

# BOOK OF ABSTRACTS



## THE 9<sup>TH</sup> WORLD CONFERENCE ON MEDIA AND MASS COMMUNICATION **MEDCOM 2024**

**“Reshaping and Challenging the Neoliberal Model:  
Evolving Practices in Crisis, Conflict, and Creative Communication”**

**09<sup>TH</sup> - 10<sup>TH</sup> MAY 2024 COLOMBO, SRI LANKA**

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## **WELCOME MESSAGE FROM THE CONFERENCE CO-CHAIR – MEDCOM 2024**

Dear researchers, scholars and practitioners,

We have now reached the ninth Medcom conference, a great achievement for an international conference on media and communication.

I have had the pleasure of walking together with Medcom since 2018 and have seen the conference grow in terms of numbers, quality of presentations and networking opportunities.



Medcom is an important opportunity both to learn about the state of the art of media and communication studies in the world and to develop a global network of knowledge and research.

A scholarly association (INMC - International Network on Media and Communication) was born out of Medcom with the aim of further increasing research and publication opportunities for researchers and opportunities to meet and discuss.

As with every edition, participants will be able to find satisfaction in the new discoveries, new contacts and new networks they have made thanks to Medcom.

With this short message, a welcome greeting to you all and have a great stay in the beautiful island of Sri Lanka!!!

Happy Medcom to all!!!

Prof. Andrea Volterrani  
University of Rome Tor Vergata  
Italy

## **WELCOME MESSAGE FROM THE CONFERENCE CO-CHAIR – MEDCOM 2024**

Since the 3rd MEDCOM event in 2017 in Kuala Lumpur, the capital of Malaysia, we have survived a pandemic and an earthquake. However, TIIKM and my fellow academicians have come together every year to discuss the development and problems of media, communication and mass communication. Last year we met in Bangkok, the capital of Thailand. It was a very difficult time for me. After the deadliest earthquake of the century that took place within the borders of Turkey and Syria on February 6th, 2023; MEDCOM 2023 which I attended, was actually the reason for me to reconnect to life. I would like to take this opportunity to thank the entire MEDCOM family, TIIKM, all co-chairs of the conference, and my valuable colleagues.



We are together again this year, in may 2024. Together with academics and industry experts from all over the world, we shall discuss the problems of media, mass communication and communication sciences and shall listen to studies. My association with MEDCOM will complete its 8th year this year. It is an honour for me to be with you. I would like to express my endless thanks to my dear friends Andrea Volterrani, Christopher J. Fenner, Isanka Gamage and all MEDCOM 2024 participants, speakers and keynote speakers who will be contributing in person and online, and the hardworking staff of TIIKM for this valuable conference.

We hope to be together every year in may for many years to come...

May the MEDCOM 2024 conference bring us all health, peace and happiness... I wish all participants a fruitful conference process... Our theme for 2024 is crises and conflicts, but i would like to conclude on behalf of all MEDCOM with the hope for a future where peace and hope never fade in our hearts...

With my best regards...

Dr. Tülây Atay,  
Hatay Mustafa Kemal University  
Türkiye

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# ORAL PRESENTATIONS

KS1

[I]

## RECENT TRENDS IN AI FOR EDUCATION

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### **ABSTRACT**

Artificial intelligence (AI) is quickly changing the educational environment, providing new opportunities for personalized learning, increased accessibility, and improved educational results. This study investigates contemporary advances in artificial intelligence for education, concentrating on major topics such as:

**1. Personalized Learning:** AI-powered adaptive learning platforms tailor content and instruction to individual student needs and learning styles. These platforms analyze student data to identify strengths and weaknesses, providing personalized recommendations for further study and practice. This personalized approach can significantly improve student engagement and learning outcomes.

**2. Intelligent Tutoring Systems:** AI-powered intelligent tutoring systems (ITS) provide students with individualized feedback and support, acting as virtual tutors who can answer questions, explain concepts, and offer remediation when needed. These systems can help to address the increasing demand for personalized learning and provide more effective support for students who require additional assistance.

**3. Natural Language Processing:** Natural Language Processing (NLP) technologies are enabling new forms of interaction and feedback within educational settings. AI-powered chatbots can provide students with 24/7 access to support and answer their questions in real-time, while NLP tools can analyze student writing to provide personalized feedback and identify areas for improvement.

**4. Virtual and Augmented Reality:** By generating immersive and engaging learning experiences, virtual reality (VR) and augmented reality (AR) are revolutionizing the way we learn. VR simulations can immerse students in historical events or scientific experiments, while AR overlays can enhance real-world objects with digital information, bringing learning to life.

**5. AI-powered Assessment:** AI is being used to automate the grading process and provide more personalized feedback to students. AI-powered grading systems can analyze student work and provide immediate feedback, highlighting areas for improvement and offering suggestions for further study.

**6. Accessibility:** AI is also being used to make education more accessible for students with disabilities. AI-powered tools can transcribe audio to text, translate languages in real-time, and provide text-to-speech support, helping students with diverse needs access and participate in learning.

These latest developments underscore AI's enormous potential to transform education and provide more personalized, interesting, and effective learning experiences for all students. To ensure that AI acts as a strong tool for advancing education rather than replacing human educators, it is critical to address ethical concerns, provide fair access to technology, and prioritize human-centered design.

## BIOGRAPHY

Dr. Amlan Chakrabarti is a Full Professor in the A.K.Choudhury School of Information Technology at the University of Calcutta. He was a Post-Doctoral fellow at the School of Engineering, Princeton University, USA during 2011-2012. He has 20+ years of experience in Engineering Education and Research. He is the recipient of the DST BOYSCAST fellowship award in Engineering Science (2011), the Indian National Science Academy (INSA) Visiting Faculty Fellowship (2014), the JSPS Invitation Research Award (2016), Erasmus Mundus Leaders Award (2017), the Hamied Visiting Professorship from University of Cambridge, UK (2018), Siksha Ratna Award by Dept. of Higher Education Govt. of West Bengal (2018) and has been awarded as the Fellow of West Bengal Academy of Science and Technology (2022). He



is the Series Editor of Springer Transactions of Computer Systems and Networks, the Series Editor of the Springer Book Series on “Water Informatics”, an Associated Editor of the Elsevier Journal of Computers and Electrical Engineering and Guest Editor of the Springer Journal of Applied Sciences. He is a Sr. Member of IEEE and ACM, IEEE Computer Society Distinguished Visitor, Distinguished Speaker of ACM, Secretary of IEEE CEDA India Chapter, Member of the International Water Association, Vice President of the Data Science Society and Life Member of CSI India. His areas of research are Machine Learning, Computer Vision, Reconfigurable Computing, VLSI CAD and Quantum Computing.



KS2

[II]

**TOWARDS THE ECOLOGICAL TRANSITION. HYBRID PARTICIPATORY PROCESSES, MUTUALISTIC COMMUNICATION IN LIMINAL COMMUNITIES**

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**ABSTRACT**

This article explores the topic of ecological transition in relation to the vulnerability of individuals within liminal and marginal communities, highlighting their potential protagonism and aspirations through hybrid participation and edu-communication processes, drawing on Freirean principles. Focusing on the interaction between digital communication ecosystems and urban spaces, particularly those identified as 'liminal', the research emphasises the central role of communicative processes in civic engagement and broader citizen participation. The analysis of participatory practices considers the potentially inclusive use of digital communication technologies, while acknowledging the risk that neoliberal rationality also absorbs practices of resistance.

Theoretical perspectives, drawing on theories of liminality, media ecology and urban participation, underpin the exploration of how individuals make connections with urban spaces. The article examines whether and how the media can serve as a subspace for empowerment and mobilisation. Rooted both in empirical studies conducted in liminal spaces in southern Italy as part of a global training project for leaders of third sector organisations and in two European projects, the article aims to understand the intricate relationship between liminal spaces and civic participation.

Emphasising the theme of vulnerability, the article argues for the incorporation of the principles of edu-communication, inspired by Freire, into participatory processes. It emphasises the potential of media not only as a tool for empowerment, but also as a means to promote inclusive practices within liminal and marginal communities. This work contributes to the discourse on civic resilience by shedding light on the transformative possibilities of hybrid participation and edu-communication in addressing the vulnerabilities of individuals in the urban context.

Prof. Andrea Volterrani is a Sociologist specializing in Cultural and Communication Processes, currently affiliated with the Department of Enterprise Engineering at the University of Rome Tor Vergata. His academic journey includes research assignments at the University of Florence and teaching positions at various institutions, focusing on sociology of cultural processes, social communication, marketing, and family sociology. Since 2008, he has been actively engaged in research, teaching, and consulting, particularly in areas such as social communication, the third sector, integrated social policies, community resilience, and prevention communication related to natural disasters.



A1

[01]

## **IMPACT OF ARTIFICIAL INTELLIGENCE AUTOMATED ASSET GENERATION (AI-AAG) ON THE GRAPHIC DESIGNER'S PROFESSION**

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### **ABSTRACT**

This research explores the impact of Artificial Intelligence Automated Asset Generation (AI-AAG) on the field of Graphic Design (GD). With the emergence of technologies such as Artificial Intelligence (AI) and machine learning, design tools are rapidly evolving to offer automated capabilities. This rapid advancement of AI has raised concerns about its potential to replace human creativity in the GD profession. The study examines how the integration of automated asset generation (AAG) affects the day-to-day practices of graphic designers, analyzing the benefits and challenges associated with this emerging technology. While acknowledging concerns about the potential replacement of human creativity with AI, the study aims to investigate the evolution of ready-made GD in the context of AI and its impact on the field. It also aims to explore potential synergies between AI systems and human creatives, going beyond a simple assessment of the technology to examine the broader implications for creative professions. The research is focusing on designers' use of Adobe Sensei AAG tools. Through a survey of 140 designers and data analysis, it examines the benefits, challenges, and ethical aspects of AI in GD. By showing how AI can enhance human creativity, not replace it, the study sheds light on emerging trends in the field. In summary, the study provides recommendations for practitioners and companies in the GD sector. These recommendations encompass strategies for integrating AI technologies into design processes effectively, fostering collaboration between AI systems and human creatives, and addressing ethical concerns related to AI-driven design practices. Additionally, the study offers guidance on navigating the evolving landscape of AI in GD and leveraging these technologies to enhance creative outcomes while maintaining human-centered approaches.

Keywords: adobe sensei, automated asset generation, Artificial Intelligence, graphic design

A2

[02]

**IMPLEMENTATION AND RAMIFICATIONS OF CHANGING DYNAMICS OF  
CONSUMER BEHAVIOR VIS-À-VIS JOURNALISM OF NEW-AGE MEDIA IN  
INDIA**

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**ABSTRACT**

As social media expand their footprints globally, their transformational shift becomes apparent in India. Upsurge of reels, dominance of social networking platforms, digital streaming services and democratization of media production now redefine how consumers engage with and consume content. India's 1.4 billion population offers unique demographics impacting the country's media consumption patterns. Of this population that engages with content, majority is millennials and Gen Z who are happy users of new tech. Media companies are encouraging consumers to read print media with stats, podcasts, digital channels, webcasting. The statement of the problem is sustainable options are needed to encourage alliances between legacy and new age media to ensure flow of reliable and independent journalism. The study's objectives are to assess how new age media can offer information in real-time and to investigate how futuristic strategies will help to sustain quality journalism. Online secondary data has been used to analyze the study. One result of the study reveals that with 2025 witnessing around 40 million smart connected TVs in India, it is social media platforms that will redefine news consumption. The second result shows that with social media being the future, strategies will be so designed that supply and consumption of information will support quality journalism. In conclusion it can be said society needs to work collaboratively so that it can promote responsible journalism.

Keywords: social media, demographics, reels, millennials, Gen Z, new-age

A3

[03]

**DIGITALISATION OF GOVERNMENTALITY: THE CASE OF THE VARAKASHI  
(THRASHERS) IN THE ZIMBABWEAN POST-COUP TWITTER-SPHERE**

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**ABSTRACT**

This study deals with the phenomenon of social media, particularly Twitter, which has seemingly become a new “political battlefield” for governments and politicians. Centred on conflicts emerging on Twitter between the Zimbabwean pro-government online army called Varakashi (thrashers) and anti-government activists, the study examines discourses and various activities occurring within the country’s online political realm, and attempts to interrogate how these social media wars fit into the local and global context. Social media appear to have revolutionised the way we fight, win and consume conflicts. Social media platforms like Twitter have birthed new ways of fighting war, from “troll farms” that pump out propaganda to citizens utilising these social networks to mobilise crowds for actual warfare. The study explores this phenomenon in the context of the Zimbabwean post-coup era, a “new dispensation” led by President Emmerson Mnangagwa that came about as a result of the military coup which toppled former president Robert Mugabe. The study makes use of online qualitative research. It utilises the interpretivist paradigm, and employs digital ethnography for data collection. The tweets obtained will be purposively sampled, and analysed using a multimodal approach encompassing thematic, semiotic and critical discourse analysis methods. The Varakashi discourses mainly undermine opposition parties and anti-government activists through name-calling, insults and false allegations, while praising the ruling government and the president, and while promoting their own ideologies to maintain the status quo. The study draws on the theory of governmentality espoused by Michel Foucault, an approach to the study of power which examines techniques employed by modern governments to control their populations. A few studies have applied Foucault’s notion to the study of African and post-colonial states as most of them focus on the governmentality concept in the context of liberal and neoliberal European and Western settings. But, in this study, I aim to adapt the concept to a post-colonial African digital setting, which I refer to as “digitalisation of governmentality”.

Keywords: varakashi, governmentality, digitalisation, twitter-sphere, cyberwars, social media

A4

[04]

**OIR (OPEN INNOVATIVE RESOURCES FOR DISTANCE LEARNING). THE RESULTS OF PROJECT TO IDENTIFY NEW EDUCATIONAL AND TRAINING MODELS FOCUSED ON THE USE OF NEW TECHNOLOGIES FOR INCLUSION, ACCESSIBILITY AND SHARING OF KNOWLEDGE**

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**ABSTRACT**

The "Open Innovative resources for high quality inclusive digital higher education (OIR)" project involved an international team of researchers, committed to identifying new educational and training models focused on the use of new technologies for inclusion, accessibility, sharing of knowledge, also between individuals with different skills, potential and opportunities. The project, funded under the ERASMUS + KA226 Programme, involved the Marie Curie University of Lublin (Poland), lead partner, the University of Oviedo (Spain) and the University of Messina. Activities, developed over two years by the UniMe research team from different areas and backgrounds, aimed at offering to teachers and students of schools of all levels, tools useful for putting new technologies on service of inclusivity. The talk intends to share the most relevant results achieved by the Italian team, in particular the creation of a management model and a specific focus on the sociological strands: a toolkit specifically defined to support high school teachers to reflect on how the new technologies, especially social networks, impact the students' educational process, considering that the students, who are digital natives and mobile born, need support in their process of awareness acquisition and identity construction. The IO has in fact investigated the characteristics of today's "networked society", exploring the opportunities offered by the Net where the individual is a node of the network thanks to the development of information technologies that boost communication as an instrument to create culture.

Keywords: education, inclusion, accessibility, training models, new technologies

A5

[05]

## **ARTIFICIAL INTELLIGENCE: AN EMERGING INNOVATION IN HIGHER EDUCATION**

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### **ABSTRACT**

Artificial intelligence (AI) is not a new phenomenon; AI's existence was somewhat restricted, especially its capabilities. However, the way AI functions currently seem limitless, and this has raised a lot of attention and concern. AI is currently thriving at an alarming rate, and this is due to the high speed of connectivity, which has become AI's oxygen, which drives its rapid ability to transform the way we can access information. AI has already had a substantial impact on numerous industries, including healthcare, banking, and transportation. Its ability to quickly provide information in a manner that transforms operations, freeing up time for one to attend to other urgent matters. AI has become the new disruptor in the educational sector, its abilities cannot be ignored. Where students once used to cut-and-paste content is somewhat in the past, now you can simply ask AI. AI enhances higher education through various benefits, but regulations and operational standards are needed to ensure its proper use for knowledge generation and advancements. The study explores the ethical implications of implementing AI in higher education using a desktop research method that draws from the various contributions made in the areas of AI ethics in higher education for teaching and research. The research was conducted using the ethical AI framework and the technological acceptance model (TAM). The research indicates that AI can enhance student learning by tailoring content and pace to individual needs, providing real-time feedback, and grading, thus making education more personalized and effective.

Keywords: AI ethics, digitalization, artificial intelligence, higher education, new media technology, ethical AI

A6

[06]

## THE IMPACT OF AI ON THE RADIO INDUSTRY: CHALLENGES AND OPPORTUNITIES

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### **ABSTRACT**

Artificial Intelligence (AI) is an omnipresent concept currently influencing various industries globally. In the Communication sector, prominent channels such as Aaj Tak in India are introducing AI anchors during their prime-time shows. The Radio and Television media, in particular, are utilizing the service of AI voiceover in their various projects. This usage of AI in media is already reshaping the landscape of their mediums. This paper aims to explore the implications of AI on the Radio Industry, evaluating its potential benefits and drawbacks. The paper is divided into 6 parts; Section 1 is based on current radio scenarios that are utilizing AI in their respective systems. Section 2 focuses on media platforms that are using AI in their systems, Section 3 is dedicated to the literature review of related papers and articles, and Section 4 is based on the Research methodology which is based on the purposive sampling technique and snowball sampling technique. Section 5 examines the Case Study of the Radio GPT. Finally, Section 6 presents the Result Conclusion of the study.

Keywords: AI in Media, AI voiceover, Communication Sector, AI Radio

A7

[07]

**IMPROVEMENT OF THE COMMUNICATOR'S PERFORMANCE ON THE  
EMIRATI SATELLITE CHANNELS**

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***ABSTRACT***

In light of the above, the problem of research is determined by identifying the attitudes of both the public of the woman audience and the female journalists, in accordance with the comprehensive concept of performance which involves several dimensions: moral, social, media and economic. On the other hand, the media's perceptions of the effectiveness of satellite channels in influencing the general public, as well as monitoring and measuring the attitudes of the general public and the media about the feasibility and importance of the experience of satellite channels in developing the performance of the media system in the UAE. The importance of this study is to provide an information base on these channels to become a significant reference for the political decision-makers in the UAE. The study also starts from a systematic concept that aims at evaluating the performance of work values, i.e. supporting all that is positive in the performance of satellite channels all that is negative or harmful to the interests of society.

Keywords: satellite channels, performance, public, the media, experience, of society, perceptions



A8

[08]

## ANALYSIS OF MESSAGE CONTENT DEVELOPMENT ACCORDING TO ONE OF MEDAN VOCATIONAL SCHOOL SEGMENTATION

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### ABSTRACT

Digital transformation is something that needs to be in the spotlight for all levels of society. The development of revolution 4.0 towards revolution 5.0 has the effect of the emergence of the era of society. Society 5.0 can be said to be a development to fix several problems currently being faced due to too fast technological developments. Everything will be easier with the use of Artificial Intelligence (AI) or artificial intelligence which will help in processing data so that users receive ready-made results. Transformation is being experienced by all levels of industry, including the education industry. Education is an important thing that needs to be considered by all levels of society in order to obtain rights in accordance with the desires, interests and talents of an individual in this research, which raises the phenomenon of educational competition in the digital era, where the marketing communication process is the main thing that needs to be considered, including the content of messages on social media. The object of this research is the content of messages via social media accounts owned by one of Vocational School in Medan city, where the trend of new student admissions has decreased in 2022. The research method used was qualitative by observing the school's social media and also carrying out a triangulation process with relevant informants to enrich the analytical data qualitatively. It is hoped that the results of this research will be able to see message content that is appropriate to the segmentation of prospective students and parents of prospective students who will send their children to that school as well as an effort to support the 2023 new student admission activities.

Keywords: admission activities, digital transformation, message content

A9

[09]

**WHATSAPP AS A MEDIUM OF COMMUNICATION TO ENSURE EFFECTIVE  
TEACHING AND LEARNING AT A COMPREHENSIVE UNIVERSITY**

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**ABSTRACT**

The WhatsApp application gained popularity shortly after its release in 2009. It instantaneously became a widely used messaging tool due to its simplicity, cross-platform capabilities, and cost-effectiveness. However, its popularity began to increase significantly in educational settings around the world from the mid to the late 2010s. Educators began utilizing WhatsApp for various purposes such as communication with students, sharing educational resources, facilitating discussion, and organizing virtual lectures. The study aimed to investigate the use of WhatsApp as a tool to facilitate learning at comprehensive universities. The study was motivated by the researchers' experience in using the WhatsApp tool in academic activities during undergraduate studies. This paper used quantitative research with the sample size of 30 first-year Intercultural Communication students in the Department of Communication at the University of Zululand. The measuring instruments used, was questionnaires created over Google Forms. The Gratifications Theory was used in this research. Two primary research goals guided the literature review for this study, one was to determine the effectiveness of WhatsApp on students and lectures and the other to investigate challenges associated with the use of WhatsApp encountered by students and lecturers. The findings of the study indicated that the majority of students use WhatsApp for sharing academic content in academic activities. The study recommended that University of Zululand should use the WhatsApp tool more often in sharing the scholarly activities. In addition, the Department of Communication should have programmes at the beginning of year to educate first-year students about the importance of using WhatsApp for learning activities further from the classroom and campus.

Keywords: WhatsApp, comprehensive university, teaching and learning

B1

[10]

## A SYSTEMATIC REVIEW OF SOCIAL MEDIA-ASSISTED LEARNING OUTCOMES IN MEDIA GRADUATES

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### **ABSTRACT**

Systematic research of published studies from 2013 to 2023 resulted in 101 such works exploring the use of social media as a teaching-learning tool for higher education. Out of those, the researcher has selected 35 studies to find out, (a) the factors influencing the academic performance of media students, (b) social media tools for collaborative learning, (c) online teaching-learning pedagogies and (d) the framework used for research. Considering the core question of how various pedagogies have been inter-mixed with online resources to deliver media-related courses, the researcher utilised meta-analysis as the technique for completing the review. The results reveal that students using social media for educational purposes perform better than the non-users. Also, social media networks help students to gauge studies, learn collaboratively and share resources. Among various teaching-learning pedagogies used by teachers, the integration of social media proves to be more effective in a participatory learning approach. The researchers have used various theoretical frameworks based on their research objectives, it is worthwhile to find out which could be the best-suited theoretical framework for future graduate teachings. In light of this small corpus, caution is required while generalising the undergraduate population as the research has been conducted based upon various disciplines under different settings. (e.g., arts, commerce and science).

Keywords: social media, teaching-learning, education, pedagogy, communication, systematic review

B2

[11]

## IN THE SHADOW OF AI: CATFISH AND COMPLEX DYNAMICS OF DIGITAL IDENTITY

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### **ABSTRACT**

In an era when virtual identity plays a key role in everyone's life, this paper aims to explore the challenges and risks associated with online self-representation. Through an in-depth analysis on the concept, in its evolution and manifestation, this paper will go on to investigate how much this is subject to manipulation and falsification for deceptive purposes. Digital identity is "the identity constructed by a user at virtual online communities, often of a playful kind, focused on a virtual dimension, opposed to the real one [...]." Indeed, it is argued that the virtual world has been celebrated as a utopian place where age, gender, and ethnicity are infinitely rewritable, allowing the subject to experiment with postmodern forms of multiple identity. Among the implications of an increasingly mutable and multiple self is the growing phenomenon of catfishing, or the creation of fake profiles on social networks, which can have major consequences, both emotionally and financially for unwitting victims. The introduction of synthetic technologies such as DeepFakes has, unfortunately, elevated the problem to an even more insidious level: these techniques serving artificial intelligence, create increasingly realistic videos and images that make the Catfish even more convincing and increasingly difficult to identify and counter. The research will be conducted through an opinion poll distributed to a diverse sample of individuals that aims to probe public perception of the threats these technologies generate, examining experiences, awareness and opinions regarding the Catfish and DeepFake phenomena. The purpose is to shed light on fundamental questions about the trust and authenticity of the digital environment by emphasizing the possibility of more reliable verification tools to defend the integrity of online users.

Keywords: digital identity, manipulation, real, virtual, catfish, deep fake

B3

[12]

**SOCIOLOGICAL ABSENCE OF INDIVIDUALS USING SOCIAL MEDIA IN  
PUBLIC TRANSPORTATION: THE CASE OF ISTANBUL'S M2 METRO LINE**

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**ABSTRACT**

This study explores the phenomenon of digital addiction in the context of urban public transport, specifically focusing on Istanbul's M2 metro line, which serves as a microcosm of the city's densely populated and transient culture. Istanbul, with its extensive public transportation network connecting Asia and Europe, provides a fertile ground for investigating digital addiction. A survey conducted with 476 passengers at Yenikapı station gathered data on demographics, social media usage, and preferences, as well as assessing digital addiction tendencies. The analysis revealed a one-dimensional Social Media Addiction scale and a three-dimensional social media usage purposes scale, encompassing socialization, information, and entertainment. Regression analysis demonstrated a moderate positive relationship between social media usage purposes and addiction tendencies, with socialization and entertainment showing significant associations, while information-seeking exhibited an inverse correlation with addiction. Further analysis involved clustering participants based on addiction levels and investigating relationships with demographic variables using Multiple Correspondence Analysis (MCA). Significant differences were found across various demographic and behavioral categories, highlighting the intricate dynamics of digital addiction within the urban landscape. The study underscores the trend of prioritizing smartphone interaction over real-world engagement during public transportation, potentially amplifying social disconnection. It sheds light on the pervasive effects of digital addiction on social interaction in an increasingly connected world.

Keywords: sociological absence, social media, public transportation

B4

[13]

**A NETNOGRAPHIC ANALYSIS OF CYBERBULLIES' ONLINE FLAMING  
BEHAVIOURS TOWARDS CELEBRITY BRAND MANAGEMENT PROCESSES:  
THE CASE OF MERVE DIZDAR, WHO RECEIVED AN AWARD AT THE  
CANNES FILM FESTIVAL**

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**ABSTRACT**

Social scientists studying new media forms face challenges in defining sociological and psychological situations due to rapid changes in computer technologies. The emergence of "Online flaming" as a behaviour post-Web 2.0 technology exemplifies this challenge, representing a form of cyberbullying involving insulting messages online, violating societal forms. This study focuses on how flaming behaviours impact personal brand management processes, specifically exploring the case of a famous actress awarded at the Cannes Film Festival. The conceptual framework covers the celebrity industry and the management of famous personal brands created in this context, how these processes are carried out on social media, how celebrities use this medium and how the flaming behaviours take place. The universe of the study consists of online flaming behaviours affecting actress Merve Dizdar's brand management on YouTube. The sample includes the most-liked comments and sub-comments on the top five YouTube channels featuring Dizdar's speech. The data obtained in the study were examined under six types of flame behaviour: direct flame, indirect flame, plain flame, critical and ironic flame, hot flame, and cold flame. By analysing the flaming behaviours divided into categories through netnography, the cultural essence of cyberbullying was examined. The findings obtained from the study have revealed that exclusionary language is usually used against the actress. Another finding obtained in the study is that cyberbullies aim to negatively affect the motivation of the actress. Additionally, the findings obtained with this study also provide future studies to be conducted following this study with the opportunity to be a pioneer in examining the flaming behaviours towards personal brands in the fame industry.

Keywords: online flaming, cyberbullying, netnography, fame industry

B5

[14]

**RELATIONSHIP BETWEEN SOCIAL MEDIA APPLICATION FACEBOOK AND LONELINESS DURING COVID-19: A SURVEY STUDY OF SRI LANKA**

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This research delves into the intricate relationship between Social Media use, particularly on Facebook, and the prevalence of loneliness among individuals in Sri Lanka during the Covid 19 pandemic. This study, rooted in Cognitive discrepancy Theory, explores cognitive aspects of Facebook interactions and their impact on pandemic-induced loneliness. Top of FormThe stratified sample strategy was used to distribute 120 online surveys questionnaires to social media users across four age groups. One of the study's key aims is to ascertain respondents' usage of social media and their level of loneliness. To do this, descriptive analysis was performed to assess people's usage of social media and their degree of loneliness. According to the study, those with a low sense of loneliness utilized social media much more often during the Covid 19 epidemic. Additionally, the study examined the relationship between social media use and loneliness in Sri Lanka during the Covid – 19 epidemics, establishing a negative correlation between social media use and loneliness in the sample, with a correlation coefficient of 0.685 and a significance level of  $0.000 > 0.05$ . Increased social media usage by 1% is expected to result in a 0.68 percent reduction in loneliness. In other words, if everyone utilized social media merely 1 percent more, we'd see a 0.688 percent decline in loneliness. The researchers employed regression analysis and R Square was 0.469, showing that social media engagement explains 46% of the variance in loneliness. According to the regression study's findings, it was revealed during the Covid – 19 epidemics in Sri Lanka that social media usage had a substantial effect on loneliness. As a consequence, it is obvious that individuals use social media more during the Covid 19 epidemic and feel less lonely as a result of their usage of social media.

Keywords: social media, loneliness, relationship, influence

B6

[15]

## THE RISE OF TIKTOK JOURNALISM: MOTIVATIONS AND COPING STRATEGIES

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### **ABSTRACT**

Social networks have become central to public life in the 21st century, providing platforms for communication, sharing, creativity, and cultural influence. The primary advantage of social networks lies in their ability to facilitate rapid and easy connection and information dissemination. Traditional journalists now utilize social media platforms such as Facebook, Instagram, Twitter, and TikTok to distribute information. With TikTok emerging as a prominent social network for entertainment and information, many journalists worldwide, including in Israel, have begun leveraging it to create and share short video content. This research aims to explore the motivations behind journalists' use of TikTok, the challenges they encounter, and their coping strategies. The study involved conducting semi-structured in-depth interviews with 15 prominent journalists from traditional media outlets who are active massively and are considered at least micro-influencers on TikTok. The findings will delve into several themes: "Journalism of Tomorrow: TikTok as a Tool for the Young Generation," "Navigating the Digital Age: Fear of Irrelevance in Modern Journalism," "Gatekeepers: Journalists, TikTok, and Truth in the Age of Fake News," "Desirable vs. Actual: The Difficulty of Maximizing Platform Utilization," and "Challenges in Maintaining Journalistic Ethics in the World of Temptations."

Keywords: social networks, journalism, TikTok, micro-influencers, ethical challenges



C1

[16]

**DECONSTRUCTING WOMEN’S REPRESENTATION IN PROCTER & GAMBLE  
PHILIPPINES ADVERTISEMENTS: A BARTHESIAN SEMIOLOGICAL  
APPROACH ANALYSIS**

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**ABSTRACT**

This study aimed to determine the image projected to women in Philippine TV advertisements. This study sought to identify the prevailing traditional gender roles assigned to women within Procter and Gamble Philippine’s advertisements, while also examining the emergence of new identities and representations. Guided by Roland Barthes’ Semiotics, this qualitative study employed gathered 15 unduplicated Procter & Gamble advertisements in the year 2023-2024 from the Philippines’ top network. Images from these advertisements were then collected and analyzed to explore the underlying messages at both denotative and connotative levels of significance. The study revealed that the advertisements predominantly depicted women as wives and homemakers responsible for household chores. This continues traditional gender roles and emphasizes societal expectations that confine women to stereotypical roles within the domestic sphere. Although some emerging roles were observed, such as being a social media influencer, women were still largely portrayed in domestic capacities. While P & G’s advertisements have witnessed the emergence of new roles, it is evident that a significant portion of their content still reinforces traditional gender stereotypes. To enhance these portrayals opposing the limited portrayals of women in household tasks, Procter and Gamble Philippines may continue to make progress towards a more inclusive and empowering depiction of women in their advertisements which celebrates diversity, strength, and achievements of women in all aspects of life. By showcasing women in diverse roles beyond the confines of traditional gender norms, they are taking small yet significant steps towards promoting gender equality and empowerment. Further, individuals who regularly engage with media may become more attuned to the representations of women. By questioning these representations, one may begin to recognize the underlying biases and stereotypes that may be perpetuated by certain advertisements.

Keywords: advertisements, procter & gamble Philippines, women, semiotics

C2

[17]

**A CRITICAL ANALYSIS OF RELATIONSHIP-BUILDING AND LOCAL PARTICIPATION IN AFRICAN CHIEFTAINCY SYSTEMS FOR COMMUNITY-RESPONSIBLE DEVELOPMENTS.**

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**ABSTRACT**

Many development communication experts have studied the roles of the traditional system of government and the empowerment of community citizens to be their own agents for development. Hitherto critical participatory development theories in third-world countries, most neoliberal development paradigms viewed development as a capitalist orientation and a condescending enterprise that must flow from a vertical height to the local people. Participatory development scholars, however, criticize such development approaches where development agencies, governments, and philanthropists dump projects on communities without integrating the people's voices in the development conceptualization stages. Public relations and development communication literature have extensively discussed these community development issues from the perspective of different human interactions, engagements, and dialogue. However, these scholarships subtly pay attention to relationship-building initiatives that spur interactions between community leaders and their subjects within their cultural settings to create development based on the people's indigenous knowledge. This research aims to propose a new way to look at PR and development communication where the people are the originators, facilitators, and beneficiaries of a development process through PR dialogue and relationship-building efforts. The study is underpinned by a qualitative case study design and purposive sampling technique, anchored on interviews, focus group discussion, observation, and document analysis as the data collection methods. It is grounded in the dialogic public relations theory and the public relations public interest theory to explore how the chieftaincy institutions and the publics dialogue arrive at group decisions to create development. This study will deepen public relations context-specific narratives in the African context and contribute to African perspective of public relations practice in the traditional settings for community development.

Keywords: chieftaincy system, relationship-building, local participation, community-responsible developments

C3

[18]

**ANG TEACHER KO AY MAMAW: A CHILDREN'S ANIMATED STORY BOOK  
ON UNDERSTANDING A TEACHER'S LOVE**

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**ABSTRACT**

Teachers are viewed as role models who pass on knowledge to their students/learners. Teachers have a significant impact on pupils' academic success. Teaching is always intended to result in some form of learning; teaching is incomplete without learning. What teachers do is teach, and what pupils do is learn. They directly impact the quality of (student) teachers and, thus, indirectly, affect the learning outcomes of young children and teenagers. Teachers teach differently from one another as they may employ their teaching styles. Teaching style is the approach, method, or strategy teachers use to teach, facilitate classroom learning, and even control and manage their students. When a rowdy group of students is within one class, teachers must have a strong command of attention to make sure that they manage their class. Some may have to apply strictness and sternness to have a good command and authority in their class. A strict teacher who employs order and discipline with good intentions may be misunderstood. Students may not entirely understand how a teacher functions or their teaching style. Fear, which is essentially used to control and manage the class, becomes a hindrance for students and teachers to understand and get to know each other. Thus, a study and development of a children's storybook that would tell the story of a student fearing her teacher only to find out her good qualities. Aside from that, the conduct of study and data gathering through a survey questionnaire to grade 1-grade 3 teachers. These allowed the researchers to get perspective what are the common misconceptions and what teachers want students to understand about them.

Keywords: story book, teacher, teaching style

C4

[19]

**BAKIT DALAWA ANG TATAY NI EMMAN: A SHORT FILM AND STORYBOOK  
ON UNDERSTANDING SAME-SEX PARENTHOOD**

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**ABSTRACT**

The word Family has meaning to different people. It can be a people that are related through blood or family line, it could be parents adopting an orphan, it could be a tight-knit bond between brothers and sister, or anything that unifies them into a single unit like a family. By definition, a Family Structure is: a family is commonly described as a group of two or more individuals who: (1) reside together; (2) are connected by blood, marriage, adoption, or consensual unions; and (3) bear and raise children. Family is perceived as a group that is distinct from all other groups that an individual may be a member of. Additionally, the influence of a family on a person's sense of self-worth and identity. Though not a rare phenomenon, Same-Sex parenthood is thriving despite having faced hostility, oppression, and even unaccepted by the majority of conservative people. Typically, the concern is for the well-being of children, with the assumption that children require both a father and a mother. The researchers have conducted the study to further understand the perspective of same-sex parenthood and present it in a short film for young adults to view and perceive the challenges of same-sex families, the parents, and the adopted child with the community they belong to. Intendedly, more than just to understand the situation, the short film aimed to give information as to how they function as a family.

Keywords: short film, same-sex parenthood, family, adoption

C5

[20]

**CULTURAL MISINTERPRETATION AS A REASON TO UNFOLLOW  
TELEGRAM CHANNELS ABOUT CHINA: QUALITATIVE ANALYSIS OF  
RUSSIAN USER COMMENTS RELATED TO CHINESE DIETARY PRACTICE**

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***ABSTRACT***

Amid Russia's "turn to the East," the emergence of multiple Telegram channels dedicated to various aspects of Chinese life is a significant trend. This study analyzes 10 prominent Telegram channels featuring content related to daily life in China, with a focus on the dietary practices of the Chinese population. The content, primarily sourced from Douyin, includes videos depicting the consumption of live bats and octopuses, the sale of fried insects and scorpions in tourist markets, and events like the Lychee and Dog Meat Festival. Through qualitative content analysis of 116 comments reflecting negative reactions and notifications of unfollowing the channel, the research aims to uncover the nature of these responses. The findings reveal a lack of understanding among the Russian audience regarding Eastern food culture, exacerbated by inadequate translation of certain Douyin videos and misinterpretation of unusual occurrences as commonplace. Moreover, visitors to China as tourists often assume the role of experts, confusing Chinese food culture with Japanese and Korean practices, triggering further negative reactions. Furthermore, linking the topics to media theories about COVID-19 resulting from the consumption of bats in Wuhan elicits extreme emotional responses. The research concludes that the exotic nature of the content, combined with a lack of intercultural competence, fuels widespread misunderstandings and perpetuates stereotypes about Chinese culture, leading to implications for cross-cultural communication and societal tensions.

Keywords: negative stereotypes, intercultural competence, Chinese culture perception, Telegram channels

C6

[21]

**NAVIGATING THE DILEMMA: CHINESE FEMALE JOURNALISTS CAUGHT  
BETWEEN CYBER MISOGYNY AND NEOLIBERAL EXTREMES**

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This study confronts the escalating cyber misogyny targeting Chinese female journalists who write for western audiences and consequently become targets within a geopolitical tug-of-war. Preliminary findings reveal a disturbing trend in China: organized cyber campaigns leveraging neoliberal biases in Western reporting to delegitimize and silence dissenting female voices under the guise of anti-spying rhetoric. These attacks not only suppress free expression but also manipulate neoliberal criticisms to bolster state narratives, undermining the global push for a more equitable and transparent media landscape. The research highlights an urgent need to reevaluate journalistic standards that are shaped by neoliberal values, which contribute to a polarized perception of China. This polarization is further exacerbated by the Chinese government's response, which has increasingly restricted Western media operations, confining them to remote reporting. This restriction paradoxically fuels misinformation, as it isolates journalists from direct engagement with the local context and realities. Employing a mixed-methods approach, this study combines content analysis of Western and Chinese state media, case studies of targeted journalists, and theoretical examination of neoliberal influences on journalistic practices. This study underscores the vital need for a reevaluation of global media practices, spotlighting the unique challenges faced by Chinese female journalists amid geopolitical tensions and cyber misogyny. By dissecting the interplay between neoliberal biases, state censorship, and gendered disinformation, the research advocates for a significant paradigm shift in journalistic standards and practices. In light of these findings, this study concludes with a call for more human-centered storytelling. It urges media outlets, journalists, and policymakers worldwide to prioritize narratives that emphasize empathy, diversity, and the multifaceted human experience.

Keywords: Neoliberal journalism, Chinese female journalists, cyber misogyny, media ethics, global disinformation, state censorship

C7

[22]

**AUDIENCE PREFERENCES ON TRADITIONAL TELEVISION AND OVER-THE-TOP PROVIDERS IN BARANGAY SAMPALOC, APALIT, PAMPANGA TOWARDS ENHANCING CONTENT PRODUCTION GUIDE**

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**ABSTRACT**

The rapid evolution of media consumption patterns, particularly in the Philippines, has brought into focus the interplay between traditional television and Over-the-Top (OTT) providers. Amidst the COVID-19 pandemic, OTT providers witnessed a surge in popularity, prompting a reevaluation of audience preferences and viewing habits. This study aims to explore the diverse preferences of Filipino audiences towards traditional television and OTT providers. By examining demographic and psychographic profiles, alongside factors influencing audience preferences, this research sheds light on the evolving landscape of media consumption. Statistical analysis, including frequency distribution, weighted mean, T-test, and Likert scale, provided insights into viewer behavior and preferences. Findings reveal a varied audience landscape, with traditional television retaining significance among older demographics, while younger audiences exhibit a strong inclination towards OTT providers. While similarities exist in factors like ease of use, information, amusement, and social interaction, distinctions in convenience and relaxation preferences underscore the importance of tailored content offerings. OTT providers are favored for their convenience, while traditional television scores higher for relaxation, indicative of its nostalgic appeal. This research challenges assumptions of uniformity in audience preferences, emphasizing the need for detailed understanding to inform content creation, broadcasting, and advertising strategies. By recognizing shifting dynamics across age groups and socioeconomic backgrounds, stakeholders can adapt and innovate to meet the diverse needs of audiences in the ever-changing media landscape.

Keywords: traditional television, Over-the-Top providers, audience preferences, content production guide

C8

[23]

## ANALYSIS OF ONLINE COMMENTS IN TELEGRAM: REPRESENTATION OF MIGRANT IMAGE IN RUSSIA THROUGH THEMATIC ANALYSIS

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### **ABSTRACT**

The demographic crisis in Russia leads to a more lenient migration policy and coincides with active discussions of migrant-related issues in European countries within the Russian media. This prompts the emergence of communities in Russia dedicated to addressing the predominantly negative coverage of migrant-related news in online media. This study focuses on the popular Telegram channel of the Northern Man community, with nearly 230,000 subscribers. The main objective is to analyze group members' comments on posts directly related to migrants, including news about migrant events, legislative changes, and official statements on migration matters. Thematic analysis of comments is the chosen research method, involving two stages: an examination of the posts within the Telegram community followed by an analysis of the comments on these posts. The analysis reveals that group members predominantly discuss criminal incidents involving migrants, as well as highlight factors such as migrants' low education levels, inadequate proficiency in Russian, and connections to diasporas. Additionally, migrants from Central Asian ex-USSR republics are largely associated with posing a significant demographic threat due to their large families, contributing to the prevalence of extremely negative stereotypes about migrants in Russian society. Some comments express a need for critical analysis and question the necessity for stricter migration policies, representing a minority viewpoint. The insights from this study can be applied in local population programs on migration issues to promote critical news analysis and foster a discerning attitude towards creating negative stereotypes about migrants.

Keywords: online media, new media, representation of migrant in media, stereotypes about migrants, thematic analysis



D1

[24]

## ROLE OF PUBLISHING INDUSTRIES IN SRI LANKA TO FACILITATE CULTURAL EXCHANGE THROUGH CHINESE BOOK TRANSLATION

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### **ABSTRACT**

Economic cooperation and relations between China and Sri Lanka have perceived substantial growth and strengthening over the past two decades. The translation plays a vital role in society, requiring careful consideration of the linguistic difference between source and target languages. This study examines the role of publishing industries in Sri Lanka in facilitating cultural exchanges between China and Sri Lanka through the translation and publishing of Chinese books in state and link languages. This study is significant in terms of the novel research pertaining to the diffusion of the publishing industry and translation of books from Chinese language. The quantitative and qualitative research methodology employed in this research, which involves comprehensive literature review, questionnaire, and interviews. The study employed the random sampling technique for quantitative data collection and purposive sampling for qualitative data collection purposes. This study involved the distribution of questionnaires to 200 respondents, indicating that Chinese translated books and other publications have a moderate impact in overall study. When considering other cultural elements, it is worth noting that 6% of the respondents in the quantitative survey indicated their interest in following Chinese translated books and other publications. This suggests a growing trend for books translated from Chinese into Sinhala language. The findings reveal that the China Sri Lanka publishing cooperation has had a positive impact to create space and platform for potential publishers in Sri Lanka to cooperate with Chinese publishers, publishing market and business cooperation. There is a lack of written records and archives, and there is a lack of maintenance in publishing industries for comprehensive records.

Keywords: language, culture, China and Sri Lanka, translations, publishing industry, books

D2

[25]

**BEST PRACTICES OF TELERADYO BROADCAST CHANNEL  
MANAGEMENT IN METRO MANILA’S CAMPUS RADIOS**

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**ABSTRACT**

Some campus radio stations in the Philippines are defunct due to ineffective management. Currently, only 22 radio stations are present to well-known institutions despite 2,300 higher education institutions across the country. The study examines effective management practices among long-running campus radios in Metro Manila in terms of personnel, finance, equipment, and programming. The researchers utilize questionnaires and Purposive Sampling to gather and interpret data. Result shows that best practices of teleradyo broadcast channel management includes posting an announcement on the campus radio social media account about vacant positions in terms of personnel recruitment. Moreover, effective selection of personnel should consider the following: students’ academic year level, student’s good moral character, student’s strong personality and student’s health condition. Finance management of institution should have proper budget allocations for equipment acquisition, and facilities. Equipment should include desktop computers, speakers, monitors, cameras and such. Furthermore, effective programming involves consideration of audience’s dialect, and preference as well as maximizing social media trends. These results could build student engagement and empowerment resulting to an increase of student population on campuses. This enables institutions to focus in designing and innovating management practices that could open career opportunities to learners while promoting television and radio as media platforms.

Keywords: teleradyo broadcast channel, Philippines, campus radios

D3

[26]

## V-TUBER WAVE: ORIGINS, DIVERGENCE, AND CONVERGENCE IN CONTEMPORARY MEDIA

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### **ABSTRACT**

Originating in Japan, the 'V-Tuber' digital trend has swiftly garnered international attention within the entertainment industry (Gwillim, 2023; Scoroli et al., 2023). This emerging trend has prominently spread to countries including South Korea, China, and the USA. In this analysis, we explore the concise history of V-Tubers in these regions, identifying potential avenues for content and technological advancements (Aneja and Li, 2019; Jin et al., 2022; Aseeri et al., 2020; Sliwinski, 2023). To provide a comprehensive view of the V-Tuber scene in each country, I consulted sources from 'Hololive Production' in Japan, 'ISEGYE IDOL' in South Korea, and 'Shylily' in the United States. As a result, notable visual similarities can be observed across these entities. However, distinct differences exist in artistic directions, character management, and predominant content styles, among others. These disparities arise from each country's distinct technological methodologies, the dispersion of expertise, and the primary tools preferred by industry professionals. For the industry to experience continued growth, a systematic approach coupled with integration into dominant art forms is crucial. This mirrors the evolution seen in the film and animation sectors over the past decade, as they adapted to the intricate nuances of the V-Tuber industry.

Keywords: V-Tuber, Japanese sub-culture, mass-media, content strategies, technological evolution

D4

[27]

**ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG) COMMUNICATION:  
FACTORS SHAPING CORPORATE BRANDING AND TALENT ATTRACTION**

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Environmental, social and governance (ESG) communications have been found to increase employer branding and, as a result, attract talents to work for the firms. This research aims to explore to what extent ESG communications are implemented by firms and how these communication practices influence talents to join the firms as well as to increase corporate branding. This research is particularly interested in how firms communicate their ESG implementation on their social media accounts (e.g., Instagram) by posting through photos and videos to attract talents from Generation Z. Furthermore, this study will investigate how the communication of ESG practices and visual communications (e.g., color) of firms through social media accounts influence how Generation Z perceive the attractiveness of the firms as their potential employers. A quantitative data analysis will be employed using ANOVA Factorial analysis and 300 respondents will be required for this study. In the end, this study will identify best practices for ESG communication strategies for Generation Z. The data collection stages consist of phase 1, pretest in the form of an online survey, phase 2 is an experiment to answer research questions with original vs manipulated methods using the Python programming language, phase 3 is conducting an online survey to measure brand equity and brand attractiveness and phase 4 is in-depth interview. Quantitative data analysis will be used using Factorial ANOVA analysis and 300 respondents are required for this research. Ultimately, this research will identify best practice ESG communication strategies to attract the attention of the younger generation.

Keywords: ESG communication, employer branding, corporate branding

D5

[28]

**HEALTH COMMUNICATION AND GREEN LIFESTYLE FOR A SUSTAINABLE  
FUTURE: A STUDY WITH SPECIAL REFERENCE TO AYUSMAN BHARAT  
HEALTH LITERACY CAMPAIGN IN THE INDIAN CONTEXT**

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**ABSTRACT**

The research paper is an attempt to identify and delineate the role of health communication and behavioral change in general and specific roles of various participatory communication channels in meeting the goals of sustainable development both at local and global level. An informed and conscious citizen can also play a responsible role in promoting environmental protection and preserving biodiversity in various walks of their lives. In fact, to fulfill the goals of sustainable development through protecting environment, there is an indispensable need to mould a green lifestyle that is environment friendly and could able to change human behaviour. Participatory health communication alone is not sufficient to meet these objectives but is a crucial element in facilitating the fulfillment of these objectives. The paper also examines the range of reported environmental green lifestyle practices and how they are attributed with meaning, including their engagement with the concept of pleasure and its participation. Promoting intra-generational and inter-generational equity, and participation of people from individual, local levels to global levels, being the various important objectives of sustainable development, different communication channels have a potential role to play in fulfilling objectives. To study the implications of health communication for a sustainable future. To examine the media literacy level and identify the media habits of the target respondents in Koraput District of Odisha. To analyze the effectiveness of development programs such as green environmental schemes, food security, and Ayusman Bharat Health Schemes initiated by the Govt. Using theories of health communication and development media theories as guidelines for the analysis, the study also integrates qualitative and quantitative research methodologies in gathering and analyzing the data. The study reveals that there were inherent weaknesses within the Ayusman Bharat health project related planning and its implementation structure. This limited the impact of the projects behavior change goals. Conclusively, the study makes a few recommendations that provide a basis for improvement in designing an effective health communication campaign for a sustainable future.

Keywords: health communication, green lifestyle, media literacy, sustainable development

D6

[29]

**CRITICAL ANALYSIS OF OUTREACH COMMUNICATION AND ENGAGEMENT  
FOR ECOTOURISM MARKETING: A CASE STUDY OF ORISSA TOURISM'S  
ECO-RETREAT CAMPAIGN**

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**ABSTRACT**

Ecotourism, a form of tourism that prioritizes the conservation of natural areas and local cultures, has been emerging as a significant strategy for sustainable development. In this context, this paper tries to identify how effective outreach communication and engagement are crucial for attracting tourists while promoting responsible practices. The objective of the paper is to critically evaluate the case of Orissa Tourism's eco-retreat campaign, focusing on its outreach communication and engagement strategies for ecotourism marketing. The research uses a mixed-methods approach, combining qualitative and quantitative data collection techniques. A comprehensive review of campaign materials, including brochures, website content, social media posts, and press releases, was conducted. A structured online survey was distributed to potential Eco tourists to gauge their awareness, perceptions of the communication strategies, and engagement level. The analysis is grounded in green marketing theory. The study has yielded various outcomes, including evaluation of outreach strategies, Engagement Assessment, identification of best practices, and recommendations for improvement. The research provides a comprehensive assessment of the campaign's communication channels, messaging, and target audience reach. Based on the findings, actionable recommendations for enhancing outreach communication and engagement strategies for ecotourism marketing efforts are proposed. This research contributes to the field of communication research by providing a critical analysis of outreach communication and engagement strategies in the context of ecotourism marketing.

Keywords: Eco tourism, marketing, green marketing, outreach communication, engagement

D7

[30]

**THE KUWAITI GOVERNMENT’S TWITTER DISCOURSE DURING THE COVID-19 PANDEMIC: TOWARD A CRISIS COMMUNICATION MODEL USING SCCT AND CERC**

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**ABSTRACT**

In an effort to de-Westernise crisis communication literature, this study explores the Kuwaiti government’s COVID-19 discourse over Twitter by using criteria from Crisis and Emergency Risk Communication model (CERC) and Situational Crisis Communication Theory (SCCT). The Kuwaiti government mostly used instructing strategies, complying with crisis communication principles. However, contrary to recommendations from literature, reputation strategies were prioritised over adjusting strategies, confirming the influence of politics during crises. The results also revealed that the public interacted with instructing and adjusting strategies more than reputation strategies demonstrating the public’s need for information rather than reputation. Regarding Twitter use, the results indicated that the government lacked the necessary skills to communicate proficiently over the platform. The implications of the findings are discussed in relations to theory development in crisis communication and governmental use of social media.

Keywords: crisis communication, Kuwait, COVID-19, social media, Twitter

D8

[31]

**ANALYSING THE CURRENT INDIAN ECO CINEMA TREND THROUGH A  
CRITICAL EVALUATION OF SELECTED FILMS**

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**ABSTRACT**

This research explores the evolving landscape of Indian eco cinema by analyzing select films such as *Kadvi Hawa* (2017), *Sherni* (2021), *The Elephant Whispers* (2022), and *All that Breathes* (2022) to understand their aesthetic and ideological contributions to environmental discourse. The study uses ecocritical film analysis and a qualitative methodology, selecting films based on critical acclaim, representation of diverse environmental issues, and thematic significance to the current Indian scenario. The analysis focuses on narrative structure, character development, visual representation of landscapes, and cinematic techniques to answer following questions on how contemporary Indian Eco Films: Represent complex human-environment relationship, Employ cinematic techniques to communicate ecological concerns, Challenge dominant narratives on development and progress, Engage with Indian environmental issues like human-animal conflict, deforestation, climate change, Raised awareness, fostering dialogue, inspiring action towards environmental sustainability. The research examines the reception of eco cinema films in India, focusing on two key thematic clusters: Representation and Aesthetics and Agency and Engagement. Representation and aesthetics examine the visual and narrative portrayal of human-environment relationships and dominant discourses. Agency and engagement examine how these films position viewers in relation to environmental issues. The analysis also touches on the offering of empowering narratives that inspire action and individual or collective agency. The conclusion synthesizes findings from thematic sections, highlighting the overall contribution of the examined films to Indian eco cinema and their potential effect on raising awareness and encouraging action. It also provides recommendations for future research and emphasizes topics for further investigation within this multifaceted cinematic movement.

Keywords: eco cinema, environmental journalism, environmental citizenry, climate change



D9

[32]

**CLASS ASSESSMENT: INTEGRATING SOCIAL MEDIA FOR MENTAL HEALTH PROMOTION**

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The paper will explore an innovative class assessment task that aims to integrate social media platforms for promoting mental health awareness at German Jordanian University. Social media has contributed to mental health advancement and has opened opportunities for supporting communities. Twenty Master social work students were enrolled in the class and were divided into smaller groups to work on the task that was part of their final assessment. The objective of the group task was to equip students with practical skills in optimizing social media as a tool for promoting understanding and empathy towards mental health issues. It also aimed to raise understanding among communities of mental health illnesses such as depression, anxiety, post-traumatic stress disorders, schizophrenia, eating disorders, and bipolar disorders. This is through the creation of informative reels for social media platforms to reach a wider community audience. The presentation will examine the collaborative efforts among students in creating the video and building the relevant content. This reflective paper aims to contribute to the ongoing discourse on integrating technology in the class, offering insights for researchers, educators, and practitioners seeking innovative approaches to address challenges in today's technology-driven society.

Keywords: higher education, social media, community, collaboration

D10

[33]

**ADAPTING JOURNALISM: NIGERIAN MEDIA PRACTICES IN THE COVID-19 ERA AND BEYOND**Okocha MN<sup>1\*</sup> and Popoola BV<sup>2</sup>*<sup>1</sup>Department of Communication, Media and Journalism, College of Liberal Arts, Wenzhou-Kean University, China.**<sup>2</sup>Department of Linguistics and Communication, Osun State University, Nigeria.**\*mokocho@kean.edu***ABSTRACT**

The Covid-19 pandemic upended established structures across the globe, profoundly impacting economies and societal systems. Media organizations and practitioners found themselves grappling with unprecedented challenges in journalistic practices amidst the crisis. This study examines how Nigerian journalists and broadcasters adapted to the pandemic, and the sustainability of these changes in the post-crisis. Three media organizations (two public, one private) were sampled, employing questionnaires and interviews. The research explores how Nigerian media adopted a blended approach to journalism, balancing traditional and innovative methods. Additionally, it examines the challenges and prospects inherent in this evolving media landscape for a nation grappling with multifaceted socio-economic issues. Drawing on Ulrich Beck's risk society theory, the study offers insights into contemporary crises and societal responses, and illuminates the pandemic's profound implications on media practices and societal dynamics in Nigeria and globally. The results indicate that the Covid-19 pandemic prompted media practitioners to innovate and adopt novel strategies in journalism and broadcasting. Looking ahead, a notable portion of broadcasters advocate for a blended approach that integrates social media platforms alongside traditional methods, rather than solely reverting to pre-pandemic practices. However, it is evident that while private media outlets benefit from greater access to financial resources and equipment, public media organizations face a challenge regarding their long-term sustainability. This study sheds light on the dynamic and adaptive nature of journalism in the face of unprecedented challenges, as exemplified by the Covid-19 pandemic, while the findings highlight the importance of sustainability in media operations, particularly for public media entities facing resource constraints

Keywords: Nigerian media, covid-19, practices, challenges, prospects, sustainability

D11

[34]

## CONTENT ANALYSIS OF SEX EDUCATION AND ITS PORTRAYAL OF ADOLESCENT RISK BEHAVIORS AND STIS

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### **ABSTRACT**

Cases of sexually transmitted infections (STIs) continue to rise at alarming rates worldwide. Numerous studies have outlined the disconnect between sex ed programs and the actual interests and concerns of the youth, causing them to seek these gaps in popular media. Given its immense popularity and diverse sexual health messages, the researchers sought to analyze the Netflix series “Sex Education” S3 and describe how it portrayed sexual health issues through the lens of Entman’s (1993) media framing typology: *causation, consequence, problem, solution* and *responsibility*. The study found that it addresses themes on identity, partner communication and sexual exploration, therapy as an effective method towards healing from sexual assault-related trauma, and idealized depictions of sex and human genitalia in pornography. Characters discuss STIs such as chlamydia, herpes, syphilis, and HIV, offering verbal insights regarding transmission, prevention, and treatment. The adolescent risk behaviors identified include engaging in casual relationships, unprotected sexual intercourse, having multiple sexual partners, and sexting. Unfortunately, framing analysis revealed that the consequences associated with these behaviors were notably absent. Rather than portraying unforeseen pregnancy as a problem or an immediate consequence, the show delves into the intricate psychosocial changes that unfold within the character as its result. Despite these, characters are framed as responsible for the prevention of teenage pregnancy and HIV through securing mutual consent, contraceptive use, and regular testing. The series also depicts media sensationalism and the conservative approach to sex education as institutional problems. While belittlement and inconsideration of teenage concerns, unnecessary disciplinary actions for voicing them, and public humiliation are framed as social problems. Overall, the show provides valuable insights into the multifaceted nature of teenage sexual health and well-being.

Keywords: teenage sexual health, adolescent risk behaviors, media framing, sex education

D12

[35]

**LIVED EXPERIENCES OF WORKING STUDENTS: A PHENOMENOLOGICAL  
APPROACH WITH PHOTOVOICE**

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**ABSTRACT**

Working students face difficulties keeping up with their studies and earning a living as well. It was observed that the part-time working students even in junior high school were increasing despite parent's initiative of sending their children to school. This research aims to determine the factors involved in why students prefer working while studying despite of young age. Also, to determine the challenges encountered by the students who are working while studying. The researcher sought to prepare an action plan to help students while working to improve their academic performance. This study used the qualitative research in which an in-depth interview and non-numerical data to obtain the needed information from the respondents and to understand more the real-world problems. A phenomenological approach with photo voice to capture their perspectives brought by their experiences was utilized. The respondents involved in this study are six (6) junior high school students who are currently studying and working during the school year 2023-2024. Thematic analysis was done and obtain the following themes: to budgetary needs, personal choice, and to sustain expenses for academic works/projects. The challenges include: missed social life engagement; less time to study and find difficulty to comply with academic tasks on time; and weakens physical body. An Open school program must be strengthening to help those students who are willing to study yet suffer financial problems.

Keywords: lived experience, working students, phenomenology, photo voice

D13

[36]

**THE ROLE OF SOCIAL MEDIA DURING CIVIL UNREST: A CASE OF 2021  
LOOTING IN KWAZULU-NATAL, SOUTH AFRICA**

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**ABSTRACT**

The role of social media as a communication tool has proven to be an important tool in promoting social and political change around the world. Protesters have used social media to mobilize global support for campaigns against a variety of political protests. Social media experts have drawn attention to the ways rioters have used social media such as Twitter, Facebook, Instagram, and TikTok to coordinate civil unrest and incite violent attacks during the July 2021 looting in KwaZulu-Natal. The overall aim of this study is to examine the role of social media in civil unrest. For this particular study, a quantitative method will be used. To collect data an online questionnaire and a request to participate will be posted on the researcher's Facebook account. The target population for this study is individuals 18 years of age and older who actively use social media and reside in Durban, as well as individuals who were affected by the 2021 riots and looting. Random sampling, a type of non-probability sampling, will be used to recruit respondents for this study. This study will contribute to the growing literature on social media and civil unrest and provide insights into how different groups use social media and how social media platforms can be optimized for effective communication and coordination.

Keywords: social media, civil unrest, political protest, kwazulu-natal, 2021 looting

D14

[37]

**SERBISYONG BAYANIHAN: A REFLEXIVE PAPER ON UNTV'S PUBLIC SERVICE PROGRAM REVIVING THE FILIPINO NATIONALISM**

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**ABSTRACT**

Rapid globalization and Western influences in the Philippines are factors that contribute to seemingly growing concerns about slowly dying of cultural identity and weakening of national pride among Filipinos. This paper analyzes Serbisyong Bayanihan, one of UNTV's public service programs which serves as a platform addressing these issues and highlighting the essence of Filipino nationalism through various public service programs. Through reflexivity approach, it explores the key components used in the television program Serbisyong Bayanihan to promote Filipino nationalism; the perception and response of the researcher to Serbisyong Bayanihan in terms of its portrayal of the national pride; and the engagement of the program with socio-political issues in the Philippines to promote collective action towards national development. Research shows that the program holds Filipino values such as: bayanihan spirit portrayed through resilience, determination, cooperation, collaboration, community engagement, active citizenship and such. The program also opens up several socio-political issues like poverty and inequality, access to basic services, social injustice and human rights and good governance and accountability. In conclusion, the Filipino spirit still emanates within the people. The possible course and research problem to address in the future are the probable factors affecting the deficit on confidence of the people at the state and the government that runs it.

Keywords: Filipino nationalism, serbisyong bayanihan, UNTV, public service program

D15

[38]

**MEDIA USE IN BULGARIA: GENERATION DIFFERENCES**

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Digital media grow in terms of use but still don't manage to gain people's trust. Traditional media continue their downward trend in both use and trust. The pace of changes varies across countries but also between age groups making the generation gap visible and questioning the future of media. This paper represents a case study of media use in Bulgaria. The objective is to give an insight on the relative use of different types of media by different age groups and to compare with other European countries with similar media use and media trust indexes. Based on secondary data from the latest Eurobarometer (98.2 (2023)), the study reveals generation differences in media use patterns and evaluate their significance. Association between media use and media trust is then evaluated. The data analysis consists of descriptive statistics, test for independence and correlation analysis. The results show that older generation prefer traditional and newer generation prefer social media. Greater are the differences in the use of social media, smaller in the use of traditional media. Overall, Bulgarians don't differ significantly from other Europeans with similar media use and media trust. The possible explanations of the results are discussed in the context of cultural specifics and economic welfare of the country and its relative position in Europe. It may serve media managers to better understand processes on media market and in their strategic decisions on new vital business models capable of retaining and enlarging their audience.

Keywords: media use, media trust, generation gap, Bulgaria

D16

[39]

## COMMUNICATION BETWEEN PUBLIC AUTHORITIES IN RESPONDING TO DISINFORMATION ATTACKS

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### **ABSTRACT**

Disinformation, which refers to the deliberate spread of false and misleading news to deceive people, is a prevalent issue in society. Recent events like the COVID-19 pandemic and the war in Ukraine have brought this problem to global attention. According to a study conducted by Watson in 2023, more than 70% of Europeans report regular exposure to misinformation. This study aims to examine the communication methods employed by Lithuanian state institutions when dealing with disinformation attacks. To establish theoretical connections between disinformation and public relations strategies, the research incorporates a comprehensive analysis of existing academic literature. Additionally, it investigates the communication approaches utilized by the public sector in response to disinformation. The research methodology involves content analysis using framing techniques and the examination of specific case studies involving three prominent public institutions: The Ministry of Health during the COVID-19 pandemic, the Ministry of the Interior during the migrant crisis, and the Ministry of Defense during the war in Ukraine. The analysis reveals that the public sector is more frequently targeted by disinformation attacks compared to the private sector. Moreover, to effectively combat disinformation within state institutions, it is crucial to adopt proactive response strategies, actively monitor potential threats, and enhance cooperation between institutions and stakeholders such as PR companies and NGOs.

Keywords: disinformation, crisis communication, state institutions, migrant crisis, public relations



E1

[40]

**EXPO 2020 DUBAI'S IMPACT ON THE UNITED ARAB EMIRATES' BRAND. A  
QUANTITATIVE ANALYSIS ABOUT AMERICAN AND EUROPEAN MEDIA  
COMPANIES AND PRACTICES IN CRISIS**

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Countries implement corporate communication initiatives to improve their international relations, achieve different business objectives and reinforce their brands. Nation branding activities are mainly based on international events: sport, culture, social issues. This paper evaluates the Expo 2020 Dubai's impact on the United Arab Emirates' brand. We conducted a literature review about nation branding, and then we resorted to 15 indicators to analyze how the most important newspapers from some of the most influential countries (United States, Russia, France and Germany) covered this event from a journalistic and corporate communication perspective. Our results proved that 82 articles were published about this topic, and the most common criteria respected were quoting organizers (n=61), using the Expo's logo (n=45) and the image of a falcon (n=43). We concluded that most media companies focused on facts related to the Expo and did references to the country's identity (values, flag, falcon), but most of them did not include links to the Dubai Expo's and UAE public authorities' websites.

Keywords: corporate communication, brand, reputation, countries, international events

E2

[41]

**ASSESSING THE DIFFICULTIES EXPERIENCED BY UNIVERSITY STUDENTS  
IN TEACHING AND LEARNING AMIDST LOAD SHEDDING IN SOUTH AFRICA**

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**ABSTRACT**

Recent years have seen a sharp increase in the electrical crisis, which has an impact on our daily lives. In South Africa, load shedding is a common occurrence due to its aging electrical infrastructure and rising energy consumption. This has led most educational institutions to rely more on blended learning to ensure that teaching and learning continue. The utilization of blended learning in South African learning institutions saw an enormous disparity in students' household incomes, which directly affects their access to digital material and internet connections. During load shedding, technology-based tools and the internet are interrupted, and as a result, learning tools like Moodle become inaccessible. Therefore, this study seeks to assess the difficulties experienced by university students in teaching and learning amidst load shedding in South Africa. The study adopted a quantitative approach. A questionnaire with closed-ended questions was shared electronically with respondents using google forms. The study was conceptualized using the Shannon and Weaver communication model and Diffusion of Innovation Theory. The findings revealed that many student's experience connectivity problems, limited access to digital resources, dark venues, and student absenteeism during load shedding. It is recommended that management provide all staff and students with up-to-date power usage statistics and early-warnings on what must be done to minimize the impact of load shedding. Academics need to plan ahead for offline tasks, and students are timeously aware of the changes affecting teaching and learning. This time can also be used to engage in collaborative tasks such as team building activities and fostering social cohesion. Higher education also needs to invest in alternative power solutions to effectively mitigate the impact of load shedding on the teaching and learning process.

Keywords: load shedding, educational institutions, blended learning, teaching and learning and higher education

E3

[42]

**CONTROVERSIES OVER CONTEXTUAL CHANGES: AN IN-DEPTH ANALYSIS  
OF DAT RUNG PHUONG NAM (2023) FILM ADAPTATION**

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**ABSTRACT**

This research delves into the intricate controversies surrounding contextual changes in the 2023 film adaptation of *Dat Rung Phuong Nam*. The primary objective is to conduct an in-depth analysis through three central research questions. Firstly, the study explores the extent of deviation in the film's contextual changes from the original novel and investigates the reception of these alterations by viewers and critics. This involves a nuanced examination of how the changes resonate with the audience and the critical community. Secondly, the research assesses the impact of the controversies surrounding the film's contextual changes on its commercial success and critical acclaim. By scrutinizing box office performance and critical recognition, the study aims to unveil the interconnected dynamics between controversies and the film's overall reception. Lastly, the research seeks to unravel the broader insights offered by the controversies surrounding *Dat Rung Phuong Nam* regarding the challenges and opportunities inherent in adapting literary works to the cinematic medium. By using this specific case study, the study provides valuable perspectives on the complexities, dilemmas, and creative possibilities involved in the adaptation process. This research contributes to the understanding of the multifaceted relationship between contextual changes, audience reactions, commercial outcomes, and critical reception in the realm of film adaptations.

Keywords: contextual changes, film adaptation, controversies, literary works, critical reception

E4

[43]

## EXPO 2020 DUBAI'S IMPACT ON THE UNITED ARAB EMIRATES' BRANDING

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### **ABSTRACT**

Countries implement corporate communication initiatives to improve their international relations, achieve different business objectives and reinforce their brands. Nation branding activities are mainly based on international events: sport, culture, social issues. This paper evaluates the Expo 2020 Dubai's impact on the United Arab Emirates' brand. We conducted a literature review about nation branding, and then we resorted to 15 indicators to analyze how the most important newspapers from some of the most influential countries (United States, Russia, France, and Germany) covered this event from a journalistic and corporate communication perspective. Our results proved that 82 articles were published about this topic, and the most common criteria respected were quoting organizers (n=61), using the Expo's logo (n=45) and the image of a falcon (n=43). We concluded that most media companies focused on facts related to the Expo and did references to the country's identity (values, flag, falcon), but most of them did not include links to the Dubai Expo's and UAE public authorities' websites.

Keywords: corporate communication, brand, reputation, countries, international events

E5

[44]

**WHO OWNS THE LAND? SETTLER AND INDIGENES: NIGERIAN MEDIA  
COVERAGE OF THE 2008 JOS VIOLENCE IN CENTRAL NIGERIA**

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**ABSTRACT**

This study provides a basis for looking at how the print media had covered a long running, perennial crisis in Jos, central Nigeria with particular focus on the framing of the Jos 2008 violence by Daily Trust and The Guardian newspapers. It content-analyses the frames -economic, ethnic, historical, political and religious- used in reporting the crisis. The study also looks at whether the two papers identified the same parties as victims/perpetrators and whether the statement of the governor of plateau state when the crisis broke, that it was premeditated, changed the direction of the coverage of the crisis so as to determine if political actors in government have any influence on the direction of the coverage. Findings from a content analysis of 196 issues of the two newspapers show that the political frame was mostly used by the two newspapers to report the crisis and that both parties to the crisis were mostly identified by the two papers as victims/perpetrators. It was also found that the governor's statement that the crisis was predetermined did not change the direction of coverage of the crisis. It is recommended that media coverage of other episodic flares of violence from the 2001 Jos riots to the recent December 2023 violence leading to the death of scores in local government areas neighbouring Jos be similarly researched so as to throw light on the role of the media in conflicts such as this.

Keywords: Jos 2008 violence, framing, print media, daily trust, guardian

F1

[45]

## THE IMPACT OF SOCIAL MEDIA ON THE LEARNING PROCESS OF PRIMARY SCHOOL STUDENTS

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### **ABSTRACT**

Social media is one of the communication technologies that is a necessity in everyday life. The use of social media as a learning medium can encourage the quality of learning by taking advantage of all the facilities for communicating and sharing information owned by the media for the educational process. At this time, after the COVID epidemic, social media has a great influence on a person's life, with both positive and negative effects, especially for primary school students. At home, students also prefer to spend time browsing social media sites such as WhatsApp, online games, Facebook, Telegram, and Instagram rather than interacting and playing with their friends. This study was conducted to find out the effect of social media on the learning process of Tamil national-type school students (Sekolah Jenis Kebangsaan Tamil, SJKT) in the state of Kedah. This study is a quantitative study using the survey method. The number of samples selected based on the criteria set is to have a smartphone. A total of 238 people were selected to answer the questionnaire that was distributed via Google Forms. The data obtained in this study were analyzed using descriptive statistical methods, namely frequency, percentage, and mean. The results of this study explain that social media greatly influences the learning process of primary school students, whether at school or at home. Time for learning lessons becomes less effective because students spend a lot of time on social media. Lack of parental supervision at home also causes students to freely use media platforms for playing purposes. The researcher hopes that this research process can benefit various parties by encouraging them to take appropriate steps to improve the learning process of primary school students.

Keywords: social media, learning process, SJKT students

F2

[46]

## DIGITAL TRANSFORMATION: A CHALLENGE FOR EMPLOYEES IN HIGHER EDUCATION INSTITUTIONS IN SOUTH AFRICA POST-COVID-19

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### **ABSTRACT**

Higher education institutions (HEIs) encountered an unanticipated and unprepared digital transformation because of COVID-19, which obliged most services, including teaching, learning, and working, to shift from physical to digital and virtual platforms. Digital transformation among employees provided an opportunity for technological upgrades and challenged technological competence and adaptability among employees to enable transitions between physical and virtual platforms. As a result, this paper is aligned with the Technology Acceptance Model to reflect on factors that influences successful transformation of technological adoption among technology users in the workplace. The use of TAM to predict user behaviour or attitude toward adopting new technology can assist HEIs in decision-making regarding technology selection. The findings of the study, which emanated from surveys, established that employees' digital skills need improvement and that there is a strong role for policymakers, councils, and executive management of HEIs to curb potential threats and challenges associated with the digital shift and 4IR technologies while preparing for the next revolution. As such, the digital transformation of HEIs is about advancing and augmenting employee capabilities instead of replacing them with fourth-industrial revolution technologies. This paper provides insight into what the university of the digital age should look like. It bridges skills, infrastructural, and knowledge gaps against limited research into the digital transformation among employees in higher education institutions in South Africa.

Keywords: digital transformation, higher education institutions, 4IR, employees, Artificial Intelligence

F3

[47]

**MEDIA AND MIGRATION. THE USE OF OPEN, INNOVATIVE RESOURCES FOR  
DISSEMINATING CLEAR AND CORRECT INFORMATION ABOUT SALVAGE  
AND MIGRATION IN THE MEDITERRANEAN**

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**ABSTRACT**

The phenomenon of migration by sea constitutes one of the main emergencies of our time, especially in the Mediterranean. When migrant routes cross the sea, the management of flows involves not only moral values and fundamental principles of legal civilisation, but first and foremost it requires compliance with specific obligations imposed by rules of international maritime law, which compel both States and individuals to comply. Legislation on rescue at sea today represents a bulwark underlining the right of migrants to be rescued, through a "search and rescue" system that requires collaboration between national authorities and the EU. However, the narrative of modern migrations represented by the media is usually focused on emotional tones, leaving out a legal reconstruction of facts, which is the only one capable of explaining the phenomenon in an objective way and of providing public opinion with the necessary tools for an informed and critical evaluation. Spreading information for a non-expert public and increasing the culture of solidarity among the youngest is of pivotal importance to understand how to correctly evaluate public interests, decision and institutional responsibilities. My experience within the international research network of the OIR Project has allowed me to experiment with innovative models of inclusive teaching, useful for the dissemination of knowledge concerning rules and experiences of migrant's integration, with the drafting of videos, lessons and podcasts of immediate accessibility for teachers and students with different educational backgrounds. The aim is to reach a widespread education on fundamental rights of rescued people, which is precious for developing a collective culture of respect and integration, making use of media and innovative teaching technologies for a more immediate and widespread understanding.

Keywords: migrants, salvage, search and rescue, new technologies for education



F4

[48]

## ADAPTING TO VIRTUAL LEARNING IN RURAL-BASED UNIVERSITIES: A COMPREHENSIVE EXAMINATION OF CHALLENGES AND SOLUTIONS

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### **ABSTRACT**

In the post-COVID-19 age, universities have adapted to the use of digital media for online teaching and learning. The purpose of this study is to investigate the many difficulties faced by rural-based universities as they moved from traditional face-to-face to virtual teaching and learning environments post-COVID-19 era. The study will examine the pedagogical modifications that are required of universities, their implications on academics and student involvement, and the shortage of necessary support services within rural contexts. Additionally, the research delves deeply into the difficulties that are closely associated with modifying assessment techniques in the context of online education. This research adds to a better understanding of the complexity involved in the digital transformation of education by highlighting these complicated issues, particularly in the setting of rural-based universities. Thus, the paper seeks to find plausible solutions to overcome these challenges. This study adopted a qualitative research method with systematic document analysis. The Technology Acceptance Model and Two-Way Communication Model were adopted to conceptualize the study.

Keywords: digital transformation, digital literacy, digital media, virtual teaching and learning, technology infrastructure, inline assessments

F5

[49]

**THE MOSSPACA STUDIO'S COMICS AS EDUCATIONAL MATERIALS TO  
INCREASE AWARENESS OF CHINESE CULTURE: PILOT TESTING A VISUAL  
NARRATIVE APPROACH FOR RUSSIAN YOUTH**

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**ABSTRACT**

This study explores the use of popular media, specifically comics from the Mosspace studio, to address the limited understanding of Chinese culture among Russian respondents. By analyzing the impact of joint reading and analysis of comics on college students' awareness and interest in Chinese culture, the study aims to shed light on the potential of this approach. The study involved students over 18 years old from a non-governmental college who had not previously engaged with Chinese culture. They volunteered to participate in the study and signed written consent. Through four focus-group sessions, each lasting from one to two hours, the participants' perceptions and reactions were observed and discussed. The study revealed a recognition of certain cultural elements, such as lion dances and red lanterns during New Year celebrations, encountered in popular media, while also highlighting gaps in understanding related to religious, philosophical, and urban cultural practices and traditions. Exposure to new cultural knowledge through the comics prompted a reevaluation of previously encountered media content and sparked a desire among students to visit China, as well as a decrease in prejudice toward Chinese individuals in Russia. The findings suggest that the use of comics shows promise in increasing awareness of a culture with distinct traditions and providing a higher level of cultural competence for students in communication with foreigners. Nonetheless, the study acknowledges the need for further research on a larger sample to generalize the results and formulate comprehensive recommendations for educational courses.

Keywords: comics in education, cultural awareness, students intercultural competence, Chinese culture, focus groups

F6

[50]

## EMPOWERING MINDS: THE GROWING SIGNIFICANCE OF MEDIA, INFORMATION, AND COMMUNICATION LITERACY IN EDUCATION

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### **ABSTRACT**

In the current global landscape, characterized by rapid technological advancements and the omnipresence of media, traditional modes of education are being challenged. Students are inundated with information from various sources, often lacking the skills to critically analyze and navigate this influx of data. This raises the pressing need for integrating Media, Information, and Communication Literacy (MICL) into the educational curriculum. MICL is crucial in enabling students to comprehend, analyze, and produce media content responsibly. It empowers them to differentiate between credible and misleading information, fostering critical thinking and digital citizenship. Moreover, with the rise of social media and digital platforms, students must be equipped with the skills to engage with these mediums effectively. This study aims to highlight the significance of MICL as a subject in schools and colleges. By integrating MICL into the curriculum, educators can enhance students' abilities to engage with media and information critically, thus preparing them for the challenges of the digital age. The study employs a qualitative approach, including literature reviews, case studies, and expert interviews. These methods help in understanding the current landscape of MICL education and identifying best practices for its implementation. Integrating MICL into the educational curriculum, not only enhances students' critical thinking and analytical skills but also empowers them to become responsible and informed citizens. MICL is not just an additional subject but a necessary component of modern education. By integrating MICL into the curriculum, educators can prepare students to navigate the complexities of the digital age, thereby reshaping and challenging the neoliberal model through informed and responsible communication practices.

Keywords: media literacy, curriculum development, education sector

F7

[51]

**THE NEW FACE OF PSYCHOLOGICAL VIOLENCE: PREVENTION  
STRATEGIES IN ONLINE LEARNING, RELATIONSHIPS AND BEHAVIOR**

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**ABSTRACT**

The experience as a psychologist, within the academic scientific network of the international project "Open Innovative resources for high quality inclusive digital higher education (OIR)", has allowed me to experiment with an active methodology in peer education, working with teachers and students of an experimental group, generating online products that can be used in learning and preventing phenomena of cyberbullying and gender violence and emotional literacy to enhance online behavioral responsibility. The online products created will be presented, including the methodology and results of forms translated into different languages and usable online as media education and products for the prevention of violent behavior such as podcasts and video lectures 'the weight of words'. particular attention will be given to emotional awareness and emotional literacy products such as 'know your brain', which aims to strengthen emotional intelligence skills and education in respect for others. The world is crossed by images, like our brain and mind. The power of images in news communication manifests a specific weight in the life of all of us. The scientific analysis will be addressed through psychological theories of mind-body relationship and learning. In particular, attention will be paid to the role of warm cognition in learning styles and the role of emotions in classroom learning processes. The role of media education can prove a strong enhancement of emotional skills, increase awareness of respect towards others in co-responsibility behaviors, prevent forms of online violence, such as cyberbullying and revenge porn, strengthening affective skills starting from the younger generations.

Keywords: emotions on life, new relationships, learning and brain, the new anxiety, eco-anxiety, prevention of online violence

F8

[52]

## EXPLORING THE IMPACT OF CURRICULUM-INTEGRATED COMPETITIONS ON STUDENT ENGAGEMENT AND LEARNING IN MEDIA STUDIES

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### **ABSTRACT**

This study investigates the efficacy of integrating competitions into the curriculum of media production courses to enhance student engagement and learning. The aim is to evaluate the impact of this integration on student performance, knowledge acquisition, and motivation. The methodology involved conducting introductory sessions and workshops on competition guidelines, followed by a structured evaluation and feedback process for competition projects. Data was collected via surveys targeting students' perceptions of the effectiveness of competition integration in their learning experience. The results reveal a notable positive effect of curriculum-integrated competitions on student outcomes. Key findings include improved student performance, heightened knowledge acquisition, and increased motivation. Notably, competition-related assignments effectively bridge theoretical knowledge with practical application in real-world scenarios. The feedback and evaluation process associated with these competitions substantially contributes to skill enhancement and knowledge deepening among students. Conclusively, the study advocates for incorporating competitions into media studies curricula. This approach fosters student motivation and promotes the practical application of theoretical learning, thereby enhancing overall student performance and knowledge. The research offers significant insights into the advantages of competition integration in creative media courses, positioning competitions as valuable pedagogical tools for active student participation and enriched learning outcomes. The study's findings extend the current understanding of competition integration in education and provide practical implications for educators seeking to amplify student engagement and achievement.

Keywords: curriculum integration, student engagement, media studies, competitions, knowledge acquisition, educational practices

F9

[53]

**THE EVOLUTION OF SOCIAL MEDIA AS A COMMUNICATION TOOL IN  
KWAZULU-NATAL FOOTBALL INDUSTRY**

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**ABSTRACT**

The advent of social media has revolutionized the landscape, altering how fans interact with teams, athletes, and each other. This paper delves into the evolution of social media in sports, exploring its influence on fan engagement and athlete branding. The study aimed to gain deeper insight into the use of social media as a communication tool in the KZN football industry. The study used a combination of qualitative and netnography methods on KZN football clubs. A comprehensive analysis was conducted, examining 150 social media posts across nine different social media platforms of three teams. Additionally, interviews were conducted with three social media managers to gain insights into their strategies and approaches. Data analysis was carried out using NVivo version 12 software. The findings indicated that social media has facilitated more efficient communication, enabling teams to engage with stakeholders and gauge their sentiments effectively. The study also emphasized on the importance of consistency in social media posting for teams. Additionally, investing in dedicated communication teams to craft and execute effective social media strategies was deemed crucial for sustained engagement with online audiences.

Keywords: social media, football industry, communication

F10

[54]

## EXPLORING THE IMPACT OF CURRICULUM-INTEGRATED COMPETITIONS ON STUDENT ENGAGEMENT AND LEARNING IN MEDIA STUDIES

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### ABSTRACT

This study investigates the efficacy of integrating competitions into the curriculum of media production courses to enhance student engagement and learning. The aim is to evaluate the impact of this integration on student performance, knowledge acquisition, and motivation. The methodology involved conducting introductory sessions and workshops on competition guidelines, followed by a structured evaluation and feedback process for competition projects. Data was collected via surveys targeting students' perceptions of the effectiveness of competition integration in their learning experience. The results reveal a notable positive effect of curriculum-integrated competitions on student outcomes. Key findings include improved student performance, heightened knowledge acquisition, and increased motivation. Notably, competition-related assignments effectively bridge theoretical knowledge with practical application in real-world scenarios. The feedback and evaluation process associated with these competitions substantially contributes to skill enhancement and knowledge deepening among students. Conclusively, the study advocates for incorporating competitions into media studies curricula. This approach fosters student motivation and promotes the practical application of theoretical learning, thereby enhancing overall student performance and knowledge. The research offers significant insights into the advantages of competition integration in creative media courses, positioning competitions as valuable pedagogical tools for active student participation and enriched learning outcomes. The study's findings extend the current understanding of competition integration in education and provide practical implications for educators seeking to amplify student engagement and achievement.

Keywords: curriculum integration, student engagement, media studies, competitions, knowledge acquisition, educational practices

F11

[55]

**CLASSROOM INTERACTIONS OF TEACHERS AND STUDENTS IN A  
MULTICULTURAL SOCIETY: BUILDING A MODEL AND FRAMEWORK OF  
INTERCULTURAL COMMUNICATION**

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**ABSTRACT**

This study examines the interactions between instructors and students in a Catholic institution in Timor Leste, using Fredrick et al.'s (2004) modified classroom interactions model from the Intercultural Communication Competence (ICC) perspective. Classroom interaction is the exchange of information and ideas between teachers and students, aimed at improving communication skills and promoting cultural understanding. The interactions between teachers and students in the classroom attempt to increase language and cultural proficiency from an ICC perspective, given the diverse cultural backgrounds of the students and teachers. This research employed a thematic analysis approach, specifically focusing on theoretical thematic analysis, to analyze the qualitative data from three focus group discussions of teachers and students. This study seeks to address the question of the level of involvement of teachers and students in classroom interactions. The participants' interactions in the classroom give rise to five distinct forms of engagement: unequal engagement, linguistic engagement, response to engagement, knowledge engagement, and cultural engagement. An analysis of these classroom engagements has resulted in the developing of a new contextual model and policy framework that can enhance intercultural communication. This research's qualitative approach suggests that examining ICC in the educational setting of a multicultural society is feasible. The research contributes to the discourse on the significance of employing theory to investigate the pre-existing ICC of a certain demographic of participants while simultaneously scrutinizing the environment in which they reside.

Keywords: classroom interactions, multiculturalism, engagements, intercultural communication



F12

[56]

**TOWARDS A MODEL OF TRANSFORMATIVE COMMUNICATION IN  
POSTGRADUATE RESEARCH SUPERVISION: A STUDENT'S PERSPECTIVE**

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Although communication has become increasingly convenient, it remains complex in postgraduate research supervision due to myriad barriers including interpersonal, power, cultural and digital. The problems seem to continually be overlooked by researchers despite the vital role of communication in the research supervision process to yield increased and quality research output. The notable low research outputs in South African Higher Education and Africa, in general, necessitate this inquiry. The aim was to determine the challenges faced by postgraduate research students in communicating with their supervisors to seek transformative and sustainable solutions to these problems from students' perspectives. A qualitative cross-sectional survey was conducted using snowball sampling to identify postgraduate research students in South African universities by asking students to forward the SurveyMonkey link. The findings were analysed thematically. Some major findings are that students do not have input in deciding the communication channels to use; they face interpersonal and digital challenges, delayed feedback, and miscommunication when using written communication. The conclusion reached is that students seek empowerment in communicating with their supervisors. A combination of both traditional face-to-face and digital channels is preferred. The channels should be interactive and varied. Importantly, supervisor-student interpersonal relations should be improved to enhance a positive supervision rapport. Therefore, supervisors are prompted to use a mixed-method communication approach to offer tailor-made supervision. A model of a transformative communication approach to research supervision was developed, drawing on the concerns raised by the respondents. The model can provide an insightful guide for both students and supervisors in manoeuvring the intricate research process more effectively. The model advocates the student's voice in the research supervision process.

Keywords: communication, postgraduate research, supervision, postgraduate students, transformation

G1

[57]

**GEOPOLITICS OF GLOBAL MEDIA, INTERNATIONAL NEWS AND THE  
FRAMING OF HONG KONG PROTESTS**

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**ABSTRACT**

Hong Kong protests have drawn much attention in international media outlets. The reports of series of incidents from 2019-2020 showcase not only the political clashes between mainland China, Hong Kong and other Western countries (mainly the U.S. and U.K.) but also indicate geopolitics and ideologies in the texts from Western and non-Western media. The research looks into the general language and frames of Hong Kong protest news in BBC, CNN and Al Jazeera during the proposal of the extradition law and the enactment of the new national security law. The study is qualitative research. Three keywords ‘extradition bill, National Security Law, Hong Kong protests’ were input in search engines of the three news website, and the researcher selected the first 20 news on each website, thus a total number of 60 articles were selected as samples. Content analysis has been conducted to examine the focuses of those sample texts. The research found that reports in the three news outlets have different tactics, such as using rhetorical devices and various official sources to uphold different national interests and certain ideologies. Domestication of news has also been found in certain texts, which is rather inevitable, considering the news is reported on the background of the domestic political context of reporting countries. Meanwhile, academia needs more adapting theories since Western theories of protests/activism might not be suitable for analysing protests in China considering cultural and political differences between the West and East. Further study should develop new perspectives which would discuss Hong Kong people’s national identity crisis and other possible causes of the political and cultural conflicts between Hong Kong and mainland China.

Keywords: Hong Kong protests reports, international communication, global media, news language, ideology in news, framing and content analysis

G2

[58]

**‘POTATO SAVIOR:’ POLITICAL MEMES AS PEOPLE’S RESPONSE TO THE  
2023 MILITARY COUP ATTEMPT IN RUSSIA**

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**ABSTRACT**

Internet gives people opportunities to participate in various trending issues without being tied to time or space. Memes became a common and widespread tool to express political views and share political opinions online. Moreover, they serve as a coping mechanism in the times of political distress and uncertainty. This study focuses on the case of 2023 military coup attempt in Russia to illustrate how memes can be used to resonate important political events. Utilizing framing and semiotics as theoretical frameworks, the author content analyzed 35 memes retrieved from Yandex, a popular Russian search engine. The importance of the current research derives from its inclusion of the mentioned above theories along with its focus on Russia as the case study. Literature review revealed the need to investigate the usage of political memes in underrepresented countries like Russia. Therefore, the study helps overcome this research gap. The time frame selected for analysis was June 24 (the day of the coup attempt) to June 27, 2023 (when the number of memes on the topic drastically decreased). The study particularly examined the themes, frames, and contextual meanings embedded in the memes to determine the dominant discourse immersed in the visuals. Both images and captions were taken into consideration. Findings revealed an embedded predominant theme of four prominent figures (Russian President Putin, Belorussian President Lukashenko, the leader of the military group Prigozhin, and media producer Prigozhin). Other themes included possible political outcomes of the coup, and solutions to deal with the coup. In addition, humor and sarcasm were found to be used to frame the political memes. The results provide more profound understanding of how people engage with memes and provide an important foundation for potential research on the effects of political memes and their relation to key political outcomes.

Keywords: political memes, semiotics, content analysis, military coup attempt, Russia

G3

[59]

## PROPAGANDIST NEWS IN INDIA TAKING THE LIMELIGHT

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### **ABSTRACT**

Money and power are choking the democracy in India. The state-funded media has shifted the Overton window of the media landscape in the country, and now censorship is getting normalized. India has reported a maximum number of internet shutdowns compared to any other country in the last ten years. This grave concern is one of the reasons that ruptures free speech. I am interested in studying (1) national media coverage during events of imposed censorship and how they justify it, (2) whether Indian news consumers support censorship, and (3) what are the roles of Indian media in changing the narratives and political opinions of the public. Censorship and hate speech are becoming a regular phenomenon in present-day news, and extreme efforts are made to justify the ban and blocking of accounts that don't serve national interests. With the rise of new media, erasing the facts of history, and supporting populism, the authoritarian form of government has taken control over the narrative. Especially during covid-19, flooding the news with noise was one of the strategies to divert the focus and confuse people with fake news to monopolize their attention. The democratic populist leaders and their relationship with media organizations have changed the policy-based news to a propagandist style and employ aggression-based journalism to gain solidarity, promote nationalism, and unite the Hindus. In this light, it is surprising to see the supporters of government and media organizations defend their actions and the abuse of human rights. What will the future of national media in India be as it persists in changing its narrative with political interests and imposes censorship, citing unclear reasons?

Keywords: news, polarization, propaganda, censorship, media control, authoritarianism

G4

[60]

**PUBLIC DIPLOMACY AND NATION BRANDING STRATEGY – SOFT POWER IN  
THE 21<sup>ST</sup> CENTURY**

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***ABSTRACT***

In the 21<sup>st</sup> century of the technological development, public diplomacy strategy has been implemented to use digital tools and platforms to communicate effectively with foreign publics. It can be seen that many countries have been transforming their diplomacy strategy not only to be attached with nation branding and to engage much more with different stakeholders and publics in variety of platforms, especially in the context of crisis, conflict and digital communication. Moreover, public diplomacy and nation branding are considered as soft power in political areas and those countries having realized to take advantages of using these tools as soft power in international relations could promote their image and position in international arena. The paper will examine and compare among the examples of public diplomacy and nation branding strategy of South Korea, Viet Nam and Sweden to make comparison between two different styles between Eastern countries and Western countries to clarify the new public diplomacy and nation branding strategy in the digital decade as well to explore their roles as soft power in political communication.

Keywords: public diplomacy, national branding, soft power, international relations, and political communication

G5

[61]

**SOCIAL MEDIA AS A CATALYST FOR SOCIOPOLITICAL TRANSFORMATION**

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Since the Arab Spring of 2011, social media has played a pivotal role in revolutionizing sociopolitical movements. Initially facilitating activism and protest organization, it has evolved to foster citizen journalism and challenge state-controlled narratives, empowering individuals to shape social discourse independently. The Egyptian Revolution stands as a testament to social media's mobilizing prowess, attracting global attention to once-obscured events and amplifying voices in real-time. This rapid dissemination of information contrasts starkly with traditional mobilization tools, offering unparalleled outreach and engagement. To put Solanas and Getino's notion of 'revolutionary' into context with social media, it underscores its role as a catalyst for change, driven by the masses' recognition of the need for societal transformation. Indigenous individuals active on social media platforms are striving to question, dismantle, and reshape the notion of "Indigenous identity," thereby challenging the underlying principles that uphold settler dominance. Case studies such as the online Palestinian revolution (2023-24) has served as a vital tool for amplifying voices and exposing human rights violations, enabling resistance to state occupation. Understanding the evolving communication landscape during crises is paramount. Social media offers valuable insights into transformative change, emphasizing the importance of critically examining its role in navigating sociopolitical issues and fostering effective activism and resistance.

Keywords: catalyst, movement, global, change, sociopolitical, activism

H1

[62]

**INTEGRATING INDIGENOUS WISDOM, ENVIRONMENT AWARENESS, AND  
CHRISTIAN VALUES IN ELEMENTARY EDUCATION: EMPIRICAL INSIGHTS  
FROM EAST INDONESIA**

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**ABSTRACT**

The tension from navigating one's Christian identity within secular scholarly communities can be intricate and multifaceted. While Christians are encouraged to engage with the world and utilize their abilities for the greater good, this often entails involvement in secular academic and intellectual endeavors. However, such engagement can lead to discord between Christian beliefs and the prevailing cultural norms within secular scholarly circles. This tension may stem from the underlying assumptions and values inherent in academic disciplines, some of which may conflict with Christian teachings. This study explores the practices in elementary Christian schools in Papua, Rote Island, and Toraja, located in eastern Indonesia, where traditional beliefs and values are deeply rooted. Specifically, it examines the instructional communication in teaching-learning activities that integrate local wisdom on environmental awareness with Christian perspectives. Data were collected through in-depth interviews with elementary teachers from these schools, allowing for a comprehensive understanding of the benefits and challenges associated with integrating these practices and their impact on students' learning experiences. The research critically analyzes these disciplinary practices and knowledge production processes, shedding light on the interplay between dynamic teaching methods and the deepening of students' understanding of Christianity while honoring the cultural values of their ancestors. By delving into these aspects, the study offers valuable insights into how educators can navigate the intersection of tradition, faith, and modern education, ultimately enriching the educational experiences of elementary students in these contexts.

Keywords: integration, indigenous, wisdom, Christian, values, education

H2

[63]

**“PAPA, I RECEIVE”: NARRATIVES OF PROSPERITY, SUCCESS, ASPIRATION AND HOPES FOR BETTER FUTURES IN BUSHIRI’S VIRTUAL EXHIBITIONS**

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**ABSTRACT**

New religious formations of neo-Pentecostal nomenclature are vigorously taking shape in Africa. Performances and broadcasts of religious figures who are strongly drawn to prophesy, speaking in tongues, divine healing, demonic exorcisms, and supernatural protection in an increasingly perilous and suspicious environment are becoming common. Such new religious movements emphasize a prosperity theology called the Prosperity Gospel or the Health and Wealth Gospel. This theology's implications uncompromisingly suggest that wealth, prosperity, and good health are signs of the authentically liberating religion. The core of theological perspective is an explicitly "American Dream" oriented ideology. The ideas of success, destiny, perseverance, agency, power, and empowerment are advanced by the American dream ethos. Similar themes can be seen in South Africa's neo-Pentecostal movement. The subject of the paper is Prophet Shepard Bushiri, a well-known and charismatic neo-Pentecostal leader who is active in South Africa. Bushiri presents a message entangled in hyper-prosperity and blatant aspirations for a better future. The paper will through multimodality and critical discourse analysis engage the prophet's self-presentation on his church's Facebook terrain to follow these ever-recurring themes in his representational repertoire. His church, ECG (Enlightened Christian Gathering) is imbued with discourses of power, empowerment, aspiration, hoping and prosperity of which the paper analytically elucidates. I advance that the represented performances (preaching, prophecy, and prayer) online, of the ECG, are fundamentally entrenched within discourses of power, empowerment, aspiration, hoping and prosperity. The message has sociological implications and merits because of the drawbacks of harsh capitalism and neo-liberal logics evident today, especially within so-called third world contexts such as South Africa.

Keywords: neo-pentecostalism, multimodality, critical discourse analysis, power, prosperity, aspiration, hope



H3

[64]

## WECHAT PHENOMENON: FACING THE INTERCULTURAL COMMUNICATION OF CHINA SMELTER INDUSTRY IN INDONESIA

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### **ABSTRACT**

WeChat is a popular application created by Tencent Holdings Limited, China. As a multipurpose application, WeChat has grown to become a global sensation in the communication technology industry. WeChat is highly well-liked by users all over the world because it offers a number of features in addition to being an instant chat tool. It has become the main instant messenger apps for Chinese, WeChat performs text, voice, and video conversations immediately. Through groups or private chats, WeChat users may readily connect with others, which makes it a very effective substitute for conventional messenger apps. One of the key features, WeChat, has a built-in translation technology that makes users across the nation easily communicate. The smelter industry in Indonesia has gained popularity within the last few years and has been attracting China-origin investors to come to Indonesia. Language barriers may be one of the key issues that arise during the operation of this industry. WeChat exists to help handle this issue. However, the built-in translation technology in WeChat may not always be able to provide a precise translation. This paper will examine how WeChat helps this industry and each of the stakeholders face intercultural communication challenges. The research of this paper is a qualitative approach with the phenomenology method. Data collection was carried out by using interviews and direct observations in Indonesia smelter company to dig an in-depth understanding on the relevant issue. The result of this paper indicates that mediated-intercultural communication required not only accurate tools, but also intercultural competencies such as awareness, empathy, social skills, as part of emotional intelligence of the users.

Keywords: WeChat, intercultural communication, emotional intelligence, smelter

H4

[65]

**UNVEILING THE IMPACT OF CHINESE FILMS: EXPLORING CROSS-CULTURAL COMMUNICATION INTERACTIONS IN MALAYSIA**

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***ABSTRACT***

Film, as a comprehensive art form, plays a significant role in cross-cultural communication. Over the years, the Chinese film industry has experienced exponential growth with an increasing number of high-quality productions that have gained international recognition. Malaysia, thanks to its strategic location, provides an ideal platform for China to promote its cinematic offerings to a wider audience. This study aims to explore the dissemination methods and effects of Chinese cinema in Malaysia, with a specific focus on its role in shaping the image of Chinese culture and increasing national cultural soft power. The study employs a qualitative approach and conducts in-depth interviews with eight media professionals and university professors from China. The interviews, conducted both face-to-face and online, provide valuable insights into the transmission of Chinese cinema in Malaysia. The findings reveal that it is important for China to improve international communication strategies, expand the influence of Chinese cinema, and attract a larger overseas audience. By doing so, China can ultimately shape a more positive image of the country on the global stage.

Keywords: Chinese cinema, Malaysia, cross-cultural, communication, dissemination, strategies

H5

[66]

## THE ROLE OF UNIVERSITY WEB RADIO IN THE HIGHER EDUCATION SYSTEM

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### **ABSTRACT**

Traditional media has undergone many changes in modern times and web radio is particularly prominent. This research focuses on web radio in universities in Sri Lanka, Unik Radio operated by the Department of Mass Communication, University of Kelaniya is the only university web radio currently operating in Sri Lanka. Accordingly, this study is conducted specifically for Unik Radio. The primary issue addressed in this research is the function of university web radio in higher education systems. The main objective of the research is to identify the function of university web radio in the higher education system. In addition, the research aims to identify the obstacles that arise in the implementation of web radio and the skills that students acquire through its operation. The research method used is qualitative research. Administrators, producers and students involved in Unik Radio were interviewed. The data obtained was analyzed using thematic analysis. Research findings indicate financial challenges in maintaining the operation of university web radio, primarily due to costs associated with technical equipment. So, efforts should be made to get patronage to run the radio. Apart from this, there are also problems related to the problems of allocating a radio studio for a radio channel and the technical problems of radio program production. Despite these challenges, the university's web radio has gained a significant audience both locally and abroad and has contributed significantly to the development of communication and radio skills among students. This is very important for university students to gain professionalism in radio media.

Keywords: university, radio, web radio, student, higher education system

J1

[67]

**EXPLORING THE INTERACTION BETWEEN BRAND LOVE AND SUBJECTIVE WELL-BEING: UNDERSTANDING THE MEDIATING ROLE OF HEDONIC AND EXPERIENTIAL CONSUMPTION**

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**ABSTRACT**

The unique feeling created by the experience offered to the consumer has become one of the most important features that distinguish a brand from its competitors. The long-term relationship established by the consumer with a brand, the emotional attachment the consumer has to the brand, and the situation where the consumer considers that brand superior to others are referred to as brand love. It is also essential to know whether brand love triggers the subjective well-being of the consumer and to determine the role of hedonic and experiential consumption in this effect. In this regard, it appears that there is no study in the literature to determine the effect of brand love on subjective well-being and, accordingly, the mediating role of hedonic and experiential consumption. This study aims to explore the interaction between brand love and subjective well-being within the framework of hedonic and experiential consumption phenomena. This research has been conducted with the aim of revealing the role of hedonic and experiential consumption in the impact of brand love in sports apparel on the subjective well-being of individuals living in Turkey. A questionnaire designed in line with the purpose of the research was applied to 385 individuals on a voluntary basis through online convenience sampling. Initially, reliability analysis was made in the research, and then confirmatory factor analysis was performed to test the factor structure validity of the scales measuring the participants' brand love, subjective well-being, hedonic consumption and experiential consumption. As a result of the analysis, it was concluded that hedonic consumption and experiential consumption have a partial mediating role in the effect of brand love on subjective well-being.

Keywords: brand love, subjective well-being, hedonic consumption, experiential consumption

J2

[68]

**THE INFLUENCE OF TELEVISION FOOD ADVERTISING ON EATING  
BEHAVIOURS AMONG INDIAN-MALAYSIAN CHILDREN AND PARENTS'  
VIEW ON FAMILY GROCERY SHOPPING: A MIXED-METHODS STUDY**

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**ABSTRACT**

Television food advertising (TFA) has become a dominant force in shaping the preferences of young children, particularly in developing countries like Malaysia with Indian ethnic societies. The promotion of unhealthy foods through advertisements has been identified as a crucial contributor to the escalating rates of childhood obesity. Moreover, children in developing countries face a heightened risk of being targeted by such advertisements due to the vast potential for the market growth of unhealthy foods and weak regulatory infrastructure. This mixed-method study explores the attitudes of Malaysian children from Indian communities towards TFA and its impact on their eating behaviors. The research combines quantitative data on the extent of influence and demographic factors with qualitative insights into emotional responses, cognitive interpretations, and social dynamics. Quantitative findings reveal that children's purchasing behaviors influenced by TFA are at a moderate level. Most children perceive TV commercials as creatively crafted to capture attention and only emphasizing positive aspects of products. Additionally, the qualitative study identified children's preferences towards advertised products. Socio-demographic factors like age, academic standard, weight, and living arrangements with parents or guardians significantly influence these behaviors. The study establishes TFA's significant impact on children's eating behaviors and identifies preferences towards advertised products. The research contributes to existing literature on the complex interplay between media exposure and children's consumer behavior. It emphasizes television's role in shaping children's eating habits and offers insights for parents, practitioners, and policymakers to promote protective behaviors. The study underscores the need for meticulous research on advertising's influence on children and the methods employed by marketers to reach them through television.

Keywords: TV, food advertising, children's attitudes, eating behaviors, parental perceptions

J3

[69]

## EFFECTIVENESS OF BRANDING CAMPAIGNS AT VILNIUS TECH

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### **ABSTRACT**

This study aims to investigate the effectiveness of current marketing and branding campaigns in higher education and discuss the main aspects that influence graduates' choice of university. Higher education landscape is undergoing rapid transformations influenced by an increasingly competitive global environment. To navigate these challenges effectively, there is a pressing need for higher education administration to adopt a more market-oriented approach. The traditional communication models may need to be revised in addressing the demands of today's dynamic educational landscape, necessitating a strategic shift to enhance institutions' competitiveness, sustainability, and responsiveness to evolving student and industry needs. There it is interesting to find out how well known brand campaign strategies influence the choices of graduated when choosing the higher education institution. Focus groups of first-year students from 4 different bachelor study programs were selected and interviewed using a voluntary sampling method. The main aspects of the promotion of the university's educational services and programs were the key factors in enrolling at VILNIUS TECH. Practical implications – the research results may be useful for higher education managers responsible for developing a competitive marketing strategy for the university aimed at promoting their educational services and programs.

Keywords: university advertising, brand communication, branding campaigns

J4

[70]

**THE OUTSIDE BROADCAST AS PERFORMANCE OF LOCALITY: THE BIG  
DISASTER OR CRESCENDO OF COMMUNITY?**

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**ABSTRACT**

Radio stations conduct outside broadcasts to create awareness of their brands, promote their business clients' interests, invest in their communities, and interact with their listeners. Radio professionals who regularly engage in outside broadcasts will concur that this format of radio broadcasting differ significantly from conventional linear broadcasting conducted from a static, controlled, secure, and isolated setting, especially insofar as technical execution and interactive performance are concerned. It is thus not surprising that the outside broadcast is considered the most difficult form of radio broadcasting. While existing literature in the field points to production elements of outside broadcasts, little is known about radio professionals' experiences of this form of radio broadcasting. It is important to study their experiences during outside broadcasts for what it might reveal about 'engaging' radio. This study explored the challenges, issues and concerns radio personalities encounter during outside broadcasts; as well as the factors that seem to impact both positively and negatively on outside broadcasts. Data were collected through semi-structured individual interviews with eleven radio professionals at a community radio station in central South Africa. An inductive thematic analysis was employed to analyse the data. Several challenges were identified that radio personalities encounter during outside broadcasts, such as environmental conditions and technical issues, uncontrolled settings, and planning. While an outside broadcast, as performance of locality, poses many challenges to radio professionals, it presents them with just as many opportunities in creating a sense of community, community belongingness and social gain. Guidelines in the form of suggestions of good practice are made to radio stations to simplify this practice.

Keywords: radio personalities, outside broadcasts, challenges, guidelines

J5

[71]

## **COMBAT OR PERSUADE: A COMPARATIVE STUDY OF LEADING FMCG BRANDS**

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### **ABSTRACT**

Various approaches to advertising have guided leading brands worldwide to execute their advertising campaigns as per their product life-cycle (PLC) stage. Additionally, consumer perception holds equal importance for brands leading the market. The study therefore combines both the factors, namely, consumer perception and PLC stages, to understand how consumers respond to advertising by leading fast-moving consumer goods (FMCG) manufacturers in their maturity phase of PLC. Since leading brands try to restrict themselves from entering market saturation, they resort to changing their advertising campaigns for better recall through persuasive or combative advertising campaigns. The researcher would be selecting specific campaigns from the last five years to study the underlying motivations and consumer-response. Their responses would be evaluated based on their perception and decision making to associate with the brand. Comparing their response to combative versus persuasive advertising messages would help suggest the leading FMCG brands a better way of generating recall value for their brand, especially when the consumer is more aware of advertising and marketing practices. Additionally, it would offer brands an insight to scenarios where they require to go beyond the responsive approach and rather act responsibly, thereby promoting sustainable development.

Keywords: advertising, persuasion, combative strategies, FMCG, brands, market leaders



K1

[72]

**JOURNALISTIC ADAPTABILITY AND RESILIENCE TO ELITE THREATS**

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**ABSTRACT**

Contexts of restrained or authoritarian governments often impact the deterioration of work conditions for journalists and affect the quality of their professional performance. Benefiting from an entropic ecosystem of the internet and riding the wave of increased suspicion and social mistrust in the mainstream media, far-right populist powerholders, in particular, often strategically criticize the press, aiming to delegitimize journalism as the fourth estate and influence audience perceptions of journalism in democratic societies. Scholars have only recently begun to theorize on the journalistic reaction to such outside risks beyond the traditional paradigm repair approach. This study offers a valuable opportunity for unpacking the risks to the press exacerbated during political polarization by providing a modern public defense of the news industry to protect it from elite threats. Drawing on the sociological variant of the new institutional theoretical framework complemented with the analysis of emblematic cases of counter-strategies of media to defend the press from outside threats, it explores the joint effort of Brazilian news institutions to advance a competing narrative to the country's president attack of the industry. The results revealed that journalists in Brazil employed different strategies to defend themselves from the several political and cultural risks posed by Bolsonaro, and their resilience and adaptability support the institutional myth of quality journalism.

Keywords: institutional defense of the press, myth of quality journalism, right-wing populism, anti-media, Global South, Brazil

K2

[73]

**SAUDI ARABIA'S NEW CHAPTER: A LOOK AT THE KINGDOM'S IMAGE  
BUILDING AND BRANDING**

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**ABSTRACT**

Countries are officially rated and publicly compared based on their political stability, economic development, the effectiveness and morality of their national and international policies, and the attractiveness of their culture (Buhmann & Ingenhoff, 2015). If a country wants to advance in those ratings, it has to implement diverse communication strategies. Saudi Arabia showed large-scale efforts to build the country's positive image as a modern state. The current study analyzes the Saudi Arabian strategic communication attempts in nation building, both locally and internationally. Utilizing Buhmann and Ingenhoff's 4D model of the country image, the author employs textual analysis to examine tweets related to the Saudi Arabian country image between 2017 and 2024. The choice of Twitter is derived from its incorporation of both tweets and comments about those tweets. To provide a profound analysis, the author investigates all four constructs suggested by the 4D model: country image, country reputation, country brand, and country identity. The framework not only underlines the importance of investigating these variables, but also emphasizes the convergent interconnections among them. Individual attitudes become part of a larger public discourse. The findings will provide empirical evidence and enrich the literature in the fields of strategic communication, communication management, public relations, and reputation management.

Keywords: Saudi Arabia, branding, Buhmann and Ingenhoff's 4D model, political stability

K3

[74]

**THE URGENCY OF PROTECTING THE SAFETY OF JOURNALISTS IN THE  
COVERAGE OF THE MIDDLE EAST WAR: A CASE STUDY OF THE HAMAS-  
ISRAEL CONFLICT**

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**ABSTRACT**

The conflict between Hamas and Israel that has been going on since 7 October 2023 has resulted in many media workers being killed. Until March 2024, 105 media workers from various countries were killed while covering events in the Gaza Strip. The number of journalists killed in the Hamas-Israel conflict is far more than in 2022. The International Federation of Journalists (IFJ) stated the deaths of journalists in the Gaza Strip had contributed 72% of the deaths of all media workers in the world in 2023. The death toll of journalists in the Gaza Strip in the context of the Israel-Hamas conflict is an urgent problem that threatens press freedom and democracy. This study aims to find out what efforts should be made by relevant authorities to protect the safety of journalists so that they can avoid violence when covering and disseminating information in conflict areas, especially in the Gaza Strip. This study uses a qualitative approach. Data collection was conducted through literature study and content analysis of news articles on violence against journalists during war coverage in the Gaza Strip. The research findings show that the relevant authorities have only expressed concern about the violence and deaths of journalists in Gaza but there has been no concrete effort to guarantee the protection of journalists. A concerted effort to protect journalists covering in dangerous environments such as war zones is essential to uphold democratic values and encourage transparent information dissemination despite challenging situations.

Keywords: journalist, effective protection, hamas-israel conflict, freedom of press

L1

[75]

**EMERGING DIMENSION OF VIRTUAL INTERACTION AND ENGAGEMENT  
BETWEEN CELEBRITY -AUDIENCE: A CASE STUDY ON BANGLADESHI  
POPULAR FICTION WRITER**

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**ABSTRACT**

Enhancement of New media has changed the pattern of mass media consumption. The emerging patterns of Mass communication through social media are more interactive and modified. Specially Bangladeshi audiences use Facebook rather than other social media platforms. Celebrities also use their official Facebook page as a fruitful medium to disseminate their promotional and day-to-day life activities. In a word, audiences easily make connections, engagement, and cohesiveness with celebrities through their official Facebook page. We now observe the changing dimension of para-social relationships. The transformation of traditional mass communication to modern mass communication increased audience control and segmented the target audience. In these contexts, Facebook posts and comments from Mouri's Novel official Facebook page were downloaded for this study. The study shows, What are the patterns of communication between the Author and the Audience using Facebook, how the creator makes promotion, self-endorsement, and community feel through the page, What is the new dimension of para-social relationships in the digital era, What kind of outcomes the author perceives regarding the online presence. A case study has been used as a Research Method. To collect data from the case study content analysis of the Facebook posts and an In-depth interview of the Author has been taken. The study used Social Presence theory as a Theoretical framework. This study found variables, Self-endorsement, Promotion, and Parasocial relationships through UGC. These variables are discussed and analyzed with affective, interactive, and cohesive strategies of Social Presence Theory.

Keywords: social presence, self-endorsement, e-WOM, UGC, parasocial relationship

L2

[76]

**SOCIAL MEDIA INTEGRATION AND OMNICHANNEL SHOPPER JOURNEY:  
NAVIGATING SMARTPHONES AND GROCERY SHOPPING IN SOUTH AFRICA**Reddy T<sup>1\*</sup>, Maharaj M<sup>1</sup> and Thakur S<sup>2</sup>*<sup>1</sup>Department of Marketing and Retail Management, Faculty of Management Sciences,  
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of Technology, South Africa**\*[TessaR@dut.ac.za](mailto:TessaR@dut.ac.za)***ABSTRACT**

The global rise of online shopping has reshaped consumer behavior, particularly in South Africa, where the prevalence of smartphones and active social media engagement contributes to an intricate omnichannel shopping experience. The omnichannel customer's journey is characterised by many more 'touchpoints' than the traditional customer's journey, which helps shape the shopper's journey and inform their ultimate purchase decision. Social media such as YouTube, Facebook, Twitter, Snapchat, Pinterest, Instagram, and TikTok have become key influencers in customer decision-making. The study aims to understand the shopping behaviour of South African consumers in the context of purchasing smartphones and groceries. It investigates how shoppers utilise social media platforms during the pre-purchase, purchase, and post-purchase stages. A cross-sectional, descriptive quantitative method was used. The target population were shoppers above the age of 18 who shop online. Purposive non-probability sampling was used to select a sample of 135 participants. The data was gathered by administering a Microsoft Forms questionnaire and shared through WhatsApp. The findings revealed that the majority of respondents use smartphones for online shopping. Social media is used during the customer journey when shopping for smartphones and groceries. During the pre-purchase stage, searching for product information and browsing products, YouTube was the social media of choice. Most respondents used Facebook to read product reviews and compare prices and brands. During the purchase stage, most respondents used Pinterest. This indicates that most respondents do not conduct purchase transactions for smartphones or groceries through social media platforms. During the post-purchase stage, most respondents use Instagram to post product reviews. Overall, the research underscores that the social media path to purchase is similar for both high and low-involvement products. The Study highlights the universal applicability of the social media path to purchase, emphasising its significance across diverse product categories. Marketers and retailers should leverage these findings to optimise their strategies for engaging South African consumers in the dynamic landscape of online shopping. As the potential of social media is a valuable tool for marketers and retailers.

Keywords: social media, shopper behaviour, omnichannel

L3

[77]

**MEDIA JUSTICE FOR SOME: UNVEILING BIASES IN MAINSTREAM MEDIA COVERAGE IN THE WAR AGAINST GAZA STRIP/PALESTINE 2023**Al-Qutub\*, AlQ and *Bedewi N**Information and Research Center, King Hussein Foundation, Amman, Jordan**\*[dima\\_qutub@hotmail.com](mailto:dima_qutub@hotmail.com)***ABSTRACT**

This paper employs a multifaceted approach to scrutinize media bias in coverage of the war against Palestine in the Gaza Strip. Narrative analysis serves as a foundational tool, dissecting the stories presented by mainstream outlets. This involves deconstructing the language, tone, and framing choices to uncover subtle biases that may influence public perception. Observational techniques supplement narrative analysis, providing a real-time examination of how language is deployed in reporting by major media players, including CNN, BBC, and NBC. This involves monitoring the frequency and context of certain terms, identifying patterns, and discerning any disparities in the portrayal of the Palestinian and Israeli perspectives. To bolster our findings, we incorporate content analysis, systematically examining textual and visual elements in news coverage. This quantitative tool allows for a comprehensive assessment of language patterns, aiding in identifying recurring themes and potential editorial biases. Additionally, interviews with media professionals and linguistic experts offer a qualitative dimension to our study. These conversations provide insights into the decision-making processes behind language choices and shed light on the institutional factors that may contribute to biased reporting. Throughout the research, a rigorous triangulation of data sources ensures the robustness of our findings. The combination of qualitative and quantitative tools enables a nuanced understanding of how language is wielded in media coverage, pinpointing bias and potential breaches of ethical standards. In conclusion, the methodology deployed in this paper is a holistic and integrated approach, blending narrative analysis, observational techniques, content analysis, and expert interviews. This comprehensive toolkit aims to uncover, dissect, and contextualize the linguistic biases present in mainstream media coverage of the war against Palestine.

Keywords: media bias, media ethics, media politics

L4

[78]

## THE INFLUENCE OF STATIC BILLBOARD ADVERTISING ON GENERATION Z'S PRODUCT EVALUATION IN THE DIGITAL AGE

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### **ABSTRACT**

The rapid technological progressions in South Africa have fueled an increase of products in the local market, resulting in intense competition from international companies. Local businesses are faced with the challenge of competing against international firms that can offer their products at competitive prices within the domestic market. Consequently, advertising has emerged as a fundamental tool for local companies to promote their offerings. In the contemporary digital era, local companies have a plethora of marketing communication channels at their disposal to integrate into their marketing strategies. In this digitally driven marketing landscape, the efficiency and relevance of traditional advertising media, such as static billboards, have come under heightened scrutiny. It has become imperative to comprehend how static billboard advertising influences the evaluation of products by Generation Z. This demographic, being the first to grow up entirely in the digital age, possesses unique media consumption behaviors and habits. Therefore, an in-depth exploration of the relevance of static billboards in shaping the perceptions of Generation Z regarding products is of utmost importance for marketers. To close this gap, the Stimulus Organism Response (SOR) model was used as a theoretical framework for this investigation. This study followed a quantitative research approach, and the data were collected from 300 shoppers selected using a quota sampling method. Data were collected using a questionnaire and shoppers were intercepted at a busy super-regional mall that contained static billboards. The data were analysed using Structural Equation Modeling (SEM), and the results show that despite being in a digital era, static billboard advertising is still relevant to Generation Z. The billboard design, color, size, and positioning influence their emotions and, subsequently, the approach behavior. These results suggest that in the midst of social media and other digital platforms, marketing practitioners should continue to deploy advertisements on static billboards and/or integrate digital platform to influence Generation Z's product evaluation, thereby increasing sales. The limitation of this study is that the findings were context-specific, in a selected super-regional mall, and broader generalizations about Generation Z's response to static billboard advertising in different settings may require additional research.

Keywords: billboards, advertising, competition, generation

L5

[79]

**PRESERVING CULTURAL HERITAGE: INTERGRATING INDIGENOUS  
AFRICAN LANGUAGES AND FOLKLORE IN FILM AND TELEVISION  
THROUGH SOCIAL MEDIA**

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**ABSTRACT**

This comprehensive paper delves into the intricate intersection of social media, indigenous African languages, and storytelling within the dynamic landscape of film and television. Focused on the imperative task of preserving and promoting cultural heritage, the research investigates the transformative potential of social media platforms in amplifying the representation of indigenous African languages and folklore in visual media. Employing a literature review methodology, the study systematically analyses successful case studies, existing literature, and potential strategies to elucidate the diverse ways in which social media can be harnessed as a powerful tool for cultural revitalisation and inclusive storytelling. The examination encompasses various aspects, including audience engagement, content creation, and community participation, shedding light on the nuanced dynamics that contribute to a more enriched narrative experience. Additionally, the paper navigates the complex terrain of challenges and ethical considerations inherent in this endeavour, offering a nuanced perspective on the potential pitfalls and mitigating strategies. Ultimately, this research not only aims to contribute valuable insights to academic discourse but also to propose a visionary outlook for the future of culturally rich content creation in the digital age, emphasising the role of social media as a catalyst for preserving and celebrating the diverse tapestry of indigenous African cultures.

Keywords: social media, indigenous, African languages, folklore, story telling



M1

[80]

**EMBODIMENT OF TRAUMA THROUGH ANIMATION TOOLS:  
DOCUMENTARY SPECTATORSHIP THROUGH PHENOMENOLOGICAL  
THEORIES**

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**ABSTRACT**

In parallel with commercial production and distribution of documentaries in dominant markets, there has been a significant growth amongst independent documentary filmmakers who challenge neoliberal values; nurturing practices like collaboration, international co-production and crowdfunding. But more importantly they make way for redefinition of non-fiction storytelling to explore mediums such as animation. Illuminated by Vivian Sobchack's discourse on phenomenology of film spectatorship, I aim to study how animated aesthetics can illustrate and construct a language to explore intangible components of lived experiences, fragmented memory and trauma. With significant relevance to consumption of media documenting ongoing wars across the world, 'Waltz with Bashir', a 2008 Israeli documentary aptly demonstrates the ability of animation as an aesthetic choice to embody a higher degree of sensorial and visceral experience for the spectator. The film highlights political undertones of power dichotomies and somatic responses of shared histories specific to regions of conflict, with the point of view of a war veteran who navigates harrowing memories of post-war trauma. Sixteen years later, Ari Folman's documentary continues to be an extraordinary example of how animation tools abandon indexical qualities adhered by image and video of reportage, but inherit the ability to foster recognition of collective grief in context of mental and physical traumas experienced during war and conflict. Engaging a phenomenological approach in this study hopes to look deeper into the nature of experience as a reflexive journey for spectators of animated documentary films.

Keywords: animation, documentary, experience, Israeli cinema, phenomenology, war trauma, collective grief

L2

[81]

**FUTURE OF ENTERTAINMENT: INTERACTION AND IMMERSIVE THE SERIES  
OF PLAY**

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The evolution of media and communication has been constant throughout history, with the contemporary entertainment landscape being particularly diverse, encompassing digital mediums such as web novels, music, videos, films, and interactive games. This necessitates a renewed examination of the concept of interaction to appreciate its significance in contemporary digital media and its influence on the trajectory of entertainment. The study posits that interaction is central to the experience of entertainment, suggesting that performative and interactive formats are increasingly becoming the primary modes of engagement. It hypothesizes that advancements in computer technology are enabling more sophisticated forms of interaction, potentially leading to a future where physical actions and real-time human-human interactions pass through the computer become prevalent. To analyze these dynamics, the paper presents a structured framework that organizes interactions into four tiers: linguistic communication (Tier 1), auditory and visual arts like music and painting (Tier 2), performative arts including acting and animation (Tier 3), and interactive art (Tier 4). These are further categorized by their nature into personal introspection, interpersonal interactions, and human-computer interfaces, the latter of which is divided into passive and active involvement. Employing this framework, the paper delves into emerging media such as video games, live streaming, and virtual/augmented reality, proposing analytical models to investigate how these mediums captivate audiences and influence their identities within the media space. The paper underscores the need for comprehensive, targeted, and extensive quantitative research to deeply understand the evolving landscape of media entertainment.

Keywords: interactive art, new media, media entertainment, media communication

L3

[82]

**THEORY EVALUATION: RELATIONAL DIALECTICS**

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This paper is an evaluation of a commonly used interpersonal communication theory, originally introduced by Baxter (1988): relational dialectics theory (RDT). The first goal of the paper is to provide basic definitions of the key tenets and claims of the theory. For instance, the three main tensions – autonomy-connection, openness-closedness, and predictability-novelty – are discussed. In addition, this section highlights the four techniques used to manage the contradictions that arise in relationships: temporal selection, topical segmentation, neutralization, and reframing. The next section includes a literature review that synthesizes how RDT has been incorporated in previous studies involving romantic relationships. Another section highlights the four metatheoretical assumptions –ontology, epistemology, praxeology, and axiology – that scholars believe RDT falls within. Finally, this paper includes a critique of RDT to determine how it fairs as a communication theory. For example, the strengths, potential weaknesses or limitations, practical and theoretical implications, as well as areas for possible future research are discussed. Further, answers to whether the theory meets the specific standards of an interpretivist theory – such as aesthetic appeal and adding value to individuals’ lives – are included.

Keywords: RDT, autonomy-connection, openness-closedness, predictability-novelty, critique, literature

L4

[83]

## RESEARCH ON ENVIRONMENTAL THEMES IN CHINESE NATURE AND ECOLOGY DOCUMENTARIES

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### **ABSTRACT**

Environmental issues have become an important part of the current documentary presentation. This research uses Beautiful China as a specific case study to analyze in detail how environmental themes are presented in Chinese nature and ecology documentaries. Using qualitative research with textual analysis, this study summarizes the types of environmental themes in the case, examines creative production methods, and analyzes communication strategies. Importantly, the study reveals how Chinese Confucian culture and environmental policies have shaped these documentaries. Combining cultural context with local stories, these documentaries present the achievements of China's environmental reforms in a culturally relevant way. These films not only present facts, but also weave narratives imbued with Chinese philosophical and ecological perspectives. This study also explores how these documentaries engage viewers through evocative cinematography, rhythmic narratives, and emotional resonance, promoting viewer education and connection to environmental issues. Overall, the findings provide valuable insights into the creation and dissemination of nature and ecological documentaries in China, suggesting new strategies for storytelling and engaging audiences, as well as providing direction for a deeper understanding of the creation of nature and ecological documentaries in China and the representation of environmental themes in the media.

Keywords: nature and ecological documentaries, narrative techniques, environmental themes, communication strategies

# POSTER PRESENTATIONS

P1

[84]

## INFLUENCE OF ADVERTISING ON CONSUMER BEHAVIOR

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### **ABSTRACT**

Advertising is a pervasive element of modern consumer culture, shaping perceptions, preferences, and purchasing decisions. This paper provides a comprehensive review of the influence of advertising on consumer behavior, drawing upon an extensive body of research across various disciplines including marketing, psychology, sociology, and economics. The study explores the multifaceted ways in which advertising impacts consumer behavior, encompassing cognitive, affective, and behavioral dimensions. Cognitive effects involve how advertising communicates information about products or services, influencing consumer knowledge, awareness, and comprehension. Affective effects delve into the emotional responses evoked by advertisements, such as attitudes, beliefs, and brand associations. Behavioral effects encompass the actions and decisions consumers undertake as a result of exposure to advertising, including purchase intentions, brand loyalty, and consumption patterns. In conclusion, this paper underscores the profound influence of advertising on consumer behavior and emphasizes the need for ongoing research and ethical scrutiny in this domain. By understanding the complex interplay between advertising and consumer behavior, marketers can develop more effective strategies that align with consumer needs and values, ultimately contributing to more ethical and socially responsible advertising practices.

Keywords: consumer behaviour, marketing, advertising, digitalization.

P2

[85]

**CHARTING TIKTOK'S HEALTH ODYSSEY: NAVIGATING THE EXPERIENCE  
AND CHALLENGES IN AN IN-DEPTH CONTENT ANALYSIS OF CELEBRITY  
PHYSICIANS**

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**ABSTRACT**

With social media, healthcare influencers, or celebrity physicians, have emerged to share health information through short video platforms like TikTok. Nevertheless, there is a paucity of research on the communication tactics used by these celebrity physicians. This study explored the experiences and communication barriers of 30 celebrity doctors by analyzing the content of their TikTok videos. The study was conducted between November 6 and December 9, 2023, and focused on analyzing the 300 most popular short videos. A detailed coding framework was created to cover thematic content, engagement metrics, stylistic elements, educational nature, and multimedia forms. The initial results displayed a wide range of content created by celebrity physicians. This included informative health education videos, entertaining medical anecdotes, and engaging Q&A sessions. Engagement metrics analysis demonstrates fluctuating levels of audience interaction, with particular styles reliably generating more likes, comments, and shares. The study presents developing healthcare communication patterns on TikTok, offering a comprehensive comprehension of audience preferences and reactions to healthcare content on the platform. The extensive analysis framework provides detailed insights into the communication techniques utilized by renowned healthcare professionals on TikTok. This will enable future advancements in content generation, thereby optimizing the platform's potential in health education and communication.

Keywords: healthcare influencers, TikTok, internet celebrity doctors, content analysis, health information

P3

[86]

**UNVEILING GENDER DISCOURSES: A CONTENT ANALYSIS OF WECHAT  
PUBLIC ACCOUNTS IN CONTEMPORARY CHINA**

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**ABSTRACT**

In recent years, the digital landscape has emerged as a potent force in shaping public perceptions and steering social discourse. Within this dynamic environment, WeChat, China's foremost new media platform, stands as a vibrant space that hosts diverse perspectives on gender issues. Against the backdrop of evolving gender dynamics in Chinese society, this study endeavors to systematically explore and deconstruct the content of top-ranked WeChat public accounts addressing gender-related issues. This research, facilitated by Xinbang Data (a dedicated platform for new media data analysis), meticulously identifies and scrutinizes the top 20 public accounts on WeChat comprehensively ranked for their engagement with gender issues. Through a detailed content analysis of the top 10 articles from each of these public accounts, this study aims to unravel the nuanced themes, attitudes, and language patterns, thereby fostering a deeper understanding of how gender narratives are constructed and disseminated in the digital realm. Anticipated contributions include a comprehensive insight into: 1) the diverse topics cover in the selected articles, providing a nuanced understanding of the spectrum of gender-related issues addressed; 2) the attitudes exhibit toward gender-related issues within these articles, contributing to an understanding of the varied perspectives and sentiments; 3) the representation of gender roles embedded in the selected content, offering insights into how WeChat shapes and reflects societal perceptions of gender roles; and 4) the language patterns that surface in gender-related discussions, shedding light on the linguistic nuances that contribute to the construction of gender narratives. By revealing these dimensions, this study makes an important contribution to understanding the role of WeChat in shaping and reflecting contemporary gender narratives.

Keywords: WeChat public accounts, gender issues, content analysis, new media



P4

[87]

## EVALUATION OF THE SIGNIFICANCE OF MEDIA-THEMED LEARNING FOR MEDICAL STUDENTS

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### **ABSTRACT**

This study examined the effectiveness and significance of media-themed learning in Japanese medical education. Participants were students taking Media and Society at Jichi Medical University, known for consistently achieving the highest national medical license examination pass rate. After graduation, participants will provide medical care throughout Japan. The course is based on multi-disciplinary collaborative education, with the cooperation of the present author, specialized in liberal arts, and Japan's most prominent TV producers and directors. The first part of the course teaches TV program creation using specific examples drawn from TV producers and directors. In the second part, students watch and discuss programs to learn from a wide range of perspectives, including the social significance and ethics of broadcasting and production methods and budgeting. Students resolve their own questions. In the third part, students learn actively by creating individual program proposals related to their future involvement in promoting healthy living. Post-course, we surveyed students on the effectiveness of the opportunity to learn about media as future doctors, and over 80% responded positively. Survey participation was unrelated to students' grades. Mutual understanding between medical doctors and citizens is important to improve the quality of the medical system. It is therefore important that medical doctors are able to use media effectively, and it follows that it is useful for medical students to learn how to do at the university level.

Keywords: medical students, media literacy, active learning, media ethics, multi-disciplinary education



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