

**AMIC 22<sup>ND</sup> INTERNATIONAL CONFERENCE  
4<sup>TH</sup>-7<sup>TH</sup> JULY, 2013  
Melia Purosani Hotel, Yogyakarta, Indonesia**

*in partnership with the  
Department of Communication, Faculty of Social and Political Sciences  
Universitas Gadjah Mada*

**Transformational communication and the 'New Asia'**

CONFERENCE PROGRAMME

**Day 1 (Thursday) 4<sup>th</sup> July 2013**

- 1200 Registration of Participants (tables outside Melia Ballroom)
- 1400 Inaugural Session, welcome remarks and keynote address  
*Venue: Ballroom*  
Chair: **Assoc. Prof. Martin Hadlow**  
*Secretary-General, AMIC, Singapore*
- Speakers:  
**Dr. Ang Peng Hwa**  
*Chairman, AMIC, Singapore*
- Welcome address  
**Dr. Pratikno**  
*Rector, Universitas Gadjah Mada, Yogyakarta*
- Special Message  
**Hon. Roy Suryo Notodiprodjo**  
*Minister of Youth and Sports, Indonesia*
- Keynote Address  
**Hon. Tifatul Sembiring**  
*Minister of Information and Communication, Indonesia*
- 1500 – 1530 *Coffee break*
- 1530 – 1700 **AMIC DISTINGUISHED FORUM**  
*Transformation of Indonesian media: challenges and opportunities*  
*Venue: Ballroom*  
Chair: Dr. Ang Peng Hwa, Chairman, AMIC, Singapore
- Mr. Ishadi S.K., *Founder and Commissioner, Trans TV Indonesia*  
Ms. Rosarita Niken Widiastuti, *President, Radio Republik Indonesia*  
Mr. Jakob Oetama, *President, Kompas Gramedia Group, Indonesia*  
Mr. Edward Ying, *Director of Planning & Transformation, PT Telkomsel Indonesia*  
Dr. Kuskridho Ambardi, *Universitas Gadjah Mada, Yogyakarta*
- 1900 – 2100 Gala Dinner and AMIC Asia Communication Awards 2013  
*Venue: Ballroom*

*End of Day 1*

## Day 2 (Friday) 5<sup>th</sup> July 2013

0800-0900 Registration of Participants

0900-1030 UNESCO EMERITUS DIALOGUE

*Development communication and the 'New Asia': still a role?*

*Venue: Ballroom*

Chair: Mr. Arun Mahizhnan, Institute of Policy Studies, Singapore

Prof. Alwi Dahlan, Indonesia

Prof. John Lent, USA

Prof. Crispin Maslog, Philippines

Mr. Chin Saik Yoon, Malaysia

Prof. Binod Agrawal, India

1030 – 1100 *Coffee break*

1100 – 1230 Parallel Sessions A

*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>A1: Democratic ideals and the Free Press</b>				
<b>Room: Nakula</b>				
<b>Chair: Rhonda Breit, University of Queensland, Australia</b>				
1	Robie, David	An Asia-Pacific free media paradigm Challenging a parochial news-generating ethos in Aotearoa	New Zealand	Auckland University of Technology
2	Borican, Angelina. E	Threats to Lifeblood of Democracy: A Case Study on Print Media Repression during the Ramos, the Estrada and the Arroyo Administrations	Philippines	Polytechnic University of the Philippines
3	Yin Jun	Cross-Border Chinese Social Media and Its Impact	Taiwan	National Sun Yat-sen University
4	Rijal, Nirmal Prasad	The expanding media in Nepal: from silence to cacophony?	Australia	RMIT University
5	Wang, Lay Kim	Watching the watchdog: Role of the media in the 2013 Malaysian General Elections	Malaysia	Universiti Sains Malaysia
6	Lazic, Dragana & Kaigo, Muneo	U.S. Press Coverage of the Fukushima Nuclear Power Plant Accident: Frames, Sources and News Domestication	Japan	University of Tsukuba
<b>A2: Print Communication, Past and Present</b>				
<b>Room: Yudhistira</b>				
<b>Chair: Zulkarimein Nasution, Universitas Indonesia, Indonesia</b>				
1	Narayanan, Karmini A.	Framing Moral Panic in Media: A Comparative Analysis of Coverage by Malaysian newspapers of the Alvin & Vivian Sex blog scandal	Malaysia	Taylors University
2	I. Arul Aram et. Al	Newspaper Framing of Kudankulam Nuclear Power Project in Tamil Nadu	India	Anna University

3	Freeman, Bradley C.	Claims, frames and blame: Coverage of climate change in ASEAN's English-language newspaper	Singapore	Nanyang Technological University
4	Man He	A Study on Frame Construction of International Celebrities' News	China	Hebei University
5	Sri Syamsiyah Lestari Sjaifit & Risnawati, Ririn	Strategy of International News Selection in <i>Suara Merdeka</i> , an Indonesian daily	Indonesia	University of Semarang
6	Thao, Marie-Claire	Modernity in Popular Republic China print advertisements between 1978 and 2008	France	University Paris Sorbonne

### A3: Film and television in transition

**Room: Amarta A**

**Chair: John Lent, Temple University, USA**

1	Jha, Pallavi	Notion of womanhood in Indian Cinema: Case Study of the movie Cocktail	India	
2	Lee Yuen Beng, Adrian	<i>Spinning Gasing</i> . Contesting Sino-Malay Relationships in Malaysian Cinema	Malaysia	Universiti Sains Malaysia
3	Klemm, Alexander J.	Thai National Cinema: An Appraisal of Recent Developments and Inferences about Its Future	Thailand	Assumption University
4	Mishra, Maitreyee & Mishra, Manisha	Eastern Princesses: Hayao Miyazaki's Women, Nature and Identity	India	Manipal University; Sikkim Manipal University
5	Arriola, Joyce L.	Researching 1950s Filipino Film Adaptations: Film Theory as Film History	Philippines	University of Sto. Tomas
6	Rahman, Khairiah A	Tearing and restoring the moral fabric of society in Asian romance movies	New Zealand	Auckland University of Technology

### A4: Children's Issues and the Media

**Room: Bima**

**Chair: Margarita Acosta, Miriam College, Philippines**

1	Hanathasia, Mirana	CSR Kids TV Program from Perspective of Stakeholders in Indonesia	Indonesia	Universitas Bakrie
2	Bernarte, Racidon P. & Pebre, Cherry C.	Violence as Humor: A Content Analysis of Looney Tunes' Slapstick Cartoons	Philippines	Polytechnic University of the Philippines
3	Rahayu	Exploring Children's Online Risks Activities, Self-Control and Response to Internet Regulation and Parental Mediation	Indonesia	Universitas Gadjah Mada
4	Matsueda, Sei	JUNREI and Contents Oriented Communication: Magnet for Anime Tourism in Japan	Japan	Kanazawa University

5	Salonoy, Dana Rose J.	Communication for Early Health Science Literacy Development: The Systematic Metaphor Analysis of Mga Kuwento ni Tito Dok* Children's Storybook Series	Philippines	University of the Philippines Los Baños
6	Haque, Ashfara & S. M. Shameem Reza	Understanding Realities of Child Participation in Bangladesh Broadcast Media	Bangladesh	University of Development Alternative (UODA); University of Dhaka

### **A5: New Media Literacies**

**Room: Arjuna**

**Chair: Kiranjit Kaur, Universiti Teknologi MARA, Malaysia**

1	Syed Arabi Syed Abdullah Idid & Saifeldin Hassan Elawad	Intermedia Agenda-Setting between New Media and Old Media: A Case in Sudan	Malaysia	International Islamic University Malaysia
2	Suwana, Fiona	Developing Indonesia's Youth with New Media Literacy	Indonesia	The London School of Public Relations
3	Barradas, Jerome Cayton C.	Comparative Analysis of Isang Bagsak Southeast Asia (IBSEA) and Enabling Education Communities (EEC) as Participatory Development Communication Approaches	Philippines	University of the Philippines Los Baños
4	Cheng, Berry	Microblogging Politics in China and the West: How does Sina Weibo different from Twitter?	Australia	University of Technology Sydney
5	Yu Dong	SINA Micro-blog: Applying the Uses and Gratifications Theory to Exploring the Social Networking Site	USA	Arkansas State University
6	Novryanti, Carlina Andriana & Koesrindartoto, Deddy Priatmodjo	Investigating Other Use of Micro-blog Postings to Project The Government Bond Auctions	Indonesia	Institute of Technology Bandung

### **A6: Communication and Youth**

**Room: Sadewa**

**Chair: B.K.Kuthiala, Makhanlal Chaturvedi National University, India**

1	Nor Hafizah Abdullah & Tamil Chellvan	The Media Influence on the Perception of Body Image among College Youths	Malaysia	INTI International University
2	Chalkley, Tony	Teen Identity in the digital age – who exactly is 'me' now days?	Australia	Deakin University
3	Priya Priyadarshini	Communication and Youth	India	YASH Technologies Pvt.Ltd.
4	Kusumasari, Bevaola	Connecting Adolescents' Voice through Social Media and the Implication on Government Policy Making	Indonesia	Universitas Gadjah Mada
5	Tormon-Bernabe, Edna et. Al	A Proposed Module as Reference Material in the Course Principles in Children's Educational Television Programming	Philippines	Polytechnic University of the Philippines
6	Malloli, Sukanya	A Critical Analysis of Usage of Internet by youth in India	India	St. Philomena's College

1230 – 1400 *Lunch*

1400 – 1530 *Parallel Sessions B*  
*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>B1: Politics and the News Media</b>				
<b>Room: Nakula</b>				
<b>Chair: Gwen Pusta, University of Sto. Tomas, Philippines</b>				
1	Kwak, Ki-Sung	Political Watchdog, Economic Lapdog: Journalism Practice in South Korea	Australia	University of Sydney
2	Gobang, Jonas Klemens Gregorius Dori	Anticorruption Attitude of Local Newspaper of East Nusa Tenggara Province	Indonesia	Universitas Nusa Nipa
3	Green, Murray	The Great Disturber: The Impact of Convergence on Media Regulation	Australia	University of Technology Sydney
4	Bhatia, Chetna	Framing of 'Nirbhaya' Rape Case in Media: A Comparative Study of Editorial Pages of 'The Times of India' and 'The Hindu'	India	Guru Gobind Singh Indraprastha University
5	Mariano, Gerardo	Media-Related Bills in the 15th Philippine Congress: Boon or Bane for Press Freedom?	Philippines	De La Salle University

<b>B2: Ethnicity, Race and Religion</b>				
<b>Room: Yudhistira</b>				
<b>Chair: Tony Chalkley, Deakin University, Australia</b>				
1	Laka, Robert Plews	The Role of Religion in Development Communication in Madang, Papua New Guinea	Papua New Guinea	Divine Word University
2	Iswahyuningtyas, Cici Eka	Women behind the Scenes of Community Television: Competition, Choice, and Gender Discrimination	Indonesia	Universitas Pancasila
3	B.S. Bhatia	Projection of Stereotype Religion Minorities on Mainstream Media with special reference to the Indian Hindi Films	India	Gandhi Heritage Portal
4	Ferawati, Lily El et. Al	Negotiating television cultural texts in the process of hybrid identity construction among the female Javanese descendants in Malaysia	Malaysia	University of Malaya
5	Sari, Wina Puspita & Sary, Marisa Puspita	Barriers to Competent Intercultural Communication among Rent House "Petakan" People and Host People	Indonesia	Universitas Negeri Jakarta
6	Muhammad Raqib Bin Mohd Sofian & Adnan Hussein	Media Coverage on Religious Conflict in Malaysia: A Content Analysis of the Thanksgiving Dinner Reportage of <i>Utusan Malaysia</i> and <i>The Star</i>	Malaysia	Universiti Sains Malaysia
7	H. Gunawan Adnan	The Role of Media in Religious Communication and Discourse: A Case Study of Aceh – Indonesia	Indonesia	The State Institute for Islamic Studies

**B3: Communication and Women Empowerment****Room: Sadewa****Chair: Khairiah Rahman, Auckland University of Technology, New Zealand**

1	Sudhakar, Philip	Empowering Women through Local Communication: Oppositional Interpretations of Ignored Voices	India	Thoma Pastoral Centre
2	Rasul, Azmat et. Al	Media Framing of Rape in War: The Case of Afghanistan and International Magazines	USA	Florida State University
3	Andina Mustika Ayu & Fitria Angeliqa	Black Widows Discourse on Western Media Relating to Devotion to the Ideology of Power	Indonesia	Universitas Pancasila
4	Barcena, Jean Francis A.	Audiences on Feminist Radio Texts: An Audience Reception Analysis of Aksyon Kababaihan (Women Action)	Philippines	University of the Philippines
5	P. Chitra & M. Neelamalar	Right to Information Act (RTI) and women: Role of media in bringing awareness among women	India	Anna University
6	Azmawati, Azman Azwan	Narrating Gender In The Malaysian Magazines : Are We Moving Up, Moving Down Or Moving Away?	Malaysia	Universiti Sains Malaysia
7	Wahyuningtyas, Bhernadetta Pravita	Pemaes–The Eminent of Woman in Javanese Culture	Indonesia	Bina Nusantara University

**B4: Communication and Social Change****Room: Amarta A****Chair: David Robie, Auckland University of Technology, New Zealand**

1	Sumaylo, Dennis John F.	Information Delivery in the Provision of Barangay Health Services in Barangay Dawis, Digos City, Philippines	Philippines	University of the Philippines Mindanao
2	Rosemary, Rizanna & Rachmatan, Risana	The Effect Of Exclusive Breastfeeding (Asix) Information Sharing Through Twitter On Mothers' Knowledge About Asix	Indonesia	University of Syiah Kuala
3	Bian, Mengwei & Leung, Louis	Smartphone Addiction: Linking Loneliness, Shyness, Symptoms and Patterns of Use to Social Capital	Hong Kong	The Chinese University of Hong Kong

4	Anna Agustina	Read Between the Lines of Environmental Coverage: Digital News Media Framing in Indonesia	Indonesia	Universitas Pancasila
5	Mustapha, Lambe Kayode & Wok, Saodah	Online Newspapers Reporting of Homeland Politics for Nigerian Students in Malaysia during the 2011 Nigerian Presidential Election	Malaysia	International Islamic University Malaysia
6	B.K.Ravi	Media as a Tool of Social Change – a critical evaluation of the Communication Strategies in India	India	Bangalore University
7	Saidathul Nizah Mat Tazin & Kaur, Kiranjit	Public relations challenges in managing stakeholders' outlook in crisis communication management: A Case study in a Malaysian Government-Linked Company	Malaysia	Universiti Teknologi MARA

### **B5: New Paradigms in Social Media**

**Room: Bima**

**Chair: Mira K. Desai, SNTD Women's University, India**

1	Perbawaningsih, Yudi	Media Agenda Versus Public Agenda on Crisis Case: The shooting of prisoners in "LP Cebongan" Yogyakarta	Indonesia	Atma Jaya University
2	Saengduangdee, Suchada et. Al	Media Innovation in Enhancing Management Knowledge of Small and Micro Community Enterprises	Thailand	Nakhon Pathom Rajabhat University
3	Siswanto, Nadyana Faradiyani & Koesrindartoto, Deddy Priatmodjo	Investigating the Power of Micro-Blogging Activity in Understanding Stock Price Dynamics: Case of BUMI	Indonesia	Institute of Technology Bandung
4	Krishnatray, Pradeep	Social Networking Media and Indian Youth	India	Pondicherry University
5	Hamid, Norsiah Abdul et. Al	Social Media Risk towards Women and Girls: Validating a Measurement Model	Malaysia	Universiti Utara Malaysia
6	Polo, Marco M.	Citizen Journalism in the Philippines: Past Issues, Present Context and Future Directions	Philippines	De La Salle University-Dasmariñas

### **B6: Youth and Social Media Phenomenon**

**Room: Arjuna**

**Chair: Joyce Arriola, University of Sto. Tomas, Philippines**

1	Sarmenta Jr, Severino R.	Tweets, Follows and Likes: A Uses and Gratification Analysis of Filipino Youth Political News Consumption	Philippines	Ateneo de Manila University
2	Nurdin Abd Halim	The Construction of Adolescent Identity: (The Study on an Impression of using Mass Media and Social Media by Students of Sma Mutu Muhammadiyah Pekanbaru)	Indonesia	State Islamic University of Sultan Syarif Kasim
3	Nurul Hidayah Mohammed Zin et. Al	Uses and Gratification of Internet among Malaysian University Students	Malaysia	Universiti Teknologi MARA

4	Gadja, Michelle C.	Influence of Entertainment Media on Cultural Identity: A Study of Filipino - Chinese Youth	Philippines	Miriam College
5	Chainan, Pimonpan	The role of online social media in political communication of young activists in Thailand	Thailand	Chulalongkorn University
6	Sentani, Anantia et. Al	Phenomena of the Usage of Social Media among Teenagers in Indonesia: A Study about the Usage of Words in Twitter	Indonesia	Al Azhar Indonesia University
7	Sultan, Freeha	Social Media Usage by Feminist Organisation for Community Participation/ Development: Singapore, a Case Study	Pakistan	Community Appraisal and motivation Programme

1530 – 1600 *Coffee break*

1600 – 1730 Parallel Sessions C  
*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>C1: Kominikasi Politik</b>				
<b>Room: Yudhistira</b>				
<b>Chair: Wisnu Marta Adiputra, Universitas Gadjah Mada, Indonesia</b>				
1	Lestari, Nurhajati	New Media Culture in Public Sphere of Political Communication (Studies on The Use of New Social Media by Celebrities as Parliament's Member in Indonesia)	Indonesia	University Al Azhar Indonesia
2	Muhammad Adi Pribadi	Building Network through Twitter for Indonesia Governors	Indonesia	Universitas Tarumanagara
3	Endang Setiowati & Meily Badriati	How People React to Leader in Social Media: (Case Study on SBY Tweet in Twitter)	Indonesia	University of Indonesia
4	Vivien Sylvina	Political Campaign in New Media for Young Voters	Indonesia	Universitas Gadjah Mada
5	Nia Ashton Destrity	Youth Social and Political Participation in Online Petition	Indonesia	Universitas Gadjah Mada

<b>C2: Media Baru dan Kaum Muda</b>				
<b>Room: Nakula</b>				
<b>Chair: Muhammad Sulhan, Universitas Gadjah Mada, Indonesia</b>				
1	D. Chandra Kirana	A Qualitative Study About Teenager's Sexting Behavior An Indonesian Case	Indonesia	Jakarta State University
2	Kinkin Yuliaty Subarsa Putri, Maulina Larasati, and Vera WIjayanti	Sub-Streams: New Media Literacies ethnicity, race and religion in communication Media Literate of Twitter about Liberal Islam between aringan Islam Liberal (JIL)and Indonesia Tanpa JIL (ITJ)	Indonesia	Universitas Atma Jaya, Yogyakarta



3	Pupung Arifin	Title Trap on Online Mass Media (Youth Audience Behaviour in Searching Information from News Portal Website Through Social Media)	Indonesia	Universitas Gadjah Mada
4	Abdul Wahid	The Social Impact of New Communication Technology Rethinking Copyright in the Cyberspace	Indonesia	Jakarta State University

### **C3: Youth and Media Development**

**Room: Sadewa**

**Chair: Jose Reuben Alagaran II, Miriam College, Philippines**

1	Pilongo, Leah Wilfreda RE	The Influence of Mass Media on the Risk-Taking Behaviors of Adolescents	Philippines	University of Bohol
2	Luik, Jandy	The Importance of Fluidity Utility Belief and Technology Cluster Ownership on Adoption of Mobile Communication among Youth	Indonesia	Petra Christian University
3	Jain, Varsha & Pant, Saumya	Positioning Generation Y and its Mobile Communication	India	Mudra Institute of Communications
4	Nirwana, Maya Diah et. al	Positive and Negative Experience of Indonesian Youth on the Use of Social Media (Facebook and Twitter)	Indonesia	University of Brawijaya
5	Pernia, Elena E.	Financial Literacy of Selected Public High School and Alternative Learning System Students in Metro Manila, Iloilo, and Davao	Philippines	University of the Philippines
6	Dalib, Syarizan et. al	What does it mean to interact with "the Other": Exploring Students Perception of Intercultural Competence	Malaysia	Universiti Utara Malaysia

### **C4: Education and Media Literacy**

**Room: Amarta A**

**Chair: Mahmoud Eid, University of Ottawa, Canada**

1	Thomas, Jomi	New Media Literacy and Media Students: Practice and Paradigm Shifts in Media Education in India	India	Christ University
2	Qiai et. Al	Study on the Communication Model of Hardcore Information	China	Jinan University
3	Rustanta, Agustinus	Communication Technology Backwash toward Interpersonal Communication Behavior	Indonesia	Sekolah Tinggi Ilmu Komunikasi dan Sekretari Tarakanita
4	Navarro, Mariechel J.	Transforming the Visual Representation of Science through Cartoonists' Conceptualization	Philippines	International Service for the Acquisition of Agri-Biotech Applications (KC-ISAAA)
5	Haristyia, Shery & Hersinta	How Do We Collaborate?: Conducting The Multi-Stakeholder Dialogue In Preparing The 8th Internet Governance Forum	Indonesia	The London School of Public Relations

6	Singkhajorn, Singh	Development of Teach by Social Network of Student	Thailand	Rajabhat Bansomdetchaopraya University
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### **C5: Broadcasting, Past and Present**

**Room: Arjuna**

**Chair: Murray Green, University of Technology Sydney, Australia**

1	Harvey, Ken	Future of Public Service Broadcasting Can Be Brighter Than Ever if...	Kazakhstan	KIMEP University
2	Romo-Murphy, Eila & Vos, Marita	The Role of Broadcast Media in Disaster Preparedness Education; Lessons Learned from Scientific Literature 2002-2012	Finland	University of Jyväskylä
3	Narayana, Usharani	Community Radio in India: A Critique of Broadcast Policy	India	University of Mysore
4	Liao, Miaojing	The Media Spectator of Shanghai Dragon TV Under the Chinese Transformation Environment	China	Shanghai Theatre Academy
5	Chang, Shu-Fei	Strategy adoption in the Chinese TV field: A study on Taiwanese audio-visual agents' brokerage practices in China	Taiwan	Ming Chuan University
6	S Arulselvan	Radio News Broadcast in India: A 75 Years Regime of Government Control	India	Pondicherry University
7	Marcos-Balinos, Aiza	Training in Participatory Program Development: Knowledge, Perception, and Skills of Researcher-Broadcasters in Radyo DZLB in Los Baños, Laguna, Philippines	Philippines	University of the Philippines Los Baños

### **C6: Political Leadership. Public Policy and the Media**

**Room: Bima**

**Chair: Kim Kierans, University of King's College, Canada**

1	Solanke, Abdul-Warees	Leadership and Management of PSB: A Nigerian Case Study	Nigeria	Voice of Nigeria Training Centre
2	Chu, Yingchi	China's Fourth Rise: Chinese Soft Power Communication, Impediments and Success	Australia	Murdoch University
3	Indrawan, Jerry	Media Potential as Construction of Reality in Religious Conflict in Indonesia Case Study: the Ambon Case	Indonesia	Indonesia Defense University
4	Jorolan-Quintero, Genevieve	Yang Bubay (Woman) : Perceptions on Media's Portrayal of Female Senatorial Candidates in the Philippines' 2013 Elections	Philippines	University of the Philippines Mindanao
5	Manan, Shakila Abdul	Gender, Politics and Media: Representation of Women Politicians in Malaysia's Mainstream Papers	Malaysia	Universiti Sains Malaysia
6	Wijayanti, Vera et. Al	Reception of Advertising Message Strategy for Governor-Vice Governor Candidate Hidayat Nur Wahid - Didik J. Rachbini during DKI Jakarta 2012 election	Indonesia	Universitas Negeri Jakarta

7	Bagaporo, Jennefer Lyn L. et. Al	Governance and Media: Sangguniang Kabataan's Media Use and Consumption and Their Perceptions of Governance	Philippines	Xavier University
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1800- 1930 AMIC Annual General Meeting (for members only)

*Venue: AMARTA Ballroom B*

*End of Day 2*

**Day 3 (Saturday) 6<sup>th</sup> July 2013**

0900-1030 Parallel Sessions D

*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>D1: Media dan Budaya</b>				
<b>Room: Amarta A</b>				
<b>Chair: Widodo Agus Setyanto, Universitas Gadjah Mada Indonesia</b>				
1	Irwan Setyawan	Newspaper in Trouble	Indonesia	Universitas Mercu Buana Jakarta
2	Mariana Susanti	The Production of Education Audio Media by Development Unit of Educational Radio Media of Education and Culture Ministry of Indonesia	Indonesia	(BPMRP) Kementerian Pendidikan dan Kebudayaan
3	Hadiati	Gender Stereotypes and Corruption in The Mass Media	Indonesia	Media and Culture Studies UGM
4	Renaldi K. Natawidjaja & S. Kunto Adi Wibowo	The Development of A Hybrid Star Wars Text in Bandung Through The Participation of Urban Jedi	Indonesia	Universitas Padjajaran,
5	Nurul Latifatun Nisa	Political Literacy As a Supplementary Materials on Media Literacy Program in Indonesia	Indonesia	Universitas Gadjah Mada
6	Umaimah Wahid, Muhamad Isnaini, & Ni Gusti Ayu Ketut Kurniasari	Cultural Imperialism and Capitalism Media In Islamic Values Deconstruction on Ramadan Show in TV	Indonesia	Budi Luhur University

<b>D2: Communication and Community Development</b>				
<b>Room: Sadewa</b>				
<b>Chair: Mira K. Desai, SNDT Women's University, India</b>				
1	Singhal, Anshul & Anand, Sarita	Community Radio and Edutainment: Natural Partners in Participatory Development	India	University of Delhi
2	Mishra, Ashutosh	CRS Opportunities and Challenges: A Case Study of Northern India's Community Radio Stations	India	Chitkara University
3	Parani, Rizaldi	Interactional Approach Strategy in Community Capacity Building	Australia	RMIT University
4	Tong, Tiong Vee & Ponnann, Ramachandran	Broadcaster as Mediator of Perceptions on Corporate Social Responsibility Programs and Sustaining Local Community Livelihood in Labuan, Malaysia	Malaysia	MM Branding Consultant Sdn. Bhd.; Taylor's University

5	Fathiastuti, Nenden N.	Citizen Journalism as New Development Tool: A Case Study of Balebengong.net in Bali, Indonesia	USA	Ohio University
6	Chen Liang	Communication of Social Support in a Context of Computer-Mediated Communication from the Perspective of Social Ties	Singapore	Nanyang Technological University
7	Sari, Nurul Ratna	Embracing Community Engagement in Government Public Relations Practice: A case study of Community Information Group (Kelompok Informasi Masyarakat—KIM) as Public Relations Agent in informing and empowering community	Indonesia	Airlangga University

### **D3: New Paradigms in Development Communication**

**Room: Nakula**

**Chair: Crispin Maslog, Asian Institute of Journalism and Communication, Philippines**

1	Kashem, M. Abul	Diversified Use Of Mobile Phones By The Farmers In Receiving Agricultural Information	Bangladesh	Bangladesh Agricultural University
2	Harne, Punita	Rural Language Newspaper: A Tool for Development in Asia	India	Gujarat Vidyapith University
3	Custodio, Pamela A. Pamela & Montemayor, Garry Jay S.	Constructs of 'devcom' in teaching development communication in selected Philippine tertiary education institutions	Philippines	University of the Philippines Los Baños
4	Thuy, Thi Pham	Internalization of participatory development communication principles in local governance in Vietnam	Australia	University of Queensland
5	Ahmad, Nyarwi	Political Marketing Management of the Indonesian House of Representative (2009-2014): Assessing the Political Marketing Model, Challenges and Opportunities	UK	Bournemouth University
6	Lindawati, Lisa	Development Communication and Village Self-Dependence	Indonesia	Universitas Gadjah Mada
7	Villa, Steffi Allison A.	Understanding Messages and Themes Emerging from Stories of Selected Participants about the Facebook Campaign on It's More Fun in the Philippines	Philippines	Philippine Navy

### **D4: Ethnicity, Race and Religion**

**Room: Yudhistira**

**Chair: Rahayu, Universitas Gadjah Mada, Indonesia**

1	Mahmoud, Eid	Muslims in Canada: Sentiments, Public Perceptions, and Media Portrayals	Canada	University of Ottawa
2	Pagiwati, Rosy Tri et. Al	TV Entertainment Program in the Audience's Viewpoint: Cultural Identity or Ethnic Prejudice?	Indonesia	Universitas Indonesia
3	Andrada, Mary Rose Jean C	Preferred Message Design Locis in Negotiation of Ethnic Group Members in the Zamboanga Peninsula	Philippines	Ateneo de Zamboanga University
4	Md. Shahidul Haque	Practice of Islamic Ethics in Public Relations Profession in Malaysia	Malaysia	International Islamic University Malaysia
5	Pattanayak, Chandrabhanu	An Act of Faith: From Spiritual Wisdom to Knowledge Economy	India	University of Hawai'i, Manoa
6	Tandyonomanu, Danang & Tsurouya	Revitalizing the Role of Mass Media: Short Documentary Movies Serving as Public Communication Campaigns to Promote Interfaith Dialogue	Indonesia	The State University of Surabaya
7	Shaari, Halimahton & Kaur, Kiranjit	Media framing of a sensitive religious issue: Who can or cannot use the term Allah?	Malaysia	Universiti Teknologi MARA

#### **D5: Media History and Evolution**

**Room: Bima**

**Chair: Ken Harvey, KIMEP, Kazakhstan**

1	Widjanarko, Putut	Messages from the 'Older Brother': Djawa Baroe and the Japanese Propaganda in Java 1943-1945	Indonesia	Mizan Group
2	Mohd Firdauz Mohd Fathir	Symbiotic Relationship Between Military and the Film Industry in Malaysia: Trends, Issues and Future Directions	Malaysia	Universiti Teknologi MARA
3	Nagasaki, Reo	Network analysis on Asahi Journal: How public sphere in Japan changed from 60's to 80's?	Japan	Kyoto Bunkyo University
4	Ismail bin Hashim	McLuhan, new media and the senses in a muted society	Malaysia	Universiti Selangor
5	Nagendran, Dipti	Aspects of Organisational Communication in India - Patterns of Communication and Behaviour	India	Manipal University
6	Seyed, Mahmood Farjami & Adnan Bin Hussein	Political Satire as the Standard-bearer of Press Freedom: A Review of Iranian Political Satire in the Press During the 2000s	Malaysia	USM
7	Tewari, Ruchi	India – Then and Now: The New York Times Perspective	India	Ahmedabad University

#### **D6: New media, old media ethics**

**Room: Arjuna**

**Chair: Rachel Khan, University of the Philippines, Philippines**

1	Taid, Milindo Migom	Advertising and its regulation in India: The framework of ethical theories	India	University of Hyderabad
2	Ibrahim, Yasmin	Trauma Rituals and the New Media Economy	UK	University of London
3	Muntaha, Ahmad & Prabawati, Hening Budi	Visitor Satisfaction of an Excellent Service at Taman Pintar Yogyakarta: Survey of Zona Gedung Kotak (Box Building Zone) and Taman Pintar Yogyakarta's Website	Indonesia	Akademi Komunikasi Indonesia
4	Chanansara Oranop Na Ayutthaya	Harmful Content on TV and Its Regulatory Tools in the Age of Convergence : From Overseas Experience to Thailand	Thailand	Chulalongkorn University
5	Saengduangdee, Vichet	Guidelines for the Development of Teaching and Learning Innovation to Enhance Ethical Decision Making Ability in Journalistic Profession: A Case of Photojournalism Course In Thailand	Thailand	Chulalongkorn University
6	Tribuana Tungga Dewi	Questioning Consolidation in Indonesia Media Industry	Indonesia	Universitas Pancasila

1030 – 1100 *Coffee break*

1100 – 1230 **Parallel Sessions E**  
*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>E1: Transformational Broadcasting</b>				
<b>Room: Nakula</b>				
<b>Chair: Bradley Freeman, Nanyang Technological University, Singapore</b>				
1	Hao, Qijing	Product placement in mainland China: audiences' interpretation of brands in television programs	China	University of Macau
2	Parimalam, Alex	Reality shows in Television: Who is the real winner?	India	Loyola College
3	Wahyuni, Hermin Indah	Digitalisation in Indonesian Broadcasting : Detriment or Advantage?	Indonesia	Universitas Gadjah Mada
4	Wahab, Juliana Abdul	Extravaganza and Cosmopolitan Lifestyle: Trend and New Approaches in Asian Drama Production	Malaysia	Universiti Sains Malaysia
5	Anantho, Siriwan	The Transition to Digital Television in Thailand	Thailand	Sukhothai Thammathirat Open University
6	Bamezai, Gita	Meeting Competitive Technological Diversity by Shaping Content, Policies and Regulation: Key Imperatives for Broadcasting In India	India	Indian Institute of Mass Communication
7	Polnigongit, Weerapong	The Promotion of Role of Border Radio in order to strengthen the Relationship between Thailand and Malaysia	Thailand	Suranaree University of Technology

**E2: Transforming Businesses through Media**

<b>Room: Amarta A</b>				
<b>Chair: Binod Agrawal, Taleem Research Foundation, India</b>				
1	Putra, I Gusti Ngurah	The Use of New Media by Public Relations Practitioners in Yogyakarta	Indonesia	Universitas Gadjah Mada
2	Umar Halim & Risma Kartika	Barriers of Access E-Business among Young Generation: Literacies or Motivation?	Indonesia	Universitas Pancasila
3	Villar, Ricarda B.	An exploration of the consumer empowerment modes in the social enterprise (The Case of Shoreline Kabalikat sa Kaunlaran, Inc. in Cavite, Philippines)	Philippines	University of the Philippines Los Baños
4	P.J. Mathew Martin	Universal Design as a Strategy to Achieve Accessibility in Digital Television in India	India	Ali Yavar Jung National Institute for the Hearing Handicapped
5	Che' Mahzan Ahmad	Geometrical Another Development Communication: Vectoring with Appreciative Dialogics	Malaysia	International Islamic University Malaysia
6	Intan, Cut Keumala & Koesrindartoto, Deddy P	Projecting the Dynamics of Stocks with Micro-Blogging Activity: Case of Media Citra Nusantara, Tbk (MNC)	Indonesia	Institute of Technology Bandung
7	Norazian Binti Abdul Aziz	Corporate Blogging as Corporate Image Enhancement Strategy: The Perspective From Malaysian Companies	Malaysia	University Selangor

<b>E3: Media Empowerment</b>				
<b>Room: Sadewa</b>				
<b>Chair: Robert Seward, Meiji Gakuin University, Japan</b>				
1	Hebbani, Aparna & Pthai Tudsri	Strategically selecting media to aid acculturation based upon English language proficiency: Case of Hazara male former refugees in Brisbane	Australia	University of Queensland
2	Jimeno, Charmaine Borja	Online Identity Construction: Digital Self-Presentation of Generation Y Professionals	Philippines	University of the Philippines Open University
3	Sahasrabudhe, Ashay	Empowering Persons with Disability through Usage of Sign Language Video for Increasing Accessibility of the Media Content	India	University of Mumbai
4	Haja Mydin Bin Abdul Kuthoos & Shuhaida Md Noor	Metrics Development of University's Brand Equity	Malaysia	Universiti Sains Malaysia
5	Lim, Aldo Gavril T.	Mobile Phone Appropriation among Coffee Farmers of Amadeo, Cavite, Philippines	Philippines	University of the Philippines Los Baños
6	Li Jie	Double picture of current Chinese official culture and subculture: a Cultural Study on the CCTV Spring Festival Gala and the Internet Gala	China	Jinan University

7	Salazar, Josa Marie L. & Barroga-Jamias, Serlie	Youtube for the Environment: Content and Framing of Philippine Biodiversity Videos to Promote Conservation among the Youth	Philippines	University of the Philippines Los Baños
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#### **E4: The News Media in Transition**

**Room: Yudhistira**

**Chair: Mohammed Zin bin Nordin, University of Perididikan Sultan Idris, Malaysia**

1	Ade Armando & Hendriyani	Undemocratic News in a Democratic Country: Story from Indonesia	Indonesia	University of Indonesia
2	Pannu, Parveen et. Al	The case of street food in Delhi: Situation analysis for awareness campaign	India	University of Delhi
3	Hasfi, Nurul	Kamasutra Journalism; Degradation of News Quality in Online Media in Indonesia	Indonesia	Diponegoro University
4	Matsunaga, Tomoko	English and 'Imagined Bridging Communities': Focusing on the history of English-language newspapers in modern Japan	Japan	Kyoto University
5	K. Padmakumar & Mathiyalagan	Community Media and Development Rhetoric in India: Is it Illusory?	India	Manipal University; PSGCAS
6	Gupta, Puneet Kumar & Sahasrabuddhe, Ashay	The Role of Newspaper Daily in Changing Social Image of Persons with Disabilities	India	Ali Yavar Jung National Institute for the Hearing Handicapped
7	Fernando, Theodore A.	Media frames of impeachment of a constitutionally appointed Chief Justice: Saga of the first female Chief Justice of Sri Lanka	Sri Lanka	Open University

#### **E5: Governance, Policy and Communication**

**Room: Arjuna**

**Chair: Martin Hadlow, AMIC, Singapore**

1	Nishioka, Yoko	Institutional Change in Japanese Telecommunication Industry toward Convergence	Japan	Komazawa University
2	Alihan, Yna Mari Isobel M.	KM4C: A Proposed Sustainable Knowledge Management Ecology Framework for the City Government of Calamba	Philippines	University of the Philippines Los Baños
3	Shukla, Ritu Awasthi	Role of new media in changing health scenario-Implications for Health Communication	India	Veer Narmad South Gujarat University
4	Harris, Usha	The use of participatory media to better understand climate change impacts on the cultural heritage of vulnerable communities	Australia	Macquarie University
5	Shubha H S & Padma Rani	Young women seeking health information on the Internet : an informed health consumer?	India	Manipal University
6	Breit, Rhonda et. Al	Identifying the essential literacies for effective FOI use	Australia	University of Queensland

#### **E6: Cultural Framing in Social Media**

**Room: Bima**



<b>Chair: Joseph Man Chan, Chinese University of Hong Kong, Hong Kong</b>				
1	Apriyani, Ema	An Impact of New Media Platform to the Young Age Social Habits; A Prologue (A descriptive research base or Palembang's Youth in University of Bina Darma Palembang)	Indonesia	University of Bina Darma
2	Chartprasert, Duang-Kamol & Yuwakosol, Sasithon	Shaping or are shaped: Relationship between Facebook and Thai users	Thailand	Chulalongkorn University; Srinakarinwirot University
3	Badriati, Meily & Setiowati, Endang	Reality vs Hyper-reality: Study on Young People Interpretation of Twitter World	Indonesia	University of Indonesia
4	Wahid, Umaimah	Political Communication Acehese: Case Study of Local Wisdom In Government Gampong - Aceh	Indonesia	Budi Luhur University
5	Luo Liangqing	Study on the Identity of the Internet Political Participation	China	Nanjing University of Aeronautics and Astronautics
6	Nanlohy, Andrew A & Nugraha, Tubagus A	The Language Style of Teen Video Gamers Addicts (Study of GTA San Andreas Offline Jakarta)	Indonesia	Al Azhar Indonesia University
7	Bernarte, Racidon P. et. Al	Online Eve: A Comparative Visual Content Analysis on the Presentation of Filipina in Google and Yahoo	Philippines	Polytechnic University of the Philippines

1230 – 1400 *Lunch*

1400 – 1530 *Parallel Sessions F*  
*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>F1: Advertising in the New Media Environment</b>				
<b>Room: Yudhistira</b>				
<b>Chair: Gregoria Arum, Universitas Gadjah Mada, Indonesia</b>				
1	Perbawani, Pulung S. & Cahyani, Afriana Dwi	The Rise of Shari'a Advertising in Indonesia	Indonesia	Universitas Gadjah Mada
2	Joshi, Charu & Das, Payel	Television Advertisements and Women Awareness/Empowerment: A Study of Middle-class Women in Silchar Town of Assam	India	Assam University
3	Pannu, Parveen & Vaid, Neeti	Designing Female Foeticide Posters: A Case Analysis of Participatory Experiences	India	University of Delhi
4	Ratri, Lintang	Redefining Media Consumption of Indonesian Women : A critic to stereotyping and labelling for Women Media Habit	Indonesia	Diponegoro University
5	Tripathy, Sunita	Is advertising influencing informed citizenship in India: a law and business viewpoint	India	O.P Jindal Global University
6	Spry, Damien	From Morning Calm to 'Gangnam Style': soft power and 'brand Korea'	Korea	Hallym University

7	Muflikha, Bindarrani & Koesrindartoto, Deddy Priatmodjo	Twitter Projecting Power Towards Subscription Level of Indonesia Retail Bond 009 Demand	Indonesia	Institute of Technology Bandung
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## **F2: Gender, Representation and the Media**

**Room: Sadewa**

**Chair: A Azwan Azmawati, Universiti Sains Malaysia, Malaysia**

1	Anand, Sarita & Singhal, Anushal	SEWA's 'Community Rudi no Radio': Articulating Women's Voices	India	University of Delhi
2	Rigor, Lodigario A. & Daya, Romel A.	[Re]Creating the Lived Experience of Women in a Struggle for Agrarian Reform in Hacienda Luisita	Philippines	University of the Philippines Los Banos
3	Ariffin, Hariyati et. Al	Intimacy and Love Expression in Marriage: A Study of Malaysian Malay Men from an Interpersonal Communication Perspective	Malaysia	Universiti Teknologi MARA
4	Pathak, Santana	Is the tide changing for India's fairer sex? Changing percepts of beauty and implications for India's cultural value orientation	India	Indian Institute of Foreign Trade
5	Raju, Zakir Hossain	The Binary and Beyond: Representations of Female Body, Islam and Nation in Bangladesh Popular Cinema	Bangladesh	Independent University
6	Sunarto, Oleh	The Implications of Male Domination on Media Ownership in Indonesia	Indonesia	Diponegoro University
7	Ahmed, Shumaila	Violation of Woman Rights in Pakistan: A comparative study of News reports of English and Urdu newspapers	Malaysia	Universiti Sains Malaysia

## **F3: Cross-Cultural Issues and Media Development**

**Room: Nakula**

**Chair: Rahayu, Universitas Gadjah Mada, Indonesia**

1	Almierajati, Vinidya	Standardization and Adaptation in International Advertising: A Cross-Cultural Observation on Comparing TV Commercials in Indonesia and Japan	Japan	Osaka University
2	Listiorini, Dina	Representation of Sexual and Gender Identity of Indonesian Youth Lesbians on Facebook	Indonesia	Atma Jaya University
3	Echavez, Chona R.	The Influence of Media among the Youth: The Old and the New - Understanding Transitions in Afghanistan	Afghanistan	Afghanistan Research and Evaluation Unit (AREU)
4	Estaswara, Helpris & Burhan, Ahmad Badari	The Structural Relationship of Public Relations and Marketing: The Perspectives of Indonesian Academics	Indonesia	Universitas Pancasila

5	Rivera, Ma. Theresa M.	Grounded Theory of Media's Role in Ethnic Communication and Peace-building	Philippines	Xavier University
6	Nair, Shruti	Role of ICTs in Capabilities leading to Economic Empowerment of Women: Case of SEWA	India	SP Jain Institute of Management and Research

#### **F4: Society and the Mass Media**

**Room: Amarta A**

**Chair: Robert Seward, Meiji Gakuin University, Japan**

1	Sary, Marisa Puspita et. Al	Jakarta's Teenagers Perceptions to Prosocial and Antisocial Behaviour in Korean Movie	Indonesia	Universitas Negeri Jakarta
2	Shi Jingyuan (Jolie)	How does Television Influence Social Norms?	Singapore	Nanyang Technological University
3	Sharma, Bindu	Media Activism and Public Participation: A Case Study of Delhi Gang Rape with focus on Indian Print Media	India	Kurukshetra University
4	Hartanti, Lisa Esti Puji et. Al	Social Phenomenon of Young People by Uploading Video of 'The Self' on YouTube	Indonesia	Universitas Indonesia
5	Puente, Soledad et. Al	Television news thematic hierarchy facing natural disasters. The case of the 27 F, 2010, earthquake in Chile	Chile	Pontificia Universidad Católica de Chile
6	Trehan, Kulveen	Influence of online social media use on electoral processes in multi-ethnic India with special reference to recently held assembly elections in four states	India	Guru Gobind Singh Indraprastha University
7	Desai, Mira K.	Indian Media/Communication Education today: Consequences and Concerns	India	SNDT Women's University

#### **F5: Challenges in Media Literacy**

**Room: Arjuna**

**Chair: Mohammed Zin bin Nordin, University of Perididikan Sultan Idris, Malaysia**

1	Andayani, Nadia	The Widening Gap Between The Haves and The Have-Nots: A Qualitative Exploration of How Young People Possess Their Internet Skills	Indonesia	Universitas Indonesia
2	Dimaano, Kim Isabelle V	Framing of typhoon news stories: A baseline study on the Philippine media coverage of storm incidences	Philippines	University of the Philippines Los Baños
3	Hendriyani	Wanted: Media literacy in Indonesia! (Interaction between media industry, content, and audiences)	Indonesia	Universitas Indonesia
4	Das, Payel & Joshi, Charu	Gender Awareness and Mass Media Exposure among the Post Graduate Students: A Study in the Cachar District of Assam, India	India	Assam University

5	Dumas, Mary Louise G.	Selling peace: introducing a digital landscape for peace journalism in Mindanao-Philippines media	Costa Rica	University for Peace
6	Prayitno, Sunarto	Comparison of Hard-Sell and Soft-Sell Approach in the Formation of Indonesian Banking Brand Equity	Indonesia	Institute for Marketing Communications Studies
7	Maharani, Dita N.	Participatory Communication for a Heritage-based Development: A Case Study of the REKOMPAK-JRF Heritage Extension Program in Kotagede, Yogyakarta	Philippines	Ateneo de Manila University

1530 – 1600 *Coffee break*

1600 – 1730 Parallel Sessions G  
*Venue: 2<sup>nd</sup> floor Function Rooms*

<b>G1: Social Impact of Mass Media</b>				
<b>Room: Yudhistira</b>				
<b>Chair: Maria Mercedes F. Robles, University of Asia and the Pacific, Philippines</b>				
1	Syed Arabi Idid & Yuslinda Mat Yassin	Agenda Setting Studies in Malaysia: A Review	Malaysia	International Islamic University Malaysia
2	Said, Martriana Ponimin	Uses of Social Media and Political Participation of Young Voters in Jakarta	Indonesia	Universitas Pancasila
3	Pusta, Gwenetha Ybanez	The Impact of Community-driven Development Program on The Quality of Life: Evidence from Paete/ Pakil, Laguna and Pinamalayan, Oriental Mindoro, Philippines	Philippines	University of Santo Tomas
4	Suraya	Integrity at "I'm Sick of Corruption" Article in Republika Online	Indonesia	Paramadina University
5	Ali Abusalem & Hatem EL Zein	The Use of Media by Militant Organisations in the Middle East: from Paper to Cyber	Australia	Central Queensland University
6	Saragih, Nurhayani	Commodification of Political Research as Business Activity of Political Consultant (The Movement of Winning The first Round Presidential Election Campaign in 2009 by Lingkaran Survei Indonesia Political Consultant)	Indonesia	Paramadina University
7	Meilinda et. Al	Women portray as Folk Devils in Indonesian Online Media	Indonesia	Petra Christian University

<b>G2: Cinema and Cultural Criticism</b>				
<b>Room: Nakula</b>				
<b>Chair: John Lent, Temple University, USA</b>				
1	Ahmad, Mahyuddin	Malaysian social criticism films: Embracing Modernity, Negotiating Class, and Erasing Differences	Malaysia	Universiti Sains Malaysia

2	Arlena, Wenny Maya	Cultural Meaning in the Movie "Sang Pencerah"	Indonesia	Budi Luhur University
3	Mishra, Manisha & Mishra, Maitreyee	Transition in Tehran: Understanding Contrast in Majid Majidi's Cinema	India	Sikkim Manipal University; Manipal University
4	Montemayor, Garry Jay S.	Mad, Nerd, and Comical: Constructing the Image of Scientists in Films and Biographies	Philippines	University of the Philippines Los Baños
5	Parihar, Anita Sareen	Skills of scriptwriting for documentary	India	SNDT University
6	Sonsona, Ramir Philip Jones V.	Humor in Advertisement: It's Effects on Buying Preferences Among College Students	Philippines	Mindanao University of Science & Technology

<b>G3: ICT and the New World Order</b>				
<b>Room: Arjuna</b>				
<b>Chair: Theodore Fernando, Open University Sri Lanka, Sri Lanka</b>				
1	Nagasampige, Kavita & Nagasampige, Manojkumar	Media and Revolution: A qualitative study on effectiveness of New Media in Open and Distance Learning (ODL) systems in India	India	Sikkim Manipal University; Manipal University
2	Hasyim Widhi Arto Arum Dhita A. K	The Politics of Taking Side: A Content Analysis Study of Political Reports in Indonesian Major News Websites	Australia	Griffith University
3	Ezmieralda Melissa et. Al	Women Empowerment through ICT – How Social Media Support Women Entrepreneurship in Indonesian Urban Areas	Indonesia	Swiss German University; University of the Philippines
4	Sharma, Rajneesh Bhushan & B, Devadas Menon	Non violent Revolution and Media coupede'tat – An Explorative study on the mysterious pathways to revolutions	India	Bangalore University
5	Md. Abdur Razzaque Khan	The Political Economy of Crony Capitalism of Private Television Channels' Ownership in Bangladesh	Hong Kong	The University of Hong Kong
6	Narayana, Usharani & Kadanakuppe, Nesara	Communication Technology and Development – A Study of E-learning Intervention in Engineering Education in Karnataka, India	India	University of Mysore

<b>G4: Policy Perspectives and the Media</b>				
<b>Room: Amarta A</b>				
<b>Chair: Joseph Man Chan, Chinese University of Hong Kong, Hong Kong</b>				
1	Pratiwi, Engeline & Koesrindartoto, Deddy Priatmodjo	Projecting The Demand of SUKUK Using Social Media	Indonesia	Institute of Technology Bandung

2	Surya, Yuyun W.I	"Curtain of Birth 83": Articulating Trauma through Song Lyrics	Indonesia	Airlangga University
3	Valdez, Renalyn J. & Villaluz, Joy	Going Green: A Study on the Readiness of Lyceum of the Philippines University and Assumption College	Philippines	Lyceum of the Philippines University; Assumption College
4	Pratikto, Riyodina et. Al	Women's Emancipation In Globalization Era: Women's Leadership As The Construction Of Indonesia Struggle R.A Kartini	Indonesia	Budi Luhur University
5	Devadas, Vijay	Censorship, Brand India and the Political Documentaries of Anand Patwardhan	New Zealand	University of Otago
6	Mona, Leila	Communicating Character Education to Student in Darul Marhamah Islamic Girls Boarding School Cileungsi	Indonesia	Mercubuana University
7	Alagaran II, Jose Reuben Q.	Integrating Media and Information Literacy in Open Distance e-Learning in the Philippines	Philippines	Miriam College

*End of Day 3*

Day 4 (Sunday) 7<sup>th</sup> July 2013

0900-1030      Plenary Session 3  
*New Media, Old Media Ethics*  
*Venue: Ballroom*  
Chair: Dr. Binod Agrawal, Board of Directors, AMIC

Dr. Rhonda Breit, University of Queensland, Australia  
Dr. Cherian George, Nanyang Technological University, Singapore  
Dr. Elena E. Pernia, University of the Philippines-Diliman, Philippines  
Dr. Murray Green, University of Technology Sydney, Australia

1030 – 1100      Coffee Break

1100 – 1200      Closing Ceremony  
Plaque of Appreciation for the FISIPOL-UGM

Dr. Ang Peng Hwa, Chairman, AMIC, Singapore  
Dr. Erwan Agus Purwanto, Dean, FISIPOL-UGM, Indonesia  
Dr. Eddie C.Y. Kuo, Chairman d'Honneur, AMIC, Singapore  
Mr. Arun Mahizhnan, Institute of Policy Studies, Singapore  
Assoc. Prof. Martin Hadlow, Secretary-General, AMIC, Singapore

1200                *Lunch*  
Distribution of Certificates (c/o AMIC Secretariat)

End of Conference

***For those who signed up for the optional tour***  
**1300            Departure for Borobudur**