programs. Drawing on the lived experiences of the researchers through a combination of ethnographic and comparative case study approaches, this presentation will discuss key findings from the study, thereby providing a timely insight into approaches to pandemic recovery communication.

D2: Dynamism in the Virtual World

Moderator: Jonalou S. Labor
University of the Philippines-Diliman

The Rise of Medical Apps in the time of Pandemic

Walter Yudelmo and Dino Cantal
Trinity University of Asia, Philippines

Whatsapp at work: Social media's impact on employee communication and well-being in Malaysia

Norsyamihah Abdul Wahab, *International Islamic University Malaysia*
and Nasya Bahfen, *La Trobe University, Australia*

Online Giveaways:

A Spectacle of Culture Industry on Instagram and YouTube

Dean Airo Salvador E. Dancel
University of the Philippines—Diliman

Using video games to build interpersonal relationships as a Public Relation tactic

S.N.B. Chandrasekara
University of Kelaniya, Sri Lanka

The Rise of Medical Apps in the time of Pandemic

Walter Yudelmo and Dino Cantal

Trinity University of Asia, Philippines

The Philippine government implemented enhanced community quarantine in Metro Manila. Due to limited movement of the people outside their homes, some medical doctors and COVID-19 app started to introduce online medical assessment. In the first two weeks—March 16 to March 27—of the quarantine, this study establishes COVID-19 online medical assessment precision. Self-developed questionnaire was distributed online to collect demographic summaries and indicators of COVID-19 online medical assessment precision. The study used disagree-agree psychometric scale of 1 to 5 to arrive at the results of the study. Results were statistically analysed and interpreted to answer three groups of closed-typed questions. The 136 respondents of the study utilized new media ($\bar{x}=3.78$) to be COVID-19 competent. Their familiarity and skills with digital technology further solicits access to new media use. Majority of the respondents accept ($\bar{x}=4.09$) COVID-19 online medical assessment, although they have reservation to the precision ($\bar{x}=3.20$) of the assessment conducted online. Enhanced community quarantine increases new media consumption among Metro Manila residents. Though the respondents are capable of the new media potentials, they prefer to have personal consultation rather than online medical assessment. The uncertainty over COVID-19 online medical assessment contributed to the new structure introduced to respondents.

Whatsapp at work: Social media's impact on employee communication and well-being in Malaysia

Norsyamihah Abdul Wahab, *International Islamic University Malaysia* and Nasya Bahfen, *La Trobe University, Australia*

What impact do social media and new messaging processes have on communication and wellbeing among workers in Malaysia – a country often cited as a successful example of a multi-racial society and one which has adapted quickly to new technology? Studies of the practice of effective communication in organisations have focused on benefits such as developing better teamwork, elevated productivity, increased synergy within teams and enhanced communication skills. Communication is an essential process in organisations, and seen as vital especially among staff at higher levels of management. To 'communicate effectively' is a critical aim in directing and mobilizing employees towards the accomplishment of organisational goals; good communication practices allow the spread of necessary information in an organisation. Effective communication can also inspire job effectiveness by recognizing desired behaviors and effort throughout the organisation. Communication is intrinsically linked to wellbeing in that effective communication requires the creation of mutual understanding to enhance teamwork and promote job effectiveness amongst employees; it is when barriers to understanding are minimized that workplace stress is reduced. Staff members at middle management, from public and private sector organisations in Kuala Lumpur, were interviewed in focus groups for this study. While e-mail and social messaging apps are frequently used by our focus group participants, face-to-face interaction is still a popular choice due to a need to take into account the emotional health of the managers and the employees. The findings of this study suggested communication preferences and their relation to the wellbeing of organisational members reflected Malaysian high-context communication cultural norms; employees preferred to receive in-depth or critical information, ideas, and opinions within the workplace in a face-to-face setting as opposed to via social networking or messaging apps. It is hoped that this study contributes to an understanding of the use of social media in Malaysian workplaces and its effects on employee wellbeing.

**Online Giveaways:
A Spectacle of Culture Industry on Instagram and YouTube**

Dean Airo Salvador E. Dancel
University of the Philippines—Diliman

The study "Online Giveaways: A Spectacle of Culture Industry on Instagram and YouTube" presents the trend that occurred in the Philippines during the COVID-19 pandemic (March 16, 2020, onwards), the existence of online giveaways on YouTube and Instagram. This spectacle was created by digital media influencers such as content creators, YouTubers, and online business owners who became popular in social media because of the impact they cause to their audience's consumption of their contents.

I will also focus on the culture that this industry has created, the culture of creating, participating, and earning from these giveaways. From the unexpected manifestation of these social media strategies, how were these contents consumed by online users? how did these promos create a culture of participation? will these online giveaways end as the Coronavirus ends?

Using video games to build interpersonal relationships as a Public Relation tactic

S.N.B. Chandrasekara

University of Kelaniya, Sri Lanka

Public relation is what an organization, a company or individual uses to maintain the goodwill, reputation, public image of themselves or their organization. Any organization, company or individual uses a variety of tactics to build a good relationship, good-will with the external parties. Public Relation is something that can be done practical not in a theory. The using tactics can be introduced as public relation strategies.

Various types of Public relations tactics can be seen all over the world, such as advertorials, newsletters, business events, etc. By using these tactics an institute, an organization build their public image and good-will. Accordingly, public relations build and oscillating between the organization and the external parties, an organization, and their employees as well as the among the employees. New media is increasingly providing new ways of developing PR tactics to establish interpersonal relationships.

The video game is one of the platforms of new media. The majority of young people nowadays play online video games. Through these video games, it helps to build a friendly relationship between people. It can be called interpersonal Relationships. Rather than the other ways, it helps to build good interpersonal relationships through video games. The objective of the research was to identify the effectiveness of video games as a public relations tactic to build interpersonal relationship. Quizzes and interviews were taken to collect preliminary data and research articles and the books were used to collect the secondary data. video game is one of the public relation tactic that can build strong interpersonal relationship.

NOTES



The Asian Congress for Media and Communication (ACMC) is an international professional organization in the fields of media, communication, language, and the allied arts education. Membership is spread throughout Asia and the Pacific even as its conferences has attracted participants as far as Europe, Latin America and Africa. Its primary purpose is to provide an avenue for academic discourse among institutions of media and communication.

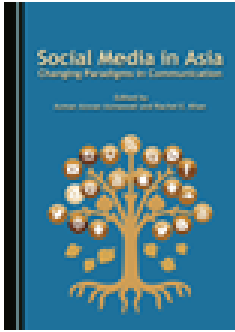
It is a non-stock, non-profit organization, registered under the Philippine Securities and Exchange Commission.

Consequently, members are able:

- to establish linkages and networks among institutions of media and communication in Asia;
- to update knowledge of theory and practice in the field among practitioners and in the academe; and,
- to mobilize people empowerment and participation through social responsibilities and projects

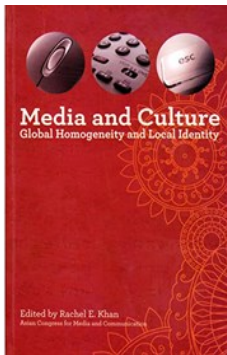
Please visit **www.asianmediacongress.org** for more details about the members, past activities, and publications.

ACMC Publications



Azmawati and Khan, eds. (2016). Social Media in Asia: Changing Paradigms in Communication. United Kingdom: Cambridge Scholars, Inc.

As part of the advocacy of the Asian Congress for Media and Communication (ACMC) to promote regional studies in global academic discourse, this book contributes to a better understanding of social media within the context of Southeast Asian countries, with the addition of Sri Lanka.



Khan, R. ed (2011). Media and Culture: Global Homogeneity and Local Identity. Mandaluyong: Anvil Publishing, Inc.

This book explores media's role in promoting the local culture vis-à-vis the global media trend. Select papers from the acmc 2010 conference examine the growing role of the mass media's cultural influence and help in promoting local cultures instead of serving as a tool for global homogenization.



ACMC Journal

Since 2009, the bi-annual ACMC Academic Journal showcases select papers from international conferences. To be included in the Journal, papers must go through a second round of blind peer review and qualify.

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AUT University's Pacific Media Centre – Te Amokura– supports informed journalism and media research that contribute to economic, political and social development. It seeks to stimulate research on contemporary Māori, Pasifika and ethnic diversity media and production in the Oceania region and beyond.

The PMC believes in supporting culturally-diverse media stories, including voiceless and marginalised communities for a fully-functioning democracy.

The PMC, founded in 2007, has collaborated with other Asia-Pacific media centres engaged in research and advocacy to produce high quality research articles, media publications and productions including the Pacific Media Watch, the current affairs websites Pacific Scoop and publications from a joint exchange programme with the Centre for Southeast Asian Social Studies at Gadjah Mada University.



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