BOOK OF ABSTRACTS

TIIKM MEDCOM

The 10th World Conference on MEDIA AND MASS COMMUNICATION

MEDCOM 2025

"TRANSFORMING MEDIA LANDSCAPES: ETHICS, INNOVATION, SPATIALITY AND EDUCATION"

APRIL 8 & 9 2025 BANGKOK, THAILAND

Physical Version

BOOK OF ABSTRACTS

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The 10th World Conference on Media and Mass Communication (MEDCOM 2025)

8th – 9th April 2025

Bangkok, Thailand

Committee of MEDCOM - 2025

The International Institute of Knowledge Management (TIIKM)

Tel: +94(0) 11 2044480

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Official website of the conference

https://mediaconference.co/#

Physical Book of Abstracts of the 10th World Conference on Media and Mas Communication (MEDCOM 2025)

Edited by Dr. Tülây Atay ,Prof. Andrea Volterrani and Dr. Chris Fenner

ISBN: 978-624-5746-77-4

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Published by The International Institute of Knowledge Management (TIIKM), No: 531/18, Kotte Road, Pitakotte, 10100, Sri Lanka

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Messages from the conference co-chairs – MEDCOM 2025



Dear Participants,

It is with great pleasure that we welcome you to the 10th International Conference on Media and Mass Communication (MEDCOM 2025). Your participation and support mean a great deal to us, and we are happy to host you all. For the past year, my esteemed co-chairs, Dr. Volterrani and Dr. Fenner, along with the TIIKM team and Mr. Isanka Gamage, have been working enthusiastically to bring you an enriching and engaging conference experience. This year, we are delighted to convene once again in Bangkok, Thailand. I wish you a fruitful conference to look to the future with hope as communication students, researchers and professionals.

With my sincere love and respect

Dr. Tulay Atay
Hatay Mustafa Kemal University,
Faculty of Communication,
Journalism Department,
Antakya, Türkiye



Distinguished Guests, Esteemed Colleagues, and Dear Friends,

It is my great pleasure and honor to welcome you all to Medcom 2025, the premier international conference dedicated to exploring the evolving landscape of communication in our rapidly changing world. As Co-Chair of this year's conference, I am both thrilled and humbled to lead a gathering of such distinguished scholars, practitioners, and thought leaders from around the globe. Medcom has long been a platform for groundbreaking discussions, and this year, we continue our commitment to fostering dialogue, innovation, and collaboration in the field of communication studies. The theme of Medcom 2025, "Transforming media landscapes: ethics, innovation, spatiality and education", is particularly relevant in an era where technology is reshaping the way we connect, share information, and engage with society. From the impact of artificial intelligence on journalism to the role of social media in shaping public opinion, our conference will delve into the most pressing issues and emerging trends in the discipline. Over the course of the next few days, we will have the privilege of engaging with pioneering research, insightful keynote addresses, and dynamic panel discussions that push the boundaries of our understanding of communication. I encourage each of you to take this opportunity to not only share your expertise but also to forge new collaborations and deepen existing ones. I would like to express my sincere gratitude to our organizing committee, sponsors, and all the contributors who have worked tirelessly to make this event possible. Your dedication ensures that Medcom remains a beacon of excellence and intellectual exchange in the communication field. Let us make the most of this opportunity to learn, inspire, and be inspired. I look forward to the enriching discussions that will emerge, and I hope that Medcom 2025 will leave us all with fresh perspectives and new ideas to advance our work.

Once again, welcome to Medcom 2025! I wish you a successful and rewarding conference.

Prof. Andrea Volterrani
University of Rome Tor Vergata, Italy

This year marks the 10th annual MEDCOM conference, a significant milestone reflecting a decade of dedication, collaboration, and groundbreaking research from scholars and practitioners around the world. When I first attended MEDCOM in 2019, I arrived in Thailand unsure of what to expect. What I discovered was a passionate and committed group working to create an outstanding scholarly event. Over the years, this conference has continued to grow and evolve, and I've been fortunate to be part of that journey. As media continues to advance at an unprecedented pace, MEDCOM remains a vital platform for collaboration, innovation, and thought-provoking discussions.



It is an honor to once again join my colleagues in beautiful Thailand. The opportunity to connect with and learn from distinguished scholars and professionals from diverse backgrounds is at the heart of what makes MEDCOM special. The relationships I've built over the years have profoundly shaped me as both a researcher and educator. I encourage you to engage fully—exchange ideas, challenge perspectives, and build meaningful connections that will help shape the future of media and mass communication.

Welcome to all of this year's attendees—I look forward to learning from you!

Sincerely,

Christopher J. Fenner, Ph.D.

University of West Florida

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ORAL PRESENTATIONS

A1 **[01]**

DIGITAL MARKET, SOCIAL MEDIA AND PROTECTION OF MINORS

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ABSTRACT

Nowadays, one of the main problems concerning the world of media-communication is that of "targeted" or "profiled" online advertising, so defined because the promotional message is not indistinct and unqualified but rather tailored to specific and tendentially homogeneous categories of digital consumers.At first, the growth of the personal data industry and its exploitation through digital advertising was looked upon with a tendency to be favorable on the basis of the consideration that each consumer who is the recipient of profiled advertising is put in a position to view the offers that most closely match his or her preferences, thereby decreasing the cost and time of searching for products and services of interest and maximizing the usefulness of browsing. Today, a new scenario opens up, where a more cautious attitude toward targeted online advertising can be observed mainly due to a progressively more invasive network of commercial surveillance and the increasing limitation on the consumer's decision-making autonomy.The magnitude of the problem is even more pronounced in the event that online advertising and data processing concerns children. Minors, qualified as "digital natives" (according to the expression coined by Marc Prensky in 2001 published in On the Horizon), have computer skills that are actually overrated, and, at the same time, they lack sufficient personal maturity to shelter them from risk. The objective of the research is to identify the best solution to balance the conflicting interests of the digital market, the social media, and the protection of the individual (minors of age in particular) by comparing the main legal systems (the United States of America, Europe, etc.).

Keywords: single, paragraph, summarizes, words indentation

A2 **[02]**

ORGANIZATIONAL VULNERABILITIES ON DIGITAL MEDIA ARENAS

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ABSTRACT

Artificial Intelligence and algorithms increasingly shape what social media content individuals see online, tailoring the digital content to match individual preferences. Many organizations and brands are able to utilize AI and digital channels to reach their publics directly, yet operating in a polarized digital environment without one common public opinion also false narratives and misinformation may circulate. Digital media content may in fact strengthen the individual silos of information-seeking online, and provide content that harms individuals and societies. This paper focuses on the different vulnerabilities that emerge in the digital realm for organizations in communication. Vulnerabilities are understood as a reduced capacity, whether actual or potential, to fend off harm. Such vulnerabilities are already acknowledged such as vulnerabilities to misinformation with the World Economic Forum labelling it as the biggest short term threat to society, but other vulnerabilities may remain less known. Overall, digital vulnerabilities may harm organizational intangible assets, such as stakeholder trust and organizational reputation. Building on the Digital Media Arena -theory, and a review of digital vulnerabilities literature, this paper analyses the potential emerging vulnerabilities on altogether 14 different digital arenas. While most literature has focused on digital vulnerabilities on the individual and social level, also situational vulnerabilities may emerge for organizations during times of turbulence. Findings suggest that vulnerabilities increase on arenas where there is less organizational control of content, but that all 13 arenas have specific types of vulnerabilities.

Keywords: digital vulnerabilities, AI, digital media arenas

A3 **[03]**

THE EFFECTS OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOR AND ATTITUDES

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ABSTRACT

Social media influencers have revolutionized the marketing landscape, emerging as pivotal players in shaping consumer attitudes and behaviors. This study examines the mechanisms through which influencers impact consumer decisions, focusing on psychological, sociological, and cultural dimensions. Drawing from Social Proof Theory, Parasocial Interaction, Self-Determination Theory, and Source Credibility Theory, the research highlights how authenticity, trust, and emotional engagement drive the effectiveness of influencer marketing. Using a mixed-methods approach, including surveys, interviews, and content analysis, the study explores the dynamics of trust, purchasing decisions, and brand loyalty among consumers. Findings reveal that authenticity and transparency significantly influence trust, with consumers showing a 35% higher likelihood of purchasing products endorsed by relatable influencers. The paper also underscores the rising influence of micro and nano-influencers, who often achieve higher engagement rates due to their niche focus and relatability. Cultural and demographic factors further shape consumer responses, with variations in how collectivist versus individualist societies perceive influencer endorsements. Despite its successes, influencer marketing faces challenges such as over-commercialization and regulatory scrutiny. The study concludes with strategic recommendations for marketers and calls for stricter ethical standards to ensure transparency and consumer protection. By offering insights into the transformative role of influencers, this research contributes to a nuanced understanding of their impact on contemporary consumer culture, providing valuable implications for academics, marketers, and policymakers.

Keywords: social media influencers,trust, consumer behavior

A4 **[04]**

THE ROLE OF SOCIAL MEDIA IN POLITICAL CAMPAIGNING: A STUDY OF STUDENT POLITICAL PARTIES AT THE UNIVERSITY OF ZULULAND

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ABSTRACT

This study examined the role of social media in shaping the political strategies of student political parties at the University of Zululand, focusing on their utilisation of digital platforms to gain political support from the student population. Given the growing influence of social media in contemporary political campaigns, the research investigated the methods employed by these student political parties and evaluated the effectiveness of their social media usage in mobilising voters, shaping political discourse, and influencing voting behaviours. The study adopted the Uses and Gratifications theory as its theoretical framework to explore how these digital platforms were leveraged to meet the informational and political engagement needs of students. A quantitative analysis of social media engagement metrics was conducted alongside the distribution of questionnaires to both students and members of the political parties. The findings revealed that student political parties strategically utilised platforms such as Facebook, Twitter (now X), and Instagram to disseminate their messages, foster engagement with the student body, and generate political momentum. Social media was identified as a critical tool for outreach and voter mobilisation, significantly enhancing the visibility and appeal of these parties. This research provides valuable insights into the evolving dynamics of student politics within a university setting, contributing to a broader understanding of digital political campaigning in the context of higher education.

Keywords: social media, student political parties, digital campaigning, voter mobilisation, uses and gratifications theory

A6 **[05]**

CAPTIVATING THAI AUDIENCES DURING THE COVID-19 PANDEMIC: UTILIZING THE 8CS AND TRUST FRAMEWORK

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ABSTRACT

This study investigates fan engagement on Facebook through the Thai Roo Soo COVID-19 initiative, launched during the pandemic's early stages. Following Thailand's first confirmed COVID-19 cases on January 12, 2020, there was a notable lack of engagement with formal communications from government agencies like the Ministry of Public Health (MOPH) and the Department of Disease Control. Data was collected from March 4, 2020, when the semi-formal platform was established, to February 13, 2022. Recognizing the need for a relatable communication strategy to counter misinformation, the Facebook page aimed to effectively communicate risks, disseminate crucial information, and debunk false claims. The platform quickly gained traction, reaching 100,000 fans within weeks and surpassing 1,000,000 fans within months, with engagement peaking at approximately 4.342 million fans. Notably, by July 2021, the page engaged about 851,800 fans in a single day before the third COVID-19 outbreak in Thailand. The study highlights the factors contributing to high engagement levels on the Thai Roo Soo COVID-19 platform, emphasizing the role of semi-formal social media interactions in fostering community involvement. It introduces the TRUST concept, which encompasses Truth and Transparency, Respect for Audience Diversity, Addressing Uncertainty, Meeting Satisfaction and Support Needs, and Treating the Audience as Friends. The initiative employed this framework alongside information communication technology (ICT) to monitor and respond to misinformation and public perceptions during the crisis. Simplifying data for public understanding and maintaining regular communication were key strategies. Despite Thailand’s previous successes in managing COVID-19, the current outbreak has presented significant challenges. Insights from this case study underscore the importance of adapting communication strategies to meet public needs during crises.

Keywords: audience engagement, TRUST framework, 8Cs, social media analysis, risk communication

A7 **[06]**

INFLUENCE FROM THE INFLUENCERS: THE IMPACT OF INSTAGRAM ON USER PERCEPTION AND MENTAL HEALTH

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ABSTRACT

This study explores the influence of Instagram influencers on users' self-perception and mental health, focusing on how the portrayal of opulent lifestyles affects followers. The objectives of the study are to investigate how individuals internalize and react to the content shared by Instagram influencers, to examine the role of social comparison in shaping users' self-perceptions and emotional well-being and identify strategies to mitigate the negative effects of influencer culture on mental health. Drawing on Social Identity Theory, the research examines how individuals internalize and react to the content shared by influencers. A qualitative methodology involved in-depth interviews with 20 participants, followed by thematic analysis. The findings reveal that exposure to influencers' content often leads to feelings of inadequacy and stress, particularly among younger users, who frequently engage in social comparison with idealized online lives. Furthermore, participants expressed a heightened awareness of the unrealistic nature of influencer lifestyles yet found it challenging to resist the emotional impact of these portrayals. The study recommends for mitigating these negative effects through awareness and educational interventions, emphasizing the need for digital literacy programs and support resources that promote healthier social media habits. This also calls for further research to investigate the long-term implications of influencer culture on mental health across diverse demographic groups.

Keywords: influence; influencer; instagram; users; mental health; South Africa

A8 **[07]**

NEW TECHNOLOGIES OF AI IN DESIGNING AND PRODUCING TOURISM ADVERTISEMENTS ON SOCIAL MEDIA NETWORKS AND THEIR IMPACT ON DIRECTING THE RECIPIENT TO NEW TOURIST DESTINATIONS

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ABSTRACT

The use of artificial intelligence in designing tourism advertisements results from its efficiency and creativity using advanced technologies that help improve each stage of design and implementation. The use of artificial intelligence also makes the design of tourism advertisements livelier and more attractive, which results in focusing on the target customers and supports the success and advertising campaigns of the tourist destination.There are many influences that show the impact of artificial intelligence in designing tourism advertisements, including creative content using advertising texts that attract a specific audience interested in tourism. It also enables us to create videos for us, thus creating videos using virtual characters and artificial intelligence for animation.In addition, artificial intelligence generally analyzes the target audience data (age, interests, location) to provide customized ads according to their requirements and preferences. It retargets them using data from existing customers or many, and customized ads can be displayed to stimulate interaction. The research used the descriptive model in the study and uses the experimental approach to reach the design of tourism advertisements that meet the needs of the public and encourage the recipient to visit tourism and target new destinations. The research concludes the importance of using artificial intelligence techniques in implementing tourism advertisements and shaping the recipient's choices and heading to those tourist destinations. It was evident from the interaction with the details of the innovation of artificial intelligence in the privacy of the content of the social advertisement.

Keywords: AI, media, advertising, social media, tourism advertisements

A10 **[08]**

NARRATIVE CONSTRUCTION OF FOOD SOVEREIGNTY: A NARRATIVE ANALYSIS OF CAPTIONS ON INSTAGRAM @LAKOAT.KUJAWAS

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ABSTRACT

The global food crisis has become a significant issue worldwide. As a multicultural country, Indonesia faces this challenge by increasing rice production as the ultimate way to achieve food security. However, many food activists and communities argue that food sovereignty offers a more appropriate solution. This research examines how Lakoat Kujawas, a food community from Mollo, East Nusa Tenggara, promotes food sovereignty through messages on their Instagram account, @lakoat.kujawas. This study adopts an interpretive paradigm and employs a narrative analysis approach. Preliminary findings reveal that Lakoat Kujawas actively introduces local food to raise public awareness about food sovereignty. They use Bahasa Indonesia combined with local languages to enhance their message and redefine local food as an ongoing effort to respond to environmental challenges. To gain broader visibility, they utilize hashtags such as #SehariTanpaNasi (#ADayWithoutRice) in some of their Instagram posts, collaborate with communities from different fields such as Kata Kerja and inform their participation in international events such as Makassar International Writers Festival (MIWF). This demonstrates their potential as a valuable contributor to addressing global food issues.

Keywords: food sovereignty, Lakoat Kujawas, narrative analysis, local food

A11 **[09]**

THE ROLE OF AI IN ADVERTISING: A CONTENT ANALYSIS OF CAMPAIGN STRATEGIES AND CONSUMER ENGAGEMENT IN THE MIDDLE EAST AND AFRICA

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ABSTRACT

As technology continues to transform digital advertising, its influence on consumer behavior, brand engagement, and ethical considerations has become increasingly significant. However, the adoption and impact of advanced advertising strategies in emerging markets, particularly in the Middle East and Africa (MEA), remain underexplored. This study addresses this gap through a qualitative content analysis of five digitally enhanced advertising campaigns across diverse industries, conducted over a six-month period. Campaigns were selected based on their use of personalized content delivery, predictive targeting, and automated consumer interactions, with data collected from publicly available advertisements and user responses on social media platforms.Drawing on consumer psychology frameworks, including the Elaboration Likelihood Model (ELM) and Behavioral Economics, the study examines how these strategies shape engagement, decision-making, and brand perception. Findings indicate that personalized and predictive approaches enhance relevance and consumer attention, while automation raises concerns about privacy, reduced human interaction, and authenticity. The study offers recommendations for ethically grounded, consumer-centric approaches in digital advertising and calls for further research on the long-term impact of automated content on consumer trust and regulatory practices.

Keywords: AI in consumer behavior, content analysis, digital advertising ethics, consumer trust, engagement patterns, emerging markets, Middle East, Africa

A12 **[10]**

A COMPARATIVE STUDY OF PLATFORM-SPECIFIC CONSUMER COMPLAINTS IN DIGITAL BANKING ON INSTAGRAM AND TIKTOK

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ABSTRACT

Social media has transformed consumer-brand interactions, particularly in the financial sector, where digital banking brands rely entirely on online platforms for customer engagement. This study examines consumer complaint behavior on Instagram and TikTok, focusing on blu by BCA Digital, a leading digital banking service in Indonesia. The research aims to analyze how platform affordances shape sentiment distribution, complaint patterns, and engagement dynamics. Using a quantitative content analysis approach, the study categorizes 5,265 user comments collected over a 90-day period based on sentiment (negative, neutral, and positive) and content relevance. Findings reveal that Instagram fosters emotionally charged, demand-driven complaints due to its structured comment visibility, making it a high-accountability platform for brand interactions. In contrast, TikTok exhibits a predominantly neutral sentiment, emphasizing discussion-based engagement where inquiries and peer interactions shape complaint expression. These insights highlight the necessity for platform-specific complaint management strategies. Brands should prioritize structured, empathetic responses on Instagram, while leveraging interactive, community-driven engagement on TikTok to enhance trust and consumer satisfaction. By aligning digital banking customer service strategies with social media affordances, financial institutions can optimize response effectiveness and maintain brand credibility in an increasingly interactive digital environment.

Keywords: social media, digital banking, consumer complaints, sentiment analysis, platform affordances, Instagram, tik tok, brand engagement

A13 **[11]**

IMPLICATIONS OF USING INSTAGRAM FILTERS ON TEENAGERS' SELF-CONFIDENCE IN PAREPARE CITY

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ABSTRACT

Instagram is an image-based social media platform that provides online photo and video sharing services. This research examines the widespread use of Instagram among its users, focusing on the implications of Instagram filters on teenagers' confidence. The purpose of this study is to explore the impact of using Instagram filters on teenagers in Parepare City and to understand how the use of Instagram influences their self-confidence.This research employs a descriptive qualitative method, drawing on Pierre Levy's New Media Theory, Self-Confidence Theory, and Self-Concept Theory to analyze teenagers' confidence levels in using Instagram. Data collection techniques include observation, interviews, and documentation.The findings of this study can be summarized as follows: 1) The use of Instagram filters has become a habitual practice among teenagers, reflecting the concepts of new media communication theory. The process includes specific objectives and techniques, such as enhancing photos or videos to appear more attractive, which leads to increased likes, followers, and engagement. This emphasizes how the choice of Instagram filters influences content production and social interactions. 2) The study highlights issues of body shaming experienced by teenagers in Parepare City. It also explores how Instagram can provide both challenges and solutions for enhancing teenagers' self-confidence.

Keywords: instagram filter implications, confidence, teenagers

A14 **[12]**

GETTING CREATIVE FOR ECONOMIC GAIN: A CASE STUDY OF FACEBOOK PRO MONETIZATION AMONG HOUSEWIVES CONTENT CREATORS

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ABSTRACT

The Facebook Pro monetization program opens opportunities for anyone, including housewives, to gain economic benefits through active participation as content creators. This study aims to understand the motivations and strategies housewives use as content creators on Facebook to achieve monetization. Using a qualitative approach with a case study method, this research involved three informants who are active housewives as content creators on Facebook Pro. Data was collected through in-depth interviews, participatory observation, and document analysis. Using the Uses and Gratification theory, this study shows that the main motives of the informants are to fill their spare time, create and express, earn extra income, and build social relationships, both with other creators and with their audiences. The strategies used by housewife content creators to achieve monetization are very diverse, starting from idea generation, the creation process, editing, and publication. In addition, other things that are considered are the frequency of uploads, consistency, and interaction with followers or other fellow content creators, and not to forget, they make good use of the features on Facebook to make their reach wider. Digital skills are also interesting as housewives are adept at navigating technological advancements such as the use of software and hardware for their needs as content creators. Challenges faced include time-sharing, meeting monetization requirements, and dealing with negative comments. The study concludes that the Facebook platform provides opportunities for stay-at-home moms to develop their creativity and earn extra income, but also presents challenges that need to be overcome.

Keywords: content creator, housewife, monetization, facebook pro

GENERATIONAL DIFFERENCES IN THE IMPACT OF ONLINE SUPPORT ON PROSOCIAL BEHAVIOR TOWARDS IMMIGRANTS SEEKING PROTECTION

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ABSTRACT

This study examines how token acts of public online support for prosocial content influence prosocial behavioral intentions toward non-citizen immigrants seeking protection in Israel from Ukraine and Eritrea/Ethiopia. Focusing on generational differences, the research investigates whether Generation Y (born 1980-1999) and Generation Z (born 2000 and beyond) are driven by distinct motivations in their online support behaviors and real-world actions. The study also explores the mediating role of acceptance of immigrants seeking protection in these relationships. A sample of 700 participants, equally representing both generations, completed an online survey. Using Social Learning Theory and Cognitive Dissonance Theory, the findings suggest that Generation Y is primarily driven by moral motivation, leading to a stronger connection between online support and prosocial intentions. They engage more frequently in public acts of online support and demonstrate greater behavioral intentions toward both immigrant groups. In contrast, Generation Z, influenced by personal motivations such as self-presentation and impression management, showed a stronger effect of acceptance of immigrants in mediating their behavioral intentions, particularly toward immigrants from Eritrea and Ethiopia. Both generations expressed stronger behavioral intentions toward Ukrainian immigrants, but Generation Y consistently showed higher levels of support across both groups. These results emphasize the differing mechanisms by which online support translates into real-world prosocial behavior across generational cohorts, driven by moral or personal motivations, and highlight the role of social media in fostering prosocial actions in different age groups.

Keywords: token acts of online support, prosocial behavior, immigrants, generation Y, generation Z, social media

A16 **[14]**

CONNECTED IN CRISIS: THE TRANSFORMATIVE ROLE OF SOCIAL MEDIA IN GLOBAL EMERGENCIES

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ABSTRACT

Social media has transformed global emergency response, enabling real-time communication, crisis coordination, and international solidarity. This study investigates its role in addressing global emergencies, including natural disasters, pandemics, and conflicts, through a qualitative research design supported by the Uses and Gratifications Theory (UGT). The theory underscores how individuals and organizations utilize social media to meet specific needs such as information dissemination, engagement, and resource mobilization during crises. The research integrates online interviews with 30 participants, including emergency responders, affected individuals, and social media strategists from Asia, Europe, and North America, alongside focus group discussions to capture diverse perspectives. Findings reveal significant opportunities—enhanced communication, public engagement, and resource mobilization—as well as challenges like misinformation, digital inequities, and ethical concerns. By combining empirical insights with case studies, the study emphasizes the need for strategic, inclusive, and ethical social media practices to optimize its impact in mitigating global emergencies. It concludes with actionable recommendations for policymakers, humanitarian organizations, and digital platforms, contributing to the discourse on social media as an indispensable tool in global crisis management.

Keywords: global crisis management, digital inclusivity, crisis communication tools, social media misinformation

A17 **[15]**

THE APPROPRIATION OF TIKTOK INTO NEWS PRODUCTION PROCESSES IN SELECTED COMMUNITY RADIO STATION IN SOUTH AFRICA

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ABSTRACT

Digital broadcasting technologies such as the internet, as well as social media tools comprised of TikTok, have rendered up intriguing possibilities for journalists and media presenters to gather and distribute information to the audience at large. This study discusses the ways in which news production is appropriated using TikTok as a social media platform within the community media context. TikTok has the potential in re-configuring the relationship between journalists and their audiences. using MADIBAZ radio and Nkqubela FM in the city of Gqeberha as the case study and qualitative research methodology, consisting of semi-structured interviews with twelve journalists- the study seeks to understand the appropriation of TikTok into news production processes. The data collected through semi-structured interviews was triangulated with data mined using virtual ethnography to understand how community radio station news presenters integrate TikTok in news gathering and distribution. The primary data from the semi-structured interviews and virtual ethnography were analysed using a thematic analysis technique. The findings indicate that journalists who are news readers in the community radio stations integrate TikTok in news presentation or reading rather than in news gathering. Journalists depicted that Facebook, Twitter, and Instagram are the most appropriate platforms to get story ideas and TikTok is good for news reading because allows the interaction between the journalists and their audiences. Finally, TikTok, productively involved a young audience in news production by sharing community stories, photos, videos, and WhatsApp audio voice notes. These finding were premised on technological appropriation and the concept of participatory journalism.

Keywords: social media, tiktok, news production processes, community radio stations

A18 **[16]**

INTERPERSONAL COMMUNICATION BEHAVIOR, GENDERED BASE: GIRLS WITH EARS, BOYS WITH EYES

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ABSTRACT

In the context of male and female communication confirmation bias can influence interactions and perceptions in various ways. Research suggests that men and women may show differences in how they communicate. For example, men are often more aggressive in arguments and debates, whereas women may focus more on supportive and empathetic communication. Confirmation bias can exacerbate these differences by making each side more likely to only listen to and interact with individuals who align with their views. Research shows that confirmation bias on social media can lead to the formation of highly polarized groups. Men and women may engage more frequently in discussions that reinforce their views and reject opposing views, increasing gender polarization in online discussions. Gender differences can impact communication in various ways, and understanding these challenges can help improve interactions between individuals and healthy consumption when engaging in communication through social media. In this case, the author carries out the identification of communication behavior between men and women being analyzed which is explained using the Confirmation Bias communication theory. By using descriptive qualitative methods and collecting data through Focus Group Discussions (FGD) on individuals in early adulthood.

Keywords: gendered communication, confirmation bias, social media, engagement

A19 **[17]**

AN ANALYSIS OF STUDENT RECEPTION AT THE FACULTY OF ISLAMIC STUDIES, UNIVERSITAS ISLAM RIAU, TOWARDS GENDER EQUALITY CONTENT ON THE INSTAGRAM ACCOUNT @MUBADALAH.ID

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ABSTRACT

This research aims to understand how students of the Faculty of Islamic Studies in Pekanbaru interpret gender equality content presented by the Instagram account @mubadalah.id. This account is unique because it presents a religious perspective on the issue of gender equality, but is still pro-equality. Using a qualitative approach with Stuart Hall's reception theory through the dismantling of media messages through three possible positions, namely dominant, negotiation and opposition, this study analyzes how students as recipients of messages decode the content presented. The focus of this research lies in the contradiction between religious values and gender equality that is often debated in Indonesian society, as well as how the @mubadalah.id account tries to bridge these differences. This research is relevant because the issue of gender equality in Indonesia is still complex and often associated with religious and cultural values. By understanding how religious students respond to this content, it is hoped that it can contribute to the development of more effective communication strategies to promote gender equality. The research subjects were determined using purposive sampling technique based on pre-defined criteria. Analysis of preliminary findings reveals an opposite hegemonic tendency. The majority of informants interpret the content from the @mubadalah.id account as conflicting with their existing knowledge. However, the account also opens a new paradigm, suggesting alternative interpretations they must consider.

Keywords: reception, gender, equality, instagram, Mubadallah

B1 **[18]**

LEVERAGING LUDIC FRAMEWORKS FOR PEDAGOGICAL PARADIGM SHIFTS: AN IN-DEPTH ANALYSIS OF MEDIA EDUCATION GAMIFICATION WITHIN THE INDIAN CONTEXT

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ABSTRACT

Gamification, defined as the integration of game-like elements into non-game contexts, has garnered significant attention in media education for its potential to enhance student engagement and learning outcomes. India, with its estimated 30,000 media students across over 1,000 media institutes, presents a fertile ground for exploring the transformative potential of gamification in education. This study investigates the strategic implementation of gamification in Indian media education, considering the country's unique cultural, educational, and technological contexts. Using a sample size of 413 media students, data were collected through structured surveys and focus group discussions to assess the effectiveness of gamified strategies such as point systems, leaderboards, badges, and storytelling in fostering active learning, critical thinking, and collaboration. The findings reveal three key insights: Enhanced Engagement: Gamified elements significantly improved student motivation and participation, especially in traditionally lecture-heavy environments. Skill Development: Integration of storytelling and collaborative challenges enhanced students' creativity, problem-solving skills, and adaptability—key competencies for the dynamic media industry. Digital Inclusivity: Mobile-friendly gamified content demonstrated potential to extend media education access to rural and underserved populations, aligning with India's National Education Policy (NEP) 2020. The research underscores the ability of gamification to transform passive, rote-based learning into immersive, experiential education. It addresses challenges such as low student motivation, resource constraints, and outdated pedagogical models, offering a modernized approach to media literacy. The study concludes with actionable recommendations for educators and policymakers to adopt gamified methodologies thoughtfully, ensuring inclusivity, cultural resonance, and long-term sustainability. Future research should focus on longitudinal studies and the co-creation of localized gamified platforms to fully leverage the benefits of this innovative approach in Indian media education.

Keywords: gamification, media, education, pedagogy, India

B2 **[19]**

PROMOTING INCLUSIVE COMMUNICATION TO OVERCOME BARRIERS FOR UNIVERSITY STUDENTS WITH LEARNING DISABILITIES

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ABSTRACT

University students with learning disabilities (LD) face significant challenges in coping with academic duties. These challenges are often made worse by a wrong or unsufficient communication and stem from multiple systemic and interpersonal barriers. In this work we will highlight the key issues related to these difficulties, which include limited awareness among teachers about LD-specific learning needs, teaching strategies, and legal rights, resulting in a lack of appropriate support. Additionally, universities often suffer from an insufficient number of dedicated tutors, inadequate communication from LD support offices, and ineffective screening processes that fail to identify undiagnosed students with LD. An additional obstacle is the reluctance of LD students to disclose their condition to teachers, driven by fear that teachers might perceive their requests for accommodations as attempts to gain unfair advantages, ultimately leading to less willingness from educators to support these students during exams. To address these issues, universities must adopt an inclusive communication strategy. This involves creating a new culture by improving educators' knowledge about LD, dispelling misconceptions about students seeking unfair advantages, and fostering understanding of LD students' legal rights, such as compensatory and dispensatory measures. Teachers should be trained to create tailored learning materials, adapt lesson plans, and design exams suited to LD students' needs. Legal support measures should also be emphasized to ensure equitable educational experiences. Moreover, educators must accept the necessity of dedicating additional time and effort to support LD students effectively. By embedding inclusive communication at the core of support systems, universities can foster a culture of understanding and equity, enabling LD students to overcome barriers, achieve academic success, and fully engage with their educational experiences.

Keywords: learning disorders, diversity, inclusive communication

B3 **[20]**

ENHANCING DIGITAL MEDIA LITERACY AMONG OMANI STUDENTS: ALIGNING WITH OMAN VISION 2040

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ABSTRACT

This study examines the digital media literacy practices of post-basic education students in Oman, aiming to align with the strategic objectives of Oman Vision 2040. Digital media literacy, encompassing critical analysis, ethical engagement, and content creation, is an essential skill in the digital era. The research investigates students' interaction with digital platforms, their capacity for critical evaluation, and the influence of media on cultural identity. Using a mixed-methods approach, the study integrates quantitative surveys and qualitative interviews to analyze media habits, skill levels, and challenges faced by students. Findings indicate that while basic digital skills are widespread, critical assessment of online content and navigation of digital risks require improvement, as 32% of participants responded. Digital media plays a significant role in reinforcing cultural identity and fostering informed citizenship. However, disparities in access and literacy, especially among students from different socioeconomic backgrounds, persist. The study underscores the need for educational initiatives to integrate digital literacy into curricula, with a focus on critical thinking, ethical media use, and cultural values. Teacher training and enhanced infrastructure are vital for achieving these objectives. These findings contribute to Oman's Vision 2040 by equipping future generations to navigate the global digital landscape while preserving their cultural heritage.

Keywords: digital media, media literacy, post-basic education, Oman vision 2024

B4 **[21]**

HATE SPEECH AND RACISM ON SOCIAL MEDIA IN SOUTH AFRICA

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ABSTRACT

In the past few years, there has been a string of racist rants on social media that show how pervasive the issue of racism remains in South Africa. The racism cases involving estate agent Penny Sparrow and former Western Cape politician Helen Zille are some of the examples that made media headlines. This chapter attempts to make sense of the pervasiveness of racial bigotry as it manifests in social media many years after the supposed abolition of apartheid – described by Derrida (1985) as the supreme form of racism in the world. It constructs an analysis of racism discourse on select social media posts using insights from the cognitive dissonance theory. The chapter notes that while there has been an increasing research focus on racism incidents and their societal and cultural foundation; there has been no or very little attention on examining the root cause from an intra-personal perspective, i.e. the turmoil within the psyche of an individual, especially concerning comments made on social media that enables members of the public to speak without much of the gatekeeping that has characterised mainstream, media. Therefore, looking at the issue from a psychological standpoint through the lens of cognitive dissonance theory, which focuses on the individual's cognition is profitable.

Keywords: apartheid, cognitive dissonance, rainbow nation, social media, hate speech, media populism, racism

B5 [22]

METHODS AT THE MARGINS: METHODOLOGICAL AND FOUNDATIONAL INCLUSION OF AUTISTIC SCHOLARS IN AUTISM INCLUSION-RELATED INQUIRY

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ABSTRACT

While the building blocks of autism inclusion may exist in abstraction, the lingering aspects of ableism and structural oppression create tremendous and ongoing equity gaps. This presentation offer new and nuanced community-led methods, approached from a disability-inclusive and neurodivergent-affirming lens, with a primary emphasis on the absolute necessity of peer review of autistic scholarship by autistic peer reviewers. Using communication and public relations principles, a newly developed roadmap for autistic peer review can be used more pervasively and consistently to center autistic voice in every step of knowledge production. There should not be research about autistic people without autistic people, and the old saying nothing about us without us is entirely correct. Scholarly inclusion requires and demands systematic implementation by institutional structures to make it a reality in spaces yet to be comprehensively considered such as peer review. There are autistic scholars and autistic practitioners who make excellent peer reviewers currently being underutilized. Neurodiversity is about neurodivergent and non-neurodivergent people working together to uplift big ideas with the broadest range of brains working on those ideas. That also means autistic thought needs to be interwoven in every step of autism inclusion scholarship, not just some aspects. Neurodiversity is about being the most inclusive of all aspects of human lived experience (Marble, 2024).

Keywords: communication, disability, methodology, public relations, neurodiversity, inclusion, intersectionality

B6 **[23]**

GAME-BASED LEARNING FOR JOURNALISM EDUCATION AMONG NORTH-WEST UNIVERSITY STUDENTS: A CASE STUDY USING THE EPISODE INTERACTIVE MOBILE APP

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ABSTRACT

As the landscape of journalism evolves, the demand for investigative reporters with critical thinking skills and self-directed learning abilities becomes increasingly imperative. This study aims to explore the effectiveness of game-based learning as an innovative tool for enhancing journalism education through the *Episode Interactive mobile app*, a platform known for its interactive storytelling and user generated content, among 1st to Honours year students, specialising in journalism/broadcasting at the North-West University, Mahikeng Campus. By immersing students in simulated journalistic scenarios through a in app game titled "The Campus Chronicle: The Scoop is In!" on the Episode Interactive app, this research seeks to explore the effectiveness of interactive learning experiences on skill development and critical thinking. The study employs a mixed-methods approach, combining pre-game and post-game questionnaires of with open and close ended questions for qualitative and quantitative data respectively, to gauge the effectiveness of game- based learning on the Episode Interactive app. Quantitative data analysis will evaluate students' performance and knowledge acquisition, while qualitative insights will delve into their perceptions of the learning experience. Anticipated outcomes include heightened engagement, increased self-directed learning, and a stronger grasp of journalism techniques. Findings from this study aim to provide valuable insights for journalism educators seeking innovative ways to equip their students with essential skills required in the rapidly evolving world of journalism. The integration of the Episode Interactive app into journalism modules offers the potential to shape a new generation of proficient and ethically-driven journalists, well-prepared to navigate the challenges of the digital age. Ultimately, this study seeks to contribute to the advancement of journalism education, fostering critical thinkers capable of upholding the highest standards of journalistic integrity in an increasingly complex media landscape.

Keywords: game-based learning, journalism education, students, self-directed learning

B7 [24]

EVALUATING EMERGING TECHNOLOGY PEDAGOGIES AND CHANGE MANAGEMENT IN SOUTH AFRICAN HIGHER EDUCATION: A STUDY ON ICT INTEGRATION AND DIGITAL COMPETENCY DEVELOPMENT

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ABSTRACT

Emerging technologies encompass various domains such as virtual implementation, augmented reality, mobile learning devices, physical computing tools, and technologies that facilitate collaborative learning. This research aims to explore new pedagogies in teaching and learning Information and Communication Technologies (ICTs) and to implement change management models for training in emerging digital technologies. A literature review will be conducted to examine the nature of ICT pedagogies employed globally, and with a particular focus on South African and African universities and a survey amongst university lecturer regarding implementation of digital platforms for teaching and learning. The study will be grounded in change management theory, proposing a well-structured communication system essential for adapting to the ever-evolving landscape of technologies, which in turn impacts the entire teaching and learning ecosystem. The outcomes of the study will be measured to demonstrate the intended results and provide evidence regarding the potential of the teaching and learning system to achieve its expected learning outcomes. The process of assessing outcomes will offer clear guidelines on the effectiveness of change management models that support the implementation of ICT pedagogies for training and emerging digital competencies. The novelty of this study lies in its focus on the efficacy of emerging technologies at North-West University (NWU) and other South African institutions, a topic that has not been previously explored. Recent literature has predominantly addressed the impact of COVID-19 and the transition to online learning formats, leaving a gap in the research on the efficacy of emerging technologies in these settings.

Key words: digital competency, efficacy, pedagogies, collaborative learning and change management

B8 **[25]**

FACTORS IN PROMOTING ACTIVE STUDENT ENGAGEMENT WITH MEDIA EDUCATION IN SUB-SAHARAN AFRICA

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ABSTRACT

Sub-Saharan Africa (SSA) is actively engaging with digital communication, notwithstanding the many disparities that impede the comprehensive realisation of effective media education implementation. The ability to keep abreast with rapidly evolving media environments introduces innovative tools and resources that facilitate more rapid and efficient methods for enhancing educational processes. The imperative for individuals in SSA to attain digital proficiency is crucial for enabling them to adeptly navigate the complexities associated with the creation and consumption of media information amidst ongoing digital advancements. Furthermore, the geographical origins and experiential backgrounds of students, particularly those who live in rural communities, face development opportunities in their levels of digital fluency when compared with their urban peers. This research underlines the critical significance of media education in fostering the development of students in several domains: the cultivation of critical thinking capabilities, the enhancement of media literacy, and the ethical promotion of the use of artificial intelligence. The investigation examined distinctive pedagogical methodologies, including interactive media, aimed at fostering active student engagement. Geographic and cultural factors play a pivotal role in shaping students' interactions with media and the evolution of their perspectives. Media Literacy Theory and Cultural Studies Theory were used as the foundational frameworks for this study. The research employed in-depth interviews and observational techniques to investigate students' interactions within collaborative settings. This study reveals how comprehensive media education initiatives empower individuals to critically evaluate and produce media content, equipping them with the essential competencies required to thrive within a challenging media environment.

Keywords: media education, digital proficiency, media literacy, Sub-Saharan Africa (SSA), pedagogical methodologies

DIGITAL MEDIA LITERACY AS A CATALYST FOR ECONOMIC EMPOWERMENT OF THE YOUTH IN RURAL SOUTH AFRICA

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ABSTRACT

Economic inequality in South Africa severely affects the youth in rural communities like Enseleni, perpetuating poverty and limiting economic participation. Limited access to education, inadequate digital infrastructure, and gender-specific barriers hinder their ability to compete in a digital economy. This study examines whether digital media literacy and technology can mitigate these challenges by equipping the youth with essential economic skills. Specifically, it explores how digital communication skills enhance employability and foster entrepreneurship in a rural setting. The study employs a desktop research methodology, conducting a systematic analysis of academic literature, government reports, policy documents, and case studies on digital education and rural economic development in South Africa. It draws on peer-reviewed journal articles exploring digital inclusion, as well as studies evaluating the impact of digital skills programs. Findings revealed that digital media skills such as managing online platforms, digital content, and virtual business tools help youth overcome geographical limitations and access economic opportunities. E-commerce skills enable them to establish online businesses, freelancing supports remote service delivery, and digital work capabilities allow employment beyond local economies. These skills provide higher earning potential, flexible work structures, and pathways to economic independence, even in stagnant or underdeveloped areas. The study concludes that digital media literacy is a powerful tool for reducing economic disparities and recommends a multifaceted implementation approach. Key recommendations include integrating digital literacy into community outreach programs, ensuring affordable digital devices and internet access, and fostering mentorship networks with industry professionals. Collaboration between policymakers, local organizations, and private stakeholders is essential for sustainability and scalability. These measures have critical policy and practice implications, shaping strategies to reduce economic inequalities and support rural development in South Africa.

Keywords: digital media literacy, economic empowerment, rural communities, young generation, youth, employability

B11 **[27]**

TRANSMEDIA TEENS: EXPLORING CREATIVE DIGITAL PRACTICES AND INFORMAL LEARNING STRATEGIES AMONG EMIRATI ADOLESCENTS IN A CULTURALLY UNIQUE CONTEXT

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ABSTRACT

This study addresses the disconnect between informal transmedia literacy practices and formal educational experiences among Emirati adolescents by exploring how cultural, socioeconomic, and parental factors shape digital engagement. The research was designed to solve the problem of underutilized creative digital competencies in formal education while advancing understanding of adolescent digital practices in a rapidly evolving technological landscape. A mixed-methods approach was employed, combining participatory workshops, digital media diaries, in-depth interviews, netnographic observations, and two quantitative surveys administered to 1.346 students aged 12–18. The findings reveal that while a majority of adolescents acquire advanced technical skills through self-directed learning, only a small fraction effectively integrate these competencies within structured educational settings. Gender and socioeconomic disparities further constrain creative expression, as cultural norms and parental oversight limit opportunities for original content creation and risk-taking. The results underscore the need for culturally responsive pedagogical frameworks that bridge the gap between informal digital engagement and formal curricula. The study contributes to the field by proposing targeted interventions and policy recommendations that align with national visions for digital empowerment, thereby fostering critical thinking, creativity, and equitable access to digital tools.

Keywords: transmedia literacy; digital engagement; informal learning; cultural constraints,educational integration; digital empowerment

B12 **[28]**

"A NEW APPROACH TO GOVERNMENT PUBLIC RELATIONS IN THAILAND: LEVERAGING STAKEHOLDER CO-CREATION FOR EFFECTIVE NATION BRANDING"

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ABSTRACT

Thailand's post-pandemic challenges—such as geopolitical shifts, technological advancements, climate change, an aging society, and financial instability—have created a Never Normal World, requiring a reassessment of the 20-Year National Strategy (2018-2037). In this evolving context, the economy of reputation and intangible assets has emerged as a key driver of economic success, emphasizing trust, credibility, and stakeholder engagement. To navigate these complexities, a new approach to government public relations, rooted in stakeholder co-creation for nation branding, is essential for aligning international public perception with national objectives. International public relations leadership will play a pivotal role in shaping and advancing Thailand's brand, ensuring strategic communication that enhances economic resilience and international credibility. This study employs action research with a qualitative study design, utilizing a stakeholder co-creation approach to conceptualize nation branding as a dynamic and interconnected process. Rather than treating stakeholders as isolated entities, this perspective recognizes their embeddedness within the socio-cultural sphere, which, in turn, operates within the global landscape. By embracing this interconnected worldview, nation branding transforms into a collaborative and adaptive process, fostering deeper engagement, broader participation, and sustainable impact.The research also applies Design Thinking to develop tailored communication strategies for international target audiences, particularly investors, business professionals, entrepreneurs, and high-skilled labor. The findings contribute to the development of meaningful and innovative branding experiences, ensuring that relevant agencies align their efforts with the National Foreign Public Relations Action Plan (2024-2027). This strategic alignment enhances Thailand's nation branding efforts, unifies its international communication strategy, and strengthens its international image, credibility, and reputation, ultimately reinforcing Thailand's brand positioning.

Keywords: government public relations, stakeholder relationship, design thinking, co-creation of meaning, nation branding

B13 [29]

BRIDGING THE DIGITAL DIVIDE AMONG CIVIL SERVANTS USING WEBINAR: A CASE STUDY OF WEBINAR ASN BELAJAR BY EAST JAVA REGION GOVERNMENT

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ABSTRACT

The digital divide remains a significant challenge for ASN (civil servants, in Bahasa Indonesia abbreviation of Aparatur Sipil Negara), particularly in East Java region. To address this issue, the East Java government initiated the "Webinar ASN Belajar" program, aimed at enhancing digital literacy among civil servants. Thus, this paper discusses the Government's strategy to develop the webinar by the East Java Human Resources Development Agency (BPSDM – abbreviation of Badan Pengembangan Sumber Daya Manusia). Using the Adaptive Structuration Theory approach in digital literacy framework, this study examines how the webinar functions as a digital literacy medium to bridge the digital divide among civil servants. The research was conducted through in-depth interviews with representatives from East Java Region BPSDM to explore the program's development, implementation, and impact. The findings reveal that the webinar improves civil servants digital skills, fosters collaboration, and integrates new digital norms into workplace culture. However, challenges such as limited internet access in remote areas and varying levels of digital literacy among regional civil servants in East Java pose significant barriers. The study's implications provide a framework for replicating similar programs in other regions and offer practical guidelines to optimize civil servants capacity development, supporting an inclusive and sustainable digital transformation in the public sector.

Keywords: digital divide, civil servants, digital literacy, webinar ASN Belajar, digital transformation

C1 [30]

SOCIAL MEDIA IMPACT ON YOUTH CULTURAL IDENTITY: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

In the digital age, social media plays a pivotal role in shaping cultural identity, particularly among youth who navigate complex intersections of globalisation, cultural expression, and personal identity in online spaces. However, while social media provides a platform for identity formation, it also presents challenges, including negative behaviours and cultural misrepresentation. This systematic review investigates the impact of social media on youth cultural identity, the associated factors, and the surrounding issues. Articles from two high-quality academic databases, Scopus and Web of Science, were systematically analysed following the Preferred Reporting Items for Systematic Review and Meta-Analysis, to identify recurring themes and trends. Criteria for exclusion and inclusion were set to ensure only primary research articles written in English were included in the review. Of all 27 studies were screened, only 11 of them were eligible for qualitative synthesis. Findings reveal that social media affects youth cultural identity in various ways, from strengthening self-concept and cultural resilience to introducing challenges related to identity confusion and social comparison. Factors such as social media usage, social media environment, demographic characteristics, and subcultural exploration emerged as influential in identity formation, with social media usage as the most frequently discussed factor. Additionally, the review identified key issues surrounding youth cultural identity on social media, namely negative social behaviour, hybridisation, lifestyle and gender. This review suggests the need for digital literacy programs targeting youth, aiming to build resilience against negative social media influences while promoting healthy identity development.

Keywords: social media; youth; cultural identity; social media impact; systematic literature review

C2 **[31]**

ACADEMIC ADAPTATION CHALLENGS AND STRATEGIES OF CHINESE UNDERGRADUATES IN MALAYSIA

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ABSTRACT

The number of international students in Malaysia has experienced significant growth in recent years due to the globalisation of higher education. Since 2019, China has consistently held the top position as the leading country of origin for students studying in Malaysia. However, Chinese students studying abroad also encounter challenges in adapting academically to their host country. Individuals' ability to effectively deal with and adapt to these problems will ultimately influence their success in cross-cultural adaptation. The paper aims to analyse the issues and challenges encountered by Chinese undergraduates in the cross-cultural academic adaptation process in Malaysia. The research utilized qualitative methodologies, conducting eight focus group talks with 40 Chinese undergraduates from four public and four private universities in Malaysia, and interviewing six international officials from these institutions. The data was analysed using thematic analysis. The study revealed that Chinese undergraduates encountered a range of academic challenges while studying in Malaysia, such as language barriers, culture shock, adjusting to different work methods, time management issues, diverse pedagogical approaches, and academic collaboration challenges.There are distinctions between Chinese undergraduates in public and private institutions. Additionally, this study suggests several coping strategies from multiple viewpoints, including technological support, self-support, peer support, university support, etc. We expect the study's findings to provide effective strategies that address the difficulties and obstacles Chinese undergraduates face in adapting to their studies in Malaysia. Additionally, it can facilitate a deeper understanding among higher education institutions and university administrators in Malaysia, enabling them to provide more effective institutional assistance and academic support to international students.

Keywords: challenges, coping strategies, academic adaptation, Chinese undergraduates, Malaysia scenario

C3 [32]

CONTENT ANALYSIS OF WOKE AGENDA IN NETFLIX ORIGINAL SERIES

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ABSTRACT

A content analysis of selected Netflix original series (N = 3) based on years or releases that was undertaken to examine the social construction of ‘‘Woke” agenda. The term “woke” first introduced in the United States of America (USA) to represent the social identities first started as social justice for black race, which has grown in the 2010s as the social justice for gender equality LGBTQ+ movements. Mass media plays a powerful role in ‘constructing’ society in this digital era—with movies and television shows can now be viewed through online platforms like Netflix. The contents in Netflix have their own agenda that cultivates the mind of the heavy viewers, to construct their perception of reality where the woke movement ‘intended to’ be normalized. The objective of this study is to see the woke agenda in the form of various portrayals of LGBTQ+ inserted in the selected Netflix original series using Content Analysis quantitative method, to calculate and count how many episodes, time (minutes), and what kind of woke LGTBTQ+ portrayals, where the conclusion leads to over 20 minutes with a range from 5 to 19 episodes each series. The discussion is to better understand the role of modern mass media such as Netflix, in constructing the reality of the world through their content.

Keywords: woke, netflix, social construction of reality

C4 [33]

CONTEMPORARY CULTURAL STORYTELLING: EXPLORING INTERSECTIONAL AND SYNESTHETIC APPROACH TO GLOBAL AESTHETICS IN SANJAY LEELA BHANSALI'S GLOBAL HIT NETFLIX SERIES, "HEERAMANDI: THE DIAMOND BAZAAR"

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ABSTRACT

In an increasingly globalized world, storytelling has evolved as a dynamic medium for exploring and negotiating cultural identities. Contemporary storytelling, particularly in the context of global platforms like Netflix, offers a rich canvas for exploring complex cultural narratives. Sanjay Leela Bhansali's *Heeramandi: The Diamond Bazaar* exemplifies the intersection of tradition and modernity, artfully blending intersectional identities with synesthetic design and aesthetics to craft a globally resonant yet deeply Indian narrative. This research aims to uncover how Heeramand navigates the delicate balance between cultural authenticity, artistic expression, and the socio-political realities of religious minorities in India, both locally and in the global media landscape. Employing a multidisciplinary theoretical framework of drawing on Postcolonial Theory, Representation Theory, and Intersectionality, the study delves into how identity, power, and marginality intersect within the series to construct layered narratives. Additionally, the study employs Synesthetic Theory in Design and Roland Barthes' Semiotics to decipher the literal and symbolic meanings embedded in the series' costume design, architecture, and other visual elements, revealing cultural frames woven with layered codes. Samples of key narrative sequences, production designs, and character arcs from the series' eight episodes will be selected for analysis. This approach underscores its significance as a cultural artifact, showcasing its power to challenge norms, evoke emotions, and inspire conversations about identity, art, and society. This study presents *Heeramandi* as a masterful cultural fusion of traditional Indian storytelling and global aesthetics. The series' ability to weave global aesthetics with deeply rooted narratives, positions it as a transformative work, reshaping contemporary Indian cultural storytelling on the global stage. This research contributes to broader academic conversations on identity, art, and globalization, highlighting *Heeramandi's* role in redefining storytelling techniques to captivate diverse audiences.

Keywords: minorities narratives, synesthetic design, global aesthetics, cultural fusion, contemporary storytelling

C5 [34]

OPPORTUNITIES AND CHALLENGES FOR DIGITAL MEDIA IN DEVELOPING THE FIRST WOMEN'S FOOTBALL CHANNEL IN INDONESIA: A CASE STUDY OF KUMPARANBOLANITA

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ABSTRACT

The global growth of women's football has driven various mass media to follow its trends and rising popularity. kumparan, Indonesia's leading digital news media platform, responded to this trend by launching kumparanBOLANITA in 2023, the nation's first digital media channel exclusively dedicated to women's football. Established as a Corporate social responsibility (CSR) initiative, kumparanBOLANITA aims to promote inclusivity in a sport traditionally dominated by men. This study explores the opportunities and challenges kumparanBOLANITA faces in developing its platform, employing a qualitative approach and case study method. Data collection involved interviews, data analysis, and observations, including an interview with the editor responsible for daily content operations. The findings highlight how kumparanBOLANITA has increased public awareness of women's football through grassroots participation and growing interest in national team coverage. However, challenges persist, such as limited news sources due to the lack of regular competition, societal stigma, and risks of content objectification. By aligning with global trends and implementing strategies like mediamorphosis and audience engagement, kumparanBOLANITA showcases how digital media can foster inclusivity and strengthen the ecosystem of women's football in Indonesia.

Keywords: digital media, Kumparan, Kumparanbolanita, sports journalism, women's football

C6 [35]

FACTORS INFLUENCING CROSS-CULTURAL ADAPTATION OF CHINESE POSTGRADUATE STUDENTS IN MALAYSIA

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ABSTRACT

Malaysia has increasingly become a favoured destination for international students, especially those from China. According to Education Malaysia Global Services (EMGS), there has been a remarkable surge in the number of Chinese applicants in recent years, with postgraduate students representing about half of the total. As these newcomers enter a new environment, they inevitably encounter the challenges of adapting to the Malaysian culture and academic system. This process might be arduous for postgraduate students, who face more rigorous academic demands. Despite the growing number of international students, there remains a significant gap in the research literature focusing specifically on this group. Thus, by using Young Yun Kim's cross-cultural adaptation theory, this study aimed to probe the factors affecting Chinese postgraduate students' cross-cultural adaptation across three dimensions: sociocultural, psychological and academic adaptations. A qualitative research method was employed, and twenty Chinese postgraduate students from five Malaysian public universities were recruited through a snowballing technique to participate in semi-structured interviews regarding their experiences. The cohort comprises ten females and ten males; fourteen are PhD candidates, while six are master's students. Adopting thematic analysis, the research findings revealed six factors affecting socio-cultural adaptation: language, adaptation motivation, social communication, environment, different cultures, technology usage and pandemic. Additionally, five factors were identified to influence academic adaptation: English proficiency, pedagogical differences, supervisor-supervisee relationship, academic support, and technology tools. Lastly, four factors impact psychological adaptation: academic pressure, supervisor-supervisee relationship, emotional support and positive social experiences. The research findings assisted both Chinese postgraduate students and Malaysian institutions in addressing cross-cultural adaptation challenges, hence promoting their lives and academic pursuits in Malaysia.

Keywords: factors, Chinese postgraduate students, cross-cultural adaptation, Malaysian public universities

SOCIAL MEDIA NARRATIVES OF VIOLENCE EXPERIENCED BY NON-GAY IDENTIFYING ZULU MEN WHO HAVE SEX WITH OTHER MEN

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ABSTRACT

Legacies of colonization permeate all spheres of reality, solidifying Western ways of being into universal truths including the binary conceptualisation of gender and sexuality while overlooking Indigenous communities' often fluid understandings. Men who have sex with other men (MSM) but do not self-identify as gay are a hidden population whose sexual subjectivities are erased/invalidated, and their concerns are underrepresented in research, advocacy and discourse on Sexual Orientation, Gender Identity and Expression (SOGIE) because they transgress normative assumptions of human sexuality being stable and neatly categorizable as either hetero- or homosexual. Historical accounts suggest men in Southern Africa, inclusive of men in the Zulu nation, would engage in same-sexed sexual practices while simultaneously fulfilling heteronormative cultural requirements. Contrarily, prominent Zulu leaders publicly declare that homosexual behaviour is incompatible with being Zulu, even inciting violence and intolerance. Moreover, violent narratives are perpetuated on social media, despite South Africa's constitutional protection of all its citizens against discrimination. This qualitative study explores narratives of non-gay identifying Zulu MSM (NGI Zulu MSM) and their experiences of violence on social media. Social media has a growing importance on sexual identity construction and expression amongst MSM with each subsequent generation while influencing public attitudes. Hence, I am conducting social media analysis using the social media scraping technique as a method of collecting publicly available social media posts, comments, and reactions from South Africa that engage with NGI Zulu MSM's experiences of violence in Townships. Narratives are derived from the data and analyzed using a decolonial intersectional narrative analysis to examine the intersectionality of power, identity and colonial histories in which stories are embedded. Data collection is currently ongoing, and preliminary findings will be shared during the conference, although based on the analytic framework I anticipate that the analysis of narratives will reveal how NGI Zulu MSM experiences of violence manifest at the nexus of being black and Zulu, living in a township and hegemonic masculine norms. This study contributes towards a decolonial queering of our understanding of human sexuality through centring indigenous and local ways of being and knowing. Therefore, highlighting the way violence on social media is racialized, gendered and sexualized while inviting us to include social media in social change interventions.

Keywords: zulu; non-gay identifying men who have sex with other men (NGI MSM); social media, narratives

C8 [37]

REPRESENTATION OF JAVANESE WOMEN IN INDONESIAN FILMS: SEMIOTIC ANALYSIS IN THE FILM "BUDI PEKERTI"

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ABSTRACT

This study examines the representation of Javanese women in Indonesian films through a semiotic analysis of Bu Prani, a character in the film Budi Pekerti (2023). Employing mise-en-scène elements—such as costumes, movements, and dialogues—as primary data, this research investigates how modern Javanese women are portrayed, emphasizing their dual roles in public and domestic spheres. Using Roland Barthes' semiotic theory, the study analyzes visual elements, dialogues, and narrative structures across three levels of meaning: denotation, connotation, and myth. The findings reveal that while traditional values continue to shape expectations of Javanese women, particularly concerning appearance and behavior, modernity introduces new challenges in the digital era. These include balancing cultural preservation with contemporary demands for independence and professional engagement. The study concludes that modern Javanese women navigate a complex interplay between traditional values and modern expectations, reshaping their identities in response to societal changes. By focusing on a specific case study, this research highlights the nuanced ways in which cultural and gender identities are negotiated in contemporary Indonesian cinema, offering insights into the broader implications for gender representation in Southeast Asian media.

Keywords: representation, feminism, Budi Pekerti film, semiotics

C9 [38]

TV TALK SHOWS AS AN EFFECTIVE PLATFORM FOR YOUTH ENGAGEMENT: A CASE STUDY OF DAILY THETHA

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ABSTRACT

With the rapid growth of digital media and changing patterns of youth media consumption, television (TV) talk shows continue to serve as an influential medium for shaping public discourse, particularly among younger generations. As youth across the globe are faced with many various challenges, the media, through different TV programmes, have been providing the youth with a platform to engage on their challenges, raise their voices, and come up with possible solutions to the various challenges they are faced with. Through the case study of Daily Thetha, this study identifies key factors that make these programmes appealing to youth. Therefore, this empirical study explores the significance of TV talk shows as an effective platform for youth engagement, examining how these programmes set their agenda to influence the attitudes, behaviors, and social participation of young audiences. This study follows a qualitative research approach, adopting the purposive sampling technique. The study interviewed one producer and researcher, and two presenters of Daily Thetha, with questionnaires used on 61 youth participants up to data saturation. The study found that apart from Daily Thetha only providing youth with a platform to engage, youth are also gaining more knowledge on the issues they are faced with and possible solutions are presented during the engagement. The study also found that Daily Thetha informs and educates the society at large. Furthermore, the study reveals how youth participation in live audience shows, social media interactions, and the broader conversation surrounding these programmes contribute to their effectiveness as a tool for engagement. Therefore, based on the findings of the study, TV talk shows are effective and a powerful and relevant platform for youth engagement.

Keywords: youth engagement, youth, TV, talk shows, daily thetha

BREAKING STEREOTYPES OR REINFORCING BIASES? A CONTENT ANALYSIS OF WOMEN'S PORTRAYAL IN VIDEO GAMES

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ABSTRACT

The video gaming industry, historically dominated by masculine narratives, has perpetuated gender biases through its depiction of women as sexual objects, accessories to male protagonists, or limited participants in gaming storylines. This study employs qualitative content analysis to examine the evolution of female representation in video games. Units of analysis encompass themes such as "sex object","colorism","women fighter players", "war games," etc. to investigate shifts in gaming narratives.The analysis begins with early portrayals of women, such as the "damsel in distress" trope, where female characters, like Princess Peach, were relegated to passive roles. It traces their transition into active player roles, with protagonists such as Samus Aran (Metroid) and Lara Croft (Tomb Raider), noting how these characters, though empowered, remained subject to male-defined aesthetics and objectification. Games such as PUBG represent a partial break from these stereotypes by introducing strong, gender-equitable female avatars. However, such progress is tempered by persistent colorism and adherence to Eurocentric beauty standards.Key findings reveal a consistent lag in the equitable and nuanced representation of women in video games. While incremental progress challenges traditional gender hierarchies, these portrayals still largely align with stereotypical constructs. The study underscores how sociocultural paradigms shape gaming narratives, reflecting broader systemic gender inequities.This research contributes to academic discussions on gender in media, highlighting the intersection of cultural norms and digital entertainment. It advocates for equitable representation and diversity in gaming, positioning the medium as a potential catalyst for dismantling societal biases.

Keywords: women, video games, representation, stereotype, PubG

C11 **[40]**

THE SIGNIFICANCE OF XK RADIO IN STRENGTHENING THE !XUN AND KHWE LANGUAGES OF THE SAN COMMUNITIES

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ABSTRACT

Apart from the history of oppression that Indigenous people all over the world share, there are other aspects regarding the lives of these communities that have not been given enough scholarly attention. These include their languages, indigenous means of communication, cultural practices, indigenous land rights and their daily existence. Questions around how they live and some of the struggles they encounter such as forced removal and lack of accommodation/ recognition of their way of life are yet to be fully explored. As a result, their culture and languages are increasingly under threat. To address this threat, there is a need to intensify efforts to use indigenous languages and cultures effectively as a way of preserving them. Therefore, this paper explores the efficacy of a local community radio station based in the Northern Cape, South Africa in promoting the two San languages. This radio station is seen as a crucial platform since the mainstream media have shown little interest in indigenous languages due to biases towards the urban elite. The study is undergirded by Multilingual and Multicultural Positioning Theory (MMP) which provides a framework for purposeful and meaningful language usage in contexts where certain languages dominate due to their accrued lingua franca status over the years. The paper concludes that deliberate efforts are necessary to create space for minoritised languages to be used effectively to prevent them from becoming extinct. Such efforts are crucial because indigenous languages worldwide are increasingly becoming extinct.

Keywords: XK-FM, Xun, Khwe, San, multilingual and multicultural positioning theory, endangered languages

C12 [41]

EMPOWERING GENDER PARITY: AXING INEQUALITY

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ABSTRACT

There is no denying that gender representation in the media plays a vital role in producing sociocultural pressures. Secondary data statistics shows that 24% of 174 global top editors are women. The data of top leadership shows that how journalism is practiced. This form of inequality can buttress misunderstandings, imbalances, and perceived differences both within the profession and outside. As per the Beijing Declaration and Platform for Action, Women and the Media was one of 12 areas that called for action on gender equality. Ironically, women form only 10% of news stories, comprise 20% in expert role and a mere 4% of news stories that defy gender stereotypes. Studies show that men are more likely to be quoted than women. The statement of the problem is that despite increase in women's participation in the media, global passage towards gender equality is slow. The study's objectives are to investigate factors that encourage gender equality and to probe consequences that lack of gender parity may have for socio-cultural milieu. Online secondary data has been used to analyze the study. One result reveals that women need to be integrated in multiple measures of gender and media. The second finding shows that conditions should be created to advance gender equality for a better socio-cultural milieu. In conclusion it can be said society needs to work collaboratively to encourage women participation in media.

Keywords: gender representation, top editors, Beijing declaration, gender equality

C13 [42]

UCIFEST 15 AS ONE OF THE FILM EXHIBITION PLATFORMS AND AS A PROFESSIONAL NETWORKING OPPORTUNITY IN THE INTERNATIONAL FILM INSDUTRY FOR INDEPENDENT AMATEUR FILMMAKERS STUDENT

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ABSTRACT

UCIFEST 15 is a film festival organized by students of the Film Department at University Multimedia Nusantara, serving as a platform for amateur filmmakers to showcase their work. The festival managed to attract attention with a total of 334 films registered from 5 countries, covering various categories such as International Fiction, Animation, and Documentary. The festival has unique characteristics that set it apart from other screening platforms, with a focus on social and cultural interaction. UCIFEST 15 also organizes poster exhibitions, discussions with selected filmmakers, and interactions with professional Indonesian filmmakers. UCIFEST 15, there were workshops that provided in-depth insights into film techniques. As a film exhibition, UCIFEST provides hard-to-reach access for amateur filmmakers, students, and college students to present their work on an international scale. In an era of globalization and rapid technological development, the festival also serves as an international networking platform, allowing participants to connect with filmmakers and professionals from various countries. The research method employed is qualitative, with a descriptive approach, which examines the structure and impact of UCIFEST 15 through various programs, screenings, and interactions between filmmakers and audiences.The results indicated that UCIFEST 15 effectively facilitated the exchange of creativity, provided students with the opportunity to apply their knowledge in a real context, and enriched global cinematic understanding. Consequently, it is anticipated that UCIFEST 15 will continue to expand and exert a positive influence on the Indonesian film community and on an international scale. Moreover, it is expected to promote the growth of the independent film industry by showcasing a variety of innovative works.

Keywords: UCIFEST 15, international film festival, student filmmaker, independent filmmaker, international communication,

C14 **[43]**

REDEFINING IDENTITY: DISABILITY AND GENDER IN POST-NEW ORDER INDONESIAN CINEMA

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ABSTRACT

This study explores the representation of disability and gender in contemporary Indonesian cinema, focusing on the post-New Order era, which witnessed political shifts toward democratization greater freedom of expression, and significant advancements in digital technology. This period also saw an increasing female filmmaker participation which led film production process becoming less male-dominated, and the range of social issues addressed in films has expanded. In particular, themes related to gender identity and other marginalized identities, such as disability, have become more prominent. Employing theories related to representation, identity, and intersectionality, this study conducts a quantitative content analysis of 47 accessible films out of the 107 Indonesian films with disability and gender themes. These films were produced and distributed between 2004 and 2024. By critically examining the portrayal of disabled characters about both feminine and masculine traits, this research will explore how gender and disability identities are being redefined, challenging stereotypical portrayals and offering new perspectives on social inclusion. Ultimately, as the representation of marginalized identities in cinema remains underexplored, this study seeks to fill in a significant gap in the Indonesian and global context which offers valuable contributions to studies on the intersectionality of disability in contemporary media.

Keywords: gender, disability, identity, representation, cinema, Indonesia.

D1 **[44]**

PERCEPTIONS OF RESPONSIBILITY: JOURNALISTS IN THE UAE VIEWS ON AI INTEGRATION IN MEDIA

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ABSTRACT

This study aims to investigate how journalists in the UAE perceive the role of artificial intelligence (AI) in media, particularly focusing on issues of responsibility, ethics, and accountability. The research explores journalists' understanding of AI's role in news production, its potential to shape journalistic practices, and how responsibility for AI-driven content is distributed within media organizations. The study aims to answer the following questions: How do UAE journalists perceive the responsibilities associated with AI integration in media, and what are their views on the ethical and professional implications of AI-driven journalism? As AI technologies become increasingly prevalent in global media landscapes, the UAE media industry faces unique challenges due to rapid digital transformation and its strategic ambition to position itself as a leader in AI innovation. This study is important because it will contribute to understanding journalists' perceptions and concerns about AI, addressing potential ethical, professional, and organizational impacts. The insights gained could inform AI policy and guidelines that align with the values and priorities of UAE media professionals, fostering responsible AI use in journalism.A qualitative approach will be employed, using semi-structured interviews with journalists and editors from leading UAE media organizations. Thematic analysis will be used to interpret the data, focusing on key themes around responsibility, ethics, accountability, and the implications of AI-driven content. A purposive sampling method will select participants with diverse roles and experiences to capture a wide range of perspectives.The findings are expected to provide recommendations for UAE media organizations to address these concerns, establishing frameworks for responsible AI use that align with journalistic values and public trust.

Keywords**:** artificial intelligence, journalism, UAE media, responsibility, and AI ethics

D2 **[45]**

UNETHICAL MEDIA PRACTICES OF MOCHA USON AND DREW OLIVAR IN THE SHOW *"TAMBAYANG MOCHA AT DREW"*

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ABSTRACT

This study is stimulated by the Facebook Live video of blogger Drew Olivar in September 2018 when he mocked the sign language while former Communications Assistant Secretary Margaux "Mocha" Uson was just watching and laughing at Olivar's actions. This incident happened moments before the airing of their radio show on DWIZ 882, *Tambalang Mocha at Drew.* It is a commentary show aired over DWIZ from Monday to Friday at 12nn until 2019. The hosts of the show are avid supporters of President Rodrigo Duterte and were labeled by some as fake news and disinformation peddlers. DWIZ, the flagship AM radio station of Aliw Broadcasting Corporation, is a member of the Kapisanan ng mga Brodkaster ng Pilipinas (KBP). This research aimed to identify the violations that Uson and Olivar committed in the KBP Broadcast Code of Ethics 2007 (as amended 2011). The study used a qualitative method, primarily document analysis. It covered 4 shows in September 2018. The transcribed radio show was used to determine the violations that the broadcasters committed. Most of the violations made by the hosts fall under Article 2 (Analysis and Commentaries), Article 4 (Personal Attacks), Article 9 (Public Complaints and Grievances), Article 27 (On Air Language), and Article 30 (Accreditation). With these results, the researcher found out that even though KBP upholds the highest standards in ethical broadcasting in the Philippines, it still lacks monitoring of the implementation of its policies, especially its Code of Ethics.

Keywords: unethical, media practices, Mocha and Drew, KBP code of ethics

D3 **[46]**

COMMUNICATION ETHICS OF CHRISTIAN KOMAL LIVE TIKTOK FOR INTERFAITH DIALOGUE IN THE PERSPECTIVE OF CALVIN'S SOCIAL ETHIC

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ABSTRACT

The phenomenon of interfaith dialogue through social media, particularly TikTok, has rapidly developed, transforming how individuals from various religious backgrounds interact. TikTok's live streaming feature facilitates direct communication, enabling the convergence of diverse religious perspectives; however, this often leads to violations of communication ethics, such as ad hominem arguments and claims of absolute truth. This study explores the ethical violations in interfaith dialogue on TikTok, analyzing it through the lens of John Calvin's social ethics. Calvin emphasizes the importance of purity, respect for human dignity, and moral responsibility in communication, all of which focus on the integrity of discourse as a form of devotion to truth and mutual honor. In the context of communication, Calvin teaches that speech should be undertaken with sincere intent, avoiding slander, and maintaining a balance between freedom of speech and moral responsibility. Based on this perspective, the study identifies several ethical violations in religious interactions on TikTok, where these values are often disregarded. The research adopts a qualitative approach, utilizing observation and in-depth interviews to analyze communication behavior within interfaith dialogue. The findings indicate that interfaith dialogue on TikTok frequently violates Calvin's ethical principles, resulting in communication spaces marked by hate speech, polarization, and the denigration of others' beliefs. Furthermore, many participants in the dialogue become trapped in claims of absolute truth and focus on personal attacks rather than fostering constructive understanding. This study advocates for applying more profound communication ethics to create an inclusive, responsible, and dignified dialogue space.

Keywords: communication ethics, interfaith dialogue, tik tok, John Calvin's social ethics, religious pluralism

E1 **[47]**

INTEGRATING COLLABORATIVE VIDEO CREATION TECHNOLGY TO ENHANCE VIRTUAL EXCHANGE AND INTERCULTURAL LEARNING

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ABSTRACT

Virtual exchange or COIL (Collaborative Online Learning) broadly refers to course design that engages students in online pedagogy with partnering institutions. VE and COIL are transformative forces in education, allowing diverse students in outlying regions or low-income communities to experience an international exchange. According to estimates, fewer than 10 percent of U.S. students can afford to study abroad; therefore, virtual exchanges help level the playing field. However, access to technology limits VE experiences, particularly those examined in this case study which involved a film and journalism course exchange between students in the U.S., and Barranquilla, Colombia. It is one thing to study theory or collaborate on papers in a virtual learning environment, but it is quite another to truly engage and collaborate on video projects across continents in a virtual space. This study aims to resolve issues around technology selection, integration and access (by way of course design) including equitable facilitation in online learning platforms, high-quality video technology, and real-time collaborative tools in student video production. Qualitative methods were used, first in the U.S.-Colombia analysis examining student and faculty interviews and evaluations from back-to-back virtual exchanges, and secondly, in an ongoing pilot of a cutting-edge video collaboration platform (Frame.io) in journalism courses in Syracuse, N.Y. Qualitative and quantitative data on the platform's impact on engagement, learning outcomes, data usage and cost will add to the relevancy of this study. Recommendations include pre-selecting students for VE experiences based on interest and comfort with complex technology, timely feedback, simplified module design, equitable access to learning platforms, and robust training partnerships to mitigate problems and to improve future international collaborations.

Keywords: virtual exchange, COIL, instructional technology, video technology, teaching and learning, journalism

RIDING THE HALLYU WAVE: A SECONDARY DATA ANALYSIS OF THE RISE OF KOREAN TV DRAMAS ON NETFLIX IN SOUTH AFRICA (2020-2024)

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ABSTRACT

The Hallyu wave, or the global rise in popularity of South Korean culture, encompasses various forms of entertainment, including music, television dramas, and film. This phenomenon has recently seen significant growth in South Africa, where viewers are increasingly consuming K-dramas on platforms like Netflix and engaging with Korean culture. This research explores the increasing popularity of Korean TV dramas (K-dramas) on Netflix in South Africa, including the factors driving this cultural phenomenon. A review of existing literature through secondary data analysis identified several key contributors to the rise of K-dramas in the region, including the diversity and originality of storylines, high production values, and the global such as Netflix, offers a wide selection of subtitled and English dubbed K-dramas, which has been instrumental in making these shows available to a broader South African audience. The Media Dependency Theory and Uses and Gratifications Theory were used to conceptualize the study, framing audience engagement with K-dramas through both the dependency on digital media platforms and the personal gratification derived from the unique narratives and cultural insights offered by Korean content. The research found that K-dramas in South Africa serve as more than entertainment; they provide a platform that fosters education, cultural exchange, gender equality, economic growth, and reduced inequalities. Social media also plays a pivotal role among fan communities, enhancing the appeal of K-dramas, particularly among younger, streaming-active viewers. South African audiences are drawn to the compelling and unique narratives of K-dramas, which often incorporate romance, suspense, fantasy, and historical themes, offering a distinct alternative to local and Western media. The study concludes that South African audiences are drawn to K-dramas for their unique and diverse narratives, which often differ from local content by incorporating romance, suspense, fantasy, and historical themes. This variety makes K-dramas an appealing alternative to local and Western media, reflecting a broader global trend of cross-cultural exchange facilitated by platforms like Netflix. The continued growth of K-dramas in South Africa suggests potential for these cultural products to support sustainable and inclusive development.

Keywords: Korean tv dramas (K-dramas), netflix, diversity, global trend, cross-cultural exchange

THE IMPACT OF DECLINE OF TRUST IN NEWS AMONG STUDENTS AND EARLY-CAREER JOURNALISTS IN INDIA

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ABSTRACT

Public trust is fundamental to the survival of journalism in its self-prescribed form, and an important contemporary effort among both scholars and practitioners lies in building back trust. Given the current functions, forms, aesthetics, techniques, and structures of journalism, it is important to first take stock of motivations among current and prospective practitioners. One element of the current existential crisis journalism faces is an increased reluctance and a decline in interest among students to enter the field. Barbie Zelizer's "metaphors of journalism" provide helpful contours of the ways in which journalistic practices are understood by scholars and practitioners; however, the impending crisis has loomed over the profession for decades, beset by lack of transparent processes and an inability to convincingly explain such key methods as agenda setting and gatekeeping. Moreover, to arrive at a more realistic resolution, expectations from sociologists and scholars such as autonomy and service orientation must be juxtaposed with professional expectations such as economics and news-organizational imperatives. Using the metaphors of journalistic understanding and practice, the paper seeks to understand the crisis better from both early-career journalists and students of media and communication. Specifically, 30 semi-structured interviews are conducted, and reveal the motivations for early-career journalists to switch to other jobs in similar or different domains, and decline in interest among students of media and communication. Interviewees are professionals and students from India, where the current political climate and economics are seen as contributing factors. The geographic bracketing allows future scholars to conduct similar tests using qualitative, quantitative, ethnographic, or other methods in various geographic and media- or platform-specific contexts in which several of these factors may vary.

Keywords: India, decline of trust, journalism careers

E4 **[50]**

NEWS CONSUMPTION BEHAVIOUR AND TRUST IN NEWS QUALITY ON SOCIAL MEDIA PLATFORMS OF NEWS ORGANIZATION IN THAILLAND

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ABSTRACT

This research aimed to examine the demographic characteristics, news consumption behaviors, trust in news quality on social media, and news consumption trends among the general population in Thailand. The study also explored generational differences in news consumption behaviors and trust in news quality, as well as the relationship between trust in news quality and news consumption trends. A quantitative survey method was employed, with a sample size of 479 individuals aged 18 and above residing in Thailand who consume news through various channels. The findings revealed that news consumers on social media tend to select news that aligns with their interests and needs. Concise news formats, such as infographics and short video clips, effectively capture attention and promote news consumption. Generational differences in news consumption behaviors were evident. Baby Boomers and Gen X prioritized credible news with in-depth information, while Gen Y and Gen Z were more interested in news that promoted social change and had emotional connections. Gen Z, in particular, emphasized sharing news and interacting with content on social media. In terms of trust in news quality, all generations valued news with reliable references, neutrality, objectivity, and respect for privacy. These factors were crucial in building trust in news quality. Additionally, a positive correlation was found between trust in news quality and news consumption behavior. Transparent, accurate, and engaging news content enhanced trust and increased the likelihood of individuals consuming and engaging with news from news organizations on social media. The results of this study can be utilized to develop communication strategies that cater to the needs of digital consumers and promote high-quality, credible news that meets the expectations of different generations

Keywords: news consumption, news quality, journalism, news credibility

E5 **[51]**

FRAMING OF CHINA COUNTRY IMAGE IN COVID-19 PERIOD: A COMPARATIVEANALYSIS OF SIN CHEW DAILY AND PEOPLE'S DAILY

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ABSTRACT

This study aims to explore how Sin Chew Daily and People's Daily reported on China during the COVID-19 outbreak (2020-2022). China caught the coronavirus early, which attracts considerable attention at home and abroad. News frames is a significant instrument for shaping country image. Based on the five generic frames (Semetko &Valkenburg, 2000), the study identifies the news frames used by each newspaper in coverage on China. The study present news frames used in media coverage from four apects of country image, which are politics, economy, society (He et al. 2012) and health. Through analysis of 133 news articles, the findings reveal that both newspapers predominantly use the conflict frame for political news about China, after which responsibility frame. For the social news about China, the human-interest frame was used most frequently, which is more than half of news in both the two media. For the economy news on China, People's Daily only uesed two news frames of economic consequences and conflict frame, while Sin Chew Daily used the economic consequences, human interest frame and conflict frame in equal frequency. For health related news about China (specifically COVID-19), some specific issue frames were used in the study, and one new frame (fear and tension) was found from the specific news articles in the study. The results present People's Daily mainly employs the governance frame, followed by reassurance frame and Science frame, while Sin Chew Daily prefer to use the science frame, following reassurance , fear and tension frame. This study emphasized Chinese and Malaysia-Chinese media, which provides new empirical materials for the research area of China's media image.

Keywords: news frames, China, country image, covid-19, news coverage

F1 [52]

CONSIDERATIONS OF GENERATIVE VISUAL ARTIFICIAL INTELLIGENCE IN AL JASEERA' NEWS ROOM

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ABSTRACT

In recent years, advancements in Artificial Intelligence (AI) technologies have increasingly integrated into journalistic practices, particularly with the rise of Generative Visual Artificial Intelligence (GVAI). Tools like Midjourney, DALL-E 3, Stable Diffusion, and Imagen 2 have transformed visual content production in journalism, challenging traditional photojournalism methods. This study focuses on Al Jazeera.net's use of GVAI in its coverage of the Gaza war, aiming to analyze how generated images are integrated into journalistic narratives related to the conflict. It seeks to evaluate the impact of this integration on core journalistic principles, including integrity, ethics, accuracy, and editorial responsibility. The research examines the editorial strategies employed by Al Jazeera.net in utilizing GVAI for image production, exploring the visual scenarios created and their effect on the narrative conveyed to the public. Through a semiotic analysis, the study investigates how markers of subjectivity appear within the images used in journalistic discourse on Al Jazeera.net and their influence on information objectivity. Ultimately, this study aims to provide insights into the implications of using GVAI on the neutrality and accuracy of media reporting, highlighting the challenges posed by subjectivity within the journalistic framework.

Keywords: generative visual artificial intelligence, Al Jazeera, newsroom, ethics, integrity

POST-TRUTH ERA: ANALYZING DISINFORMATION, MISINFORMATION, AND FIFTH GENERATION WARFARE THROUGH A CASE STUDY OF POLITICAL MEDIA CAMPAIGN

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ABSTRACT

There has been an increase in the use of deception, misdirection, and other fifth-generation military strategies to manipulate the media in today's post-truth world. This research paper uses the Pakistan Tehreek-e-Insaaf (PTI) as a case study to investigate media manipulation within the framework of media dependence theory and its impact on information distribution in the post-truth era. This study examines the PTI's use of deception, misdirection, and fifth-generation warfare in an effort to exert influence over the media. Using the media dependency theory as a framework, this study examines how the media influence public opinion and political processes. The media dependency hypothesis, which emphasizes the significance of media in providing education, entertainment, and socialization, provides support for the study. The methodology and layout of the research is a variety of techniques are used to collect quantitative and qualitative data. Using quantitative data, content analysis of media and social media platforms identifies deception, deceptive information, and fifth-generation warfare techniques. Textual analysis of the news, social media, and PTI messages are all fantastic sources of qualitative data. As part of the data acquisition procedure, news, opinion, and social media sources will be analyzed for PTI media manipulation. To evaluate the outcomes of content analysis and textual analysis, both qualitative and quantitative methods are employed. This provides a comprehensive understanding of the strategies employed by the PTI to manipulate the media, as well as their impact on public opinion and democratic procedures in the post-truth era. This study contributes to the understanding of media manipulation in the post-truth era.

Keywords: post-truth era, disinformation, misinformation, fifth generation warfare, content analysis, textual analysis

F3 [54]

SPEAKING OUT OF BOTH SIDES OF THEIR MOUTHS: MEDIA PORTRAYAL OF PORTUGUESE POPULIST IDEOLOGICAL ASYMMETRIES REGARDING THE DARK PAST

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ABSTRACT

Despite the extensive recent literature on the social, political, and economic factors contributing to the global rise of populism, there is a notable lack of research examining the relationship between right-wing populism and heritage. This paper aims to fill that gap by exploring how the media portrays the inconsistencies of Portuguese radical right populists in relation to their historical contexts. It specifically analyzes the discursive strategies employed by the Portuguese right-wing populist party, which advocates for a mythologized version of Lusotropicalism, emphasizing national virtues and ideals. At the same time, it critiques the historically entrenched narratives of Hispanism from its neighboring country, which often downplay Portugal's significance in the Iberian Peninsula while portraying Spain as the dominant force in the region. Through qualitative discourse analysis of media coverage surrounding a notable event in 2021 — when the Spanish party Vox released a poster referencing the Day of Hispanity, suggesting that Portugal is part of Spain — this study reveals the press's critical perspective on the populist party's initial divergence from Vox as a strategy to appeal to its supporters. It also examines their subsequent alignment with Vox, portraying a united front. The findings indicate that the Portuguese media often portrays radical populist narratives that paradoxically intertwine a dark national past with a positive light, while refraining from offering similarly favorable reinterpretations of controversial historical events in other countries. This confirms pouplist persistent pattern of perpetuating colonial power dynamics associated with Lusotropicalism and highlights the flexible nature of its narratives also surrounding heritage.

Keywords: heritage, populism, Portugal, media representation, mainstreaming

F4 [55]

THE ESTABLİSHMENT OF THE DEMOCRAT PARTY AND ITS TİME İN OPPOSİTİON (1946-1950): CHANGES İN POLİTİCAL DİSCOURSE AND RALLİES

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ABSTRACT

The Republic of Turkey had only one political party, the Republican People's Party (CHP), from October 29, 1923 when the country was officially founded to January 7, 1946 when the Democrat Party (DP) was established. The CHP established a reliable parliamentary system save for multiparty elections, and tried to rectify that by supporting the establishment of the Reformist Republican Party (TCF) in 1925 and the Liberal Republican Party (SCF) in 1930, however, both parties were shut down soon after they were founded. The modernisation process, therefore, continued on a one-party track. The CHP chose to establish community centres and Turkish nationalist organisations that would act as its conduits rather than engaging directly with the general public, and general elections followed a two-step process that did not require politicians to have direct contact with the public. The general election on July 21, 1946, in which the Democrat Party also ran, was the first election following the adoption of the multiparty system, and it was a single-step process. Both the new, multiparty political atmosphere and the single-step election system created profound changes in the political sphere, and the DP was the main actor for that change. The DP chose to engage with the general public directly by means of rallies, especially during the lead up to the general election. Those rallies allowed the public to voice their political concerns and state their demands from politicians. More broadly, DP rallies became an outlet for the criticism of the governing CHP, and the political discourse of the time changed and became more unforgiving. Having governed the country as a single party for 23 years, the CHP was unsettled by the new, toughened political discourse. This study aims to explore this changing discourse via the DP rallies that took place at the time.

Keywords: The Republican People's Party (CHP), The Democrat Party (DP), Turkish political communication discourse, rallies

F5 [56]

DIGITAL POLITICAL CAMPAIGN RESEARCH TRENDS

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ABSTRACT

Political campaign research trends have changed since the advent of digital media. Researchers focus more on researching political campaigns from the aspect of the media used by politicians to attract public attention, namely digital media. This phenomenon is in line with changes in the pattern of politicians in conducting political campaigns. Political campaigns that were previously directed at face-to-face activities are now more directed at using digital media. This article aims to identify various political campaign studies in the world and present them visually. The method used is a quantitative paradigm with a bibliometric approach. Searches from 2004 to 2024 have found 1,409 articles from Scopus sources. The results of the analysis show that America is the country that produces the most political campaign publications with 429 articles with the number of citations occupying the top position, namely 9,152. The writer who produced the most publications on the topic of digital political campaigns was Benoit WL with 22 articles. This research opportunity is increasingly relevant as humanity's dependence on digital technology increases.

Keywords: political campaign; digital; bibliometric; trends

F6 [57]

MEDIA NARRATIVES AND POLITICAL DISCOURSE: ANALYZING SUBHAS CHANDRA BOSE'S REPRESENTATION IN INDIAN PRESS

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ABSTRACT

This study examines the press treatment of Subhas Chandra Bose in 1941, focusing on The Statesman and The Times of India. Using Critical Discourse Analysis, it investigates how political dynamics influenced Bose's portrayal in these leading English dailies. The research employs Carvalho's (2000, 2008) framework, incorporating textual and contextual analysis to explore the evolving narrative surrounding Bose's disappearance. Findings reveal that both newspapers aligned with authority, framing Bose's actions within legal parameters. The Statesman maintained a conservative approach, while The Times of India introduced elements of mystery and mythology. The study identifies 1941 as a pivotal year when the term "mystery" entered the Bose discourse, shaping subsequent narratives. It highlights the press's role in constructing Bose's image as a clandestine figure, influenced by the prevailing political climate. The research contributes to understanding the interplay between press and politics in shaping historical narratives, demonstrating how media representation can influence public perception of political figures over time. This analysis provides insights into the origins of the enduring mystique surrounding Bose in Indian political discourse. These findings highlight the complex relationship between media, politics, and historical narrative construction, particularly in the context of colonial India and its struggle for independence. The study underscores the power of the press in shaping public opinion and historical memory, revealing how media framing can contribute to the creation of enduring political myths. Furthermore, it emphasizes the importance of critical media analysis in understanding the construction of national heroes and their legacies in post-colonial societies. This research contributes to the broader field of media studies and political history, offering valuable insights into the mechanisms by which public figures are portrayed and remembered in collective memory.

Keywords: political communication, Indian press, history, Indian freedom movement, critical discourse analysis, ideology and reportage

F7 [58]

MEDIA AND POLITICAL COMMUNICATION STRATEGIES IN THE 2024 LEGISLATIVE CAMPAIGN: A CASE STUDY OF VERREL BRAMASTA

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ABSTRACT

This study examines the political communication strategies and media use employed by Verrel Bramasta in his campaign for the 2024 Legislative Election as a candidate for the National Mandate Party representing West Java VII. The research explores the methods used to foster voter engagement and assesses the effectiveness of media in campaign activities. Grounded in the theories of interpersonal and political communication, the study emphasizes the significance of direct interaction in building the image and credibility of legislative candidates. Utilizing a qualitative case study approach, data were collected through interviews and campaign document analysis. Findings reveal that Verrel adopted a human-to-human connection strategy to establish strong emotional ties with voters. Campaign messaging centered on addressing voter concerns and providing practical solutions. Social media platforms, particularly those popular among youth, were utilized to extend reach and reduce costs. The study concludes that Verrel's interpersonal communication and consistent, vision-driven media strategies were instrumental in overcoming criticism and securing substantial voter support, highlighting effective approaches for contemporary political campaigns.

Keywords: political communication strategy, media use, Indonesia legislative election, social media campaign, youth voter outreach, interpersonal communication

THE ROLE OF THE MEDIA IN CRISES AND NATURAL DISASTERS: A CASE STUDY OF LIBYAN TELEVISION COVERING THE DERNA DISASTER.

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ABSTRACT

The media constitute a prominent tool in crisis and disaster management through direct coverage of events and conveying the truth clearly and objectively via camera and mobile phones by shedding light on the stages of crises, their development, their impact on society, and their consequences. The tremendous technological development and the ability of various media outlets to deploy correspondents in all countries have increased the media's ability to transmit events as they happen.Crises and disasters receive wide-ranging coverage in response to the public's need for knowledge, and the media is an important component of the crisis response strategy.This study seeks to highlight the role played by Libyan Al-Masar TV in covering the events of the Derna disaster.The study relies on analyzing the content of the continuous live coverage carried out by Al-Masar TV for a full month, then analyzing the content of the correspondence that took place after the disaster to monitor the success story of post-disaster reconstruction operations.

Keywords: role, disaster, crisis, Al-Masar tv, derna disaster

G2 **[60]**

THE ROLE OF THE MEDIA IN PROMOTING HEALTH AND AWARENESS AS AN ENVIRONMENT FOR MEDICAL SERVICE INSTITUTIONS: OPENING A NEW HORIZON FOR HEALTH LITERACY IN BANGLADESH

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ABSTRACT

Human health depends on the clinical environment of healthcare institutions, social practices, health sector policies and healthcare reflection. The development of modern healthcare has started anew with a radical change in communication management. Currently, environmental pollution in healthcare institutions is threatening the future of humanity on earth. Environmental problems in healthcare institutions are not limited to the borders of one country, but their impact is being felt all over the world. This widespread damage to the environment in healthcare institutions is worrying people all over the world. In this regard, there is no alternative to the media. Therefore, the media plays a very important role in finding out the causes and effects of environmental problems in healthcare institutions and monitoring them. Moreover, the media helps to increase environmental awareness in healthcare by familiarizing social groups and people concerned with problematic issues. The Internet, television, newspapers and radio are the most familiar media to the general public in Bangladesh. Therefore, these media should be involved in increasing people's knowledge about environmentally friendly laws and policies by exploring information about nature, environment and biodiversity in healthcare. The aim of this study is to play a supportive role in increasing the health literacy of the population by analyzing medical activities and increasing environmental awareness in the development of healthcare through communication management. The research paper highlights the positive and negative aspects of healthcare development and media based on various surveys.

Keywords: media, awareness, environment, health, literacy

G3 **[61]**

DEPRESSION DETECTION ON RUSSIAN SOCIAL MEDIA: A SCOPING REVIEW FROM PRE-COMPUTATIONAL TO AI-BASED RESEARCH

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ABSTRACT

Today's public opinion research includes opinions expressed in new milieus of mediatized communication, including social networks and messengers. Computational communication approaches to opinion mining and detection have led to new approaches on how 'opinions' are seen in research. However, with time, the growth of the academic field that (re)conceptualizes opinion as a term in multiple ways, including automated and AI-based opinion detection, has turned from a spurring advantage to an inhibitory obstacle for further public opinion studies due to several conceptual reasons. First, the differences between the 'traditional' (pre-computational) opinion studies, already highly diverse, and computational opinion mining widen, and the two sub-fields scarcely communicate. Second, the logic of automated opinion mining, seemingly as diverse as the methods elaborated, in reality tends to reduce 'opinion' to binary oppositions ('yes/no', 'positive/negative', 'left/right'), lists of keywords or topics, or recommender system scales. Third, computational studies also largely reduce 'opinion' to the lexical-semantic levels of speech, often ignoring social-group, political, cultural, temporal, and narrative aspects of opinion formation, while traditional public opinion studies ignore the level of language. Fourth, there is a growing and understudied gap between human and AI-created human-like representation of opinions. We review the three periods of formation of opinion studies, which have brought on the 'traditional', computational, and human-like AI-based visions of on how opinions look like in public discourse. Our main focus is on how the pre-computational and computational methods of opinion detection could enrich each other and elaborate on a vision suitable for both public opinion studies and opinion mining. In the conclusion, we hint on the future directions of conceptual research on human vs. human-like opinion.

Keywords: opinion, public opinion, review, computational communication studies, AI-based methodology

ENGAGING MILLIONS ON FACEBOOK: INSIGHTS FROM THE THAI ROO SOO COVID-19 INITIATIVE

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ABSTRACT

This study investigates fan engagement on Facebook through the Thai Roo Soo COVID-19 initiative, launched during the pandemic's early stages. Following Thailand's first confirmed COVID-19 cases on January 12, 2020, there was a notable lack of engagement with formal communications from government agencies like the Ministry of Public Health (MOPH) and the Department of Disease Control. Data was collected from March 4, 2020, when the semi-formal platform was established, to February 13, 2022. Recognizing the need for a relatable communication strategy to counter misinformation, the Facebook page aimed to effectively communicate risks, disseminate crucial information, and debunk false claims. The platform quickly gained traction, reaching 100,000 fans within weeks and surpassing 1,000,000 fans within months, with engagement peaking at approximately 4.342 million fans. Notably, by July 2021, the page engaged about 851,800 fans in a single day before the third COVID-19 outbreak in Thailand. The study highlights the factors contributing to high engagement levels on the Thai Roo Soo COVID-19 platform, emphasizing the role of semi-formal social media interactions in fostering community involvement. It introduces the TRUST concept, which encompasses Truth and Transparency, Respect for Audience Diversity, Addressing Uncertainty, Meeting Satisfaction and Support Needs, and Treating the Audience as Friends. The initiative employed this framework alongside information communication technology (ICT) to monitor and respond to misinformation and public perceptions during the crisis. Simplifying data for public understanding and maintaining regular communication were key strategies. Despite Thailand’s previous successes in managing COVID-19, the current outbreak has presented significant challenges. Insights from this case study underscore the importance of adapting communication strategies to meet public needs during crises.

Keywords: engagement, insights, facebook, trust building, Thai Roo Soo covid 19, covid 19

G5 [63]

DIFFUSION OF ELECTRIC VEHICLE INNOVATION TOWARDS SUSTAINABLE DEVELOPMENT: A CASE STUDY OF POLYTRON FOX R BUYER COMMUNICATION

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ABSTRACT

This research examines the diffusion of the Polytron Fox R-brand Electric Vehicle (EV) innovation and the communication behaviour of its buyers, aligning with the government's zero emissions goal by 2060. Utilizing Rogers' Innovation Diffusion Model, the study adopts a qualitative approach with a case study method to understand the communication behaviour of Fox R motorcycle buyers. Data was collected through interviews with purposively selected informants who are buyers of the Fox R electric motorcycles. This involved in-depth interviews and participatory observation. Additionally, observations were made on the Polytron Fox R Indonesia Facebook group, which has 13,720 members. This involved reading posts and interactions within the group to understand the diffusion process of the Fox R. The findings reveal high interest in these electric motorcycles, driven by their efficiency and affordable rental options. This motorcycle positively impacts Sustainable Development Goals (SDGs), such as reducing greenhouse gas emissions, improving energy efficiency, and lowering air pollution. It is recommended that governments adopt more effective communication strategies to accelerate EV motorcycle adoption, advance zero-emission targets, and promote sustainable development. This can be achieved by intensifying the promotion of government subsidies of IDR 7 million, battery rental systems, saving fuel costs, and reducing air pollution.

Keywords: buyer communication, electric vehicle innovation, social perspective, sustainable development

G6 **[64]**

ENGAGING HARD-TO-REACH AUDIENCES IN DISEASE PREVENTION AND CONTROL THROUGH THE TRUST FRAMEWORK

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ABSTRACT

This study investigates effective strategies for engaging hard-to-reach audiences in disease prevention and control by utilizing the TRUST framework, particularly within the context of risk communication. It focuses on marginalized groups, including prisoners, juveniles in observation and protection facilities, and students in rural schools, highlighting the unique challenges these populations encounter in accessing essential information and resources. These groups often face significant barriers such as limited access to technology, social stigma, and institutional distrust, which complicate their ability to receive timely and relevant communication during health crises.The TRUST framework is organized around the acronym H.A.R.D., which identifies four critical needs: Health, Accessibility, Respect, and addressing Discrimination issues. By addressing these needs, this study aims to create a more inclusive communication strategy that effectively resonates with these vulnerable populations.The components of the TRUST framework are defined as follows: T for Truth and Transparency, emphasizing the importance of accuracy and clarity in shared information; R for Respecting Audience Diversity, recognizing the varied backgrounds and experiences of these groups; U for Addressing Uncertainty, providing clear guidance during confusing times; S for Meeting Satisfaction and Support Needs, ensuring that these audiences feel heard and valued; and the final T for Treating the Audience as Friends Rather Than Victims, fostering dignity and empowerment.By integrating these principles into health communication strategies, the study aims to enhance access to vital information and support for hard-to-reach populations. Findings indicate that these audiences often prefer printed materials and static communication over electronic formats due to limited internet access and restrictions on device usage in various settings. Ultimately, customizing communication efforts to meet the specific needs of these groups promotes trust, engagement, and improved health outcomes during critical situations.

Keywords:hard-to-reach audiences, TRUST framework, marginalized populations, disease prevention, risk communication

ONLINE DELIBERATION CULTURES AND THE CHINESE PUBLIC DIALOGUE ON DEPRESSION ON TIKTOK

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ABSTRACT

In our study, we look at the discussion of depression on Chinese social media from the perspective of modern deliberative theory. We contrast the classic deliberation theories and the cumulative deliberation approach (Bodrunova, 2023) which implies that users have a right to be non-deliberative (e.g., aggressive, non-dialogical, non-rational) but may still employ reliable sources, orientation to consensus, and agonism intentions (Mouffe, 2000). However, the cultures of online deliberation differ greatly today; these cultures affect how mental illnesses are discussed, though remaining underexplored. We analyse the deliberative/cumulative features of the Chinese Tiktok mental illness discussion with a pilot study of a thread on depression with 2,700+ comments, posing the following research questions: RQ1) How is the disease seen: as an illness, social problem, personal laziness, or social group feature? RQ2) Is the nature of the discussion more deliberative or more cumulative, and what are the respective discussion features? RQ3) Do the users express open (dis)agreement with their counterparts and the state policy, aiming at a consensus? After keyword search, 227 comments were selected and coded manually (intercoder reliability 0.7–0.9). Our results show that depression is mostly seen as a disease and is not stigmatized; however, discussants only share their experiences, rather than discuss social reasons and remedies. Most of the comments about depression are 'cumulative', not deliberative: Polite and sensitive but directed 'to noone', non-dialogical and not forming discussion, non-reliant on objective sources and reliable data, and not speaking of the public policies on mental health. Such a culture of public deliberation on depression allows for safe experience sharing but lacks crucial policy discussion, not fostering consensus on possible remedies for rapid spreading of depression.

Keywords: depression, public dialogue, opinion patterns, cumulative deliberation, social media, online discussion

H1 [66]

PROFESSIONALISM AND EXPERTISE IN MEDIA PRACTICE: DEFINING THE JOURNALIST

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ABSTRACT

The rapid evolution of media tools, formats, and research areas within the field of communication has positioned the communicator—most notably the journalist—as a central figure in the communication process. To fulfil this role, journalists must be scientifically qualified, professionally experienced, skilled in media practice, and adhere to rigorous ethical standards. A growing challenge in the field is the influx of individuals presenting themselves as media professionals, often without formal qualifications, turning media specialization into an added value primarily for those who possess innate skills and talent. This paper seeks to address the question: Who is a journalist? It aims to define the term in light of contemporary media practice, including the roles occupied by those on social media platforms. Given the ongoing transformation in media landscapes, this paper will contribute to a clearer understanding of the qualifications and standards expected of journalists. To achieve this, the paper employs two methodological approaches: (1) a theoretical review of the existing literature and (2) an empirical survey. The theoretical review is complemented by a survey conducted by the researcher in September 2024, involving 125 media professionals. The findings demonstrate significant alignment between the literature and the survey results, confirming the researcher's hypothesis: the three essential qualifications for a journalist are Practical Skills (97.6%), Academic Credentials (88%), and Affiliation with Professional Organizations (80.8%). This paper concludes by emphasizing the necessity of adhering to professional standards and ethical guidelines, supporting efforts to establish a more structured and accountable media environment. By identifying the qualifications of a true journalist, this paper aims to provide a framework for more rigorous professional standards in media practice.

Keywords: journalist, media practice, professionalism, expertise

H2 [67]

MASKS OR BLINDFOLDS? PERFORMING THE CREATIVE SELF THROUGH AND WITH ADVERTISING

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ABSTRACT

Advertisements are often thought of as being pale or false representations of reality. But it is argued here that it is precisely because advertisements are fantasies that they are useful as a platform in which people can use to imagine what they could be, instead of what they are in real life. The following is a philosophical argument that shifts away from a view that sees advertisements as "blindfolds" and towards a view that sees them as "masks"; a way in which people can find themselves or remake themselves in new and liberating ways. In this sense, it is argued that advertisements function as conceptual masks that allow people to perform many versions of themselves. Drawing ideas from performance studies, this presentation makes a counter-intuitive argument that shifts away from seeing advertisements as either false or true representations of reality. Rather, it argues for the performance or use of advertisements to do something with oneself; be it through the purchase of a new car, the carrying of a luxury bag, or traveling to an exotic travel destination. It first examines the negative and positive aspects of advertisements in terms of being a function and feature of a consumerist society. Then it argues for the use or performativity of advertisements in helping to craft, amend, or change the self. The significance of this analysis lies in offering a philosophical or humanities approach to the subject of advertising and advertisements.

Keywords: advertisement, critical theory, performance studies, consumerism, imagination

H3 **[68]**

EXPLORING THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON PUBLIC RELATIONS: PRACTIANERS VIEWPOINT

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ABSTRACT

The growing presence of Artificial Intelligence (AI) within the Corporate Communication and Public Relations field is an undeniable reality. The objective of this study is to explore the PR practianers viewpoints toward the influences of AI on the PR practices in interacting with stakeholders, creating the content of the corporate communication, and planning the corporate communication strategies. In the United Arab Emirates (UAE), Corporates are moving beyond traditional and current digital practices to adopt emerging AI technologies to emprove its relationships with the publics within innovative environments encourage the government bodies, the market and the industry to transform their business to new AI platforms. Ten interviews with PR practianers from both government and private sectors in UAE were conducted to explore their opinions toward the use of AI in content creation, distribution, enhancing customer service and stakeholder interactions. The interviews also aimed at exploring the impacts of AI on the PR profession and its expected challenges. Results of the study indicate a positive viewpoints toward the use of AI in three areas: facilitating the production of content for PR media to convey information to the public; collecting and analyzing data; writing reports; and translating information. At the same time, practitioners warned against the negative use of these tools, such as disseminating inaccurate information or tarnishing the reputation of institutions, in addition to standardizing the process of preparing content in a way that does not reflect the institution's identity. The results raise several questions about the extent to which public relations practitioners are trained to use these applications, and the professional /ethical guidelines for using AI in directing information to the public about the institution, its services, or its products.

Keywords: artificial intelligence, public relations, corporate communication, and stakeholders

H4 **[69]**

UNLEASHING THE POWER OF MARKETING COMMUNICATION: EXPLORING THE LINK BETWEEN BRAND EQUITY AND PURCHASE INTENTION

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ABSTRACT

This study investigates the role of integrated marketing communications—specifically advertising and sponsorship—in shaping brand equity and purchase intentions for luxury fashion brands. The research employs a self-administered electronic questionnaire to gather data, which is then analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS software. The findings reveal that while advertising spend does not directly influence brand equity dimensions such as perceived quality, brand awareness, or brand associations, consumer attitudes toward advertisements significantly impact both perceived quality and brand awareness. In contrast, sponsorship activities positively influence perceived quality and brand associations. Furthermore, both perceived quality and brand associations are shown to have a strong positive effect on purchase intentions. These results emphasize the nuanced and distinct roles that different communication strategies play in building brand equity. Specifically, the study highlights that attitudes towards advertisements are crucial for enhancing consumer perceptions of quality and brand recognition, while sponsorship is more effective in fostering strong brand associations. The research provides valuable insights for luxury fashion brands, suggesting that a well-rounded marketing communication strategy, combining both advertising and sponsorship, is essential for strengthening brand equity and driving purchase intentions. This study contributes to the growing body of literature on the impact of integrated marketing communications and offers practical implications for brands seeking to optimize their marketing strategies in competitive luxury markets.

Keywords: luxury fashion brands, brands equity, advertising, sponsorship, purchase intentions

J1 [70]

DEVELOPING A PSYCHOLOGICAL PERSUASION STRATEGY TO COUNTER THE "IT ONLY HAPPENS TO OTHERS" MINDSET IN ROAD SAFETY"

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ABSTRACT

This research examines how strategic communication can address common overconfidence and risky behaviors in road safety. The core issue is drivers' often-dangerous assumption that severe accidents happen only to others, leading to unsafe driving habits. The study aims to develop a persuasive communication strategy to shift public perception, ultimately reducing dangerous driving behaviors. It addresses research questions such as: How can psychological principles of persuasion be applied to encourage safer driving? What techniques most effectively combat the "It only happens to others" mentality? The research employs a psychological approach, hypothesizing those specific persuasive techniques—such as personalization, fear appeals, and positive social proof—will influence attitudes and behavior toward road safety more effectively than general information campaigns. Through analyzing successful cases globally that incorporate psychological persuasion techniques, the study assesses which methods work best to counteract drivers' perceived invulnerability. Expected outcomes will identify particular messaging strategies that significantly shift attitudes towards road safety, helping to create a more targeted and effective approach for public awareness. This research will contribute to enhancing the efficacy of road safety campaigns, offering insights into how psychology-driven communication strategies can alter public behaviors and attitudes, thereby reducing road accidents.

Keywords: road safety, persuasion, psychological strategy, overconfidence behavior

J2 **[71]**

ARTIFICIAL INTELLIGENCE AS A DRIVER OF DEEP MEDIATIZATION: PROSPECTS AND RISKS

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ABSTRACT

The presentation is devoted to the analysis of the long-term effects of the introduction of artificial intelligence technologies in the field of media communications. The theoretical basis for the research is the theory of deep mediatization (Couldry, Hepp, Harvard) and transactional mediatization (Gavra). The process of mediatization of sociality is considered as the process of penetration of media logic into the logic of other spheres of social life. In the context of the introduction of artificial intelligence technologies, special attention is paid to the interpretation of deep mediatization as algorithmically deterministic recursive transformation (Hepp). The negative effects of the integration of artificial intelligence into the media and communication industries are considered in detail. General attention is paid to topics such as the digital divide, privacy issues, the preservation and deepening of bubbles and echo chambers, manipulation and exploitation. Special attention in given to political effects of AI in public communications. Among them are highlighted political polarization driven by artificial intelligence and algorithmic bias.AI-driven political polarization: The growing reliance on artificial intelligence in the political sphere may exacerbate political polarization, as algorithms are able to amplify extremist views, potentially undermining social cohesion.Algorithmic bias: Artificial intelligence algorithms are prone to inheriting biases present in the data they are trained on. If action is not taken, it can perpetuate existing biases in the political decision-making and policy implementation process.

Keywords: Artificial Intelligence, deep mediatization political polarization, algorithmic bias

J3 **[72]**

THE IMPACT OF "ME-TIME" ON SOCIAL INTERACTION IN EMERGING ADULTS

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ABSTRACT

In the current world of rapidly changing technology, widespread influence of the Internet and social media, it has become a major challenge for the emerging adulthood (aged 18-25) community to emotionally balance social interaction with "me-time". "Me-time" is defined as personal time for relaxation, self-care and reflection, which can have both positive and negative effects on social engagement. This study explores the dual effects of "me-time" in terms of social interaction among emerging adults, focusing on social network size, relationship quality and family dynamics. The study examines whether "me-time" contributes to personal development and better social interactions within close versus larger social circles, as well as its impact on relationships with parents. Using a survey of over 300 participants, the research found that “me-time” positively impacts self-awareness and stress management. However, it does not significantly impact the quality of social interactions depending on the size of the social group. Interestingly, regular “me-time” was found to have a moderate positive impact on parent-child relationships, supporting the hypothesis that “me-time” solitude promotes emotional regulation and bonding. The study identifies the impact of digital versus physical “me-time” and considers cultural variations in its practice. Overall, “me-time” acts as a balancing factor supporting social well-being, but its impact varies according to individual preferences and relationship contexts.

Keywords: emerging adults, me-time, social interaction, self-reflection, emotional well-being, social withdrawal

J4 [73]

THE RONHINGYA REFUGEES AND THEIR ACCULTURATION PROCESS IN BANGLADESH

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ABSTRACT

Acculturation refers to the cultural and psychological changes individuals undergo while interacting with the local community, individually or in a group. Acculturation is often more challenging for refugees and asylum seekers. as they may have had to face challenges, experiences, and negative consequences in their home country. This could be a very complex situation for them as they leave their country with the hope of a better and secure life while carrying the emotional experience they had witnessed in their home country. They often may experience cultural differences that come in many forms, including religion, food habits, language, and other celebrated cultures in the host community. Rohingya refugees in Bangladesh are no different. The study aims to understand the acculturation experience and process of the Rohingya refugees in Bangladesh. This paper addresses John Berry's model of acculturation to understand the Rohingya refugee acculturation process in the host community. This study was conducted using semi-structured interviews with 30 Rohingya refugees. The research findings identify the lived unpleasant experiences in the home country, navigating anxiety, trust issues, fear of uncertainty, helplessness, identity crisis, and PTSD (post-traumatic stress disorder) among the Rohingya refugees. The study findings also highlight a leaning interest in assimilation and integration towards the host community and their culture. Despite the cultural and language differences, immediate access to basic needs, food and shelter, safety and security provided by the Bangladeshi Government, the humanitarian workers, and the selfless community support from the host community facilitated the acculturation process for the Rohingyas. This study concludes with future recommendations for sustainable social cohesion among the refugees and host communities in Bangladesh.

Keywords: acculturation, Rohingya refugees, Bangladesh, integration, cultural exchange, social cohesion

J5 [74]

A BIBLIOMETRIC ANALYSIS OF KOREAN TV DRAMAS FROM 2014 TO 2023 IN THE WOS DATABASE

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ABSTRACT

The K-dramas phenomenon has deeply captivated a worldwide audience for a long time. However, there have been few bibliometric studies specifically addressing this topic. The aim of this study is to conduct a bibliometric analysis of research on K-dramas. This article assesses the current research status of K-dramas, detects trends, and examines other indicators by monitoring publications published on the Web of Science (WoS) database from 2014 to 2023. After excluding any unrelated publications, a total of 137 English-language journal articles were collected. This research used analytical tools such as Biblioshiny with R packages and the VOS viewer. The study examined the publications based on their year and journal, conducted a geographical analysis of the publications and their affiliations, assessed citations related to authors, and investigated the co-occurrence of keywords. The findings show that, South Korea, United States (USA), and China are the top countries in terms of research production. The analysis of keyword clusters estimates future trends, enhancing academics' comprehension of K-dramas research and propelling future research initiatives. Firstly, K-dramas on the Netflix platform have the potential to become a research trend in the future. Moreover, it is necessary to analyse the relationship between South Korean culture and other cultures. The concept of cultural hybridity can be applied to elaborate the contemporary global spread of K-dramas in the research period. Furthermore, it is essential to allocate greater focus to the fandom and youth groups. Finally, it is crucial to pay attention to the portrayal of gender characteristics, specifically masculinity, in K-dramas. The article concludes by listing the research's limitations.

Key words: bibliometric analysis, K-dramas, WoS database, VOS viewer

POSTER PRESENTATIONS

P1 [75]

DIGITAL RESISTANCE AND LANGUAGE STRATEGY AFTER A VOTE OF NO CONFIDENCE IN 2022: A CASE STUDY OF THE PDM LEADER'S COMMUNICATION TACTICS IN PAKISTAN

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ABSTRACT

The term "Imranophobia" has been coined to draw parallels with Islamophobia, highlighting the systematic dehumanization and demonization faced by Imran Khan, the former Prime Minister of Pakistan, and his political party, Pakistan Tehreek-e-Insaf (PTI). This phenomenon mirrors the global discrimination against Muslims. This study examines the political landscape of Pakistan following the PTI government's removal through a Vote of No Confidence in 2022, supported by various state institutions. It investigates how the Pakistan Democratic Movement (PDM) assumed power and strategically responded to Imran Khan and his party. The research traces the rise of the Pakistan Muslim League (N) under Nawaz Sharif in 2022 and explores the ensuing power dynamics characterized by corruption, elite dominance, and bureaucratic manipulation. It underscores how various elite groups—including military, bureaucratic, industrial, and religious elites—accumulated power and wealth through illicit means over decades, perpetuating a culture of kleptocracy and entrenched political corruption. The fear of Imran Khan disrupting this status quo is central to the concept of Imranophobia. The study highlights the elites' multifaceted fear: the erosion of traditional landlordism and industrialism, the collapse of corrupt bureaucratic practices, and challenges to established social hierarchies. It also examines Imran Khan's advocacy for transparency, justice, and accountability and the socio-economic repercussions of Imranophobia, including public backlash against ruling elites, political instability, economic turmoil, and psychological impacts on both the elites and the general populace. Furthermore, it explores Imran Khan's efforts to revive Pakistan's Islamic identity and bolster its international standing. Ultimately, Imranophobia encapsulates the elite's fear of losing their privileged position amidst the profound societal transformation promised by Imran Khan's leadership.

Keywords: Imranophobia, Pakistan Tehreek-e-Insaf (PTI), Elite Class, Stakeholders, Pakistan democratic movement (PDM)