



29th AMIC

Annual Conference

**TALK ASAP: AFRICA-ASIA PACIFIC
DIALOGUE ON COMMUNICATION ISSUES**

28-30 September 2023, Bandung, Indonesia

BOOK OF ABSTRACTS

Organized by:



Asian Media Information and Communication Centre



29th

AMIC Annual Conference

Talk ASAP: Africa-Asia Pacific Dialogue on Communication Issues

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Asian Media Information and Communication Centre
Universitas Padjadjaran and Far Eastern University Manila

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The Asian Media Information and Communication Centre (AMIC) is a non-profit mass communication organization serving Asia and the Pacific. AMIC is engaged in communication research, documentation, training, consultancy services, institutional development and publication. Membership is open to individuals and institutions involved and interested in the study and practice of mass communication.

For details, please contact the Asian Media Information and Communication Centre at info@amic.asia and website: www.amic.asia

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7. Exploring the Political Economy of Envelope Journalism in Indonesia
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4. Practices and Emerging Trends of Mobile Journalism in Bangladesh: A Case Study of Bangladesh Times
5. From National to Local: Media-citizen Councils as Self-regulation at the Community Level
6. Contestation among the UNESCO Guidelines and Indonesia's Regulations on Digital Platforms
7. Indonesian YouTubers: The Work Experience of Algorithmic Labour
8. Public Participation in User-Generated Content Practices on Digital Journalism Platforms in Southeast Asia: Comparative Study of Indonesia, Malaysia, and Philippines
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4. A Study on Media Representation of Colourism and its Psychosocial Impact on the Lives of Tamil Women
5. 'Seeing' Without Seeing: Mediatization in Art Exhibition by Visual Impaired People
6. Exploring Negative Attitudes toward Hallyu: Reception of Korean Entertainment among the Young Generation in Japan
7. Martin Luther King Jr.'s We Shall Overcome and the Future in Cyberspace
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4. Formulation of Hegemonic Masculinity in Internet Memes: A Study of the Indian Doge Memes
5. Hajat Lembur, a Disaster Literacy Based on Ritual Communication on the Lembang Fault
6. News Images and Ideology: Investigating Visual Representation in Television News on Selected Malaysian Television Stations
7. Issues and Challenges in Environment Communication: UNICEF's "Youth4Water Plus" Campaign, a Case Study
8. Social Engineering Cyber Attack: Awareness of Online Users in Bangladesh
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**Directory of Plenary Speakers, Parallel Presenters,
and Moderators**

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Foreword

It was in 1955 when representatives of Asian and African nations came together in Bandung, Indonesia to primarily discuss peace and economic development, and to fuse common ideas that a non-aligned coalition could build on to promote the greater good. The historic meeting, known as the Bandung Conference, gave rise to a strong, united front that stood its ground on issues affecting not only their respective regions but the whole world, as well.

Inspired by the spirit of the Bandung Conference, the Asian Media Information and Communication Centre, Inc. (AMIC) organized and held its 29th Annual Conference in the same area on 28-30 September 2023 with the theme: Talk ASAP: The Africa – Asia Pacific Dialogue on Communication Issues.

For three days in September 2023, communication scholars, researchers, and educators exchanged insights and perspectives with fellow practitioners on possible areas of cooperation between Asia and Africa. Five plenary sessions had distinguished panelists who shared their knowledge and expertise on various facets of regional and global communication. Through 18 parallel sessions, 169 abstracts of full papers were presented by 205 presenters and these abstracts are now captured in this publication.

The abstracts tackled pressing communication and media issues and touched on several interest areas such as culture and the arts, science and health, politics, communication education, journalism practices, digital communication, media literacy, and marketing, among others.

We chronicled these abstracts as a testament to the richness of discussions, ideas, and concepts presented at the 29th AMIC Annual Conference. We take pride in showing the world how dynamic the Asian communication and media landscape is, driven by highly skilled communication professionals, and how future collaborations can start with idea sparks that once pursued, can contribute to the further flourishing of discourses on communication and media in the Asian and African communities.

(SGD) DR. CRISPIN C. MASLOG
Chairperson, Board of Directors

(SGD) RAMON R. TUAZON
Secretary-General

Conference Co-Hosts



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29th AMIC Annual Conference

Theme: *Talk ASAP: Africa-Asia Pacific Dialogue on Communication Issues*

Hotel Savoy Homann, Bandung, Indonesia

28-30 September 2023

PROGRAM

DAY 1, Sept 28, 2023

Time	Activity
7:30 – 8:30 am	Registration
8:30 – 10:00 am	OPENING PROGRAMME
	National Anthem of Indonesia
	Audio-Video Presentation: Welcome to Bandung
	WELCOME MESSAGES
	<p>DR. CRISPIN C. MASLOG Chairperson, Board of Directors Asian Media Information and Communication Centre</p> <p>ROWENA C. REYES, PhD Vice President, Corporate Affairs Far Eastern University Philippines</p> <p>PROF. DR. RINA INDIASTUTI, S.E., MSIE. Rector, Universitas Padjadjaran Bandung, Indonesia</p> <p>DR. HENING WIDIATMOKO, MA Deputy Governor, West Java Province</p>
	Cultural Presentation
10:00 – 10:30 am	KEYNOTE MESSAGES
	<p>DR. YOICHI MINE (<i>via prepared video</i>) Executive Director JICA Ogata Sadako Research Institute for Peace and Development Author, <i>Connecting Africa, and Asia: Afrasia as a Benign Community (2022)</i></p> <p>NEZAR PATRIA, S.Fil., M.Sc., MBA Vice Minister Ministry of Communication and Informatics Republic of Indonesia</p>
10:30 – 10:45 am	<p>CONFERENCE OVERVIEW</p> <p>MR. RAMON R. TUAZON AMIC Secretary-General</p>
10:45 – 11:00 am	COFFEE / TEA BREAK

11:00 – 11:45 am	<p>CONFERMENT OF 2022 AMIC ASIA COMMUNICATION AWARD</p> <p>DR. RONNY ADHIKARYA 2022 AMIC Asia Communication Awardee</p> <p>DR. CRISPIN C. MASLOG Chairperson, Board of Directors Asian Media Information and Communication Centre</p> <p>DR. DADANG RAHMAT HIDAYAT Dean, Faculty of Communication Sciences, Universitas Padjadjaran</p> <p>DR. ANG PENG HWA AMIC Chairman d'honneur</p> <p>MR. RAMON R. TUAZON AMIC Secretary-General</p>
11:45 – 12:00nn	AMIC COMMUNITY PHOTO OPPORTUNITY
12:00nn – 1:00 pm	LUNCH BREAK
1:00 – 1:30 pm	<p>INTRODUCTION OF THE CENTRE FOR ASIAN STUDIES IN AFRICA</p> <p>PROF. ALF GUNVALD NILSEN (<i>via online</i>) Professor, Department of Sociology University of Pretoria Director, Centre for Asian Studies in Africa</p> <p>PROPOSED ASIAN-AFRICAN STUDIES PROGRAM</p> <p>PROF. APT. RIZKY ABDULAH, PhD Director of Research and Community Service Universitas Padjadjaran</p>
1:30 – 3:00 pm	<p>PLENARY SESSION 1: AFROCENTRICITY AND ASIACENTRICITY: IN SEARCH OF OUR OWN COMMUNICATION THEORIES</p> <p>DR. MOLEFI KETE ASANTE (<i>via online</i>) Professor, Department of Africology Temple University President, Molefi Kete Asante Institute for Afrocentric Studies</p> <p>DR. YOSHITAKA MIIKE (<i>via online</i>) Professor, Department of Communication University of Hawaii at Hilo</p> <p>PROF. DR. PHIL. HERMIN INDAH WAHYUNI Professor, Communication Department Faculty of Social and Political Sciences, Universitas Gadjah Mada, Indonesia</p> <p>DR. FERNANDO DLC PARAGAS (<i>Convener/Moderator</i>) Dean and Professor, College of Mass Communication University of the Philippines</p>
3:00 – 3:15 pm	COFFEE / TEA BREAK
3:15 pm – 6:00 pm	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • A: Communication Theories and Research Paradigms • C-1: Media, Information and Digital Literacy • C-2: Media, Information and Digital Literacy • L : Digital Technology and Human Relations • G: Environment, Agriculture, and Public Communication • O: Emerging Communication Trends and Issues
END OF DAY 1	

DAY 2, Sept 29, 2023

8:30 – 9:30 am	<p>PLENARY SESSION 2: SAFEGUARDING FREEDOM OF EXPRESSION AND ACCESS TO INFORMATION: GUIDELINES FOR A MULTI-STAKEHOLDER APPROACH IN THE CONTEXT OF REGULATING DIGITAL PLATFORMS: FEEDBACK FROM ASIA AND AFRICA</p> <p>MS. ANA CRISTINA RUELAS (<i>via online</i>) Senior Programme Specialist UNESCO Paris</p> <p>MR. WIJAYANTO, PhD Chairperson, Damai Coalition Assistant Professor Department of Government Studies Diponegoro University</p> <p>MR. VICTOR KAPIYO (<i>via online</i>) Advocate and Digital Rights Expert Kenya ICT Action Network (KICTANet)</p> <p>MR. HARIO BISMO KUNTARTO (<i>via online</i>) Policy Analyst cum Head of Digital Economic and Gaming Governance Directorate of Applications Information Governance Ministry of Communication and Informatics, Indonesia</p> <p>MS. YEKTHI HESTHI MURTHI (<i>Convener/Moderator</i>) Associate Project Officer for Communication and Information UNESCO Multisectoral Regional Office, Jakarta</p>
9:30 – 9:45 am	COFFEE / TEA BREAK
9:45 – 11:15 am	<p>PLENARY SESSION 3: INTER-CONTINENTAL STUDIES: STRATEGIES IN PURSUING COLLABORATIVE ASIAN AND AFRICAN SCHOLARSHIPS</p> <p>DR. RONNY ADHIKARYA 2022 AMIC Asia Communication Awardee</p> <p>DR. CHANDRABHANU PATTANAYAK Director of the Institute of Knowledge Societies Odisha, India</p> <p>PROF. DEDDY MULYANA, M.A., PhD Lecturer, Department of Journalism Faculty of Communication Sciences Universitas Padjadjaran</p> <p>DR. HERLINA AGUSTIN (<i>Convener/Moderator</i>) Head, Mass Communication Department Faculty of Communication Sciences Universitas Padjadjaran</p>
11:15 -12:00nn	<p>SPECIAL SESSION: Updates on the Asian Journal of Communication and Media Asia</p> <p>DR. ANG PENG HWA Chairman d'honneur, AMIC Editor, Asian Journal of Communication</p> <p>MR. DANILO A. ARAO Editor, Media Asia</p>
12nn – 1:00 pm	LUNCH BREAK

1:00 – 3:00 pm	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • B: Communication and Journalism Education • F: Science and Health Communication • M: Integrated Marketing and Communication • N: Sustainable, Diverse, and Inclusive Communication
3:00 – 3:15 pm	COFFEE / TEA BREAK
3:15 – 4:45 pm	<p>PLENARY SESSION 4: STATE OF THE ART ON COMMUNICATION AND DEVELOPMENT IN AFRICA: PEER LEARNING NEEDS WITH ASIAN SCHOLARS, EDUCATORS, AND PRACTITIONERS</p> <p>PROF. IBRAHIM HEGAZY Chairman, School of Business Council Head, Marketing Academic Unit Professor of Marketing, Department of Management American University in Cairo</p> <p>DR. MOR SECK Permanent Secretary Commission-in-charge of Monitoring and Evaluation of Public Policies and Programmes Office of the President of Senegal</p> <p>DR. HLAMALANI NGWENYA Professionalisation Coordinator Global Forum for Rural Advisory Services South Africa</p> <p>PROF. DR. ATWAR BADIARI Vice Chairman Indonesia Communication Scholars Association</p> <p>DR. RONNY ADHIKARYA (<i>Convener/Moderator</i>) 2022 AMIC Asia Communication Awardee</p>
4:45 – 6:15 pm	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • E: Image Studies and Global Communication • D: Community Media and Public Service Media • H-1: Political Communication • H-2: Political Communication
6:15 – 7:15 pm	GENERAL ASSEMBLY OF AMIC MEMBERS
7:15 pm onwards	MARKETPLACE OF IDEAS
End of Day 2	

DAY 3, Sept 30, 2023

Time	Activity
8:30 – 10:00 am	<p>PLENARY SESSION 5: TALK AFRICA, INSIDE ASIA: HOW MAINSTREAM MEDIA PORTRAY ASIAN AND AFRICAN SOCIETIES</p> <p>MR. DANILO A. ARAO Editor, Media Asia Associate Professor, Department of Journalism College of Mass Communication University of the Philippines</p> <p>PROF. DR. ENI MARYANI Professor, Communication Department Faculty of Communication Sciences Universitas Padjadjaran</p> <p>MR. LAXMAN DATT PANT Chairperson, Media Action Nepal Adjunct Professor, Tbilisi State University, Georgia</p> <p>DR. JING YIN (<i>via online</i>) Professor and Chair, Department of Communication University of Hawaii at Hilo</p> <p>DR. AUGUSTUS CEASAR D. LATOSA (<i>Convener/Moderator</i>) Coordinator of the Graduate School Department of Communication Far Eastern University-Manila</p>
10:00 – 10:15 am	COFFEE / TEA BREAK
10:15 – 12 nn	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • J: Journalism Issues and Practices • K: Mobile Technology, Digital Research, Regulation, and Inter-Platform Relations • I: Culture and Communication • P: Evolving Strategies for Future-Proof Communication
12nn to 1:00 pm	LUNCH BREAK
1:00 – 6:00 pm	<p>CULTURAL LEARNING AND APPRECIATION EVENT</p> <p>* Travel to Saung Angklung Udjo * Prepare for Angklung Musical Concert</p> <p>Angklung Musical Concert <i>Angklung is a UNESCO World Intangible Cultural Heritage musical instrument of Indonesia</i></p> <p>* Travel to Gedung Sate</p>

6:00 – 8:00 pm	<p>CLOSING CEREMONY AND GALA DINNER AT GEDUNG SATE <i>Gedung Sate is the Governor’s Office, a century-old heritage and historic building</i></p> <p>Dinner</p> <p>Sundanese Dance Performance</p> <p>Speech</p> <p>DR. DADANG RAHMAT HIDAYAT, S.Sos., SH., M.Si. Dean, Faculty of Communication Sciences, Universitas Padjadjaran (UNPAD)</p> <p>Speech</p> <p>DR. SETIAWAN WANGSA AKMAJA Regional Secretary West Java Province</p> <p>Conference Declaration</p> <p>Closing Remarks</p> <p>RAMON R. TUAZON AMIC Secretary-General</p> <p>Special Number by Fikom UNPAD Vocal Group</p> <p>Sundanese Dance (all participants)</p>
END OF DAY 3	

DAY 4, October 1, 2023

8:30 – 10:30 am	Visit to Museum Konferensi Asia Afrika Tour of Gedung Merdeka	For participants who signed up for the tour
NOTHING FOLLOWS		

Day 1

PARALLEL SESSIONS

PARALLEL SESSION A:

COMMUNICATION THEORIES AND RESEARCH PARADIGMS

AUTOPOIETIC PERSPECTIVE ON THE STUDY OF DEVELOPMENT COMMUNICATION

Dhyah Ayu Retno Widyastuti^{a,b}, Hermin Indah Wahyunia,^c

a Doctoral Program of Extension and Development Communication, The Graduate School of Universitas Gadjah Mada, Special Region of Yogyakarta, 55284, Indonesia

b Department of Communication Science, Faculty of Social and Political Sciences, Universitas Atma Jaya Yogyakarta, Special Region of Yogyakarta, 55281, Indonesia

c Department of Communication Science, Faculty of Social and Political Sciences, Universitas Gadjah Mada, Special Region of Yogyakarta, 55284, Indonesia

ABSTRACT

Understanding the concept of development communication is necessary. The field of development communication has grown and become more dynamic. Development communication started to grow in the West in the 1960s, while it took Asia until the 1970s to establish it as a legitimate academic discipline. Development communication, which is viewed as an ideology, employs efficient communication channels to motivate people, especially at the grassroots level, and increase community involvement. Prioritizing participation, fairness, and sustainability is how development communication has been done up to this point.

This work aims to put the perspective of autopoietic systems in development communication study. The autopoietic approach emphasizes that the system will produce its components (self-creation) to reduce complexity. It consists of communication, evolution, and differentiation, which build up the autopoietic system. Communication is a primary component of the autopoietic system. Communication includes a selection of information, utterances, and understanding.

A literature review was used in the study to address the research issue. The literature review intends to integrate studies on development communication, focusing on its evolution and history. This process was used to set up a framework to determine the significance of the study's findings and as a starting point to express the realities of Africa and Asia.

The study showed that the concept of development communication is most relevant to the developing countries. The researchers conducted a case study based on development communication research in Indonesia's context of MSME development. The Special Region of Yogyakarta (DIY) represents the study's primary focus. The autopoiesis system is essential as an innovative perspective in research on development communication. This idea further suggests the implications of advancing communication studies, particularly of development communication studies in the future.

Keywords: *Development communication, autopoietic, new perspective, MSMEs study*

RESEARCH DURING THE PANDEMIC: EXPLORATIONS BY AN INDIAN RESEARCHER

Mira K Desai

SNDT Women's University

ABSTRACT

The pandemic taught people the value of accurate information and the importance of technological connectivity for societies globally; Asia is no exception. In the midst of COVID-19 pandemic, especially during the early period, numerous state governments declared mandatory lockdowns. During this period, information and misinformation were on the rise. It also created a spree of online research data gathering and virtual distribution of tools. Conclusions were drawn from the data gathered without “touch and feel” of the field. Data became digital and largely lost their qualitative, human, and personal properties.

This paper examines the information seeking and digital media usage behavior of Indian audiences. This research used Google forms and WhatsApp distribution of links as method of data gathering. The author was part of three online surveys—the first one in March 2020, the second one in May 2020, and the third one in February 2021. The first two were designed and executed by her individually, whereas for the last one she created a voluntary group of media teachers named project ROTL. Team ROTL created large data set of media teachers and students across India but due to delays, data gathering became a challenging task for the last project.

This paper draws findings from these three online surveys, about how the process of research changed during the pandemic period in terms of volume of responses and quality of findings. The first two studies revealed interesting insights about how Indians responded to the pandemic. The last one being a collective project, received a larger data set but it took much longer to collect the data. This paper intends to examine the findings in the light of similar studies from Western societies, provided such studies are published and accessible. In the context of information society and digital divide frameworks, it intends to explore how the process of research in difficult situations/conditions like the pandemic demands different treatment especially in an Asian society where technology is still a privilege. Examining the process as well as product of research during the pandemic, it poses issues related to research rigor in researching digitally. The paper concludes that online research leads to findings which may or may not reveal macro trends due to insulated distribution and capsuled conceptualization.

Keywords: *Pandemic, data collection, Asian contexts*

REFLECTING THE PAST AND ENVISIONING THE FUTURE: UNDERSTANDING ASIAN & AFRICAN COMMUNICATION

Esha Jainiti, Rana Bedi, Udaya Narayana Singh, and Dr. Sam V. Rao
Amity University Haryana, India

ABSTRACT

This study endeavours to undertake a comprehensive exploration of the decolonization process within Asian and African communication theories and paradigms that have emerged in the aftermath of World War II. By delving into the realm of traditional folk media and their relationship with the development of rural communities in select countries, this research aims to shed light on the profound impact of indigenous knowledge, cultural practices, and alternative modes of communication within these unique cultural spaces. This way we shall reclaim the voices of Asians and Africans within the expansive field of communication studies and also acknowledge their invaluable contributions. To achieve these goals, a multi-disciplinary approach will be employed, drawing upon insights from esteemed media scholars, linguists, semioticians, and proponents of indigenous knowledge systems. Through this nuanced exploration, the study seeks to unravel the intricate tapestry of decolonized communication theories and practices, championing diversity, inclusivity, and authentic representation. The methodology will be review analysis of scholarly papers, journal articles, conference proceedings, and relevant publications to identify existing research and theoretical frameworks related to decolonization, Asian and African communication theories, and paradigms. We will then conduct a rigorous analysis of the selected papers using qualitative research methods. Our focus will be identifying recurring themes, theoretical perspectives, and methodological approaches within the papers. Based on the analysis and synthesis of the reviewed papers, we will make recommendations for further research and practice and identify areas that require additional exploration. We will also propose future directions for decolonized communication studies in Asian and African contexts.

Keywords: *Asian and African theories, semiotic traditions, traditional folk media, effective communication, community development, decolonization*

JOURNALISM AS COMMUNICATIVE ACTION: FROM THEORETICAL PARADIGM TO EDUCATIONAL PRACTICE

YANG Yufei and ZHU Ling
Communication University of China

ABSTRACT

Journalism as ‘Jiaowang’ (‘交往,’ meaning ‘Communicative Action’), an occasionally mentioned concept in Chinese academia, is seen as a paradigm shift in the field of Journalism. Scholars attempt to adopt its Marxist origin to explain and regulate contemporary journalistic practice. Often traced back to Marx’s term of ‘Commerce/Intercourse,’ Heidegger’s theory of ‘Being-with,’ and Habermas’ concept of ‘Communicative Action,’ etc., Chinese scholars confuse these different terms or concepts of different thinkers into a single Chinese word – ‘Jiaowang,’ without considering the commensurability in this interlingual practice.

By reviewing this currently confusing theoretical discussion, this paper reconstructs the notion of Communicative Action, and argues that this notion, indicating that journalism is conditioned in different social forms, could be a strong response to the unexamined clash in journalism in the global sense, a clash between the ideal goal of journalism, i.e. ‘to inform audiences to promote social progress and the well-being of the people,’ and its practical approach, which has shown a compliance with technology and a subservience to the market, leading to a distortion of its role, and having been uncritically incorporated into contemporary journalism education. Moreover, in a historical and empirical perspective, Chinese journalistic practices before marketization presents a rather ‘communicative’ nature. These practices have greatly facilitated political mobilization during the war and the political process of forming the ‘mass line.’ Thus, regarding journalism as Communicative Action highlights the epistemological foundation for China’s ‘society-oriented’ journalistic norms, crystalized from long-standing journalistic practices, yet faded into oblivion after marketization. Chinese journalism education should reiterate and emphasize the notion to confront the clash of journalistic values and its distorted application in the digital age.

Keywords: *Communicative Action, Journalism Education, Paradigm Shift, China, Journalistic Norms*

TEACHING COMMUNICATION THEORIES TO UNDERGRADUATE STUDENTS, AN ACTION RESEARCH

Ibnu Hamad

Department of Communication Science, University of Indonesia

ABSTRACT

This article aims to describe the author's experience in teaching communication theory to undergraduate students at the Department of Communication Studies, Faculty of Social and Political Sciences, University of Indonesia, where the students seem to have not mastered the logic of every theory and also don't seem to fully realize the importance of attending theory lectures.

Mastering a theory is very important, because theory is useful for formulating a research problem, for planning a communication campaign program, and for analyzing a social problem.

Based on this awareness, I invite students not to memorize communication theories but rather to use communication theories for academic, practical, and social interests. The syllabus for the course of communication theory that I developed directs students to choose a theory that fits their research themes, communication campaign problems, or communication analysis agenda that they are interested in.

In each lecture session, I conduct interactive dialogues with each student to measure their ability to understand how to apply theory to research problems, campaign plans, or analyze social problems from the perspective of communication science.

Through the action research in class, the students are able to choose correctly the theory for their research topic, for their communication campaign plan, or for observing a social problem. All of the 33 students who took part in the lecture were able to develop a research plan and a communication campaign design based on the communication theory which they chose.

Keywords: *theory, communication theory, undergraduate students, teaching theory, syllabus of communication theory course, action research, using communication theories.*

UNDER THE SHADOW OF FALSE DICHOTOMY: LESSONS LEARNED ON THE CONVERGENCE OF COMMUNICATION THEORIES IN THE DIGITAL ERA IN INDONESIA

Utari, Prahastiwi Alkhajar and Eka Nada Shofa Pramana
Communication Department, Faculty of Social and Political Science,
Sebelas Maret University, Indonesia

ABSTRACT

Digital communications have brought significant changes in communication theory and research. The realms of interpersonal communication theory and mass communication theory which were believed by communication scientists to be separate and natural divisions, have become fluid in the digital era, their boundaries blurred or even merged. Communication scientists outside Indonesia have echoed this view of the concept of unifying the two theoretical domains for a long time. Several publications have been written about the importance of converging these two domains of theory. Various thoughts of communication scientists are highlighted to see the convergence of mass communication and interpersonal communication theories. Capella (2017) put ‘rethinking,’ Walter (2017) used ‘merger,’ High (2019) presented “integrating,” Sullivan (2017), and Lievrouw et al, (2017) used ‘bridging.’ In Indonesian Communication higher education, a massive movement has not been seen to realize that technological progress influences the development of communication theory and research. In teaching communication theory, most of the lecturers teach by dividing the domains or levels of communication that separate sharply between mass communication and interpersonal communication. The books that are a guide for teaching or are mandatory for students to read, both foreign textbooks and those produced by Indonesian scientists, still distinguish between mass communication and interpersonal communication. The literature on interpersonal communication and mass communication has only focused on their fields. Communication scientists in the field see the new communication technologies as a threat to their respective disciplines. It can be seen that the development of theory lags behind the development and adoption of technology. It is not impossible that the development of theory and communication research in Indonesia will be left behind and stagnate or even stop. This paper aims to describe the methods of teaching communication theory in Indonesia especially interpersonal and mass communication theories, classroom learning, using textbooks, research, and writing publications.

The lessons learned from these are expected to raise awareness of the importance of understanding the convergence of communication theory in the digital era.

Keywords: *Digital communication, false dichotomy, interpersonal communication, mass communication, convergence theories, Indonesia, teaching atmosphere*

THEORIZING CRISIS FROM BELOW: A CULTURE-CENTERED READING OF COLLECTIVE RESISTANCE NARRATIVES IN THE REALM OF THE DRUG WAR IN THE PHILIPPINES

Augustus Ceasar Latosa
Far Eastern University - Manila

ABSTRACT

In the administration of Philippine President Rodrigo Duterte, the drug war was used as a state apparatus to eliminate criminal elements who were allegedly drug users and pushers from the urban poor communities. The ‘nanlaban’ or resisting arrest narrative perpetuated by structural forces was the dominant discursive violence that enabled all the other acts of violence committed against the urban poor. As a result, families of the slain drug war victims mobilized their agencies to resist against the structural violence committed by the state. The collective resistance from the margins was viewed from the lens of public relations, specifically crisis communication, which has been dominantly top-down, functionalistic, and managerial in orientation. This nature of PR research has facilitated erasures and invisibilities of voices from the margins. The erased voices were foregrounded by using an alternative framework that veered away from the positivist frameworks from the West called culture-centered approach (CCA). By listening and engaging in dialogues with the urban poor, I co-constructed with them their narratives of resistance against structural violence. The study found that the cultural members carried out collective resistance through discursive and affective infrastructures to hold the perpetrators accountable for their crimes, to demonstrate their hatred towards the structural forces that reconfigured their lives, and to articulate their disapproval of the ways by which the drug war was implemented. The same collective resistance disrupted the hegemonic narratives of the state about the drug war.

Keywords: *drug war, crisis communication, critical public relations, culture-centered approach, listening, collective resistance*

ANALYSIS OF THE NEEDS FOR CONTENT-BASED HIGHER EDUCATION IN DIGITAL MEDIA BUSINESS DEVELOPMENT

Herma Prabayanti, Putri Nabilah, and Ramadhani Aisyah

Universitas Negeri Surabaya, Indonesia

ABSTRACT

Developments in technology and information affect various aspects of life, one of which is higher education. We Are Social related to Digital Report (2023) said that 276.4 million Indonesians, 212.9 million Indonesians have used the internet in their daily activities and the most frequently used social media platforms are YouTube, Facebook and WhatsApp. The multiple functions of social media for digital communication includes promotional activities. Efforts to create digital media business opportunities managed by the Directorate of Media Development at Surabaya State University are aimed at obtaining the best strategy in generating profit for the higher education business ecosystem. In this research we use a qualitative descriptive research type to analyze the need for digital content for the academic community at Surabaya State University. The focus of attention and responses to published content were analyzed using the Uses and Gratification Theory in content published by Unesa's Media Development Directorate via YouTube, Instagram and TikTok. The academic community is divided into two groups, namely students who need entertaining content, and lecturers and education staff who demand content that is both educative and capable of providing profit for academic activities. Therefore, the Directorate will focus on producing content that is of interest to these audiences, so as to be able to increase the number of audience and have an impact on the income generated by the Directorate.

Keywords: *media, higher education, business, digital media development, Uses and Gratification*

TOWARDS A COMMUNITY-BASED FLOOD-RISK COMMUNICATION MANAGEMENT FRAMEWORK FOR DAVAO CITY, SOUTHERN PHILIPPINES

Prof. Karen Joyce G. Cayamanda, Ph.D.

*Humanities Department, College of Humanities and Social Sciences
University of the Philippines-Mindanao*

ABSTRACT

Vulnerable communities of Davao City, Southern Philippines, have experienced flooding that leads to catastrophic effects, costing damage to property and loss of lives. Communities need to build its resiliency to respond to flooding and mitigate its negative impacts, while policy makers and leaders need to consciously regularly review and update existing policies to address gaps and promote effective community engagement.

This paper highlights the development of the framework based on the results from the convergent parallel mixed method, merging the results of the quantitative and qualitative approaches which aim to enhance participatory approach towards inclusive and sustainable risk reduction strategies.

Results of the study revealed that Davao City implements a top-down communication system for risk reduction management. However, this approach has little or no room for direct transactional interaction between the source of the message and the local communities. Messages have been found to be unfiltered, and interoperability mechanism used by the local government agency has been found only at the level of the implementing agencies. In addition, vulnerability is associated with socio-demographic characteristics, experience in flooding and responses to flooding. This paper argues that since the perception of risk varies across contexts and experiences, local communities play a significant role in developing a flood-risk communication system based on their own perceptions, experiences and practices that have been developed through the years of dealing with flooding in their area of residence.

Hence, the study concluded that risk reduction strategies can be further enhanced through a risk communication management using a localized and participatory approach in the proper knowledge transfer of flood risk communication among the stakeholders involved, placing the community as the central actor for amplification. The study, therefore, proposed a community-based flood-risk communication management (CBFRCM) framework for the flood-vulnerable communities. This model aims to raise awareness and preparedness towards community's resilience to disasters.

Keywords: *risk communication management; disaster resiliency model; community-based risk reduction; flood-vulnerable communities; knowledge transfer on flood risk*

EFFECTIVENESS OF A PARTICIPATORY GUIDED COMMUNICATION STRATEGY IN EDUCATING FEMALE ADOLESCENTS AGAINST RAPE MYTHS

Melissa Claire I. Barrera-Yap

University of the Philippines - Mindanao

ABSTRACT

This study explores the broader use of participatory communication beyond its established application in the areas of agriculture and health (see Gravoso et al., 2016; Libero, 2005; Quebral, 1988) by assessing its effectiveness in educating female adolescents against rape myths. Utilizing a quasi-experimental pretest-posttest design, the research examines two non-equivalent treatment groups, each with 30 participants drawn from a state university in Mindanao. Treatment 1 participants, who were exposed to the intervention dubbed as participatory guided communication strategy, exhibited increased mean scores in accepting rape myths. Scrutiny of the study's instruments and thematic analysis of qualitative data unveiled nuanced interpretations of a.) rape, b.) rape victim empathy, and c.) perpetrator responsibility among Filipina adolescents. Contrasting quantitative outcomes from prior rape myths studies (e.g. Johnson et al., 1997; Lonsway & Fitzgerald, 1994) underscore the need to contextualize gender role perceptions and rape myth acceptance beyond Western contexts. Additionally, the study considered other factors that influence participants' acceptance of rape myths such as sociodemographic profile and contextual factors. These findings emphasize the need for a comprehensive understanding of participatory communication's impact by considering cognitive biases when addressing sensitive topics like rape myths.

Keywords: *rape-myths, participatory communication, participatory guided learning process, quasi-experiment, gender studies*

RESISTING OPPRESSION, EMBRACING INTERCULTURALITY: EXPLORING CRITICAL INTERCULTURAL COMMUNICATION WITHIN THE LUMAD STRUGGLE IN THE PHILIPPINES

Melissa Claire I. Barrera-Yap
University of the Philippines - Mindanao

ABSTRACT

The dominant trend in knowledge formation in the field of intercultural communication is often characterized by a particular approach that focuses on privatized, neutral, and interpersonal interactions of individuals from different cultural backgrounds (Halualani & Nakayama, 2010). This approach prioritizes the development of individual communication skills as a means to address cultural differences which according to Piller (2012, p.12), 'often serves to obscure inequality and injustice'. This study endeavors to depart from this paradigm and make a distinct contribution to the study of critical intercultural communication in the Philippines by looking at a site of resistance and understanding how its mechanisms form a collective of diverse individuals from various cultural backgrounds who advocate for a cause that appears to be rooted in identity-related concerns. Specifically, the study looked into the interaction of Lumads and non-Lumads, and their forms of resistance, in a make-shift community in UCCP-Haran, Davao City. This community emerged as a response to the displacement caused by militarization and marginalization experienced by different Lumad communities in Mindanao, Philippines. By analyzing the qualitative data derived from key informant interviews and field notes obtained through participant observation, this study found that while Lumads and non-Lumads differ in terms of their self-perception and perception of 'others,' in UCCP-Haran they developed a heightened sense of critical reflexivity (applied to self and others) that enables them to transcend the confines of identity politics, a result attributed to the nature of their struggle which is: a) collective, b) intersectional, and c) confronts a form of power perpetuating class divide. However, it is crucial to acknowledge the limitations of this study, which stem from its exclusive reliance on qualitative methods. Recognizing this, the researcher included recommendations to improve future studies on the topic to establish theoretical contributions to the study of critical intercultural communication.

Keywords: *critical intercultural communication, Lumad struggle, critical reflexivity, interculturality, intersectionality*

PARALLEL SESSION C1:

MEDIA, INFORMATION, AND DIGITAL LITERACY

INDONESIAN PARENTS' DIGITAL LITERACY: THEIR AWARENESS AND ROLE IN COPING WITH CYBERBULLYING ON THEIR CHILDREN

Yoseph Bambang Wiratmojo
Communication Science Department,
Universitas Atma Jaya Yogyakarta, Indonesia

ABSTRACT

Parents are the closest adults to adolescents and can inhibit the spread of cyberbullying. Parents are the primary source of social support when adolescents have upsetting experiences on the internet. In case parents are not as computer savvy as their children, schools, through teachers, are expected to enlighten parents about the nature and forms of cyberbullying. This article investigated the extent of parents' digital literacy and their awareness and attitudes toward bullying experiences of their children in school and cyberspace.

Through cluster sampling system, 536 Indonesian parents voluntarily participated in this study. They live in Special Region of Yogyakarta province, which is named as province of students and culture.

The result found that almost two-thirds of parents had "never" noticed or been aware of (cyber) bullying to their children. However, some parents knew their children got game addiction, exposure to pornographic websites, rude comments on SNSs, and pornographic pictures through SNSs. They knew that their children's personal pictures were shared without asking; were mocked in a WhatsApp group; were invited to chat by strangers; and their children's SNS accounts were hacked by strangers.

Parents think bullying is a terrible behaviour. They agreed that bullying in school and in cyberspace is an actual problem for Indonesian adolescents. They also agreed that bullying could negatively influence adolescents' psychological condition. They worry about the effects of bullying in school and in cyberspace on their children. Therefore, they strongly agreed that schools should have strict policies to prevent bullying in school and on the internet. Finally, they also agreed to be involved by schools in addressing problems with bullying.

Keywords: *parent, digital-literacy, cyberbullying, children, social-support*

EMPOWERING ADOLESCENTS FROM THE MARGINS OF MUMBAI WITH NEW MEDIA LITERACY ENGAGEMENT

Anita Sareen Parihar

SNDT Womens University, Mumbai University, India

ABSTRACT

Two thirds of the world's school children have no internet at home, a UNICEF-ITU report says. The International Telecommunication Union and UNICEF are calling for urgent investment to bridge the digital divide that prevent children and youth from accessing quality digital learning opportunities online (2020). The COVID-19 pandemic was marked by widespread misinformation, especially through social media that many have termed an 'Infodemic.' The changing technologies in the last two decades have transformed the way we communicate, interact, and inform ourselves. Adolescents are in the midst of this global change, comprising sixteen percent of the world's population, and the largest number (253 million) live in India (UNICEF, 2023).

The present study focuses on adolescents from the margins of Mumbai in relation to their new media habits, areas of information-seeking, vigilance in fact checking information, and the challenges they face as a product of their gender. It also looks at the relationship between social, demographic, and economic variables and their use with pertinent Media Information Literacy engagement using the Sadaranikaran (Indian) model of Communication. The study explores further opportunities to educate, debate, express, and engage ourselves particularly towards those lacking internet connectivity and accessibility. It is in continuation of two studies by the author -- Everyday Digital Routines of Adolescent Girls (2018-2020) and Media Information Literacy Study for Adolescents During Pandemic (2020-2021). The study is of mixed method design, based on field research using quantitative and qualitative tools and techniques. Participant observations, focus group discussions, will be an integral part of the field research. The sample design is non-probability and purposive, comprising 100 respondents.

Keywords: *adolescents, margins, new media literacy, engagement, connectivity, accessibility*

MEDIA FRAMING ANALYSIS IN REPORTING FEMICIDE CASES

Brigita Wahyuningtyas Yanika P

Media and Communication Studies, Universitas Airlangga

ABSTRACT

This article focuses on media framing in reporting femicide cases as gender-based violence. This paper analyzes how Indonesia online news media have reported femicide cases so far using feminism textual analysis by Sara Mills. It is not uncommon to find news about sadistic murder of women committed by their men partners in various places (called femicide). We also find there is no good accommodation for gender-based violence yet and there is no disaggregated data, especially regarding femicide, which has an impact on challenges in alleviating femicide especially in Asia, and for this research, in Indonesia. Therefore, the case of femicide is an important concern, especially for the media which are instruments of information and public literacy. This study used five cases in news articles as the material for analysis. First, the case about a wife who was murdered, and her death had been reportedly caused by her husband who choked her on meatballs, as reported by *Tribunnews*. Second, the case of murder by a prison warden against his wife because of a third person, which was published on *Detikcom*. Third, the case of a girl murdered by her ex-boyfriend using a broken toilet, published on *Detikcom*. Fourth, the news article by *Kompas.com* about a woman who was killed by her lover because she asked to be married. Fifth, a news article by *CNNIndonesia.com*, about a high school girl who was killed by her ex-boyfriend with an air rifle at close range. This paper found that most of the femicide that occurred in Indonesia was intimate femicide category. Patriarchal culture and masculinity are factors of femicide's growth. The way media report femicide news still categorize it as a mere act of crime or just a general murder case. The factors behind violence against women are also still widely contained in news framing by the media. Based on textual analysis, online news media have not fully emphasized the application of gender-based news reporting indicators that place empathy for victims. It was found that there was rarefaction in narrating perpetrator's motives through the choice of diction used, and there is still imbalance in using initials for victims and perpetrators.

Keywords: *framing, digital media news, media literacy, femicide, textual analysis, feminism, masculinity, patriarchal culture, journalists.*

MEDIA AND INFORMATION LITERACY (MIL) FOR SENIOR HIGH SCHOOL STUDENTS: RESPONSIVENESS TO SOCIAL MEDIA INFORMATION DISORDER

Nheru B. Veraflor

Northwest Samar State University, Philippines

ABSTRACT

This study investigated how Media and Information Literacy (MIL) education for senior high school responds to threats of information disorder in social media. Three aspects were viewed in the study: the MIL skills of students, the perceptions of teachers on MIL curriculum, and the contents of MIL curriculum.

Three research approaches were used, namely online survey, key informant interview, and content analysis. Descriptive-survey research design was used to assess the MIL skills of senior high school students. Qualitative interview was also used to know the perception of teachers on media and information literacy. Specifically, the study used Key Informant Interview (KII) to gather data. To analyze the MIL Curriculum Guide, content analysis was utilized

Findings showed that students had a high level of media and information prosumption skills—a combination of consumption and production skills. On the other hand, teachers viewed the MIL curriculum as misaligned, less relevant, and just suggestive. This suggests that teachers were aware of the gaps of the curriculum. Further, the interview revealed that teachers have devised solutions to make the curriculum responsive for the learners.

Analysis revealed that competencies in the MIL curriculum were less significant to development of MIL skills. Although, majority of the learning competencies are related, a lesser percentage is deemed to be significant in developing the media and information literacy skills that will help counter the threats of information disorder in social media. Thus, the study concluded that MIL education is not fully responsive to social media information disorder. The revision of the MIL curriculum is highly recommended.

MEDIA AND INFORMATION LITERACY EDUCATION FOR ALL: AUTOETHNOGRAPHIC REFLECTIONS ON PEDAGOGY

Yhna Therese P. Santos

*School of Library and Information Studies
University of the Philippines, Diliman, Quezon City*

ABSTRACT

Media and information literacy (MIL) education is seen to be one of the solutions to concerns regarding information disorder. The effective identification and articulation of an information need, along with the steps involved in finding, evaluating, and using media and information to address a person's concerns is a crucial skill for the digital age. While there exists an MIL course in the Philippine senior high school curriculum, it is undeniable that strengthening peoples' knowledge on the topic is essential. As such, the inclusion of a course on information literacy to the undergraduate curriculum at the School of Library and Information Studies, University of the Philippines Diliman, is a step in the right direction in ensuring that students consciously and continuously practice ethical engagements with information. The course, called LIS 50 Information Literacy, highlights the various potential applications of MIL with an emphasis on the critical aspect of interacting with media and information. The course also trains learners as partners in MIL education, strengthening their knowledge in planning programs and strategies which could contribute to the development of a media and information literate citizenry. Officially included in the curriculum in 2018, a year later, research focused on the course's development was conducted. During that time, LIS 50 was offered as part of the core curriculum in the library and information science program, but today, its reach has widened and is currently being offered as an elective for undergraduate students from other degree programs as well. This research builds upon the researcher's earlier work on course development. This time, the researcher who is also the one teaching the course, examines the teaching and learning practices employed in the delivery of LIS 50, through an autoethnographic approach. Reflections were thematically analyzed and mapped against the Media and Information Literacy Core Educator's Competencies by UNESCO in 2021.

The goal of this research is to serve as a reference allowing MIL educators to reflect on and have an awareness of their strengths and weaknesses in terms of pedagogy. Findings could also contribute to the development of course materials related to the teaching of MIL.

Keywords: *media and information literacy, information literacy, media literacy, pedagogy, best practices, MIL, MIL education*

MEDIA USE AND PREFERENCES AMONG URBAN RESIDENTS: A STUDY IN KUALA LUMPUR

Zeti Azreen Ahmad, Syed Arabi Iddid & Aesyah Talib

Department of Communication

AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences

International Islamic University Malaysia

ABSTRACT

This research is part of the Kuala Lumpur research project that specifically examines the media use in an urban setting. Kuala Lumpur is the capital and the biggest city in Malaysia, with a population of 1.9 million residents. At present, there has been no specific study on media use among the residents of the capital city. Research examining media use is concerned with the type of media audience members use for information. The study on the residents of Kuala Lumpur investigates the type of media used for news and disaster information. It also seeks to examine the perceived trust in information received from the media. A total of 1,078 respondents were interviewed face-to-face from the 11 parliamentary constituencies that form Kuala Lumpur, from July to September 2022. In the present study, the respondents were asked to indicate the frequency of their media usage of the 10 listed media during the past week. The measurement scale used was from 0- did not use, 1- a day to 7- as daily used. The media include television, radio, newspapers, online news portal, Twitter, Facebook, WhatsApp, Instagram, TikTok, and Telegram. The residents were also asked about their sources of information to access news and issues related to crisis or disaster. The final variable of interest covered by the study was the trust in information received from different type of media.

The findings of the study revealed that the residents were highly critical of the media due to their low media usage. TV continues to surpass its other traditional media counterparts, radio and newspaper, in terms of daily usage for news. The social media messaging WhatsApp has been predominantly used as compared to other social media platforms and microblogging such as Twitter, now known as X. The urban dwellers continue to depend on TV and WhatsApp for information related to disaster. However, they exhibit relatively low trust towards information received from all media types but place a higher trust in information received from friends/ family members (83%) and community (80%).

Keywords: *traditional media, Kuala Lumpur, trust, urban, social media*

ANALYSIS OF INFORMATION LITERACY PATTERNS OF LIBRARIANS IN SOUTH SULAWESI

Tuti Bahfiarti, Arianto, Muhammad Farid

Department of Communication Science, Hasanuddin University

ABSTRACT

The era of information technology led to the role of librarians as information literacy agents to meet the information needs of readers. Information literacy is the competence of librarians to utilize and use literates or information literacy. This study aims to identify and describe information literacy patterns of librarians in accessing, analyzing, and the ability to interpret a message. This study refers to a descriptive qualitative approach that categorizes librarians into two categories: digital natives, generation of information technology literates, and digital immigrants (the generation before the internet). Determination of informants is done through purposive sampling of ten librarians who are active as social media managers and Weblog managers who directly provide services to readers at the South Sulawesi Provincial Library and Archives Service. Miles & Huberman's data analysis went through the stages of data condensation, data display, and conclusion drawing and verification based on the results of in-depth interviews and non-participant observations at the library. The concept of Media and Information Literacy (MIL) from UNESCO is a research reference. The results of the identification of librarian information literacy patterns are, first, the pattern of actively accessing, evaluating, and utilizing media content in a critical, ethical, effective, and professional manner. Second, the interactive pattern is the management of direct communication with readers, interactively applying information retrieval techniques and strategies. Third, the passive pattern of the librarian category does not transform knowledge and interactions with readers. This passive pattern causes minimal behavior in accessing, evaluating, and utilizing media content and does not interact to transform literacy knowledge to readers. Digital native librarians are categorized as active and interactive, while digital immigrant librarians tend to be active and passive. The potential of passive librarians can be more open and learn to practice information transfer in the technological era. The implications of the research findings are useful in developing the competence of librarians in dealing with the information technology era, and digital literacy to be smart and wise in filtering hoax information. Librarians as a multiplier effect can transform knowledge to readers as an integral part of "21st century skills" or "transverse competencies".

Keywords: *Media and Information Literacy, librarian, readers, digital native, digital immigrant*

AUDIENCE RECEPTION OF THE IMAGE OF SURABAYA STATE UNIVERSITY THROUGH KECE MEDIA CONTENT

Herma Retno Prabayanti, S.E., M.Med.Kom, Milani Eka Erfianah, S.I.Kom
Universitas Negeri Surabaya, Indonesia

ABSTRACT

The increasing number of internet users, the communication in educational institutions is increasing and becoming a priority. Before making a choice of one of the tertiary institutions, a search for information related to higher education is now also being carried out. Educational institutions, especially universities, are now starting to open communication networks through social media. As was done by the Universitas Negeri Surabaya, after officially holding the status of a Higher Education Institution with a Legal Entity, the image of the institution has become a priority. As of October 2022, Unesa officially switched from PTN-BLU to PTN-BH through RI Government Regulation Number 37 of 2022, concerning State Universities with Legal Entities, Universitas Negeri Surabaya. Therefore, many breakthroughs are needed in the management of public relations in order to maintain the positive image of educational institutions. With the institution's positive image, it is hoped that it will be able to increase the number of applicants to lead to an increase in higher education revenues. Through the audience reception put forward by Stuart Hall in this research it is hoped that it will be able to explain the audience reception of Kece Media's social media content, especially the Bincang Unesa program on the Unesa TV YouTube channel in interpreting the messages contained in the content obtained by the audience. This study uses the Reception Analysis method using data collection techniques in the form of interviews, documentation, and FGD (Focus Group Discussion). The interviews and FGD show that each informant gave a variety of answers according to their points of view. From the interviews, it was found that the Bincang Unesa program provided a lot of insights about what study programs were in Unesa, what descriptions would be learned from these study programs and what graduates would become, so that the public can find out the study programs side of each faculty at Surabaya State University. Apart from that, according to their views, the Bincang Unesa program seemed boring because it was presented with a static presentation.

Keywords: *reception, image, social media, public relations management*

EVERY DAY AROUND THE SCREEN: EXPLORING CHILDREN'S DIGITAL EXPERIENCES IN INDIA

Debopriya Roy, Joya Chakraborty

Department of Mass Communication and Journalism, Tezpur University, Assam, India

ABSTRACT

This paper discusses the digital media experiences of children from rural and semi-urban India by addressing how they negotiate access, navigate online, address safety concerns, and manage their expectations in the face of multiple obstacles. It draws from the paradigm of the United Nations Convention on the Rights of the Child (UNCRC) to evaluate the assertion of their digital media usage rights. Digital media plays a vital role in shaping children's everyday experiences right from their first screen encounter as toddlers. It has become more rigorous in the post-COVID-19 pandemic period with digital media-enabled education and entertainment gaining prominence. In this context, child rights organizations have repeatedly raised concerns about the escalating dangers of online child abuse and the growing disparity experienced by children from underprivileged backgrounds.

Through semi-structured interviews with 38 school-going children aged 12-16 years primarily from lower-income families from the state of Assam in India, the research finds out that child prosumers not only utilize digital media platforms to fulfill their informational requirements but also aspire to acquire fame and identity through social media content creation. The study identifies inefficient child-centric design, lack of institutional advisories and awareness, coupled with multilayered restrictions on access compelling them to cohabit the digital spaces with adults. This leaves them vulnerable to online abuse, exploitation, and exposure to age-inappropriate content. Children's nature of participation in digital media is also observed to be influenced by their real-life socialization experiences. The study also inquires with parents about their supervisory role and notes differences in moderation and control of children's digital engagement driven by parents' varying levels of digital literacy. The outcome of this qualitative study provides valuable insights into the internet practices of rural and semi-urban children in India that can have significant implications for regulatory policies and media education programs, especially digital literacy initiatives. Despite the work being subject to a data size constraint, it contributes to the scarce data on Indian children's digital behaviors bringing forth specific perspectives of media participation from the less privileged section of society.

Keywords: *child rights, digital media, digital literacy, UNCRC, children, media participation, digital technology*

ELDER FINANCIAL ABUSE AND EXPLOITATION: IMPORTANCE OF DIGITAL LITERACY FOR SENIOR CITIZENS DURING COVID-19 CRISIS AND BEYOND

Rosie Jane Mosquera and Maurice John Ramos
University of Santo Tomas, Manila, Philippines

ABSTRACT

One of the implications of print media is its ability to provide negative news reports of elderly citizens when managing their finances during the COVID-19 pandemic, thus achieving certain media ideals that could create a sense of dissatisfaction regarding older people's financial literacy skills and ignoring any informal acts of communicative group engagements that may benefit them. This study explores how Critical Discourse Analysis plays an important role for critically describing, interpreting, and explaining the ways in which discourses construct, maintain and legitimize social inequalities. Elderly men and women aged 50 and above were the subjects of the study targeting their experiences on financial fraud using three major newspapers, the Philippine Daily Inquirer, the Philippine Star, and the Manila Bulletin. Through the frameworks of CDA, findings and results were analyzed and showed how seniors are often the focus of financial scams, as hackers and phishers perceive them as the most vulnerable members of the online community since they are less digitally literate and their trusting nature makes them easily manipulated. Researchers also agreed that certain texts or themes in the newspapers consistently coded elderly people as disempowered, passive and powerless in handling their finances especially online. In this era of digitalization, the researchers aim to provide new perspectives on how Media and Information Literacy (MIL) is important to create an inclusive and age-friendly digital environment where older people can safely engage with various ICT tools.

Keywords: *elderly groups, financial exploitation, development communication, digital divide, media and information literacy, major newspapers*

DIGITAL HEALTH COMMUNICATION IN INDONESIA: USAGE AND CHALLENGES

Andi Subhan Amir , Deddy Mulyana, Susanne Dida, Jenny Ratna Suminar
The Faculty of Communication Sciences, Universitas Padjadjaran, Bandung, Indonesia

ABSTRACT

In order to effectively deliver health information and services, digital health communication has become increasingly important. However, it is crucial to fully understand its effectiveness and challenges in developing countries like Indonesia. This study aims to assess the utilization and challenges of digital health communication in Indonesia through a mixed methods approach consisting of an online survey and in-depth interviews with users and providers of digital health services.

The survey was divided into two main sections. The first section gathered demographic information to provide an overview of the research sample. The second section focused on respondents' experiences and perceptions of digital health communication, including user engagement, frequency of use, satisfaction, and intended use of digital health communications, along with their experiences using health apps. The data collected were analyzed using descriptive statistics and bivariate and multivariate analyses to explore the relationship between demographic variables and the use and perception of digital health communication.

In-depth interviews were conducted with key stakeholders in digital health, such as digital health service users, service providers, and policymakers. The objective was to understand their experiences and views on digital health communication.

The findings of this study provide insight into how Indonesians utilize digital technologies in the context of health, as well as the barriers and opportunities for improving digital health services. A human-centered approach is emphasized as being crucial in designing and implementing effective digital health communication. Digital technologies must be designed and implemented to meet users' needs, preferences, and socio-cultural contexts. The results of this study can help service providers, policymakers, and researchers understand and capitalize on the opportunities of digital technologies to improve health communication and services in Indonesia, but further research is required to explore various aspects of digital health communication and identify the most effective strategies to improve public health through digital technologies.

Keywords: *health communication, digital, Indonesia, utilization, challenges.*

PARALLEL SESSION C2:

MEDIA, INFORMATION, AND DIGITAL LITERACY

HOW MASS MEDIA EXPOSURE AFFECTS CONTRACEPTION USE IN INDONESIA: EVIDENCE FROM 1976 TO 2017 OF EVER-MARRIED INDONESIAN WOMEN

Syauqy Lukman
Universitas Padjadjaran
The Australian National University

ABSTRACT

Discussing how mass media exposure influences fertility decisions is an ongoing demographic and population studies debate. Much evidence of mass media exposure correlates with fertility amid the argument on the importance of considering the social process, the actual effect on awareness, attitudinal or behavioral level, the exposure quantity, distribution of exposure, and time lag of mass media effect. This study investigates how mass media exposure affects contraceptive use in Indonesia, examining data from the 1976 World Fertility Survey, the 1987 National Contraceptive Prevalence Survey, and The Indonesian Demographic and Health Survey from 1991 to 2017. This study utilizes demographic perspectives that consider demographic characteristics to model the predicted outcome variable by reviewing how Indonesian women were exposed to radio, print media, and television—specifically to family planning messages. Several demographic covariates were selected for this study: age group, education level, partner's education level, working status, age of first marriage, parity, and whether the respondent wanted more children. By observing the data of more than 40 years from 1976 to 2017, this study will provide descriptive information on the trend of Indonesian women's general mass media exposure, their exposure to family planning messages, and how they influence contraceptive use. Logistic regression is used in each survey year to examine the effect of media exposure on the contraceptive use of Indonesian women by controlling other covariates. Unfortunately, as survey data on internet exposure is only available in the 2017 dataset, this study will only look at the effect of the internet in that survey year. Each model's sensitivity and specificity are then evaluated by looking at the area under the ROC Curve to confirm their accuracy.

Keywords: *mass media exposure, the effect of media, use of contraception, demographic approach to communication, fertility*

CITIZEN FACT-CHECKERS AND THE EMERGING MOVEMENT AGAINST DISINFORMATION IN THE PHILIPPINES

Maria Diosa Labiste, PhD, Merryll Red Phae Carao, and Kristine Joy Onguda
University of the Philippines Diliman, Quezon City

ABSTRACT

This study explores the growing movement against disinformation in the Philippines using two alternative frameworks, namely, citizens media, which shapes the arguments and analysis through an alternative and de-Westernized approach (Rodriguez, 2017), and data activism, which considers technology as a form material power for dissent and transformation. These perspectives are reminiscent of the Spirit of Bandung which articulates the views and distinct agency of oppressed people in the Third World.

The fact-checking and verification initiatives of grassroots organizations and alternative or activist media groups, collectively known as citizen fact-checkers, disclose the two agentic frameworks. The fact-checking projects not only debunk false information, hate speech, and disinformation, but also critique the power behind the spread of red-baiting and lies targeting the grassroots organizations. The falsehoods were intended to cause harm because they led to loss of lives, arrests, and other forms of repressions. Incidentally, the state was a culprit behind harassments in the period covering the last three years under President Rodrigo Duterte and the first year under President Ferdinand Marcos Jr. The two presidents use disinformation as part of their election and communication strategies.

Fact-checking in the Philippines is an outgrowth of journalism's organic practice and its principles of accuracy, impartiality, and verification. However, fact-checking is increasingly performed by activists and grassroots organizations with high degree of autonomy, using various standards and methods, and with possible alignment of their social and political goals. Arguably, citizen fact-checkers have contributed to the overall movement against disinformation. Their agency can be understood not only in relation to fact-checking initiatives but also in conjunction with other forms of activism.

Keywords: *citizen fact-checkers, advocacy fact-checking, disinformation, fact-checking, movement*

THE APPROPRIATION OF LENI ROBREDO'S FEMININITY BY MARCOS JR.'S SUPPORTERS ON SELECTED PRO-MARCOS FACEBOOK PAGES

Alasdair Denis N. Carlos, Gabriel Angelo T. Casagan, Reena Bianca M. Co,
Danielle Anne Lacdang, John Macky C. Nidea, John Carlo C. Oboy
University of the Philippines, Diliman, Quezon City

ABSTRACT

The 2022 Philippine elections revealed the country's growing mediatized political landscape. Apart from using social media for political campaigns, emerging scholarship underscores the presence of disinformation and misinformation networks in the Philippines, which was saliently observed in the recent presidential race. As a branch of misinformation research, this paper looks into the character and gendered attacks launched against Maria Leonor "Leni" Gerona Robredo during the campaign period of the Philippine 2022 elections, where, as the sole female progressive presidential candidate, Robredo was subject to vicious public vilification on social media, which was instigated by the supporters of her top opponent, Ferdinand "Bong Bong" Marcos Jr. Interested in the interplay between and among (a) communication technology, (b) gender, and (c) politics, this paper employed qualitative textual analysis to explore a different angle of misinformation that unravels how Marcos' supporters appropriated Robredo's liberal femininity through hateful posts on selected Pro-Marcos Facebook pages. Using intensity sampling, we selected 18 posts from 12 Marcos' supporters-owned Facebook pages. Through a two-leveled data analysis that combines textual and discursive methods, we found that Marcos' supporters repurposed and reassigned Robredo's femininity through a three-way process. First, they entextualize and admonish Robredo's liberal feminist attributes. Second, they decontextualize these qualities and juxtapose them with Marcos Jr. Lastly, they recontextualize these qualities as antithetical to Philippine governance. Guided by (a) Morgan's Liberal Feminist Scale (1996), (b) Trester's Stages of Intertextual Play (2012), and (c) Mansbridge and Shames' Theory on Backlash (2008), our findings also show how this appropriation is contingent on Facebook's afforded tools that Marcos supporters consciously use but unconsciously maximize. Specifically, they intentionally perform backlash against Robredo, which unintentionally functions as a covert appropriation effect that circumvents the platform's community guidelines and sanctions pages to incite sexism and misogyny under the guise of political discourse. These findings further suggest the proclivity of Philippine voters to maintain and protect traditional gender roles in Philippine society, especially those in leadership positions, ultimately reinstating Marcos Jr. to power.

Keywords: *appropriation, misinformation, backlash, Robredo's liberal femininity, pro-Marcos Facebook pages*

WHAT IS “FAKE” IN FAKE NEWS: A CRITICAL DISCOURSE ANALYSIS OF COVID-19 JOURNALISTIC FACT-CHECK ARTICLES

Lenneth C. Febrero, Erdie Dominic R. Mabunga,
and Rosie Jane S. Mosquera

*Media and Information Literacy Learning Area
University of Santo Tomas, Manila, Philippines*

ABSTRACT

In an attempt to delineate fake news and explain the fact-check methodology of two independent news media, Rappler and Vera Files, the paper employed Critical Discourse Analysis of COVID-19 fact-check articles published from June 2020 to December 2021. The articles were evaluated based on methods of selection, categorization, and framing. The findings of the study reveal eight elements of fake news: (1) is false, (2) masquerades as news stories, (3) is tracked based on their virality or potential to deceive more people, (4) may come from authoritative and popular figures, (5) may have an underlying political implication, (6) appeals to emotion, (7) alters the public’s perception of reality, and (8) poses serious harm or threat. The post-pandemic scenario shows that calls for collaboration among Media and Information Literacy (MIL) stakeholders to counter networked disinformation and fake news remain strong in the Philippines. Young people being active users of social media are exposed and vulnerable to lies and false information deliberately spread online. It is important to raise their consciousness on how to take an active role in mitigating the negative effects of information disorder and creating a healthier information environment. A greater focus on strengthening the MIL curriculum in Senior High School to include fact-checking is urgent to empower the Filipino youth to navigate safely in a post-truth society.

Keywords: *critical discourse analysis, fake news, fact-checking, information disorder, media and information literacy*

HARNESSING DIGITAL LITERACY: A STUDY OF THE COMMUNICATIVE ECOSYSTEM OF UDUPI'S FISHERWOMEN

Samriddhi Nandi and Padmakumar K.

*Manipal Institute of Communication,
Manipal Academy of Higher Education, India*

ABSTRACT

This study intends to identify key gatekeeping barriers which affect the communication channels of Udupi's Mogaveera fisherwomen during the dissemination of information. Women constitute 93% of the post-harvest workforce within India's marine fisheries industry. Though technology is pushing the frontiers of knowledge within this industry, the fisherwomen remain a marginalized group struggling to navigate a world that is increasingly using technology to function. The gradually increasing digital gap between technology users and non-users is the reason for several economic, industry-related and gendered challenges in India and worldwide. The impact of government efforts through PMGDisha digital literacy training centers could result in fisherwomen becoming self-reliant. Pre-existing gatekeeping mechanisms affect their communication channels and act as a barrier between women and digital literacy. Through a constructivist grounded theory design, using semi-structured in-depth interviews and drawing from Jo A Tacchi's communicative ecology framework, this study charts the web of communication within the fisherwomen's society. A series of in-depth interviews with a purposive sample of 15 Mogaveera fisherwomen were conducted over 12 weeks. Interview transcripts were analyzed and data collection and analysis occurred simultaneously. This study identifies and examines the primary, secondary, and tertiary channels of information of fisherwomen.

Keywords: *communicative ecology, digital literacy, fisherwomen, digital divide*

EVALUATING RELIABILITY OF COVID-19 INFORMATION ON YOUTUBE: AN INDIAN CASE STUDY

Nisha Rani

MIC, Manipal Academy of Higher Education, India

Dr. Usha M Rodrigues

SICS, Charles Sturt University, Australia

Dr. Padma Rani

MIC, Manipal Academy of Higher Education, India

ABSTRACT

Social media platforms have become increasingly popular among users seeking online health information. YouTube, the world's second most popular search engine, has been widely used to disseminate health information associated with COVID-19 (Basch et al., 2020). It is the most preferred social media platform (53 per cent) for news consumption in India, as per the Digital News Report 2022. During the first 45 days of the lockdown in March 2020, YouTube saw a 20.5 per cent surge in its subscriber base (Mindshare and Vidooly 2020 Report). This study examined different sources and types of COVID-19 content available on YouTube and also evaluated the reliability of COVID-19 videos published on the platform. The research focused on Hindi language videos because 54 per cent of the viewing population in India watches YouTube in Hindi.

The study included videos published over two years, from January 2020 to December 2021. We selected top 500 videos, based on 'relevance' filter, using YouTube's Data Tools with 'कोरोनावायरस' (Coronavirus) as the search query. After screening, 409 unique videos were included in the study. The reliability of the COVID-19 YouTube videos was evaluated using the modified DISCERN (mDISCERN) scale adapted from DISCERN scale (Charnock et al., 1999). The videos were watched by two coders to demonstrate the rigor of coding procedures during the data analysis.

To identify the source type, videos were further classified into private media organizations, public media organizations, government and public agencies, health organizations, and independent content creator. Similarly, to understand the content type, the videos were divided into four categories: news and information, investigative, personal and political.

Findings reveal that private media organizations dominated COVID-19 content on YouTube, whereas government and public agencies and health organizations lacked visibility on the platform. The mDISCERN rating showed that YouTube provided only moderate information related to COVID-19. Videos uploaded by government and public agencies were the most reliable, whereas the content shared by independent content creators was the least reliable. The videos also lacked focus on behavioral change communication during the pandemic, with only 41 per cent of the videos discussing the issue of social distancing, masking, washing hands or getting vaccinated to prevent the spread of COVID-19.

A PARADIGM REPAIR OF PHILIPPINE JOURNALISM THROUGH TEACHING MEDIA AND INFORMATION LITERACY (MIL) AND CIVIC ENGAGEMENT

Irish Jane L. Talusan, MA and Yhna Therese P. Santos

University of the Philippines, Diliman, Quezon City

ABSTRACT

In defense of the institutional attacks and threats faced by the Press, Philippine media organizations have mobilized themselves as advocates of media literacy and civic engagement. Besides efforts from the media, journalism defense may also manifest in the work of press-allied organizations. As a case study, the researchers conducted an autoethnography textual analysis of the #MIL4Democracy Teaching Media & Information Literacy Handbook, developed by the Out of the Box Media Literacy Initiative (OOTB). Through the lens of Paradigm Repair, as conceptualized by Macaraig and Hameleers (2022), and the Participatory Culture of Jenkins (2006), this research sought to look into the ways the material (1) taught civic engagement through Media and Information Literacy (MIL) and (2) defended and upheld the Philippine Press. Findings revealed that the handbook taught civic engagement through MIL through relying on digital and global resources, highlighting the networking skill, and expecting serious civic engagement. As for defending and upholding the Philippine Press, the handbook had set the Press as the legitimate source of information to uphold the country's democracy. Through an alignment of the roles of journalists with the users of the handbook, the material justified subsequent activities centered on developing interventions to defend the Press—which were packaged as civic engagement. The maintenance of Press authority over information was also evident in the lessons and press-allied references which may, however, limit a full participatory role among stakeholders in re- envisioning the Press itself. Ultimately, this study saw how learning materials can be a viable tool for paradigm repair, which media organizations can explore through a partnership with stakeholders in advocating for MIL and civic engagement while maintaining their public role as the Fourth Estate. Moreover, these findings helped conceptualized a paradigm repair model of Philippine journalism and suggested further directions in theorizing about the media literacy skills and civic engagement needs of the country.

Keywords: *paradigm repair, Philippine Press, Media and Information Literacy, civic engagement, participatory culture*

CHALLENGES AND STRATEGIES OF FILIPINO PARENTS ON SOCIAL MEDIA USE OF GEN ALPHA CHILDREN: LEARNINGS FROM MIL PARENTING WEBISODE

Dr. Hemmady S. Mora

Polytechnic University of the Philippines

ABSTRACT

The purpose of this study was to discover the challenges faced by Filipino parents with their children and how they monitor and handle their use of social media. Additionally, the study aimed to explore the learnings of the parents as they were asked to watch a webisode on media and information literacy aimed at teaching them strategies to monitor and regulate their children's media use. This qualitative case study explored the parents' learnings and realizations in handling the challenges and issues they experience particularly in the digital wellness aspect of their kids. The in-depth interviews with the seven parents with Gen Alpha (ages 3-10) children, revealed that they too, are in need of guidance when it comes to regulating their children's length of time in using media devices, safeguarding their socio-emotional well-being relative to social media use, preventing exposure to inappropriate content, and maintaining good eye health and brain development. It also revealed their personal challenges as working parents in juggling their parental and work duties. Recognizing the importance of MIL parenting, the key informants themselves recommend a larger scale of educational program on media and information literacy for parents, affirming the need for such endeavor in the digital age.

Keywords: *Gen Alpha, digital age, digital wellness, webisode, media and information literacy, MIL parenting, media usage, cyber wellness*

DISINFORMATION, SOCIAL MEDIA, AND HEALTH: A SYMBIOTIC RELATIONSHIP

Dr. Padma Rani and Manjushree Naik
Manipal Institute of Communication, Manipal, India

ABSTRACT

False information with or without intent to harm is misinformation and disinformation. (Shu k et al., 2020). Social media platforms such as Facebook and Twitter have provided opportunity to share information. In recent years research has shown that social media are a major source of information. Sources of disinformation are spam, anecdotal experiences, bots, and trolls. (Larson, 2018; Jang S M et al., 2019; Broniatoswki et al., 2018).

The disinformation regarding health issues on social media ranges from topics related to diet and weight loss, vaccinations, health insurance, prescription drugs, abortion, and a range of other issues. This has led to issues of trust and hostility towards public health workers, organizations, and government. The disinformation regarding health issues on social media has created a global public health issue.

Disinformation campaigns targeting health crisis communication during this pandemic seek to cripple medical response to the pandemic and instrumentalize the pandemic for political purposes. (Sonny S Patel et al., 2020) Disinformation has both negative and positive impacts. The negative implications have regional, national, and international impacts. Disinformation leads to an increase in vulnerability and conflict.

This paper seeks to analyze disinformation related to the COVID-19 pandemic using the published literature available and understand how this issue needs to be dealt with. This study aims to review the spread of disinformation practices and their direct impact on public opinion, potentially contributing to the spread of the virus in the Asian context. How such practices jeopardized the efficacy of and compliance with the emergency measures to combat the virus, leading to uncooperative behavior among the general public, will also be studied. What steps can be taken in the future to safeguard science and humanity?

Keywords: *disinformation, social media, pandemic, Asia*

VISIBILITY OF TWO PROTESTS ON SOCIAL MEDIA: CASE STUDIES OF 2022 HIJAB PROTESTS IN INDIA AND IRAN

Dr. Usha M. Rodrigues and Dr. Manjushree G Naik

Manipal Institute of Communication, Manipal Academy of Higher Education, India

ABSTRACT

Social media platforms serve as an outlet for protesters, their supporters, and detractors to share their experiences and views. Although online articulation of protests becomes a visible symbol of offline activism that transcends geographical boundaries, it does not necessarily completely reflect the on-the-ground agitation. The online activism is driven by actors participating on these social media platforms rather than being a representative of the offline protest itself. This paper examines two case studies of online articulations of protests related to the wearing of Hijab in two different parts of the world. Wearing a Hijab, which has become a symbol of women's rights, is the common thread in the protests in India in early 2022 and in Iran in late 2022. In Karnataka, a state in the south of India, a women's college banned the wearing of hijab by students on its premises because it violated the college's uniform policy. The issue escalated with protests and counter-protests, which also spilled on to social media platforms. In Iran, a Kurdish woman, Mahesa Amini, died after being arrested by the country's morality police for allegedly not wearing her hijab appropriately on September 16, 2022. Since then, Iran has become a site of social unrest by Muslim women and others who continue to protest on the streets in defiance by burning their headscarves and cutting their hair. The hijab and women's rights movement have morphed into a demand for regime change. For the outside world, social media articulations in relation to these protests have become a source of knowledge, a place for solidarity, and a platform for protest. We used trending hashtags to collect posts shared on Twitter for a period of over two months for each case study. We used VADER, a lexicon and rule-based sentiment analysis tool, to categorize tweets and correlate the sentiments to offline developments and issues. We also carried out a network analysis to identify key influencers and clusters of communities of users in each case and examine the nature and sentiment of articulations in each case study. Both the sentiment and social network analyses are used to draw attention to the prominent voices and narratives visible on Twitter during these two protests and ascertain how far the political context of a protest impacts its online articulation.

PARALLEL SESSION L:

DIGITAL TECHNOLOGY AND HUMAN RELATIONS

CONNECTED OR ISOLATED? COMPARATIVE MEASUREMENT BETWEEN URBAN AND RURAL FACEBOOK: COMMUNICATIVE ECOLOGIES THROUGH NETWORKED INDIVIDUALISM

Imee Camille Torres Advincula, MA and Maria Gwenetha Y. Pusta, PhD
University of Santo Tomas Graduate School, Philippines

ABSTRACT

The Internet gave rise to social media and networked individualism, making communication space-independent. Facebook, for one, is an online platform shaping its ecology through Neighborhood Facebook Groups. With Communicative Ecology as foundation, the study investigated networked users' social connectedness and social isolation relative to urban and rural communicative ecologies in Groups. Set in Mandaluyong City and Baras, Rizal, Philippines, the exploratory research employed a concurrent triangulation mixed method. An online survey with six adapted scales and three open questions were deployed to 362 local respondents aged 18-54. With 5% margin of error and 95% confidence interval, yields were interpreted and compared through Pearson's chi-square test. Results show that there is no relationship between age and social connectedness and social isolation in both rural and urban communicative ecology, while there are specific activities where conditions of relationships vary. Social connectedness in Groups had a yield of 2.60 (Agree) for rural, while there is a mean of 2.73 (Agree) for urban. The relationship is described as socially connected. For social isolation, yield for rural is 2.32 (Disagree), and 2.32 (Disagree) also for urban. The relationship is described as not socially isolated. Both communicative ecologies with positive relationships in their Groups are satisfied with the interactions that they have, and consider themselves as connected for perceived beneficial reasons of information or assistance. Study suggests that online communication paves the way for connected communities both online and offline, and social media must be investigated in full focus given the growing possibilities of interactions within.

Keywords: *Facebook, Communicative Ecology, networked individualism, social connectedness, and social isolation*

XP-LORING THE PHENOMENON OF FALSE IDENTITIES IN VIDEO GAME SETTINGS AND ITS IMPLICATIONS ON NEW MEDIA INTERACTIVITY

Nyra Rivera

Cagayan State University - Carig Campus, Philippines

ABSTRACT

Video games as a channel of new media communication has been academically overlooked. The insufficient amount of research focusing on interpersonal communication in the virtual world is quite concerning due to the fact that the rise of the internet has resulted in individuals turning to online means to seek comfort. This study aimed to discover how gamers' anonymous deceptive communication, also known as catfishing, in Massive Multiplayer Online Games affected their real-world self-identity.

Using a netnographic research design and interviews from six (6) participants who either played the part of the catfish or victims, the researcher found that gamers have a variety of reasons for engaging in catfishing. Besides using the virtual world for entertainment, gamers frequently use it as an escape from the harsh realities of the real world, creating their ideal selves and relationships in a place that gives them all the liberty to do so.

However, claiming that these online behaviors will have no consequences in real life is erroneous. The results proved that our online actions and interactions have significant impact on our self-identity, behavior, and attitude. They are factors in the way we change our morals, our egos, and even our self-esteem. They also brought to light the various gender stereotypes that stem from virtual space communication. This study states that anonymous, deceptive communication in the virtual world, despite being fleeting, have long-lasting consequences that affect our identities in the real world.

Keywords: *video games, catfishing, virtual stereotypes, anonymity, identity*

COMMUNICATION IN VAIN? CRITICALLY EXAMINING THE GAP BETWEEN THE ENGINEER, THE HUMAN, AND THE SOCIAL SCIENTIST IN AI THINKING

Ti Wei

National Yangming Chiaotung University, Taiwan

ABSTRACT

The paper aims to answer the question: Why are the engineers working in the research and development of AI (artificial intelligence) technology unable to seriously consider the social and ethical issues brought about by those technologies as expected by human and social scientists? Drawing from the critical thoughts of the late American philosopher in technology Lewis Mumford and others, the paper interprets why and how the gap exists between the two kinds of professionals in thinking of AI and to criticize the problems of the phenomenon.

The development of AI technology has advanced dramatically in the past decade. At the same time, the social and ethical issues raised by AI technology have been an important agenda around the world. The international organizations like UNESCO have proposed the ethical recommendations since 2021. The voices calling for immediate measures, including effective governance, formulation of guidelines and even legislation, mainly come from human and social sciences. In contrast, there are apparent skeptics among engineering professionals who think that the concerns are either too early or exaggerated.

This research conducted in-depth interviews with professionals and scholars of AI related institutions to explore the mindset of these elites in the AI industries, to examine how they think of the social and ethical issues about AI, and how far is the distance between them and human and social scientists in thinking of AI.

This paper concludes that although the engineering professionals claim that they indeed understand there are some social and ethical issues arising along with the development of AI, for them, those issues are either irrelevant, too early, or non-realistic for different reasons. In regard of their training processes, solving concrete and foreseeable problems is the only work that needs to be completed day to day. The significant gap between the thoughts of AI engineers and social scientists is not only formed by the division of disciplines but also by the dominant ideology of modern technologies in the capitalist societies.

Keywords: AI technology, ethics, regulation or legislation

METaverse AND RELIGION: EXAMINING COMMUNICATION AND PSYCHOLOGICAL FACTORS IN PREDICTING USER SATISFACTION AND RELIGIOUS ENGAGEMENT

Whisnu Triwibowo, PhD and Meriell Jade E. Tendean, M.Si
Universitas Indonesia

ABSTRACT

Metaverse has been a new avenue for personal and social interactions that are deemed the future of the public space. This challenges academia to fully comprehend the effects and the value of the metaverse in our daily lives. Religion is one of the first social institutions utilizing metaverse to conduct worship and observance of religious duties. Controversies have emerged questioning the effect of the metaverse on religious authenticity, satisfaction, and engagement. Employing communication perspectives, this paper attempts to enhance discussion on metaverse and religion by elucidating communication and psychological factors corresponding with user technology satisfaction and religious engagement. Media Richness Theory (MRT) and Electronic Propinquity (EP) are synthesized to better understand the process by which immersive technology can hinder or propel religious activities. The finding suggests complex relationships between social presence, medium experience, perceived propinquity, perceived media richness, user satisfaction, and religious engagement. The relationship between medium experience and religious engagement is mediated by communication and psychological factors. This suggests that the effectiveness of metaverse for religious activities depends on medium affordability and individuals' psychological state of this immersive technology. Recommendations for future study and practical implications are proposed in the paper.

THE IMPACT OF DIGITAL PUBLIC RELATIONS DEVELOPMENT ON THE WORK OF INDONESIAN PUBLIC RELATIONS PRACTITIONERS IN ANALYZING DIGITAL DATA USING BIG DATA AND ARTIFICIAL INTELLIGENCE

Ivan Bimantoro Wachid and Maulina Pia Wulandari

Department of Communication Science, Universitas Brawijaya, Indonesia

ABSTRACT

The practice of Public Relations has shifted towards the implementation of Digital Public Relations which is equipped with digital communication platforms, social media platforms, big data, and Artificial Intelligence (AI). The advancement of Information and Communication Technology (ICT) has made the work of Public Relations practitioners easier and can increase the productivity. This pilot study aims to discover an extensive analysis towards the real landscape of how the Digital Public Relations concepts and practices impact the work of Indonesian Public Relations, specifically in analyzing digital data by utilizing big data and artificial intelligence (AI). This study applied qualitative research method and involved six Indonesian Public Relations practitioners with various organizational backgrounds. This study reveals that there has been an adaptation by the Indonesian Public Relations practitioners of the dynamic practice of Digital Public Relations and digital data analysis using big data and Artificial Intelligence. Additionally, this study demonstrates that the development of digital communication platforms that are integrated with big data and Artificial Intelligence (AI) has changed the way of work, increase work efficiency, and raise several challenges in the practice of Digital Public Relations in Indonesia. Lastly, this study proposes a model for the development and practice of Digital Public Relations in Indonesia which highlights the opportunities and challenges for Indonesian Public Relations practitioners, ranging from different aspects such as interaction, value, technology and tools, and changes in human resource management.

Keywords: *digital public relations; digital communication; big data; artificial intelligence*

PHYSICALLY APART BUT EMOTIONALLY TOGETHER: A CASE STUDY ON SELECTED UPD STUDENTS AND THE FORMATION OF SAFE SPACES IN UPD PSYCSERV'S TELEPSYCHOTHERAPY SESSIONS

**Mark Christian Javier Acido, Alexandra De Rama Bebing,
Francesca Marie Manalo Guzman, and Danica Mai Narciso Bernal**
University of the Philippines

ABSTRACT

The pandemic necessitated a paradigm shift towards digital platforms, compelling individuals to adapt to the pragmatic implications of technology in various domains, including therapy. However, this transition has raised concerns on the limitations inherent in digital spaces such as the establishment of 'safety' within the client-therapist relationship as mediated by the online platforms. The study seeks to delve into the implications of this shift by exploring the lived and learned experiences of University of the Philippines Diliman (UPD) students who have participated in UPD PsycServ's telepsychotherapy sessions. Anchored on the concepts of the Social Presence Theory, the Online Intimacy Model, and the Tripartite Therapeutic Relationship Model, the case study interviewed six informants via intensity sampling to elevate how safe spaces are formed online. The eligibility of the informants was assessed through their responses in an online sensing form based on their session type and frequency. The findings of the study unveiled manifestation of safety in online psychotherapy through inclusive access mediated by digital spaces and the affordances brought by such platforms, which then shapes the client-therapist interaction. Thus, the human connection and the platform itself are crucial components in creating safe spaces, with safe spaces manifesting when individuals think the platforms are accessible and conducive when discussing vulnerabilities. The study also unearthed that the formation of a safe space now involves harmonizing the online space and the client's and therapist's physical space, which can introduce both possibilities and limitations. The limitations of mental health services in the country further complicate the negotiation of needs in therapy. Hence, the individual characteristics of clients and the platform's ability to meet their needs manipulate the formation of a safe space. Therefore, safe spaces depend not only on being together in an imagined space but also on acknowledging individualities and the realities they live in. The findings also have implications on how virtual spaces can better cater to the mental health needs of concerned individuals and how these spaces can be better improved and be an alternative to the face-to-face therapy set-up.

Keywords: *Telepsychotherapy, mental health, safe spaces, UPD PsycServ, COVID-19*

BJMP DIGITALIZATION ROADMAP

Dr. Robert Y. Mutia

Bureau of Jail Management and Penology, Philippines

ABSTRACT

This research utilized the Technology Acceptance Model (TAM) to assess the existing enterprise information systems of the Bureau of Jail Management and Penology. Technology Acceptance Model is a well-known theory that looks into the various factors influencing the acceptance of the technology. To complement the TAM, Institutional Theory was used to determine the needed components and resources of the digitalization strategy. Institutional Theory is used to determine the adoption of new structure forms, policies, innovations, and standard practices.

This study assessed the acceptability of existing enterprise information systems in the BJMP in terms of ease of use, usefulness, trust, and technology awareness. The findings showed that the participants desirably accepted the current enterprise information system. The researchers also identified various challenges and weaknesses during the implementation of the enterprise information systems such as poor internet connection, concerns on Single Carpeta System, cyber threats/attacks/attempts, delayed renewal of software license, lack of systems integration, budget for repairs and maintenance, inadequate equipment, lack of staff training, inadequate IT personnel, and technical issues.

Furthermore, the use of technology, internet connectivity, online security, leadership, finances, staff, technology, and equipment are the components and resources to consider in developing a digital roadmap wherein the researchers consider these variables in the formulation of the BJMP Digitalization Roadmap. The researchers prove that TAM and Institutional Theory can provide viable variables in formulating a digitalization strategy.

Keywords: *Technology Acceptance Model, Institutional Theory*

NEW DIGITAL ORDER AND ITS IMPLICATIONS ON INDIAN FAMILY RELATIONSHIPS

Avina Taneja

SNDT Women's University, Mumbai, India

ABSTRACT

The extensive adoption of mobile devices in India has revolutionized communication patterns within families, presenting new dynamics and challenges. This study investigates the role of mobile communication on various aspects of family relationships, including parent-child interactions, marital relationships, and intergenerational dynamics. The aim is to see the evolving landscape of family relations in the digital era on family communication patterns, psychological wellbeing, and social connectedness.

Mobile devices facilitate frequent and convenient communication, allowing family members to stay connected despite physical distances. It has been observed to increase monitoring and supervision by parents. However, excessive mobile usage and dependency may lead to neglect of face-to-face interactions, resulting in reduced interactions and communication within families. It is important to explore the potential consequences of excessive mobile usage and identify strategies to promote healthy mobile communication practices within Indian families.

The researcher conducted 10 semi-structured interviews in a suburban housing society in Mumbai suburbs with similar socio-economic strata. The aim was to know more about how mobile phones affect family communications. Qualitative grounded theory analysis was used to find themes and interpret results. (Creswell, 2013)

The study explores the role of mobile communication in family relationships emphasizing the need for effective management of mobile device usage within households. Setting time limits, boosting digital literacy, and encouraging family activities offline are among tactics that could help lessen the detrimental effects of mobile communication on family dynamics. Furthermore, understanding the cultural context of Indian families is crucial, as it can influence the adoption and interpretation of mobile technology within familial relationships.

Research concludes that the role of mobile communication and usage in Indian family relations is a complex and multifaceted topic. While mobile devices offer convenience and connectivity, their impact on diminished quality time, distractions, and dependency on phone and challenges of miscommunication and misinterpretation of texts cannot be overlooked. There is a need for further investigation into the effects of mobile communication on different aspects of family relationships such as family communication, family bonding and intergenerational usage of technology.

Keywords: *mobile communication, Indian family, challenges, mobile devices, technology mediated communication*

THE RELATIONSHIP BETWEEN CONSUMER ENGAGEMENT, CUSTOMER TRUST, AND IMPULSE BUYING TENDENCIES IN TIKTOK LIVE STREAMING SALES

Rayini Dahesihsari and Cecilia Nadia Putri

Faculty of Psychology, Atma Jaya Catholic University of Indonesia

ABSTRACT

Live streaming has become a promising promotional strategy in Indonesia, allowing seller to engage in direct interactions with customers, facilitating sales, after-sales services, customer engagement, and customer satisfaction. Unlike TV and YouTube, live streaming facilitates an interactive, engaging and user-centered environment, particularly through platforms like TikTok. TikTok had gained significant popularity in Indonesia as one of the most downloaded and used social media platforms in the country. This research aims to explore the relationship between consumer engagement, customer trust, and the tendency for impulse buying among consumers of TikTok Live in Indonesia. The study employs the Customer Engagement Theoretical Framework as its guiding framework.

This study used a quantitative approach, involving 242 participants who are TikTok Live customers. These participants had both watched live streaming on TikTok and made purchases through the platform. The participants were selected using a non-probability convenience sampling method. The participants completed a questionnaire that assessed consumer engagement, customer trust, and the tendency for impulse buying. Data analysis was conducted using correlational statistical tests.

The findings show a significant relationship between consumer engagement and customer trust. Similarly, there is also significant relationship between consumer engagement and the tendency for impulse buying among TikTok Live consumers.

The implications of this research are that the high level of customer engagement observed among TikTok Live participants, particularly in the dimensions of benevolence and attention, indicates that TikTok Live is a promising sales medium. As such, sellers can focus on providing the best products and creating appealing sales experiences to retain customers. TikTok Live consumers also exhibit a high tendency for impulse buying, particularly from affective aspect. Therefore, from the consumer education point of view, prospective consumers need to exercise caution to maintain rational purchase decision.

Keywords: *live streaming, TikTok Live, consumer trust, customer engagement, impulse buying tendency*

**PARALLEL SESSION G:
ENVIRONMENT, AGRICULTURE, AND PUBLIC COMMUNICATION**

IDENTIFICATION OF HOW MEDIA PRESENTED SDG ACTIVITIES TO THE PUBLIC FROM THE PERSPECTIVE OF CORPORATE MEDIA RELATIONS

Anna Agustina, Jihan Aqilah Febianty, Sudarto
Universitas Pancasila, Indonesia

ABSTRACT

SDG is a global issue highlighting the important balance of social, economic, and environmental sectors in achieving sustainable growth and development. The success of achieving SDG requires commitment from all stakeholders. Each stakeholder should contribute based on their role in society and the media should present it to the people to engage, educate, and set an example to other stakeholders about activities that relate to the implementation of SDG. This article aims to identify how media present SDG activities to the public from the perspective of corporate media relations by analyzing the content of SDG news in media. The study used concepts in communication strategy and journalism principles in evaluating the SDG news. Media content analysis indicators on news comprehensiveness from both concepts were drawn from the planning activities, implementation activities, evaluation activities, and 5W1H. The data were gathered from online media news covering the implementation of SDG conducted by a private company that has already published its SDG activities full report from the year 2018-2021. PT Astra SDG news was purposively chosen to fulfill the perspective of corporate media relations, and also because news on it were gathered when the writer was an intern at PT Astra as a member of its media relations team. There were 125 news items found regarding PT Astra SDG activities from 2018-2021. The content of the news is classified into news on planning SDG, implementing SDG, evaluating SDG, and news that presents 5W1H. The research results show that only 28% of news presents all indicators in the strategic communications category, and only 27% of news presents the 5W1H. Both results lead to two conclusions: first, communication professionals in PT Astra media relations are not yet optimal in engaging the media to cover the company's commitment on SDG to journalists; and second, journalists have not yet been concerned about the importance of comprehensive information on SDG in their news. In regard to the role of journalists and media as educators of the people, they should be concerned about the importance of complete information on planning, implementing, and evaluating activities of SDG news and also 5W1H in presenting the news to the public. The implication of the research is media relations in the company still need to raise their professional relations with journalists to convey the strategic communication plan on important commitments of the company. The tools -- concept and indicators -- used in this article could be adopted as evaluation of media relations key performance indicators in implementing the work of professional relations with journalists. The research used content analysis to identify how media present SDG activities from the perspective of the company media relations. Further research can be done on the relationship between corporate communication on media relations professional engagement activities and the news content produced by the journalists.

Keywords: *SDGs, communication strategy, news principle, content analysis, media*

PUBLIC OPINION ON ENVIRONMENTAL ISSUES THROUGH LETTERS TO THE EDITOR: A CRITICAL DISCOURSE ANALYSIS OF THREE LEADING ODIA DAILIES

Soumya Parija and Bidu Bhusan Dash, PhD

School of Mass Communication, KIIT

Deemed to be University, India

ABSTRACT

Letters to the editor in newspapers serve as a public sphere, mediating public perspectives on various concerns. This research examines the public opinion and environmental issues published in three leading Odia dailies, namely, Samaja, Sambad, and Dharitri, by analyzing the letters to the editor published from 1 April 2022 to 31 March 2023. The research objective is to identify the nature of environmental issues addressed in the letters to the editor section and public opinion on these issues. The study employs public sphere theory and critical discourse analysis to study the variety of letters to the editor on the issues of paramount concern. The data for the study was gathered by physically visiting the offices of the newspapers and collecting the e-papers. A total of 1,586 letters were collected over one year. The letters were segregated into categories according to the months and classified into various themes using Google Sheets. Politics, Health, Economy, Environment, Education, COVID, Law and Order, and Corruption were among those addressed in the letters collected. Out of 1,586 letters, 180 were on Environment, so, the census for the study is 180. The keywords used to identify the letters related to the environment are pollution, natural calamities, agriculture, birds and animal species, water, soil, air, trees, forest, and crops. The letters have been segregated and coded into various sub-themes based on the nature of the issues. The sub-themes are Environment versus Development: A Contestation, Unleashing Nature's Fury: Disasters, Escalating Earth's Heat: Global Warming, Forest, Endangered Species: Birds and Animals, Polythene-Free Future: Taking Action, Cleaning the Environment: Combating Pollution, Growing for Tomorrow: Agricultural Advancements, Nourishing Communities: Ensuring Food Security, Water: Scarcity, Conservation and Management, and Environmental Education. The study's analysis sheds light on some of the significant environmental concerns that the people of Odisha face. It also helped in understanding the public's opinion on various environmental issues.

Keywords: *environmental issues, public opinion, letters to the editor, Critical Discourse Analysis, newspaper*

(MIS)COMMUNICATION AND KNOWLEDGE GAP IN THE AGRIBUSINESS VALUE CHAIN: A CRITICAL ANALYSIS

Bijayashree Satpathy and Anupam Satpathy

Agzistence Intelligence Private Limited, India

ABSTRACT

Agriculture has been the backbone of our country, though the connection between Indians, especially the rural populace, and agriculture are declining sharply. While agriculture contributes 20% of the country's GDP, the sector employs less than 50% of the total workforce. Moreover, per census 2011, India has approximately 119 million cultivators and this number is decreasing due to various socio-economic reasons. Most of the decisions at the farmer's level for the purchase and selling of commodities are predominantly influenced by company officials or channel partners or agri-graduates. It is also established that the agribusiness value chain is struggling for updated agricultural market information. The knowledge deficit due to improper communication in the agribusiness ecosystem systematically results in trust deficits among all the stakeholders in the value chain, questioning the sustainability of agriculture. The study used knowledge, attitude, and practice (KAP) model to understand the stakeholders in the ecosystem.

Against this backdrop, the study attempted to understand the sources of information and process of communicating the updated market information to each stakeholder in the agribusiness value chain. The objective is attained through the focused group discussion and semi-structured in-depth interviews with officials of large-scale agri-input companies, channel partners, agri-graduates and farmers.

It is found that the channel partners who are communicating directly with the farmers are grossly lacking in updated market information. Furthermore, the agri-graduates taught the fundamentals around crop husbandry but lack the market updated information that hinders proper communication to the farmers. Additionally, farmers are aware of the products, but they rely heavily on influencers for any decision making. Despite multiple programs and policy interventions by government and advocacy groups, there is no platform available for farmers which is easily communicable in the language of their choice which, in turn, can make them future ready and informed enough to take decisions. There is a need for the platform for collaborative information sharing and communicating to bridge the knowledge gap existing in the agribusiness value chain and make the ecosystem future-ready.

Keywords: *communication, knowledge gap, agribusiness value chain, collaborative learning, stakeholders*

COMPARATIVE FRAMING ANALYSIS OF ONLINE ARTICLES ON RA 11479 (ANTI-TERRORISM ACT OF 2020) IN GMA NEWS AND ABS-CBN NEWS FROM JULY TO DECEMBER 2020

David Clemente M. Alcala
University of the Philippines, Los Baños, Laguna

ABSTRACT

The study compared the framing of online articles in GMA News and ABS-CBN News on the Anti-Terrorism Act of 2020 (ATA) in its first six months since enactment on July 3, 2020, using frames developed by Semetko and Valkenburg (2000). It specifically aimed to identify the quantity of online articles on the ATA, identify the dominant frame of both websites, determine its similarities and differences, and discuss the implications of these similarities and differences.

Of all the 203 articles collected, 108 from GMA News and 95 from ABS-CBN News, it was revealed that more than half of all the articles were published in July, mainly due to how this month drew salience from the ATA because of its enactment. Aside from this, it was discovered that ABS-CBN News has a longer average word count and more frequent paragraphs in its articles than GMA News, despite GMA News having more published articles. Furthermore, it is also discovered that ABS-CBN News also has more identified authors that wrote articles on the ATA than GMA News.

This study sought to also show if there was a difference with the mainstream platform with high trust ratings from the public and one that has relatively low trust ratings, according to the Reuters Institute Digital Report 2022. It was revealed that both ABS-CBN News and GMA News had the attribution of responsibility frame as the dominant frame for their ATA-related articles. The conflict frame and human interest frame arose as the second and third most dominant frames in both news agencies, respectively. Recommendations for this study include the further analysis of the reportage on the ATA beyond the first six months and the development of more locally relevant frames that would be more suitable for political issues within the country.

Keywords: *framing, Anti-terrorism Act of 2020, RA 11479, ABS-CBN, GMA*

SAFEGUARDING BALI'S CULTURAL HERITAGE AND PROMOTING SUSTAINABLE TOURISM POST COVID- 19: THE ROLE OF GOVERNMENT PUBLIC COMMUNICATION

Ni Putu Sri Widyastini Susila

Airlangga University, Indonesia

ABSTRACT

The post-COVID-19 period has witnessed a surge in tourist arrivals in Bali, revealing incidents of foreign visitors behaving inappropriately with local cultural norms. To address these challenges, the Indonesian government enacted comprehensive policies in the Governor of Bali circular letter number 4 of 2023 concerning a new order for foreign tourists while in Bali. These policies aim to ensure the sustainability of cultural tourism in Bali while preserving its invaluable cultural heritage. Additionally, Bali Governor Regulation Number 52 of 2021 regulates the Bali Cultural Tourism Implementation Standards, aligning with the implementation regulations of Regional Regulation Number 5 of 2020.

This study examines government public communication's role in preserving Bali's cultural heritage and promoting sustainable tourism. Using a theoretical framework encompassing government communication, heritage preservation, and sustainable tourism, we explore Bali's policies and strategies through descriptive analysis. Data is sourced from extensive literature reviews and official government documents. The study highlights how effective government public communication contributes to both cultural heritage preservation and sustainable tourism promotion in Bali.

The findings emphasize the Bali government's dedicated policies and programs aiming to protect cultural heritage and promote sustainable tourism. These initiatives encompass regulations governing the implementation of cultural tourism in Bali and efforts to raise awareness and foster understanding within the local community regarding the importance of cultural preservation. Public communication emerges as a vital catalyst, effectively utilized by the Bali government through diverse media channels and platforms, to disseminate comprehensive information about cultural heritage and to educate tourists on ethical behavior during their visits. This study significantly contributes to understanding the critical role played by government public communication in preserving Bali's cultural heritage to promote sustainable tourism. The findings provide a foundation for enhancing public communication strategies and developing more effective dedicated programs to preserve Bali's extraordinary cultural heritage, ensuring the sustainable development of the tourism industry.

Keywords: *Bali's cultural heritage, promoting sustainable tourism post COVID-19, the role of government public communication.*

STAYING FOCUSED IS BETTER THAN BIFOCAL: MEASURING PUBLIC COMMUNICATION EFFECTIVENESS DURING COVID-19 PANDEMIC

Ummi Salamah, Rosy Tri Pagiwati,
Ardhanareswari Avianti Handoko Putri, and Vida Aulia Parady
Universitas Indonesia

Usman Kansong, Mediodecci Lustrini and Farida Dewi Maharani
Ministry of Communication and Informatics

ABSTRACT

Public communication is critical during the pandemic when the government strives to fight against COVID-19 and improve the national economic condition. The research aimed to measure public communication set by the Ministry of Communication and Informatics of the Republic of Indonesia, in terms of public perception and public participation during the period of January to November 2021. A national survey was conducted in 11 provinces in Indonesia, with more than 1,200 respondents. Using a purposive sampling method, this research set respondent criteria which covered non-public officials, including workers in the public sector, informal sector, private sector, professionals, and students. It also included small to medium enterprise owners, housekeepers, students, and vulnerable groups. The campaigns measured in this research included media use, outtakes, and outcomes of COVID-19 information dissemination, vaccination, health protocol, travel health code management, and economic recovery. The findings show that information exposure in all programs is high (>80%), except for those related to economic recovery (65% and 58%). The outtakes and outcomes were reported as 'good' and 'very good', except for COVID-19 information recall as well as economic recovery information recall. These findings indicate that primacy effects in the public do exist and highlight the need to stay focused while conducting government communication in response to the COVID-19 outbreak. Sources of information with authority--from the central and regional government to local and neighborhood entities--were expected to assume their roles more than others. The respondents' comments in the qualitative figures indicate some skepticism, as most respondents expect an improvement in the government's public communication quality. From the respondents' evaluation, several issues were raised, including information transparency, clarity, and accuracy. Additionally, communication synchronicity between the central government and the regional authority, the reasonable use of traditional and digital media, and non-urban information access were highlighted. The respondents also emphasized the importance of combating hoaxes and balancing information between fighting against COVID-19 and improving the national economic condition. The research thus opens up ample room for improvements regarding the government's future communication program, in order to avoid bifocal goals and objectives.

Keywords: *campaign measurement, COVID-19, government communication, health communication, media use, public communication, source credibility*

IT WAS NOT ALL ABOUT MONEY AND GREAT MEN: CORPORATE REPUTATION OF PUBLIC TRANSPORTATION PROVIDER MASS RAPID TRANSIT (MRT) JAKARTA

Ummi Salamah, Donna Asteria, and Wahyuni Pudjiastuti
Universitas Indonesia

ABSTRACT

Mass Rapid Transit Jakarta (MRT Jakarta) is a public transportation provider owned by the Jakarta regional government in Indonesia. Founded in 2008, it boasted world-class facilities for more than 10 million Jakarta inhabitants and was launched in 2019 for a relatively limited route. For MRT, corporate reputation is a necessary condition to gain public trust and support. This research aimed to measure corporate reputation using Fombrun's Reputation Quotient. The construct consists of six (6) dimensions namely emotional appeal, product and service, leadership and vision, workplace environment, financial performance, and corporate social responsibility.

This study used a quantitative approach, and a survey was conducted in five (5) areas that are directly and indirectly affected by the then-newly-launched mode of transportation. Using multistage random sampling, this research involved more than 400 residents of randomly chosen areas in South and Central Jakarta. The data were analyzed using descriptive and inferential statistics. Based on factor analysis, the corporate reputation of MRT Jakarta covered four dimensions which are emotional appeal, product and service, organizational culture, and performance in financial, social as well as environmental aspects.

These findings indicate that leadership in the public sector was not perceived as a stand-alone concept due to its relevance with the organization as a workplace and its employees as competent workers. Company performance was not all about the financial aspect but also merged with the company's social and environmental responsibility. The findings confirmed the assumption that corporate reputation in the public sector was not all about profit or leadership posed as public figures. The contribution of this study is the need to develop an integrated approach of public transportation toward sustainable transportation.

Keywords: *corporate reputation, leadership, public sector communication public transportation, reputation quotient.*

EFFECTIVENESS OF SOCIAL MEDIA IN SPREADING THE NEWS AND UPDATES IN THE CITY OF MALABON, PHILIPPINES

Dr. Porfirio R. Catolico Jr. and Prof. Jefferson R. Cruz

City of Malabon University

ABSTRACT

In an era of rapid digital transformation, social media has emerged as a powerful tool for disseminating information, engaging communities, and fostering communication. This study investigates the effectiveness of social media platforms as vehicles for spreading news and updates within the City of Malabon, Philippines.

Drawing on a combination of quantitative and qualitative research methods, this study examines the reach, engagement, and impact of social media platforms in delivering news and updates to the residents of Malabon. A mixed-methods approach involving surveys, content analysis, and case studies was employed to gather comprehensive insights.

The study's findings reveal that social media platforms, such as Facebook, Twitter, and Instagram, are widely utilized by local authorities, news organizations, and community members to share news and updates about various aspects of life in Malabon. The immediacy and accessibility of social media contribute to the rapid dissemination of information, enabling residents to stay informed about local events, government initiatives, public services, and community activities.

Moreover, the study examines the interaction between users and news content on social media platforms. It assesses the extent to which engagement metrics, such as likes, shares, comments, and retweets, reflect the resonance of news stories and updates among the online community in Malabon. Qualitative analysis of user comments provides insights into residents' perceptions, concerns, and preferences in response to the news content shared on social media.

The research also evaluates the challenges of relying on social media as a primary news source and updates. These challenges include misinformation, filter bubbles, and the need for digital literacy among residents to evaluate online content critically.

By analyzing the effectiveness of social media in spreading news and updates in the City of Malabon, this study contributes to a better understanding of digital platforms' role in local communication ecosystems. The findings offer valuable insights for local authorities, news organizations, and community stakeholders to optimize their strategies for utilizing social media to engage, inform, and connect with residents in an increasingly digital age.

Keywords: *instant dissemination of news and updates, enhanced community engagement, bridging language barriers, raising awareness and promoting local initiatives, and challenges and considerations*

CITIZEN SCIENCE FOR ENVIRONMENTAL ACTIVISM: THE USE OF SCIENTIFIC KNOWLEDGE OF THE GROUNDWATER BASIN IN RESISTING THE KARST RESOURCE EXTRACTION FOR CEMENT PLANT, REMBANG, INDONESIA

Rouli Manalu
Diponegoro University

ABSTRACT

This research examines the ways in which environmental scientific knowledge was used as a tool for activism to resist the development logic by natural resource extraction. This research uses the framework of Citizen Science that emphasizes the participatory democracy that involves science, where citizens utilize scientific knowledge to contend and to defend a position of environmental preservation. Hence, the framework used in this research is the “democratic” Citizen Science proposed by Alan Irwin, in which citizens engage in environmental monitoring and environmental justice in the endeavor to transform power dynamics of local, regional, national, and even international communities. Exploring the case of community resistance by the network local residents in Kendeng, Rembang, Central Java (JMPKK – Jaringan Masyarakat Peduli Pegunungan Kendeng) and the ensued Supreme Court case to challenge and to refuse the establishment of cement plant and the karst mining that took place around 2015-2016, this research aims to analyze and to elaborate how scientific knowledge of water protection areas was used by a non-elite group (or local farmers) to make a case of resistance, and succeeded in the attempt. The scientific knowledge of the strategic function of karst as the largest reservoir of water reserves under the surface, and the existence of the Groundwater Basin (CAT) Watuputih that includes the participatory collected data of 49 caves in the area were used by the local farmers and environmental activists to challenge provincial government permit to establish the cement plant in Rembang, Indonesia. By using time-series and cross-reference data analysis gathered from the court ruling documents, the research interviews of actors involved in the case, and the corpus of news media reports of the events, this research systematically analyzed the ways in which scientific arguments were used as basis of narratives and social movements by citizens or the non-elite groups in the case. This research argues that through this study we will be able to see a particular case where non-elite local farmers together with environmental activists utilized scientific knowledge that is generally known as the domain of the elites and the scientists, and thus to better understand the application of science to empower citizens in the battle for environmental justice.

Keywords: *citizen science, environmental activism, karsts, cement plants, Kendeng*

PRINTED VISUAL MATERIALS FOR FLOOD AWARENESS AND PREPAREDNESS USING PARTICIPATORY GRAPHIC DESIGN: THE CASE OF SHS STUDENTS OF MANGAGOY NATIONAL HIGH SCHOOL, BISLIG, SURIGAO DEL SUR, PHILIPPINES

Quincy Feliscuzo and Karen Joyce G. Cayamanda, PhD
University of the Philippines Mindanao

ABSTRACT

Traditionally, disaster management agencies have relied on one-way forms of visual communication such as print materials that were created at national or regional level to educate individuals about natural hazards and the risks they pose. However, this approach often limits the effectiveness of communication, as it fails to actively engage and involve the target audience. The use of static and generic materials may not effectively capture the attention or resonate with individuals, leading to reduced awareness and preparedness levels.

To address these limitations, this study rolled out a qualitative approach for data collection, employing a phenomenological interview method and data analysis using the perspective of participatory communication principles and the stages of participatory design. A significant role was played by senior high school students in the Illustration Strand of Mangagoy National High School, who actively contributed to the creation of printed visual materials. By drawing upon the students' firsthand experiences with flooding, the formulation of the printed materials was contextualized. Following participatory design's democratic approach, the students were given the liberty on choosing their preferred print materials. The graphic design served as the medium through which the students designed their preferred print materials. The designed print materials were reviewed by the students themselves for further improvements. The final outputs were displayed as an exhibit.

The results of the study demonstrated that a localized and participatory approach can be employed to develop print materials for disaster management. By incorporating the flood narratives of the stakeholders involved and placing them at the center of visual design and print material creation, effective communication can be achieved. Therefore, the proposed participatory graphic design methodology is a derivative of the Participatory Design approach. One of the key recommendations is the development of an action plan to maximize the impact of the student-designed posters and ensure the effective communication of flood-related messages. The study also highlights the need for future participatory design studies to explore different dimensions, assess impact, devise evaluation strategies, and provide recommendations for enhancing communication and community engagement.

Keywords: *disaster management, printed materials, participatory communication, participatory design, visual materials, first-hand experiences, effective communication*

COMMUNICATION STRATEGIES USED BY THE FIRST FILIPINO COMMUNITY FOR COVID-19 CRISIS RESPONSE: THE BARANGAY WEST CRAME EXPERIENCE

Dr. Pamela Grace Muhi

Academy of Journalism and Communication, Vietnam

ABSTRACT

The COVID-19 pandemic is the greatest health crisis of our time which showcased the dynamism of governments around the globe as rapid response has become key in addressing such a health crisis. In the Philippines, it was a test of leadership, especially to local governments, to swiftly respond to the emerging health crisis at the onset while ensuring public health and safety, and continuous provision of social services among its constituents. The Barangay West Crame in Quezon City holds the first and the highest number of COVID-19 cases in the country as announced by the Department of Health (DOH). This study looked into the communication strategies employed by Barangay West Crame as part of its quick COVID-19 response efforts from the early onset of the pandemic (March 2020 to September 2021). This is a descriptive qualitative study using case study approach as it centers on Barangay Health Emergency Response Team (BHERT) of Barangay West Crame as Key Informants. The findings of the study revealed the use of a variety of communication strategies that centers on systematic coordination among all offices/units of the barangay, the use of traditional and new channels/platforms of communication, and messages that strongly connotes “bayanihan” or cooperation and unity. These communication strategies were the baseline information used by the researcher in designing a public health information plan for the local government.

Keywords: *COVID-19, pandemic health crisis response, communication strategies, local government*

PARALLEL SESSION O:

EMERGING COMMUNICATION TRENDS AND ISSUES

THE SCENARIO OF TELEVISION NEWS BRAND IDENTITY IN THAILAND IN THE NEXT DECADE

Praweenamai Baicloy

The University of the Thai Chamber of Commerce, Thailand

ABSTRACT

This research aims to study the future scenario of brand identity for television news programs in Thailand within the next decade (2021 – 2030). The study is based on the concept of brand identity, utilizing the Ethnographic Delphi Futures Research (EDFR) methodology in two steps: 1) Qualitative data collection through in-depth interviews with 21 experts. This group includes 10 executives from television media organizations, three executives from online media organizations, two executives from professional media organizations, and six academics. The objective is to obtain the scenario for television news programs in Thailand within the next decade. 2) Questionnaire from the same group of experts based on the EDFR research technique. The questionnaire included 130 questions covering trends in six aspects of television news programs in Thailand.

The results reveal that the future brand identity scenario for television news programs in Thailand encompasses six aspects:

1) Vision: Focusing on delivering news that caters to the new generation and adopting a membership and admission fee model.

2) Culture

2.1) News organizations: Prioritizing fact-checking, agile editorial team, integrating multi-channels and multi-platforms, requiring fewer personnel, employing specialized professionals, nurturing journalists with a wide range of expertise, producing news across multi-platforms, fostering collaboration with other positions/organizations, and establishing fan clubs.

2.2) Journalists: Possessing information searching skills, a keen interest in technology's role in news media, multitasking abilities, proficiency in multi-platform work, expertise in cross-media storytelling, and strong digital literacy skills for news presentation.

3) Positioning: Tailoring content to niche audiences and fostering interactive engagements with audiences.

4) Personality: casual character, informal, approachable, resonating with the new generation, informational entertainment, innovative and friendly personality.

5) Relationship: Creating content connecting audiences in multi-platforms, interacting with the audience, and nurturing real time engagements.

6) Presentation

6.1) Content: Focusing on niche content that resonates with the audience's experiences and featuring interesting guests.

6.2) Presentation Methods: Employing a narrative style, integrating technology for news delivery, prioritizing news imagery, focusing on artistic production process, ensuring memorability and comprehensibility, aligning content with audience preferences and presentation method including audiences' participation.

Keywords: *television news, brand identity, Thailand*

DISASTER RISK INFORMATION DISSEMINATION MODES AND TOOLS TARGETING GEOGRAPHICALLY ISOLATED COMMUNITIES

Dennis John F. Sumaylo, PhD
University of the Philippines Mindanao

ABSTRACT

The Philippines regularly experiences different kinds of natural hazards like typhoons, earthquakes, flooding, and landslides. However, some areas in the country have little or no historical disaster experience. This study looks at the communication ecology in these areas and identifies the various communication modes and tools used in engaging communities classified as geographically isolated and disadvantaged areas (GIDA).

Guided by a constructivist- interpretivist qualitative research design, data were collected in situ, targeting geographically remote and socio-economically underprivileged communities and using interviews, document reviews, and field observations. This paper presents the interconnections between pre-disaster communication and community engagement by spotlighting the local government's various communication modes and tools in engaging communities. This paper also contextualizes these multiple modes and tools within the geographically isolated and disadvantaged area (GIDA) frame and identifies their impact on community engagement.

Overall, two existing communication and engagement strategies were found: one-way informative and two-way asymmetric communication, with face-to-face communication as the main communication tool. Consequently, the primary communication tool faced some challenges and pitfalls, given the GIDA context. Adding to these were issues around political complications and leadership instability. Moving forward, this study suggests that the intersection between pre-disaster communication and community engagement lies in social power relationships and individual historical and lived experiences. This study also acknowledges that disaster studies are interdisciplinary and should be unpacked from various interconnected lenses.

Keywords: *communication ecology, disaster preparedness, pre-disaster communication, community engagement, geographic isolation and marginalisation*

WALAY NUNO SA SYUDAD: A PRACTICE-LED EXPLORATION ON DEPICTING WOMEN'S RAPE TRAUMA THROUGH SCREENPLAY AND STORYBOARD FOR AN ADVOCACY SHORT FILM

Edwin David J. Priete

University of the Philippines Mindanao, Philippines

ABSTRACT

This article contributes to the study of film as social intervention in contemporary Southeast Asia by designing a framework for addressing problematic rape myths through filmmaking. Films that talk about rape typically rely on violent rape depictions to create empathetic responses from audiences, but these rape scenes mired in sexually arousing undertones, along with the on-screen degradation of female characters, can cause more harm than good. This practice-led research seeks to move away from the portrayal of rape scenes and posits that depicting rape trauma is more ideal for cultivating empathy and understanding on the experiences of rape survivors.

Using Gerbner's General Model of Communication as modified by Acharya for trauma studies, my design process started with (1) a thematic analysis of Key Informant Interviews (KIIs) with experts and professionals involved in post-rape care, complemented by (2) an archival analysis of related literature. The data collected served as the empirical basis for producing (1) a screenplay and (2) a storyboard for an advocacy short film that depicts women's post-rape narratives on coping with rape trauma. The study found that (1) there are numerous social, cultural, and political factors involved in rape trauma adjustment, (2) short films can depict the complexities of women's rape trauma experiences through feminist filmmaking techniques, (3) both narrative and thematic film elements can work together to (4) produce ideal comprehension and affective responses on audiences, and (5) the filmmaker must understand the many dimensions of a social issue to effectively convey them through advocacy films. These findings have implications for communication and media studies, trauma studies, feminist and gender-sensitive media representation, and filmmaking as both research and creative practice

Keywords: *rape trauma, ecological model, film theory, advocacy filmmaking, feminist filmmaking, practice-led research*

POSTSTRUCTURALIST CRITICAL RHETORICAL ANALYSIS OF HOPE APPEAL IN PANDEMIC RADIO BROADCAST NARRATIVES: THE CASE OF SPIRIT FM DAVAO'S INSPIRATIONAL RADIO SHOW

Julius Neil A. Piala

University of the Philippines Mindanao, Philippines

ABSTRACT

Resilient post-pandemic recovery has been the subject of several media contents both in the context of news and public affairs and entertainment, particularly in Philippine radio broadcasting. Considering how storytelling has evolved in contemporary broadcast, it is fitting to investigate the rhetorical capacity of message appeals and strategies.

This paper aims to investigate the use of hope appeal and its persuasive potential in personal narratives embedded in an inspirational talk radio program of Spirit FM 89.9 Davao during the COVID-19 pandemic from the poststructuralist perspective. Specifically, this paper seeks (1) to ascertain the various forms of pandemic narratives wherein hope, as a form of emotional appeal, is employed as a message strategy, (2) to determine how hope-centric radio broadcast episodes through the program guests as rhetors cultivate an enabling environment for resilient post-pandemic recovery, (3) to propose a radio programming framework for a talk radio format grounded on the implications on the executed Critical Rhetorical Analysis.

Maximizing the constructs from Chadwick's (2015) Persuasive Hope Theory, this practice-led research through the case study method analyzed radio broadcast transcripts from the episodes of Blessed: Stories of Blessings aired in the Southern Mindanao region via cross-media production (i.e. FM radio and Facebook livestreaming) from the height of the pandemic until the so-called "new normal" (2021-2023). With a coding framework adapted from the Complete Classification Matrix of Hope (Pleeging, van Exel, & Burger, 2022) and the Filipino Communicative Behavior (Lacson, 2001), the findings of this study are expected to shed light on how radio broadcast episodes and rhetorical personas with their various background and lived experiences during the pandemic could amplify aspirational and even instructional messages that influence resilience as well as individual and social thriving. Furthermore, implications on the development of radio interviews and discourses underscored in the radio programming framework are essential in the upbuilding of a more pragmatic approach towards the formation of value-laden conversations in Philippine radio broadcasting.

Keywords: *Persuasive Hope Theory, hope appeal, radio broadcasting, pandemic narratives, critical rhetorical analysis*

THE TRANSFORMATIVE EFFECTS OF METAVERSE ON DIGITAL INTERACTIONS AND CYBERSECURITY: EXPLORING THE ROLE OF ANONYMITY AND SOCIAL CREDIT SYSTEM

Aulia Holaw Rizana and Naurah Lisnarini
Padjadjaran University

ABSTRACT

The emergence of the Metaverse and digital advancements have revolutionized digital interactions and social dynamics. Leveraging virtual reality (VR) and augmented reality (AR) technologies, the Metaverse enables users to engage in a virtual world that closely resembles the real world, yet transcends the limitations of space and time. However, the decentralized nature of the Metaverse poses risks to user security and privacy, particularly through the potential threats of anonymity, giving rise to new forms of cybercrimes.

This research aims to explore the transformative effects of the Metaverse on digital interactions and cybersecurity. A literature review was conducted using the online database Google Scholar to gather relevant articles published from 2011 to 2023. Anonymity plays a crucial role in computer-mediated communication (CMC), impacting how humans communicate and interact via digital platforms. Within the Metaverse, where individuals can interact without face-to-face communication, anonymity fosters an environment where hidden identities thrive. This anonymity enables avatars to partake in unlawful actions without disclosing their real identities, blurring the distinction between public and private communication spaces. In response to these challenges, the author proposes the adoption of the Social Credit System (SCS), which has been implemented by the Chinese government, as a means to mitigate cybercrimes and bolster user security. The SCS functions by incentivizing positive conduct, discouraging cybercriminal activities, and cultivating a safer and more harmonious social atmosphere within the Metaverse.

This study enhances our knowledge of how the Metaverse influences digital interactions and cybersecurity in significant ways. By highlighting the dangers associated with anonymity and suggesting the adoption of the Social Credit System, it offers valuable insights for addressing cyber threats and safeguarding users in the changing digital environment. Moreover, this research establishes a solid basis for future studies aimed at developing strong frameworks and policies to ensure a secure and reliable experience within the Metaverse.

Keywords: *anonymity, cybersecurity, digital interactions, Metaverse, Social Credit System*

AMMATOA INDIGENOUS COMMUNITIES IN THE MIDDLE OF PRODUCTION TECHNOLOGY ADVANCEMENT AND COMMUNICATION

Zelfia, Hafied Cangara, and Mamat Rahmat

Hasanuddin University, Indonesia

ABSTRACT

The Ammatoa indigenous community is a traditional group inhabiting the protected forest area of Kajang in Bulukumba Regency, South Sulawesi, Indonesia. This community lives harmoniously with nature, adhering to a way of life that involves nurturing the forest as a source of sustenance while practicing traditional agriculture. An intriguing aspect from a communication perspective is that the Ammatoa Adat community communicates verbally using a local language and wears all-black attire without footwear. In their daily lives, the traditional Ammatoa society strongly upholds their customs while intentionally distancing themselves from the influence of production and communication technologies.

This study aims to understand the social structure of the Ammatoa indigenous community and their level of acceptance or rejection towards technologies that might bring about changes in their lives. The research employs a qualitative descriptive method with an ethnographic communication approach, utilizing in-depth interviews and participatory observations. The study draws upon the Social Construction of Technology (SCOT) theory and the Identity Negotiation Theory by Stella Ting-Toomey to explore how the identity of the Ammatoa Adat community plays a role in their interactions. The findings reveal that the Ammatoa indigenous community is open yet selective, utilizing technologies such as mobile phones, the internet, and other social media platforms as long as these do not disrupt their customs. In this manner, the Ammatoa Adat community strives to preserve their cultural identity by embracing changes selectively. Various social norms were also identified within their culture, such as prohibitions against pruning trees during flowering seasons, capturing animals during their breeding periods, and the obligation to plant trees for sustenance and environmental conservation. Consequently, it can be inferred that the Ammatoa indigenous community possesses a functional biculturalism ability, allowing them to transition between different cultures with ease. This capability empowers the Ammatoa Adat community to integrate into external cultures without compromising the essence of their sustaining customs.

Keywords: *identity, ammatoa, kajang*

DIALECTICS OF BASIC EDUCATION IN THE INDUSTRIAL ERA 4.0 A PHENOMENOLOGICAL STUDY OF BASIC EDUCATION IN BANDUNG CITY/DISTRICT, WEST JAVA

Suwandi Sumartias, Evie Ariadne Shinta Dewi, Asep Suryana, Ajani Restianty
Padjadjaran University, Bandung, Indonesia

Heni Komalasari
Indonesia Education University, Bandung, Indonesia

Dhina Khoerunisa
Subang University, Indonesia

ABSTRACT

The change of a country towards a better and superior direction, of course, begins with the availability of quality human resources and superior mastery of science and communication / information technology. The purpose of the research is to find out the motives, meanings and experiences of communication between teachers and students in elementary schools in Bandung City/Regency. The research method uses the phenomenological tradition, with key informants from elementary school teachers of SDN Banjarsari, Bandung City and Cibiru Laboratory Elementary School, Bandung Regency.

The (interim) research results show that informants in two elementary schools in Bandung City and Bandung Regency have realized that education in the industrial era 4.0 is understood as an effort to increase the digitization of communication and information in the field of education. The learning process is closely related to the independent curriculum. Learners continue to strive to have creative, innovative and competitive skills and abilities related to the challenges of learning communication technology that is very fast. Basic education is a strategic opportunity and challenge to meet the rapid changes in society, making learners who understand some of the problems of society critically and are able to provide good and appropriate solutions. The research recommendation is the need for commitment and sustainability of basic education organizers to continue to improve knowledge and skills related to the development of learning communication technology in accordance with the objectives of basic education in the industrial era 4.0.

Keywords: *dialectics, basic education, Industry 4.0 era, digital communication*

COPRODUCTION AS A MONEY-MAKING VENTURE: A CRITICAL ANALYSIS OF BANGLADESH-INDIA FILM COPRODUCTION

Abu J M S A Bhuiyan

University of Dhaka, Bangladesh

ABSTRACT

This paper deals with a little-studied phenomenon such as Bangladesh-India film coproduction. Since the end of the Second World War, coproduction arrangements between European and American and within European film industries have been a well-accepted practice. Industries engage in coproductions to generate funds, exchange technological know-how, or gain access to a larger market. Bangladesh initiated coproduction deals with India immediately after its independence to gain filmmaking knowledge and benefit from better production facilities. However, in recent years, Bangladesh-India film coproduction has emerged as a controversial issue in the cultural arena of the country because Bangladeshi producers have adopted it as a money-making venture, ignoring the interests of the national film industry. They have marketized films containing predominantly Indian stories and talents in the name of coproduction.

Employing a critical political economy approach to communication, this paper examines how Bangladeshi producers turned coproductions into a money-making venture. Content analyses of the films coproduced with India during the last 10 years, Bangladesh-India coproduction policies, and interviews of Bangladeshi producers, directors, crews, and talents will generate primary data for this research. This study will contribute to the understanding of the nature of collaborations between a small film nation and a film superpower.

Keywords: *film, coproduction, Bangladesh, India, political economy*

Day 2

PARALLEL SESSIONS

PARALLEL SESSION B:

COMMUNICATION AND JOURNALISM EDUCATION

DATAFICATION, SURVEILLANCE, AND NEW MEDIA TECHNOLOGY IN URBAN CLASSROOMS: A STUDY BASED IN NEW DELHI, INDIA

Shruti Nagpal

AJK Mass Communication Research Centre New Delhi, India

ABSTRACT

This research paper explores New Media technology in urban classrooms and examines in detail the interdisciplinary teaching. The study focuses on the spaces within academic institutions for students to critique, discuss, and engage with technology and issues related to it. In my project, I focus on the students enrolled in private universities and journalism colleges in Delhi-NCR and explore the various ways in which the material transformation of their classrooms defines the cultures of education. I draw from the works of Marshall McLuhan, Donna Haraway, Fredrich Kittler, Deleuze and Guattari and explore and understand the intersection of technology with the students and how students engage with everyday gadgets in their lives. I study the technologically saturated experience of the new students with devices like CCTV cameras, projector screens, biometric devices, and audio recorders installed all around the university campus to understand the ways in which they negotiate them. The project details the infrastructural spaces in urban academic landscape. Exploring the technological integration with academic culture, the study documents the changes in the dynamics of interaction in educational campuses and uses of educational software for recording attendance, scores, monitoring and tracking of the database. The paper questions the codified digital existence of teachers, students, and subjects in academia and the archiving of such data and the audio-visual material recorded in CCTV cameras for automated data management processes. These developments raise important questions about the design of learning environments and the way they could alter the socio-cultural settings in which they operate. Stemming from the theoretical interventions of Donna Haraway (1991), the research tries to understand if there is a link in the rapid privatization of education, datafication, and frenzied technical acceleration in academia. The study discusses how these technical devices frame campus peer-to-peer interaction and politics and details the business model that is at work.

Keywords: *new media technology, education, privatization, digital, datafication, infrastructure, learning*

THE ROLE OF LOCAL UNIVERSITIES IN ENHANCING CREATIVE INDUSTRIES IN THE NATIONAL CAPITAL REGION, PHILIPPINES

Dr. Allie V. Agustin

City of Malabon University

Allan V. Miranda

City of Malabon

ABSTRACT

The creative industries have emerged as a dynamic and vital economic and cultural growth sector globally. In the Philippines where creativity and artistic expression are deeply woven into the fabric of society, the role of local universities in fostering and enhancing creative industries is of significant importance. This paper examines the multifaceted contributions of local universities in driving the growth, innovation, and sustainability of creative industries within the Philippine context.

Drawing on a synthesis of academic literature, case studies, and expert interviews, this research explores the diverse ways local universities play a pivotal role in shaping the creative landscape. The study highlights how universities act as catalysts for nurturing creative talents and ideas through the lens of education, skill development, research, entrepreneurship, and community engagement.

The paper underscores the importance of local universities' education and skill development programs, which equip students with the technical proficiencies and creative mindsets required by the creative industries. Additionally, it investigates the role of universities as centers of innovation, where research projects and interdisciplinary collaborations lead to the creation of novel products, services, and solutions.

The research delves into the collaborative efforts between universities and creative industries, showcasing how these partnerships bridge the gap between academia and practice. Case studies of successful collaborations illustrate the mutual benefits derived from industry exposure, hands-on experience, and the infusion of academic knowledge into practical settings.

Furthermore, the study explores the entrepreneurial dimension of local universities, focusing on how they incubate and support creative startups and ventures. It also emphasizes the role of universities in cultural preservation and promotion, preserving traditional arts and crafts while adapting them to contemporary contexts.

The findings of this research contribute to a nuanced understanding of the multifaceted role that local universities play in shaping and enhancing creative industries in the Philippines. By analyzing the intersection of education, research, collaboration, and entrepreneurship, this paper offers insights that inform policy decisions, foster greater collaboration between academia and industries, and advance the development of a vibrant and sustainable creative ecosystem.

Keywords: *education and training, research and development, cultural preservation, industry collaboration*

ISSUES AND CHALLENGES IN INTERNATIONALIZATION OF LOCAL HIGHER EDUCATION INSTITUTIONS IN THE NATIONAL CAPITAL REGION, PHILIPPINES

Dr. Glen DV. De Leon

City of Malabon University

Dr. Alexander T. Rosete

City of Malabon

ABSTRACT

Internationalization of higher education institutions (HEIs) was recognized as a vital strategy to prepare students for a globalized world, enhance academic quality, and contribute to national development. In the context of the Philippines, local HEIs have increasingly embraced internationalization to remain competitive and relevant on the global stage. However, this process has its share of challenges.

This paper systematically examines the range of issues and challenges that local HEIs encounter in their pursuit of internationalization. The study categorizes these challenges into several key domains based on a synthesis of academic literature, institutional reports, and expert insights.

The paper first addresses the issue of quality assurance and accreditation. Local HEIs face the challenge of aligning their programs with international standards while navigating the intricacies of various accrediting bodies. The complexities of curriculum development and the need for courses that resonate globally pose further challenges, often requiring significant revisions and adaptation.

Language barriers emerge as a recurring challenge in the internationalization process. While English is a primary medium of instruction, linguistic proficiency among students and faculty can vary, impacting effective communication and academic outcomes. Additionally, cultural adaptation and fostering cross-cultural competence are essential yet demanding aspects, as diverse cohorts of international students bring unique expectations and perspectives.

Financial considerations also pose challenges, as developing infrastructure, offering scholarships, and competing with well-established international institutions demand significant resources. It is compounded by the need to balance revenue generation with student affordability.

The study delves into the complexities of recruiting and retaining international students, highlighting visa regulations, work permits, and social integration issues. Equally important is the challenge of faculty development, wherein educators must acquire cross-cultural competencies and innovative pedagogical strategies to cater to diverse learning styles.

Furthermore, the paper underscores the necessity of navigating legal and regulatory compliance in international collaborations, particularly in research and intellectual property rights. The ever-evolving landscape of global partnerships and articulation agreements presents opportunities and challenges regarding academic mobility and credit transfer.

This research provides a comprehensive overview of the complex issues and challenges faced by local HEIs in the Philippines as they strive to internationalize. By understanding these challenges, institutions can develop informed strategies, policies, and support systems to enhance their internationalization efforts, fostering a more globally connected and competitive higher education landscape in the Philippines.

Keywords: *quality assurance and accreditation, curriculum relevance and diversity, language barriers, faculty development, recruitment and marketing, infrastructure and resources, financial considerations, cultural adaptation, legal and regulatory compliance, global mobility and collaboration, research and innovation*

REPRESENTATION AND LABOR MIGRATION: THE CASE OF FILIPINO WORKERS IN JAPAN IN THE 70S-80S AND THE CURRENT GENERATION Z

Stanley Buenafe Gajete
Philippines

ABSTRACT

“The stories they tell us about their realities are the windows for understanding the future.” Labor migration is confirmed as one of the largest forces that drives the Philippine economy over the years. Employment is a big determinant of migrants’ net fiscal distribution, providing a positive impact on the country’s purse. The growing demand for foreign workers as an input of production particularly in labor-importing countries is considered a major driver of international labor migration (Tipayalai, 2020). Although Japan is not at the top of the list, it is considered a destination for Filipino workers due to its proximity to the Philippines and the prospects of a better life. Data from the Japan Justice Ministry in June 2020 reveal that out of the 282,023 Filipinos legally residing in Japan, 132,551 (approximately 47 percent) hold permanent resident visas—a much higher proportion compared to foreign nationals overall, which is 28 percent (Lam, 2021). Women make up about 70 percent of the total number, increasing to approximately 84 percent for those above 35 years old. Despite various reasons for leaving the country, the desire for a better future remains a common motivation for overseas Filipino workers (OFWs). However, the question of why identification and representation persist remains unanswered. Over the years, a particular image has prevailed, reflected in terms such as “Japayuki” or “entertainer,” which carry different connotations. The role of the government, media, and society in shaping these images and messages, as well as their impact on society’s consciousness, needs to be examined. What steps are being taken to address this issue? Is it something we must accept or strive to change? What actions should be taken, and how can we break this cycle? As the study suggests, it aims to shed light on commonly accepted media representations that have been overlooked and their implications on society as a whole, thus “making familiar things unfamiliar.” This media and cultural study focuses on contemporary labor migration and explores the perspectives of two different generations: Filipinos in Japan during the 1970s and 1980s and today’s Generation Z Filipinos. It also investigates the role of the government, media, and society in representing Filipino migrants in Japan and their contribution to nation-building throughout the years.

USING SOCIAL COGNITIVE THEORY TO EXPLAIN MEDIA NARRATIVES OF PROPAGANDA: A COMPARATIVE ANALYSIS OF NAZI GERMANY AND THE 2022 RUSSIA-UKRAINE CONFLICT

Arjun Chatterjee

Hong Kong Baptist University, India

ABSTRACT

The media narratives that emerge from reporting of conflict are often discredited or accused of carrying with them the propaganda of the warring front that each media narrative aligns itself with. The digital and social media ecosystem accentuates the manifold and far-reaching effects of these narratives on the personal, behavioral, and environmental determinants of individuals and communities. The embedded propaganda within these narratives can be critically analyzed using the social cognitive theory as the conceptual framework in two very different sets of conflict: one during the Second World War and the other in the present times. The Nazi propaganda of anti-semitism and the Russia-Ukraine conflict, though separated by almost eight decades, lay bare certain traits of narratives that can be critically understood using Albert Bandura's Social Cognitive Theory (SCT). This article will examine Nazi propaganda mechanisms and the speeches of Hitler and Goebbels using Triadic Reciprocal Determinism (TRD), which is one of the core tenets of Bandura's SCT. This article will also use TRD to examine news articles published in four Western media outlets such as Der Spiegel (in Germany), Le Monde (in France), The New York Times (in the USA), and The Guardian (in the UK) and compare and contrast the emerging narratives with those that emerge from the largest Russian news agency TASS. The article will examine selected news articles and agency news reports that were published in a time span of one year since the conflict began in February 2022. While radio and print (the legacy media) and films were the tools of Nazi propaganda, media propaganda in the Russia-Ukraine conflict also used the unbounded digital media and the social media ecosystem. Using social cognitive theory, this article evaluates how media narratives of conflict (both in the past and the present) themselves act as the model of learning for consumers of a particular narrative to undergo psychosocial mechanisms through which the media narrative influences their behavior, thought, and action.

Keywords: *Social Cognitive Theory, Russia-Ukraine conflict, Nazi propaganda, media narrative, conflict, media*

INDIGENOUS COMMUNICATION STRATEGIES WITH THE BUKIDNON TRIBE OF MINDANAO

Allan Mediante

Cagayan de Oro Press Club, Inc., Philippines

ABSTRACT

This study aims to present various strategies which can be used by writers and speakers to achieve effective and efficient communication with indigenous people of Mindanao, particularly the Bukidnon tribe.

Strategies that can be applied for good communication with Bukidnons will be presented. Pre-communication and post-communication activities are factors which can aggravate serious communication problems or help solve the problems to usher in good communication. It may also be necessary to study and understand the culture and cultural beliefs attached to certain words or phrases, practices, rituals, and tribal activities. Ample knowledge on the history, cultural evolution and development of Bukidnons is also vital material in communicating with them.

Communicating with Bukidnons who are English speakers and who use English all throughout the communication may have problematic implications. How to avoid these problems, and some examples of this situation, will be discussed in this study.

Viable strategies for effective communication with indigenous people would include a good and extensive knowledge on how to write and read Bukidnon vocabulary, phrases and sentences, as well as the skill in interpreting them in English and the national language.

CARTOON GODS: CHILDREN'S ANIMATION AND RELIGION IN INDIA

Archana K. Shaji

Jawaharlal Nehru University, New Delhi, India

ABSTRACT

Children and their relationship with television has often been a controversial theme among parents and scholars across the world. Children's television programming provides kids with stories, materials for their fantasies, and images about the world. In India, children's television is currently dominated by home-grown animated shows such as Chhota Bheem, Mighty Raju, Roll No. 21, Little Krishna, The Adventures of Hanuman, Bal Ganesh, and Selfie with Bajrangi, among others. This is in stark contrast to the early 2000s, where the only programs available for children were American, Canadian, and Japanese cartoons dubbed into various regional languages. While discourses on children and television cartoons in India have tended to focus on the impact of the programming on children's behavior and health, advertisements and buying behavior, and gender stereotypes, the portrayal of mythology and religion in children's visual media is hardly explored in detail. This study, therefore, analyzes the active involvement that religion and mythology have on home-grown animated television shows for children through a look at three popular shows and their depiction of Hindu iconography and stories in allusion to various myths. A historical analysis of children's television in the country also throws light on how the concept of an 'Indianness' that is Hindu at its core has existed since pre-Independence, and how the popularity of content based on mythology cannot be overlooked in this era where a particular brand of radical Hindu nationalism seems to conflate the idea of religion and culture with that of nation and state.

Keywords: *children's television, religion and media, Indian cartoons, children and religion, mythology, culture and media*

STUMBLING TO BOLLYWOOD POWER: A CRITICAL ANALYSIS OF HOLLYWOOD (MIS)ADVENTURES IN THE INDIAN CULTURE MARKET

Azmat Rasul

Zayed University, Abu Dhabi Campus, United Arab Emirates

ABSTRACT

Global film industries tend to produce cultural commodities that could ensure profit maximization using synergistic practices, mutual cooperation, and coproductions across the globe. By 2009, the temptation to enter into the burgeoning Indian film market was so irresistible that Jim Gianopulos, co-chairman of Fox Filmed Entertainment, made a beeline for Shahrukh Khan and Karan Johar – the most significant players in Bollywood – rather than the usual Hollywood stars at this year’s Golden Globe Awards ceremony. In an interview with the New York Times, Gianopulos urged Hollywood studios to be humble and cooperate with the Mumbai-based Indian film industry on equal terms if they want to thrive in a movie-mad country like India (Chopra, 2009). This avid gesticulation heralds the beginning of a symbiotic relationship between the two behemoth industries; since 2007, major Hollywood studios have been engaged in coproductions with Bollywood, relying on Indian actors and directors instead of Hollywood stars. The developing relationship between the two major actors of the motion picture industry – Hollywood and Bollywood – raises important questions regarding the political economy of the global film industry.

Global operations of large movie industries lead to concentration of ownership and power. Several studies have discussed the patterns of concentration and consolidation in the film industry in the United States and Europe and have criticized the takeover of the culture industry by a few large transnational, trans-industrial corporations. However, Hollywood engagement with Bollywood is a recent phenomenon, beginning with the release of *Saawariya* by Sony in November 2007. The objective of this article is to examine the nature and magnitude of investments by Hollywood majors in Bollywood projects using a critical political economic approach. This article seeks to answer important questions related to wealth, power, and ideology. Because the objective of the movie industry is market dominance through cooperation and concentration, it is important to look into the political and economic repercussions of joint ventures between global entertainment industries. Critical political economy will be used as analytical strategy and conceptual framework to evaluate the consequences of increasing cooperation between Hollywood film studios and the Indian film industry.

AN ANALYSIS OF RUSSEL BRAND'S VLOG ON "THE TRUTH ABOUT PFIZER'S VACCINES"

Renalyn J. Valdez, Diondy A. Palagtiw, and Donnie T. Sacueza
Polytechnic University of the Philippines

ABSTRACT

The COVID-19 pandemic has brought the issue of vaccines to the forefront and created more misinformation due to uncertainty and unknown facts about the virus. The spread of misinformation has become a growing concern in today's digital age. The vlog by Russel Brand titled, "The Truth about Pfizer's Vaccines," features various claims about the safety and efficacy of Pfizer's COVID-19 vaccine. The study sought to answer, "How was the vlog 'The Truth about Pfizer's Vaccines' constructed for public understanding and engagement?" The study used Kenneth Burke's Dramatism Theory in examining the arguments found in Russel Brand's vlog on "The Truth about Pfizer's Vaccines." It analyzed messages, both stated and implied, and made an in-depth look at underlying reasons and purpose of such messages and meaning-making. In this study, Brand's vlog on Pfizer's vaccines was examined using Burke's Pentad. These were on (1) Act: What happened? What is the action? What is going on? What action; what thoughts? (2) Scene: Where is the act happening? What is the background situation? (3) Agent: Who are involved in the action? What are their roles? (4) Agency: How do the agents act? By what means do they act? (5) Purpose: Why do the agents act? What do they want? (Littlejohn, S. and Foss, K., 2005). The study used a qualitative design with Textual Analysis as a tool. Concepts of construction, understanding, and engagement were examined using Dramatic Pentad, while understanding and engagement were analyzed using Identification and Guilt. The vlog was transcribed and was coded following selected coding. Thematic analysis then was conducted, integrating the study's literature and theory with the results. The vlog "The Truth about Pfizer's Vaccines" was constructed for public awareness and engagement, not so much for understanding. The vlog emphasized the possible conspiracy between academic scientists and pharmaceutical giants. It, however, failed to provide an understanding as to how the system operates given the health crisis, professional and ethical standards of industries and communities involved, and of policies, programs, and regulations both in the private and public sector. Overall, Brand's vlog appealed to the public with this formula at work: Keep the discussion simple, center on the message by repetition, and target the public's emotion.

Keywords: *vlog, dramatism, conspiracy, pharmaceutical industry, academe, Pfizer vaccine*

JOURNALISTIC LOGICS: EXPLORING THE INTERFACES BETWEEN THE BEHAVIORS AND DECISIONS OF JOURNALISTS AND THE STRUCTURES OF JOURNALISM

Jeremaiah M. Opiniano

University of Santo Tomas, Manila, Philippines

ABSTRACT

Journalism Studies worldwide have seen the explosion of cross-comparative studies that look at the “cultures” of journalism, at journalism being a “discursive institution,” and the role performed by journalists. These studies have helped to fill a gap in determining the plethora of journalisms, thus debunking journalism’s association with its place in liberal democracies. These studies also employed quantitative methods, yet findings of such studies (e.g., *Worlds of Journalism; The Global Journalist in the 21st Century*) noted the varying contexts of journalists’ work—even if nil or limited qualitative methods were employed.

If journalism is a discursive institution and journalism cultures become evident at macro-, meso- and micro-levels, how can we explain the processes that have led to those empirical findings on countries’ journalistic cultures and role performances? Wanting also is a look at the *interplay* between journalists, their newsrooms, and the social institutions that dwarf them.

This exploratory, theoretical paper seeks to provide a preliminary analysis at the *outcomes and processes of journalism-social institution interactions* that influence journalism and that shape a country’s journalism culture. That being said, we may be able to determine how a country’s journalism culture gives shape to a certain journalistic logic, while finding out country-level peculiarities that exist.

This preliminary theorizing effort builds from the concept of journalism as a “discursive institution” (*Worlds of Journalism*) and will attempt to answer the above questions using theoretical lenses from Communication (“Media Logic”), Sociology (“Structure and Agency”) and Organizational Studies (“Institutional Logic”). This theorizing effort will also put forward methodological recommendations, preferably employing mixed methods, to make sense of journalism-social institution interactions (covering journalists, newsrooms, news audiences, and socio-political institutions). Operationalizing the above premises to the case of the Philippines will be done for a pilot effort, with specific themes on role performance and companionship in the news beat as examples.

Keywords: *journalism, journalistic culture, structure-agency interactions, journalists, journalistic logic, behaviors and decisions*

MODELLING A VEDIC COMPETENCY FRAMEWORK FOR CRAFTING THE GLOBAL CITIZEN -- AN INQUIRY INTO THE EDUCATION POLICY OF INDIA

Dr. Joya Chakraborty
Tezpur University, India

ABSTRACT

India is implementing its new National Education Policy 2020 from the academic session of 2023-24, whereby the country's entire educational framework is being revamped for creating holistic and well-rounded individuals equipped with 21st century skills. The implications of this move are extensive and far-reaching, given the sheer magnitude of the country's education economy--comprising the second-largest schooling system and the third-largest higher education enrolment in the world. Aimed at the realization of SDG4 (ensuring equitable quality education for all), the policy builds on a foundation of Indian value system-based education to shape the global citizen of tomorrow who is capable of balancing social, ethical, and emotional dispositions with higher-order cognitive capacities and computational skills. While this new policy document affirms its conviction on the Vedic philosophy of education as a foundational principle for nurturing learner capacities, the current research critically analyses its concurrences with and departures from the 'competency-based' framework of education. Drawing parallels between the Vedic philosophy of education and Rabindranath Tagore's counter-colonial educational experiment at Shantiniketan, the current research proposes a model for anchoring both the Vedic and competency-based frameworks of education into the structural, cultural, and empowerment context of the learner in order to enable him or her to become a self-conscious individual capable of realizing sustainable development. The model proposes a three-tier framework that identifies 1) the competencies that a Global Citizen is expected to demonstrate; 2) the context within which these competencies can be fostered and 3) the expected outcomes of developing these competencies on the individual and on the society.

Keywords: *National Education Policy, Vedic Education Philosophy, competencyframework, sustainable development, global citizen*

PARALLEL SESSION F:

SCIENCE AND HEALTH COMMUNICATION

NAVIGATING THE HEALTH MAZE: PREDICTORS OF HEALTH INFORMATION-SEEKING BEHAVIOR (HISB) AMONG INDIVIDUALS DIAGNOSED WITH TYPE 2 DIABETES

Dr. Rachel Jacob and Dr. T R Gopalakrishnan
Madras Christian College and University of Madras

ABSTRACT

Despite the prevalence of studies on health in India, research on health information-seeking behavior and the influence of the media in this context is scarce compared to that in the West. A systematic review indicated that in developing countries, information seeking regarding non-communicable diseases and injuries is pitiable. In information seeking, contextual and situational factors play a vital role, and based on information needs, information seeking can occur either actively or passively.

According to Zare-Farashbandi (2015, 2016), most health information is disseminated passively to diabetes patients, with information-seeking serving as a coping mechanism driven by individual requirements. The comprehensive Model of Information Seeking (CMIS) proposes that an individual's selection of media and information is goal-directed to address a range of questions (Paek, Choi, & Hove, 2017; Ho S. S., 2014). CMIS stems from the uses and gratification approach (the need), the Health Belief Model (perceived threat and severity), and the media exposure and appraisal model (selection of media) Johnson and Meischke's (1993) CMIS strives to incorporate communication variables to understand the role of communication/media in the information-seeking process.

This study examined the predictors of HISB among individuals diagnosed with diabetes. A structured questionnaire was administered to 250 individuals diagnosed with type 2 diabetes. After removing outliers, the study used a sample size of 222. Of 222 respondents, 41% had high PTD, 34.2% had moderate PTD, and 24.8% had low PTD. The findings indicated that HL, PTD, and SES were the most significant predictors of HISB. This shows that there is complementarity between channels when seeking information.

The findings indicate that PTD, HL, and SES impact information-seeking behavior. Health literacy, PTD, and SES play crucial roles in seeking information. This study also reiterates that health literacy, PTD, and SES have a significant association with HISB.

Keywords: Health Information Seeking Behaviour, health literacy, Information Seeking Behaviour (ISB), perceived threat to diabetes, diabetes

THE STATUS OF ALCOHOL AND TOBACCO USE IN NORTHEAST INDIA: MEDIA AS AN ADVOCACY TOOL IN PUBLIC HEALTH

Moti Pangkam, Bharati Bala Patnaik, Moatula Ao
Fakir Mohan University, Odisha, India

ABSTRACT

Globally, one of the biggest public health threats is tobacco epidemic, with an estimated 23% of the global population using tobacco products and about 7 million deaths due to tobacco consumption (WHO, 2022). Meanwhile, 6.2 liters of alcohol per person is consumed per year (WHO, 2010) contributing to 3.3 million deaths each year (WHO, 2022). Though this ‘twin problem’ of alcohol and tobacco consumption is a public health issue, very few studies have explored the role of media as an advocacy tool. Theoretical backdrop of Agenda Setting Theory is used to understand the framing of news related to these twin problems. The objective of the study is to analyze the prevalence of tobacco and alcohol use in Northeast India and how the media have been addressing these issues by playing the role as an advocacy tool in health communication. The study used National Family Health Survey-5 (NFHS-5) 2019-21 and Statistical software STATA 12 was used to analyze the patterns and levels of alcohol and tobacco consumption in Northeast India. For content analysis MAXQDA software was used to analyze the news stories related to alcohol and tobacco of the eight selected newspapers from 2019 to 2023.

Results from secondary data found that use of alcohol among men and women is found highest in Arunachal Pradesh (57.4% and 17.8%, respectively), while tobacco use among men and women is found highest in Mizoram (66% and 48%, respectively). The study from the content analysis also concludes that Agenda Setting Theory perspective is determined by almost 90% of the selected newspapers while framing the news stories related to these twin problems and news from the women organizations was given more coverage and follow-up. However, findings also suggest that 75% of the people who wanted to quit any forms of drug and alcohol abuse couldn’t get any help or treatment provided by the government. So it is determined that a knowledge and information gap is visible between the affected people and the government, hence proper intervention of media in health communication can play a pivotal role as an advocacy tool for better policy formulation and programs.

Keywords: *alcohol, tobacco, Northeast India, media, advocacy tool, public health*

EXPLORING A SUCCESSFUL APPROACH TO CONVEY HEALTH EDUCATION MESSAGES

Dien Yudithadewi

Institut Komunikasi & Bisnis LSPR

Pipit Mulyadi

Universitas Trisakti

Bonifasius Santiko Parikesit

Universitas Trisakti

ABSTRACT

Stunting, described as the failure to reach one's growth potential due to chronic malnutrition and recurrent illness during childhood, remains one of Indonesia's health problems. Although it has decreased, some urban areas, which have relatively better access to health facilities and services than rural areas, have experienced an increase in stunting prevalence. In early 2021, the Government of Indonesia targeted a stunting rate of 14 percent by 2024. To achieve this target, the Ministry of Health of the Republic of Indonesia conducted interventions focused on adolescents in seventh grade and above, pregnant women, and children aged 6-24 months. To implement the intervention, puskesmas work together with cadres of PKK Kecamatan, especially the Health Working Group, to collect data on the development of pregnant women and children under five at posyandu, as well as basic counseling on nutrition. In Depok City, an area directly adjacent to the Special Capital Region of Jakarta, 3,637 children under five were recorded as stunted in 2022. Furthermore, 30 percent of stunting patients come from poor families, while 70 percent come from well-off families. This is thought to be due to parents' lack of knowledge about parenting and child feeding. Therefore, this paper focuses on health education messages, particularly on children's nutritional needs, in Harjamukti Village, Depok City, West Java. The research was conducted using a qualitative method, where message analysis was conducted using cultural semiotics initiated by Yuri Lotman from the Tartu-Moscow Semiotic School. The results showed that in delivering messages, it is important to understand the beliefs, culture, values, and habits in the local community, so that the message can be understood properly.

Keywords: *Stunting, public health issue, health communication, Indonesia*

CREDIBILITY OF EWOM AND CONSUMER SATISFACTION ON FOOD/ HEALTH SUPPLEMENT PRODUCTS DURING THE COVID-19 PANDEMIC

Rayini Dahesihsari, Novita, Immanuel Yosua

Faculty of Psychology, Atma Jaya Catholic University of Indonesia

ABSTRACT

During the pandemic, many news and information about the function of various food and health supplement products for prevention/recovery from COVID-19 infection circulated through eWOM (electronic word of mouth), which was believed by consumers, even though not all of them were proven to be true. This study aims to examine the role of perceived eWOM credibility on consumer satisfaction with food/health supplement products during the COVID-19 pandemic. The theoretical framework guiding this research is Source Credibility Theory, which provides a lens to examine how the credibility of eWOM sources affects consumer satisfaction.

The participants were 103 people aged 19-25 years who had purchased and consumed food/health supplement products during the COVID-19 pandemic and had read eWOM about information/reviews/ratings of the products they consumed. Participants filled out a questionnaire that measured their perceived eWOM credibility and consumer satisfaction. The data were analyzed using multiple linear regression.

The results showed that perceived eWOM credibility significantly and positively influenced consumer satisfaction. Aspects of perceived eWOM credibility, such as argument quality and homophily had a significant positive influence on consumer satisfaction. Consequently, a heightened perception of eWOM credibility, particularly concerning the quality of argument presented and the alignment of source and receiver characteristics (including education, social status and belief), directly correlated with increased participant satisfaction with the food/health supplement products they had consumed. The findings of this study hold practical implications for the promotion of food and health supplements, emphasizing the significance of eWOM credibility. Additionally, the results underscore the importance of fostering information literacy among consumers in this domain. For instance, strategies could include the dissemination of infographics illustrating methods to assess information quality and discern genuine information from hoaxes.

Keywords: *perceived credibility, electronic word of mouth, consumer satisfaction, covid 19 pandemic, food and health supplement*

MEDIA ONLINE AND CHILD HEALTH-SEEKING INFORMATION: A CROSS-SECTIONAL SURVEY OF AN URBAN PARENT

Arianto

Hasanuddin University, Indonesia

ABSTRACT

In the era of digital technology, the use of online media has become a source of information for urban parents to find child health information. The aim of the study was to analyze parental behavior in searching for child health information in online media, online media exposure, and the evaluation level of searching for information that is accurate and reliable. The research method is a cross-sectional survey of urban parents in online media. Respondents are urban parents who have children aged <5 to 12 years, have access to, and are active in searching for health information on online media. Using online media information search is related to the perception and behavior of children's health risks. The sampling technique is probability sampling. Data collection techniques used questionnaires on 273 respondents. In the analysis process, the numbers filled in by the respondent are given a code and processed. Data analysis used statistical software PSS Statistics for Windows, Version 26.0 (IBM Corp, Armonk, NY, USA), via frequency analysis as a quantitative research method design.

The results of the study found that the behavior of urban parents in seeking information on children's health was in the high category in online media at 76.45%. Perception of children's health information aims to be information material, communicate, and collect data from medical sources and health services. Searching for child health information with an intensity of 3-5 times a week using the Google search engine, websites of online health institutions, and social media applications is 73.20%, and the level of trust and accuracy is 67.41%. Utilization time was when the child is sick, after work, or free time. The most popular search for child health information is monitoring physical activity, nutritional habits, weight loss, and improving quality of life. For follow-up, parents check child health information through health professionals, and pediatricians. The conclusion is that searching for child health information in online media is flexible, evaluative and consultative, based on the level of illness or severity and availability of professional health workers. The implications of the findings show the importance of increasing parents' E-Health literacy education in searching for credible information.

Keywords: *health-seeking behaviour, seeking information, child health, urban parents*

FROM HEALTH PROFESSIONALS TO MICROCELEBRITY: A STUDY OF INDONESIAN HEALTH INFLUENCERS POST COVID-19 PANDEMIC

Niken Febrina Ernungtyas
Universitas Indonesia

ABSTRACT

Health professionals have turned microcelebrity, gaining popularity on social media during COVID-19. Social media, particularly Twitter, have a crucial role in health discourse and have become the main source of health information in Indonesia. At the same time, it contains false information and spreads hoaxes during the COVID-19 pandemic. In the uncertain period of the pandemic, health professionals have been active in sharing information, updating people on the situation and regulations, explaining the case, answering users' questions, and combatting the hoax through their personal accounts. Interestingly, the number of followers of health professionals on social media has increased. It indicates that health professionals are still perceived as credible and trusted sources to deliver health information and messages to the public. Practically, health information from health professionals both direct and mediated communication is more credible than from other sources. In Indonesia, public access to health information from authorities or the government is not equally distributed. On the other side, literacy on health information in Indonesia may be low due to the average low level of education. Social media and health professionals bring the public closer access to health information, and interactive and two-way communication. Moreover, health influencers have emerged and flourished on social media, not just medical doctors but also nurses, midwives, scientists, and health lifestyle enthusiasts. The study uses a qualitative approach with digital ethnography and in-depth interviews as a data collection method. Digital ethnography was conducted by following Twitter accounts that are identified as health influencers and capturing their online activities. The interview was conducted with the five health professionals who were willing to be informants. The research reveals that health professionals' account on social media has transformed into microcelebrity identified by a number of followers, even in economic, and political activities. As the number of followers rise, the utilization of social media is not merely for conveying health information. It expands to the economy as a paid-promote account and political action to influence public opinion related to public health policy.

Keywords: *health influencer, social media, microcelebrity*

COMMUNICATING DENGUE AMIDST THE COVID-19 PANDEMIC: A CONTENT ANALYSIS OF SINGAPORE GOVERNMENT'S FACEBOOK POSTS ABOUT DENGUE

Shirley S. Ho, Mengxue Ou, Nova Mengxia Huang, Agnes S. F. Chuah,
Vanessa S. Ho, Sonny Rosenthal, Hye Kyung Kim
Wee Kim Wee School of Communication and Information,
Nanyang Technological University, Singapore

ABSTRACT

Dengue, a mosquito-borne disease, has been a health challenge in Singapore for decades. During the COVID-19 pandemic, Singapore encountered two major dengue outbreaks in 2020 and 2022. Singapore government has implemented various communication strategies to raise public awareness and mitigate dengue transmission. The crisis and emergency risk communication (CERC) model proposes five phases of crisis communication (i.e., pre-crisis, initial, maintenance, resolution, and evaluation) and categorized communication messages into several main- and sub-themes to be employed at different phases of the crisis. Building upon the CERC model, this study aims to investigate how dengue-related messages, communicated by the Singapore government on Facebook, fall into the main- and sub-themes proposed by the CERC model. This study also examines whether the CERC strategies employed by the Singapore government differ between dengue outbreak (2020 and 2022) and non-outbreak (2021) years. In addition, this study examines whether the CERC messages conveyed by the Singapore government differ across the CERC phases during dengue outbreak years.

We conducted a quantitative content analysis of dengue-related Facebook posts posted by the relevant authorities in Singapore. The sample (N = 314) was collated from various sources (e.g., Gov.sg, Health Promotion Board, and Ministry of Health) between 1 January 2020 and 30 September 2022. Three coders were recruited and trained to code the data using a codebook. Our results showed that most of the messages were about personal preventive measures and mitigation, followed by events, campaigns, and activities, and pandemic intelligence. We found that the CERC strategies employed by the Singapore government differed between dengue outbreak and non-outbreak years. For example, the number of messages on social and common responsibility in 2022 surpassed those in 2021. Messages on general advisories and vigilance were disseminated most frequently in 2020 as compared to 2021 and 2022. In addition, we found that message themes communicated by the Singapore government varied across the CERC phases during dengue outbreak years. Messages about pandemic intelligence and social and common responsibilities were prominent during the initial phase. The findings from this study also offer practical insights to health communication practitioners in Singapore.

Keywords: dengue, crisis communication, risk communication, CERC model, content analysis

SCIENCE AND HEALTH COMMUNICATION IN COMMUNICATION AND MEDIA PEDAGOGY OF HIGHER EDUCATION INSTITUTIONS: CASE STUDY OF ASSAM (INDIA)

Abhijit Bora

Tezpur University, Assam, India

ABSTRACT

Science and Health communication had assumed a major significance of a totally different nature following the COVID-19 pandemic. This has led to a serious re-thinking of science and health communication in the communication and media studies world. While overall Health Communication can be termed as a major area of Science Communication, yet it has also proved to be a domain by itself that needs to be studied more seriously with every passing day. This author has gone through the detailed PG programme syllabus in Media and Communication of at least 15 institutions in Indian universities, but except for one or two, science and health communication do not feature strongly in most of them. The objectives of this paper are as follows:

- to examine the syllabus of the state universities of the province of Assam and find out how much emphasis has been put on Science and Health communication;
- to categorize the inputs, if they already exist, in three different scales -- Adequate, Low, or Absent / Nil
- to find out if the faculty members are taking necessary steps to compensate for the lack of Science and Health communication in the curriculum
- to look for any compatibility of the course contents with relevant SDGs

The research questions are:

- Why science and health communication are not a part of the syllabus of media and communication departments of these universities,
- If it is there, is there any plan in the near future for enhancing or improving the contents in these sections?
- How much of the existing contents in these aspects are compatible with the changing circumstances following COVID-19 pandemic?

The study shall be mainly based on content analysis of syllabus of media and communication departments of state universities in Assam. The primary aim of the study shall be to examine whether the higher education institutions (HEIs) have a taken a learning from the pandemic situation for inculcating the future communicators with an adequate and effective sense of the need for communicating scientific and health-related issues to the people for their benefit – both at individual level as well as community level.

A few other aims of the paper are --- if possible to present a framework developing relevant curriculum in the field and agree upon a few standards for competencies, etc.

Keywords: *health and science communication, SDGs, syllabus, COVID-19*

EXAMINING MUSLIMS' OPINIONS TOWARD CULTURED MEAT IN SINGAPORE: THE INFLUENCE OF PRESUMED MEDIA INFLUENCE AND HALAL CONSCIOUSNESS

Shirley S. Ho, Stanley A. Wijaya, Mengxue Ou

Wee Kim Wee School of Communication and Information, Nanyang Technological University

ABSTRACT

Understanding the intersection of cultured meat technology with religious and cultural practices worldwide is of great importance. One significant aspect is to examine how Muslim groups perceive cultured meat through the lens of their religious beliefs. Drawing upon the influence of presumed media influence model (IPMI), which posits that individuals tend to assume that others consume similar media messages that they do and might be persuaded by them, this study examines how Muslims' attention to cultured meat messages influence their perceptions of cultured meat through their presumptions about other's attention to the same messages. Additionally, we also explore how halal consciousness (i.e., importance that Muslims place on halal practices and standards) serves as a precursor to the IPMI in explicating Muslims' intention to consume cultured meat in Singapore.

An online survey administered to 658 Muslim Singaporeans showed that the extended IPMI fits the data well: $\chi^2 = 1096.08$, $df = 391$; $\chi^2/df = 2.80$; CFI = .95; TLI = .95; RMSEA = .05; SRMR = .05. Halal consciousness was positively associated with Muslims' attention to benefit messages on cultured meat ($\beta = .09$, $p < .05$), which positively influenced their presumed attention to the same messages by family members ($\beta = .91$, $p < .001$), close friends ($\beta = .90$, $p < .001$), and social media influencers ($\beta = .85$, $p < .001$). Presumed attention by family members ($\beta = .35$, $p < .001$) and social media influencers ($\beta = .39$, $p < .001$) positively affected Muslims' attitudes toward cultured meat, which, in turn, were positively associated with their consumption intentions ($\beta = .84$, $p < .001$). However, the association between presumed attention by friends and their own attitudes toward cultured meat was not significant ($\beta = .04$, $p = .58$).

The results highlight the significance of halal consciousness as a precursor to IPMI in understanding Muslims' intention to consume cultured meat. It also reveals how presumed attention paid by different "others" to cultured meat messages may have varying impacts on Muslims' own attitudes towards cultured meat.

COMMUNICATIVE BEHAVIOR IN SHARING COVID-19 SAFETY HEALTH PROTOCOLS: THE FILIPINO MOTHERS' EXPERIENCE

Nikko B. Visperas
Far Eastern University

ABSTRACT

This study explored the communicative behavior of Filipino mothers in sharing COVID-19 precautions to the members of their respective households. The objectives of this study are also presented on this paper highlighting the process of information sharing, through individuals' behavior, to their family members. This study utilized qualitative research design through focus interviews anchoring on the concept of Grounded Theory. The informants of this study were selected through convenience sampling approach – these are five mothers based in Quezon City, Philippines.

The study revealed themes highlighting the significance of Barangay Communication in acquiring information; the practice of Personal Hygiene Observation and Vitamin Consumption in preventing/ minimizing COVID contraction; the communicative behavior of mothers, highlighting the importance of Staying Indoor Instructions, Watching News as Companion, Conveying COVID Repercussions, and Reading Friends' Admonition; and Responses and Actions stating the Adherence for Prevention done by their family members.

Keywords: *communication, behavior, COVID-19, protocols, grounded theory, mothers*

SCIENCE ARTICLES IN THE CONVERSATION INDONESIA: IDENTIFYING ARGUMENTATIVE PATTERNS AND PREDICTING THEIR CONTRIBUTION TO SCIENCE JOURNALISM IN INDONESIA

Ana Nadhya Abrar, I Gusti Ngurah Putra, Adam Wijoyo Sukarno, Desmalinda Mirfath
Universitas Gadjah Mada, Yogyakarta

ABSTRACT

In this paper, the authors investigate argument activities of the science journalism of The Conversation Indonesia (TCID). Taking into consideration five elements of argumentation — philosophical component, theoretical component, empirical component, analytical component, and practical component—this study identifies patterns argument that characterize 41 science articles in 2021 by using qualitative content analysis. These elements reflect a gradual appreciation of the readers' intelligence about science. To complete the data, we conducted in-depth interviews with the chief of editor/content director of TCID. We also conducted an extensive review of current literature. This paper finds that most of the science articles reported by TCID uses 3 component arguments, namely the philosophical component, the empirical component, and the practical component. This shows that the authors only have a degree of wanting to form knowledge at a moderate level. Other data shows that 93% of authors present their argument in expository way. In addition, only 37% of authors present in narrative way. On the issue of building public knowledge about science, indeed the authors do not speak for their own and narrative way is needed to deliver an agreeable explanation to the reader. However, this fact shows that Indonesian science journalism aims to increase Indonesian society's science literacy. At this time science journalism together with university campuses and scientific journals is expected to increase the science literacy of the Indonesian people. Indeed, there is no information on the level of science literacy possessed by the Indonesian people. However, Indonesians who can access the internet will also be able to access the TCID website. Following the facts, we argue that science journalism practiced by TCID has not encouraged people to increase science literacy in Indonesian society. It has not succeeded in promoting Indonesian science journalism as a means of forming readers' knowledge. This is a valuable lesson for other media that practice science journalism. They must work hard to practice science journalism that shapes readers' knowledge and increases the science literacy of the Indonesian people

Keywords: *The Conversation Indonesia, science journalism, qualitative content analysis, in-depth interview, argumentative patterns, science literacy, and readers' knowledge.*

**PARALLEL SESSION N:
SUSTAINABLE, DIVERSE, AND INCLUSIVE COMMUNICATION**

EMBODIED VIOLENCE IN DUTERTE'S DRUG WAR: A VIEW OF CRISIS COMMUNICATION FROM BELOW

August Ceasar Latosa
Far Eastern University, Manila

ABSTRACT

In his 2016 presidential campaign, Rodrigo Duterte vowed to launch a bloody campaign against the drug problem in the Philippines. How bloody it was remained unclear until dead bodies of drug suspects were found in dark alleys, on the streets, and even inside their homes when Duterte assumed office as President. The dominant narrative of the state was that the drug war was necessary to purge the streets of the drug infestations. In the realm of crisis communication, narratives about the drug war from the perspectives of its victims have not been foregrounded in scholarly discourses.

Using the culture-centered approach as lens, this paper looked into the stories from the urban poor communities that revealed how violence was embodied in the execution of oplan 'tokhang' through human rights violations, weaponization of structural irregularities, and commodification of the body. Through in-depth interviews with 40 family members of those who perished in the drug war, narratives revealed how the state used structural infrastructures to mobilize the police and paramilitary in carrying out oplan 'tokhang'. Infrastructures were discursive, material, and economic systems that legitimized the killings and constrained the families from seeking justice. Such structural infrastructures were the embodied violence that were materially, discursively, and economically constituted in the mobilization of the President's order even beyond the six-month timeframe that he set. The material, discursive, and economic infrastructures mobilized by structural power vivified the embodied violence resulting from the intersection of structure and culture that produced the cultural members' marginality.

Keywords: *drug war, embodied violence, culture-centered approach, critical crisis communication, marginalization*

POST-PANDEMIC HEALTH COMMUNICATION: ADOPTION OF DIGITAL TECHNOLOGIES IN HEALTH CARE BY RESIDENTS OF MUMBAI

Rashmi Pandey

SNDT Women's University, Juhu Campus, Mumbai, India

ABSTRACT

Digitalization has become an important part of human lives that occurs in many fields, ranging from education to health care. Digital technologies are one of the priorities in the development of the healthcare sector worldwide. During the COVID-19 pandemic, patients became more engaged about medical communication and used digital technologies more than ever. Health professionals started using more online/digital platforms for providing prescriptions to the patients and checking patients' report. This paper is aimed at examining various forms of digital platforms on health care, which is used by patients for consultation with health professionals.

This study is an exploratory observational study in which researcher conducted semi-structured interviews in Mumbai suburban housing area.

The objectives were to understand the nature of health communication post pandemic, perception of family about health, which digital platforms they are using, and how helpful are digital platforms in their day-to-day life.

Study found that majority of respondents are still using an online option of consultation with their doctors, pharmacy and lab investigation. The reasons for using digital platforms in spite of the scope for physical outreach are time, money, and energy savings. They visit hospital or doctor's clinic in emergency or on unavoidable situations. It was also found that some organizations who pay medical benefits to their staff also started collecting medical prescriptions via WhatsApp. The study emphasizes the importance of digital platform, time, and health communication in post-pandemic world. Majority of the respondents were satisfied with the digital platforms and would like to continue using them in the future. Among all digital platforms, "WhatsApp" was most popular, which is still getting used in India. The respondents reported a significant impact from the use of digital platforms, although some respondents showed concern related to data privacy.

This also indicates a shift from oral, face-to-face communication to mediated digital communication in Asian societies.

Keywords: *health communication, post-pandemic, COVID-19, communication, digitalization, health care, Mumbai*

EXPLORING THE STATUS AND CHALLENGES OF REPORTING MEDICINE AND HEALTH ISSUES IN BANGLADESHI MEDIA: TOWARD INTERVENTIONS TO IMPROVE QUALITY OF HEALTH JOURNALISM

Mohammad Aminul Islam, BSS, MSS
Department of Media Studies and Journalism
University of Liberal Arts Bangladesh

Mohan Dutta MA, PhD, B. Tech (Hons)
School of Communication, Journalism and Marketing
Massey University, New Zealand

Dr. Taufique Joarder
SingHealth Duke-NUS Global Health Institute Singapore

ABSTRACT

The high quality of health and medical journalism is important for the public health of a country. Biomedicine, health communication, and media scholars argue that improving journalists' skills in writing about risks, research, and innovation about health and biomedicine would contribute to improving public health literacy and public health services and reducing health disparity. But, most of the previous work on the topic has been done in the context of developed Western countries. Little has been done in the context of developing countries like Bangladesh. Against this backdrop, and using a culture-centered approach and bio-communicability as theoretical lenses, this study aimed to find strategies for designing interventions to improve health journalism by examining the status and challenges of reporting medicine and health in Bangladesh. Results of the study indicate that health and medical journalism is not mainstream in the newsroom in Bangladesh. Journalists face multiple challenges that stem from individual, organizational, health authorities, audiences, foreign media, social media, doctors' associations, pharmaceutical companies, and faith and cultures. We conclude that educational, training, cultural and financial interventions are required to improve the quality of health and medical journalism in Bangladesh.

Keywords: *health journalism, biomedicine, health policy, news media, Bangladesh, culture-centered approach*

EXPLORING ONLINE HOROSCOPE ALLURE: GENDER DIFFERENCES IN ASTROLOGY ENTHUSIASM

Ashwini Aigal and Dr. Shubha H.S

Manipal Institute of Communication, MAHE, Manipal, India

ABSTRACT

From the time of print media to the current era of social media, horoscope content has been a staple of the media. The availability and selection of horoscope content have grown considerably throughout time. People can now easily get horoscopes that include daily, weekly, monthly, and even annual predictions on their fingertips, for free and from multiple sources. This development demonstrates how horoscope material is widely included throughout different media channels, responding to people's interests and preferences.

The popularity of astrology is increasing, although the reasons for this trend remain unclear (Andersson et al., 2022). Astrology gained prominence with the publication of a horoscope for British infant princess Margaret in 1930 by the Sunday Express (Matt, 2019). Over a period, it is observed that in women-focused magazines, the frequency of words linked with horoscopes is very high and has been rising over time (Kozłowski, 2022).

Against the backdrop of the extensive presence of horoscope content across various media platforms, a research study was conducted in the Udupi district of India with a focus on youth. The objectives of the study were to understand the interest of young people in reading horoscope content and to see if there is any observable pattern of horoscope content consumption with regard to gender. Through this study, important understandings about young people's interest in horoscopes and their ideas on horoscope content in the media were sought.

The study was based on Uses and Gratification Theory. A structured questionnaire was answered by 418 respondents belonging to the age group of 18 to 25. Significant difference emerged with respect to gender. A greater proportion of females displayed awareness of both their own and their close associates' zodiac signs, and they read predictions of those signs, too. Some 46.6% females said that reading horoscope content eases their minds sometimes, only 35% of men agreed with this.

Keywords: social media, digital era, horoscope content, gender, astrology

THE SOCIAL CONSTRUCTION OF ONLINE DATING NORMS, EXPECTATIONS, AND IDEALS IN INDIA: A QUALITATIVE STUDY OF POPULAR SUBREDDITS

Nair, A., Das, A., and Padmakumar, K.

Manipal Institute of Communication, Manipal Academy of Higher Education, India

ABSTRACT

Mobile dating applications (MDAs) are not a novel phenomenon in India. Some of the most popular apps on the market include Bumble, Tinder, OkCupid, and Hinge. During the last decade, urban youth have been utilizing these platforms to find potential companions in increasing numbers. This is primarily due to the proliferation of smartphones as well as inexpensive data plans. Also, the aftermath of COVID-19 saw a marked surge in MDA users beyond the major metropolitan areas. Current estimates in the country suggest an anticipated MDA user base of 28.41 million by 2027 (Statista, n.d.).

Scholarly research has demonstrated that online dating communities on social media platforms have the potential to reveal the thoughts, beliefs, experiences, and difficulties confronted by MDA users. These platforms are, in numerous ways, extensions of the online dating realm.

Using ‘Conventional Content Analysis’ (Hsieh & Shannon, 2005), this study seeks to comprehend the numerous interactions that occur on two of India’s most popular online dating subreddits, r/indiangirlsontinder and r/indianboysontinder. This study aims to shed light on the dynamics of these communities, the discourses surrounding gender and dating norms, and the negotiation of cultural norms and expectations within the context of Indian culture.

Preliminary findings indicate that r/indiangirlsontinder and r/indianboysontinder serve as forums for men and women to discuss online dating, share their experiences, and seek advice. The vast majority of posts had in-app screenshots to support the textual content. The analysis revealed distinct gender dynamics within these communities, with discussions concerning dating preferences, cultural expectations, and societal stereotypes. It was revealed that gender-specific experiences, including barriers faced by both men and women, were fundamental to the narratives shared. While the majority of users took advantage of the anonymity afforded by Reddit, some were observed displaying their own profile pictures and soliciting opinions from other users on their physical appearance. Overall, the subreddits provide a forum for individuals to release their frustrations, seek validation, and navigate the complexities of dating and intimacy within the Indian context. In light of the Crystallization framework (Wohn & Bowe, 2014), the paper also conceptualizes how a false reality surrounding online dating practices and norms may be constructed by Reddit users.

This study contributes to our understanding of the relationship between digital spaces, gender, and cultural norms in the context of online dating in India. It also offers valuable insights into how technology-mediated interactions may possibly create and disseminate false narratives regarding social phenomena such as dating and relationships.

Keywords: *online dating, mobile dating applications, digital cultures, digital intimacies, Reddit*

(UN)MAKING OF GREENBELT ZONE AS CLIMATE CHANGE ICON IN AN URBAN EXPANSE

Jim Duran, PhD

Polytechnic University of the Philippines

ABSTRACT

This paper problematizes a proposed legislation in cities to protect remaining coastal greenbelt zones in danger from reclamation projects. It aims to explore the level of awareness, understanding, and interpretation of urban folks on the value of mangrove forest and wetlands as model for climate change mitigation. Las Pinas-Paranaque Wetland Park (LPPWP) is used as milieu and context in conceptualizing a climate change icon. The study employed Pierce's (1903) basic claim on icons and Rawl's (1971) Theory of Social Justice in its distributive concept towards environment and human-communities. A single shot survey was administered to guests visiting LPPWP to strengthen the Situation Analysis.

Findings revealed that respondents had a consistently high level of awareness and understanding of the adaptive capacity against climate change of coastal communities in cities. While majority of the respondents highly agree that protection of LPPWP as a climate change icon promotes social environmental justice in Metro Manila and must be an essential priority program of the government, data on the significance of economic impact and eco-cultural practice in the conservation of mangroves and mudflats showed urgent demand for environmental education among urban folks. Hence, there is a pressing need to broaden advocacy program in urban communities with the support of the media, national and local government to legislate, communicate and socially mobilize conservation of coastal greenbelt zones.

Keywords: *risk communication, advocacy, climate, adaptation, policy*

HYPERPERSONAL COMMUNICATION ON ACCOMMODATING SEXUAL FANTASIES: A QUALITATIVE DESCRIPTIVE STUDY ON USERS OF PAID VIDEO CALL SEX SERVICES

Muhammad Alzaki Tristi and Dian Arymami
Universitas Gadjah Mada, Indonesia

ABSTRACT

This article describes hyperpersonal communication on Computer-Mediated Communication (CMC) technology as a medium for channeling sexual fantasies through paid Video Call Sex (VCS) services. In examining this phenomenon, the author employs the theories of Hypercommunication, Fetishism, Media Equation, and Cyberculture as analytical tools to understand the capabilities of virtual media and the communication process in accommodating users' sexual fantasies. The internet universe has entered the most personal realm for its users, disrupting the order to the extent that sexual desires are now being realized through virtual media. Paid video call sex (VCS) services have transformed into digital-based sexual transactions, utilizing chat rooms on the internet through instant messaging applications with webcam features (video and audio communication). As part of cybersex and online sexual activity, paid VCS has become a phenomenon that stands at the intersection of economic motives and the fulfillment of sexual fantasies for its users and service providers. Using a qualitative descriptive method, this research finds that the process of users' sexual fantasies, as applied through paid VCS services, undergoes various communication processes that are sometimes overlooked, particularly in relation to negotiations with service providers. Through these negotiations, users and service providers can establish ideal communication to accommodate desired sexual fantasies.

Keywords: *computer-mediated communication, cybersex, hyperpersonal communication, paid video call sex, sexual fantasies*

DECONSTRUCTING ADIVASI REPRESENTATION IN INDIAN ONLINE NEWS PORTALS: A TEXTUAL AND CONTENT STUDY

Dr. Amrita Chakraborty

Pandit Deendayal Energy University (PDEU), Gandhinagar, Gujarat, India

ABSTRACT

The indigenous tribes of India, who are officially known as *Adivasis*, constitute a significant ethnic minority of the country. Categorized under *Scheduled Tribes* (ST), the *Adivasis* are constitutionally eligible for reservations in the areas of education and employment. Notwithstanding, they form a disadvantaged social class. They have been traditionally involved in cleaning and manual scavenging jobs.

According to a study by *Indigenous World 2020*, the estimated *Adivasi* populace is around 104.3 million or roughly 8.6 per cent of the total Indian population. However, their representation in the mainstream Indian news media has been scanty. The reason for this trend has been a higher focus on news related to politics, cricket, and Bollywood – areas that ensure higher visibility and greater public acceptability.

This study intends to throw some light on the coverage of *Adivasis* in various Indian online news portals. While previous studies have primarily delved on the community's identity, exploitation, and struggles, the current study encompasses all the issues afflicting them. In that pursuit, the researcher uses all online news publication data available on *Google* for a period of six months from January 1, 2022, to June 30, 2022, using the keyword *Adivasi*. The news items are categorized based on clear topics such as land displacement, religion, politics, exploitation, development and the likes through a detailed Content Analysis. Further, Sentiment Analysis of the news headlines is done to reveal the larger news tones on online news portals.

The fundamental intent of the current research paper is to pinpoint the news portals which regularly cover news concerning *Adivasis*. Moreover, a systematic Textual Analysis will reveal the major concerns that the community has faced across the nation during the given period. Finally, a Sentiment Analysis of the headlines will reveal the tones (Positive, Neutral and Negative) of the concerned news items.

Keywords: *Adivasis, scheduled tribes, online news, exploitation, land displacement, discrimination*

A DECLINING TREND IN POLITICAL CARTOONING IN BANGLADESHI NEWSPAPERS

S M Shameem Reza, PhD
University of Dhaka, Bangladesh

ABSTRACT

There has been a gradual decline in cartoon contents in the Bangladeshi newspapers which used to have a long tradition of publishing political cartoons since the British colonial era. The erosion in democratic norms in politics and political culture and newly enacted laws related to cyber security and information and communication technologies are generally held responsible for the shrinking mediasphere which is failing to ensure necessary conditions for political cartooning. A number of cartoonists were accused of expressing critical views on politics or religion, and sued under the Digital Security Act. The situation had bearing on editorial decisions to publish political cartoons in the newspapers, as well as led to self-censorship among cartoonists. Also, the influential newspapers which had the reputation of publishing and promoting political cartoons have stopped to bring out cartoon-supplements. This has resulted in a decline in the number of political cartoonists who depended on the newspapers for their living. Applying content analysis of the cartoon items in the selected newspapers, information derived from interviews with the leading newspaper and print media cartoonists, as well as the persons responsible for editorial decision-making, the paper looks into the reasons for the decline in political cartooning in the selected newspapers. Based on an early analysis of the findings, it identifies that the political culture; control and perceived pressure under the digital legislations; and some critical policy provisions, together with the emerging political economy issues, are seriously affecting the process of cartooning in Bangladeshi newspapers.

Keywords: newspaper cartoons, political cartooning, Digital Security Act, Bangladesh newspaper, political culture, political economy of newspaper

PARALLEL SESSION M:

INTEGRATED MARKETING AND COMMUNICATION

MEDIATING ART AND EMBODIED RELATIONSHIPS IN THE BONIFACIO GLOBAL CITY: A BRAND MARKETING PERSPECTIVE

Gwenetha Y. Pusta

Far Eastern University, Manila

Dane Marie Lacap and Russelle Dalbert Infante

University of Santo Tomas, Manila

ABSTRACT

As the Philippines' demonstration of world cityness, the Bonifacio Global City is positioned as a world-class business and lifestyle center, with numerous public works of art, all rendered by local Filipino artists. This study examines mediating effects of working professionals' lifestyles in global companies such as Unilever, Colgate-Palmolive, HSBC, Citibank, and Google, on the place branding of Bonifacio Global City (BGC) and its embodied relationships. Salomon (2009, p.226), Aaker (1997), and Jung & Merlin (2003) suggest that there is a strong connection between lifestyle branding and brand personality, specifically on user imagery. Edgren, Rull, and Staaf (2004) defined lifestyle as "the shared values and norms which are expressed in a given consumption pattern."

Mediation Analysis (Preacher, 2015) will test the focal causal relationship with lifestyle as the mediating variable leading to embodied relationships. The target sampling size is 400 respondents from working professionals in BGC.

Keywords: *place branding, place identity, place culture, lifestyle, embodied relationships*

EXCLUSIVE INCLUSIVITY ON THE DISABLED PERSONS IN BEAUTY PRODUCT ADS: CASE STUDY OF POND'S INDONESIA CAMPAIGN "WAJAHMU KEKUATANMU"

Intan Fitranisa, S.I.Kom., M.Med.Kom and Mytha Eliva Veritasia, S.I.Kom., M.A
Universitas Airlangga, Dharmawangsa Dalam 4-6, Surabaya, Indonesia

ABSTRACT

As the consumer demographic continues to diversify, encompassing a broad array of characteristics such as race, ethnicity, sexual orientation, and differences in ability, brands are faced with the imperative to genuinely incorporate a diverse range of backgrounds and experiences into their messaging. This strategic approach is crucial for fostering effective connections with prospective customers and ensuring successful engagement with the evolving and heterogeneous target audience. According to a survey conducted by Deloitte Global Marketing Trends Executive 2021, it was found that the youngest respondents (aged 18 to

25 years) demonstrated a higher level of attentiveness towards inclusive advertising when making purchase decisions. Particularly within the beauty and personal care product category, this demographic allocated 28% of their attention to inclusive advertising.

This paper attempts to investigate the meaning of inclusivity in Pond's Indonesia Ads: "Wajahmu Kekuatanmu" which features Greesella Adhalia, member of Indonesian Pop Group JKT48, and disability influencer Kirana Salsabila. As a cultural product, ads function not only as promotion tools aiming for sales, but also as a medium of ideology. Promoting inclusivity has been the ultimate goal of Indonesian ads campaigns not only to gain awareness towards the product but also to culturally dismantle, if not preserve, the long-engrained dichotomy of the abled/disabled people represented in Indonesian advertising. Using discourse analysis, this paper concludes that instead of promoting disability and inclusivity, Pond's Indonesia: "Wajahmu Kekuatanmu" asserts that to exist and be able to empower others, one must embrace the social standard of ideal beauty and eliminate their "disabled-ness". Inclusivity is, therefore, reduced to the symbolic annihilation of a certain register of an individual, in this case Kirana's deaf and speech impairment, as the campaign exclusively suggests it does not matter what she lacks, her face is a significant mark of opportunity and hope. As a result, rather than her disability that others might find empowering, it is that glistening and flawless face which people, especially young girls, aspire to possess.

Keywords: *inclusivity, ads, disability, social equality, Indonesia*

CONSTRUCTION OF IDENTITY MESSAGES ON SOCIAL MEDIA AS A PROMOTION STRATEGY FOR TOURISM VILLAGES

Diah Ayu Candraningrum, Billy K Sarwono, and Ummi Salamah

Faculty of Social Political Sciences, Universitas Indonesia

ABSTRACT

The use of social media as a means of tourism promotion is increasingly massive. The development of technology and digitalization, as well as the 'literacy' of the digital literacy community towards the use of social media for various purposes, is the trigger. In the tourism industry, the promotion and marketing of tourism destinations especially tourism villages, is very important at this time. The Ministry of Tourism and Creative Economy (Kemenparekraf) is currently also issuing many programs for the development of tourism villages, and promotional activities through social media are increasingly being carried out. However, what needs to be underlined is, how to present content that is authentic and able to describe the identity of a tourist village. This is what will be examined in this research, about the social construction process that occurs behind the tourism promotion content of tourist destination social media accounts which are managed by local communities. The unit of analysis used is uploaded material from two tourism villages Instagram accounts, namely Karangrejo Village and Candirejo Village, which are located in Magelang Regency, Central Java Province, near the popular tourist destination Borobudur Temple. The time period chosen as digital data is data uploads throughout January until June 2023 after the COVID-19 pandemic. Karangrejo Village was included in the top 10 of the 2019 Nusantara Tourism Village Competition, while Candirejo Village was included in the Kemenparekraf's best tourism village in 2021. The Instagram accounts chosen were those managed by local cultural community. This research was conducted using an exploratory qualitative approach and digital ethnography method based on Berger's Social Reality Construction Theory (1990). It is expected that the results achieved through this research will show how the three stages in the formation of social reality construction in the media (externalization, objectification, and internalization) are carried out by local residents and poured into social media content.

Keywords: *social reality construction, media construction, social media*

ADOPTION OF GO DIGITAL “SHOPEE EKSPOR” PROGRAM INNOVATION: CASE STUDY ON HANDICRAFT CRAFTSMEN IN WEST BANDUNG REGENCY

Anisa Fitri Robiyatuladawiyah and Rajiyem

Universitas Gadjah Mada, Indonesia

ABSTRACT

Handicraft craftsmen in West Bandung district have been experiencing a decline in sales turnover. Craftsmen need to pay attention to other marketing methods to overcome this problem, namely switching to digital marketing. The government then created the MSME Go Digital program, in collaboration with the e-commerce company Shopee in Indonesia. Craftsmen would adopt an innovation program called Shopee Ekspor. But craftsmen experienced obstacles in adopting digital marketing, namely low digital literacy, the unchanged mindset that cannot see that the use of technology can help increase business efficiency and productivity, anxiety about the relationship between technology and increasing demand for products, and limited human resources. This study aims to describe the process of adopting the Go Digital Export UMKM program innovation by handicraft craftsmen in West Bandung Regency.

This study uses Rogers' (2003) Innovation Diffusion theory, given the limitations of the craftsmen in adopting technology to market products and considering UMKM Go Digital Shopee Export program as an innovation. This theory assists researchers in describing the adoption process of utilizing the UMKM Go Digital Shopee Ekspor program to market products.

The method used in this research is a case study. The reason for using this method is because handicraft products are unique -- with high aesthetics, the export nature of product sales, and the involvement of other parties so that the businesses do not get maximum profits. Data was collected through interviews with eight informants representing innovators and adopters. The focus of data collection is to answer how innovation adoption is carried out and why they adopted this innovation.

The results of the study describe the findings of the adoption process for the UMKM Go Digital Export Shopee program, namely 1) at the knowledge level, adopter obtain information about this innovation from business partners, social media, the official website, training, seminars, discussions with the craftsman community; 2) the persuasion stage for artisans is carried out by opening two training class sessions boldly or attractively, providing online help centers, guides, forums; 3) at the decision stage, craftsmen are still hesitant to use digital marketing; 4) at the implementation stage, craftsmen prepare technological infrastructure and devices, innovators provide assistance; 5) at the confirmation stage, the innovation has not been fully utilized by the craftsmen.

Keywords: *UMKM Go Digital Shopee Export, adoption, innovation, adopter, case study*

SOCIAL PARTICIPATION, SISTER CITY ENGAGEMENTS, AND INTERNATIONAL COLLABORATIONS: A STUDY ON THE DIGITAL JOURNEY OF MANILA CITY

Rowena C. Reyes and Francis M. Esteban
Far Eastern University, Manila

ABSTRACT

This study explores the digital communication undertakings of Manila City to promote social participation and engagement among its multisectoral and transnational stakeholders. It highlights Manila's sister city engagements and international collaborations as part of its diplomatic agenda. Manila City, with its large population and status as the capital of the Philippines, recognizes the importance of digital transformation, sustainability and inclusivity in governance supporting the attainment of SDG Goal 11- Sustainable Cities and Communities. Under the leadership of Mayor Maria Sheilah Honrado Lacuna-Pangan, the city has partnered with Microsoft to become a pioneer in the G20 Global Smart Cities Alliance, providing free Wi-Fi and driving innovation. Guided by the Mediatization theory measuring how new digital communication mediums prompt meaningful engagement and participation, the study revealed that through social media platforms like Facebook, Manila has facilitated social participation by sharing information and engaging citizens on various issues such as traffic management, health services, and disaster and risk management. Using a quantitative approach specifically content analysis, the study compelled an urgent need to improve in terms of consistency and coverage of the services offered by the local government. The paper also emphasizes the role of sister city engagements and international collaborations in enhancing Manila's digital capabilities. The city has established numerous sister city agreements, allowing for economic, cultural, and technological exchanges. These collaborations have helped Manila deliver digital services and improve its disaster response capabilities. To further enhance social participation and digital governance, the paper proposes a C.I.T.Y. proposal-- elements of Commitment, Inclusivity, Transparency, and Yardstick.

Keywords: *sustainability, social participation, digital information*

WOMEN AND MEN RESPONSES TO COUNTER-STEREOTYPE GENDER ROLE PORTRAYALS IN CONTEMPORARY INDIAN ADVERTISEMENTS

Priya Shaw

*Centre for Media Studies, School of Social Sciences
Jawaharlal Nehru University, New Delhi, India*

ABSTRACT

Countering gender role stereotypes in Indian advertisements is a new trend. Content that challenges the stereotype of societal norms are favourites among advertisers. The research aims to understand the perception of men and women towards counter-stereotyped gender role portrayal in contemporary advertisements. In addition, it intends to explore whether the perception towards counter-stereotype gender role portrayal differs between men and women. This study includes responses from 400 audiences comprising 200 women and 200 men. Purposively, the students were selected from the central universities located in Delhi. They are Jawaharlal Nehru University, Jamia Milia Islamia, and the University of Delhi. Counter-stereotyped Indian advertisements were shown to the participants before administering a closed-ended questionnaire to them. The Likert scale was used throughout the questionnaire. The researcher conducted an exploratory factor analysis to identify the major contributing variables that construct the perception of audiences towards the portrayed gender roles in the advertisements. The results of the study generated four important factors out of the 14 variables. Furthermore, the mean differences in opinion show that gender has a great significance in building the perception towards the counter-stereotype role portrayal in advertisements. The study will help to understand the Indian women and importantly Indian men's perspective towards the new trend of contemporary advertisements. The prior studies are mostly women-centric and the women's perspective is given importance in the Indian context to understand the gender role portrayal in advertising.

Keywords: *counter stereotype content, Indian advertisements, equal gender role portrayal, women and men perception, perception differences between genders*

USAGE OF AI IN MARKETING COMMUNICATIONS: A PRACTITIONER'S PERSPECTIVE

Dr. Madhupa Bakshi

The Heritage Academy, India

ABSTRACT

Artificial intelligence (AI) might change the communications profession immensely, but the academic discourse lacks an investigation of practitioners' perspectives on this (Zerfass et al., 2020). According to Qin and Jiang (2019) and Copeland (2021), artificial intelligence (AI) is a group of disruptive technologies that empower machines to make decisions, solve issues, and carry out tasks normally done by people and their intelligence. A review of the literature on AI in marketing communications reveals that few of these areas have been explored in the literature (Malthouse & Copulsky, 2023; Tiautrakul & Jindakul, 2019). There are a series of studies that have done systematic literature reviews regarding AI and advertising, the use of AI tools in Public Relations, and the use of AI in marketing (Vlačić et al., 2021); however, there are hardly any articles that deal with practitioners' views on AI usage especially in the Indian context. Therefore, this study explores practitioners' knowledge about AI, and how they are using it. Also, their concerns about its impact and the ethical dilemmas involved. A total of 25 in-depth interviews were conducted with marketing communications practitioners involved in conceptualizing, implementing, and evaluating marketing communications campaigns. This is a work in progress, and the preliminary findings indicate that – Communication professionals have a limited understanding of AI and they expect that the technology will impact the profession more than their daily work process. They are concerned that a lack of competency in AI may result in unethical usage.

Keywords: artificial intelligence, marketing communication, India

#PLHIVDIARIES AS SOCIALLY SHARED INQUIRY: A CRITICAL DISCOURSE ANALYSIS OF FILIPINO PLHIV TWEETS IN #PLHIVDIARIES

George Vincent F. Gamayo^{1,2}, Yhna Therese P. Santos²,
Vonn Vincent V. Tanchuan², Juven Nino A. Villacastin³

¹Polytechnic University of the Philippines, Manila

²University of the Philippines, Diliman

³University of Hawaii at Manoa

ABSTRACT

Persons living with HIV (PLHIV) navigate through physical, psychological, and social perplexities in their daily lives. With HIV mostly being stigmatized in Philippine society, Filipino PLHIV have used Twitter as an avenue to make sense and help make others make sense of what it means to live with HIV in the country. However, big data analyses do not provide a comprehensive interrogation of Twitter as a community. Using critical discourse analysis grounded in concepts from Alfonso's (1992) Socially Shared Inquiry, this paper attempts to theorize how this discursive process of sense-making and sense-giving unfolds in an X (formerly Twitter) hashtag called #PLHIVDiaries. Tweets describing the daily experiences of Filipino PLHIV (n = 1089) were described, interpreted, and analyzed using critical discourse analysis. We describe how different struggles related to living with HIV are framed and reframed through a discursive socially shared inquiry process. Through our analysis, we were able to identify that tweets using the hashtag #PLHIVDiaries contained disabling perplexities with six areas of cognition: problem, barrier, conflict, absence, dilemma, and error. In terms of non-disabling frames which function as a foil to disabling perplexities, we identified a variety of tweets that included testimonies, personal triumph stories, and answers to problems endorsed and authenticated by members of the community. These non-disabling frames help PLHIV overcome physical challenges (such as those relating to diagnosis and managing HIV symptoms), psychological challenges (such as dealing with mental health issues), and social challenges (such as navigating through relationships). Lastly, this study proposes mass-oriented and science-based recommendations that will help alleviate discrimination and stigma against PLHIV.

Keywords: *PLHIV, critical discourse analysis, socially shared inquiry, Twitter, HIV/AIDS, community of practice*

ETHICAL COMPLEXITIES IN INDONESIAN LOCAL BUSINESS COMMUNICATION: NAVIGATING ETHICAL DILEMMAS FOR INDONESIAN BUSINESS EXCELLENCE

Sadhriany Pertiwi Saleh, Hafied Cangara,
Dwi Surjadmodjo, and Sukarniaty Kandolele
Hasanuddin University, Indonesia

ABSTRACT

Indonesian businesses find themselves at the crossroads of cultural heritage, economic realities, and legal landscapes. Navigating these ethical dilemmas demands a dynamic approach that respects tradition while adapting to change. By embracing truthfulness and accuracy, balancing transparency with confidentiality, embracing cultural diversity, and adhering to legal frameworks, businesses can navigate these complex waters with integrity and wisdom. These ethical challenges are not mere hurdles; they are opportunities to forge a sustainable, responsible, and morally grounded path for Indonesian businesses to thrive in a globalized world. The research methodology employed in this study adopts a qualitative research approach, which focuses on understanding the ethical dimensions of communication practices. To achieve this, this study employs a combination of in-depth interviews, observations and documentation studies as data collection methods. The analysis of the gathered data reveals several key ethical dilemmas faced by Indonesian businesses. These include issues related to Ethical Quandaries of Indonesian Businesses and the Complexity of Choice, truthfulness and accuracy in communication, Contextual Determinants of Ethical Decision-Making in Indonesian Business Communication, and Ethical Excellence in Indonesian Business Communication. Furthermore, this research explores the contextual factors that influence ethical decision-making processes in Indonesian local business communication. It investigates how cultural values, social norms, power dynamics, and economic pressures shape the ethical landscape and influence communication practices within local businesses. By examining these factors, this study aims to provide a deeper understanding of the ethical complexities unique to the Indonesian business environment. The findings of this research contribute to the academic literature on business ethics and cross-cultural communication, while also offering practical implications for businesses operating in Indonesia. The insights gained from this study can assist organizations in developing effective strategies to navigate the ethical complexities, enhance trust, ensure transparency, and promote compliance in their communication practices. Ultimately, this research aims to foster ethical awareness, integrity, and responsible business conduct in the Indonesian local business landscape.

Keywords: *communication, corporate communication, business communication, digital communication, communication ethics, Indonesian local business, culture, cross-cultural, transparency, compliance*

ANALYSIS OF LIGO SARDINES' PUBLIC RELATIONS CAMPAIGNS DURING THE COVID-19 PANDEMIC USING THE CORPORATE RELEVANCE MODEL: HOW DID LIGO SARDINES REMAIN RELEVANT AMID THE CORONAVIRUS CRISIS?

Dr. Alexander T. Rosete
City of Malabon, Philippines

ABSTRACT

This research analyzes the public relations campaigns of Ligo Sardines during the COVID-19 pandemic. The researcher used the W2O COVID-19 Corporate Relevance Model to determine social media engagement's impact. Based on the Corporate Relevance Model (CRM), core signals identify and quantify the impact of media narrative and engagement.

Ligo Sardines' social media engagement based on reactions, comments, and shares reflects the customers' sentiments and emotions. Mainly to the massive number of shares, its Facebook posts gained significant engagement for the period covered. The reactions and comments were also high.

This study examines the social behavior of Ligo Sardines during the COVID-19 pandemic, focusing on its responsiveness, empathy, and engagement with stakeholders. Utilizing its Facebook presence, the brand effectively addressed the needs and sentiments of various stakeholders, including customers, netizens, beneficiaries, government, media, advocacy groups, partners, and employees. The findings highlight vital aspects of Ligo Sardines' social behavior, including responsiveness, empathy, engagement, social responsibility, and collaboration. Ligo Sardines demonstrated responsiveness by promptly addressing stakeholder concerns and maintaining transparency. The brand displayed empathy by delivering sensitive content and acknowledging the challenges faced by its audience. Active engagement through visually impactful content fostered strong connections and generated discussions. Moreover, Ligo Sardines exemplified social responsibility by reallocating its advertising budget to support COVID-19 relief efforts, enhancing its reputation. The brand's collaboration with external organizations further demonstrated its commitment to addressing pandemic challenges. Overall, Ligo Sardines exhibited a socially conscious and effective social media presence, fostering meaningful connections and maintaining relevance during a difficult period.

The brand's media narratives and engagements using Facebook created a unique connection with stakeholders by authentically helping to solve a problem, garnered attention in social conversations, and earned positive reception and sentiment from the general public and its stakeholders' group.

It does conclude that Ligo Sardines achieved its public relations goals during the pandemic. The brand adhered to the CRM and remained relevant during the pandemic. Overall, Ligo Sardines exhibited a social behavior that was responsive, empathetic, and engaging. The brand actively listened to its stakeholders, addressed their concerns, and contributed to the community during the crisis.

Keywords: *public relations campaigns, Corporate Relevance Model, COVID-19, social media*

PARALLEL SESSION E:

IMAGE STUDIES AND GLOBAL COMMUNICATION

IMAGE STUDIES AND GLOBAL COMMUNICATION: NEW APPROACHES AND METHODS

Dr. Louisa Ha

Bowling Green State University, USA

ABSTRACT

Most image studies have focused on the deliberate construction of image by the entity such as a government or a company. In global communication, I propose that images are formed in people's mind not just by the image the entity is trying to construct, but by various images including peer and other user-generated images and competition/rival country construction of the entity's images as well as unintended images of the entity perceived by the audiences. To fully understand how country images are built and perceived, new approaches such as deliberate vs. incidental image construction, rival image evaluation and methods including mixed methods, experiments, and computational analysis are needed to study how competing images are processed in people's minds.

FRAMING CHINA: A STUDY OF CHINA'S IMAGE UNDER US-CHINA TENSIONS

Peiqin Chen, PhD

Shanghai International Studies University

ABSTRACT

US-China relations have been deteriorating since 2018 when US-China trade war started. This study aims at studying Western media's presentation of China when US and China are under tensions. The Chinese balloon incident in 2023 is chosen to explore how Western media cover the event. On January 28, 2023, a high-altitude Chinese balloon was spotted in North American airspace. While Chinese government said that it was a civilian airship for meteorological purpose that had been blown off course, the United States insisted that it was a surveillance balloon and claimed the balloon's presence as a violation of its sovereignty. Media from five countries, USA, Canada, UK, France, and Germany, are chosen for a content analysis. A comparative study is done to explore the image of China when US and China are under tensions.

INTERMEDIA AGENDA SETTING BETWEEN US AND ARGENTINE MEDIA REPRESENTATION OF THE IMAGE OF CHINESE VACCINES

Yining Yan and Jiaying Shen
Shanghai International Studies University

ABSTRACT

Coronavirus vaccine once became an international issue, so the research into how other countries represent the image of Chinese vaccines is helpful to understand the international communication on China's public health products. Based on the World System Theory, the research explores whether there is intermedia agenda setting between US and Argentine media representation. The study finds that the intermedia agenda setting effect is mild, as the US media could achieve the agenda setting effect in issue salience under four issues among seven issues related to the image of Chinese vaccines, but could not achieve the effect in terms of attitude. It reveals that the United States still maintains its influence on international media representation, but with the increasing neutrality of Argentina's foreign policy and its "closeness" to the international affairs related with Chinese vaccines, the Argentine media still keeps a certain degree of independence and autonomy in the image building of Chinese vaccines. The international media representation of Chinese public health products also shows the following features; first, the positive attitude of the international media towards Chinese vaccines is not noticeable; second, the international reputation of China's vaccines shows a certain degree of imbalance; third, the international communication about China's public health products mainly stays at the national or corporate level, seldom reaching individual or social levels. It is necessary to improve transparency of quality information and timeliness of information disclosure, enhance balance and depth of international communication about public health products, consider communication at macro, medium, and micro level, and strengthen cultural communication with countries in different regions to build up mutual knowledge.

LIGHTING CITY IMAGE: IMPACTS OF URBAN ILLUMINATION ON PERCEPTIONS OF SHANGHAI AMONG LOCAL AND FOREIGN POPULATIONS

Dr. Ke Guo

Shanghai International Studies University

ABSTRACT

Cities are projecting their images via different styles of urban illuminations in an effort to increase awareness among foreign and local citizens, to attract foreign investment, and to stimulate urban development and globalization. The paper aims to employ Signify N.V. (hereafter “Signify”) as a case study to examine how their urban illumination has shaped the city image of Shanghai. Signify was formerly known as Philips Lighting N.V., a Dutch multinational lighting corporation that opened its Shanghai company in 1995. For many years, Signify has been committed to illuminating Shanghai’s iconic buildings which have borne Shanghai’s past, present, and future, including the Bund, the site of the First National Congress of the Communist Party of China, and the Pudong waterfront, to mention a few. Against this backdrop, the paper will conduct survey and interviews among local Shanghai citizens and foreign residents and tourists, to explore how its lighting projects in Shanghai have affected the perceptions of local and foreign populations on the global city image of Shanghai, the largest cultural city in China with a colonial history and now marked as a frontier of the national modernization campaign. In addition, the lighting history of Shanghai will also be reviewed in line with the city social development as a cultural background. To wind up, the paper will expound upon roles of lighting in shaping the city image and its effects on Shanghai population as well as urban development as a whole.

PARALLEL SESSION D:

COMMUNITY MEDIA AND PUBLIC SERVICE MEDIA

EMPOWERING THE VOICELESS: A SYSTEMATIC REVIEW OF LITERATURE ON COMMUNITY RADIO'S IMPACT ON MARGINALIZED COMMUNITIES IN INDIA

Dr. Amit Verma

Manipal University Jaipur, India

Dr. Preeti Singh

Sharda University, Uttar Pradesh, India

ABSTRACT

Community radio has emerged as a powerful tool for empowering marginalized communities and facilitating access to information, participation, and development opportunities. Indian communities with varied and marginalized populations have community radio stations to meet their needs. This systematic review aims to critically analyze the existing literature on community radio's role in serving marginalized communities in India.

A systematic search of electronic databases, academic journals, and grey literature was conducted to identify relevant studies published between 2013 and 2023. Studies focusing on community radio initiatives targeting marginalized communities in the Indian context were included. The identified literature was analyzed using thematic synthesis to extract key findings and identify common themes.

The review identified 51 studies from different databases that met the inclusion criteria. The findings demonstrated that community radio stations in India play a crucial role in empowering marginalized communities by providing them with a platform for expression, promoting social inclusion, and fostering community development. The literature emphasized the positive impact of community radio on improving access to information, promoting education, empowering women, facilitating grassroots participation, and preserving cultural heritage. Additionally, community radio enhanced community resilience, raised awareness of social issues, and encouraged local governance.

The systematic review shows how vital community radio is for meeting the needs of India's marginalized groups. The results show how important community radio is to give a voice to people who do not have one, work for social justice, and help communities grow. However, it faces challenges related to sustainability, regulatory frameworks, and limited financial means. Future studies should focus on determining the long-term effects of community radio projects and finding new ways to keep them going and ensure they work in underserved areas.

Keywords: *community radio, marginalized communities, Rajasthan, India, systematic review, empowerment, participation, social inclusion, community development*

ISLAMIC COMMUNITY MEDIA IN NEW ZEALAND: A RESPONSE TO ISLAMOPHOBIC MEDIA NARRATIVES AND THE CHRISTCHURCH TRAGEDY

Khairiah Bte Abdul Rahman

Auckland University of Technology, New Zealand

ABSTRACT

The massacre of 51 peaceful worshippers at two mosques in Christchurch, New Zealand, on 15 March 2019 started a national and communal reflection in the country that was previously perceived as relaxed, peace-loving, and inclusive. It also reversed the narrative of Muslims as terror-prone and violent. The government, under then Prime Minister Jacinda Ardern, responded compassionately, promising support to the injured and the victims' families, both financially and emotionally. Global news took on a different tone as New Zealand media adopted the Prime Minister's decision not to focus on the perpetrator but instead, tell the stories of the victims, their courage, strength of faith, and forgiving nature.

The otherwise negative framing of Muslims in popular media culture is not unique to New Zealand as global media studies show a consistent and disproportionately high negative labelling of Islam and Muslims compared to other faith adherents. Following the Royal Commission of Inquiry into the mosque attacks, some recommendations were outlined to counter terrorism holistically, and address misconceptions and hate rhetoric against Muslims.

A noteworthy observation in the Royal Commission report for news media is that news has played a major role in shaping negative public perception of Islam and spiking negative reactions towards Muslims. Yet, there was nothing in the recommendation about what can be done to mitigate this. Irresponsible reporting in legacy media lacked accountability, having functioned as the prime catalyst for hate and the shootings.

This paper explores the role of Islamic community media in New Zealand that was established as a response to marginalization, misrepresentation, and negative labelling of the Muslim identity. It discusses the continued impact of negative news framing of Islam in international and New Zealand media and identifies the issues that have shaped the work required of an emerging Islamic media network. Comparing Islamic theories of communication with Western media approaches, this paper theorizes the communication needs of global societies in increasing intercultural spaces and makes recommendations for Islamic community media practice that can build strong relationships to combat divisiveness and foster social cohesion.

Keywords: *Islamophobia, community media, hate rhetoric, terrorism and media representations*

RANTS FOR REFORM: A THEMATIC DISCOURSE ANALYSIS ON #LIGTASNABALIKESKWELA ON TWITTER

Karina Y. Evangelista, Tanya Komoda, Enrico D. Pilapil, and Rian Piamonte
University of the Philippines Diliman

ABSTRACT

The shift to remote learning highlighted several issues in the Philippines, the most significant of which were the socioeconomic disparities experienced by Filipino learners as evidenced and manifested by unequal access to education in the remote learning setup. Such issues prompted Twitter users to utilize #LigtasNaBalikEskwela to share their sentiments on the safe reopening of schools. Anchored on Mazouki and Oullier's Virtual Collective Consciousness, this study aimed to identify how #LigtasNaBalikEskwela was utilized to construct the participating users' virtual collective consciousness. Using discourse analysis, we inquired into the discourses in the #LigtasNaBalikEskwela network with the primary objective of elucidating what they collectively say about the situation of remote learning in the Philippines. Our analysis of 108 tweets, which were purposefully selected from over 3,000 tweets using a set of criteria that looked at their relevance and usability in the study, revealed that the current learning setup brought about different struggles and challenges to the education sector. The tweets presented how users related their personal experiences with socio-political concerns through interactions in the network by the use of hashtags. We found that the hashtag was used to disseminate information on the resumption to on-site classes, to describe the worsening mental health of students, to discuss the technological and financial disparities highlighted by the online mode of learning, to raise the implications of remote learning on human rights, to discuss remote learning setup in the context of the pandemic, and to criticize the government's handling of the education sector amidst the pandemic. Our analysis also uncovered how communicative strategies, such as the mention of mostly antagonistic lexical cues targeting the national government's imposition of remote learning, shaped their collective consciousness. By and large, these frames depict the remote learning situation in the Philippines as a collective struggle—which ultimately pushes the need to call for the safe return to face-to-face learning.

Keywords: *hashtag activism, virtual collective consciousness, remote learning, discourse, Twitter*

IMAGINING PATHWAYS OF PEACE: INDIGENOUS AESTHETICS AND COMMUNICATION STRATEGIES IN THE COMMUNITY THEATER OF MANIPUR, SHUMANG KUMHEI

RK Yaibiren Sana and Dr. Joya Chakraborty
Tezpur University, India

ABSTRACT

Peace-building requires non-hierarchical approaches. It cannot be imposed from above since a sustainable peaceful order can only be achieved if it is embedded in the everyday life of a society. Recent arguments have criticized the dominant approaches to peace-building for merely focusing on 'institution building' rather than 'society building.' Since conflict manifests in a multitude of forms and is intricately intertwined with the particular setting and surrounding in which it unfolds, it may be argued that its nature is best understood by the people experiencing such conflicts. For instance, the ongoing conflicts in the Indian state of Manipur, bordering Myanmar, is interwoven with complex geo-political, religious, cultural, and identity conflict. The armed conflicts following separatist movements in the state has given rise to a host of interconnected issues such as police brutality, rapes, and corruption, among others. These conflicts have reverberating impacts on the everyday lives of the common people who imagine possibilities of peace-building and reconciliation by engaging with their indigenous art forms. Hence, by making an ethnographic study of the community theatre of Manipur, Shumang Kumhei, this paper aims to examine how the indigenous theatre art forms with its locally developed aesthetics allow immanent and grassroots approaches in peacebuilding. For this research, the researchers adopted empirical enquiry methods such as participant observation, in-depth interviews, and group discussions, which reveal that the local artist engagements can provide context-specific solutions, while the culturally rooted aesthetic, characterized by rituals, spatial arrangements, and indigenous expressions, act as an influential communicating strategy which have the power to engage with the common masses. Moreover, within this theater form, the practice of using humor as a strategic approach to resist and negotiate the lived realities persists as an aesthetic force which orients peacebuilding narratives.

Keywords: *community theatre, Shumang Kumhei, Manipur, indigenous aesthetics, communication strategy, peace-building*

TO SURVIVE AND TO UNITE THE PEOPLE: HOW CHINESE COMMUNITY MEDIA ENDEAVOR TO RECRUIT RESOURCES VIA DIVERSIFIED APPROACHES

Dr. Peixin Cao and Dr. Minsu Wu
Communication University of China

ABSTRACT

Media convergence on the county level has become a national policy advocated by Chinese central government since 2018, echoing the updated strategies for social governance through “decentralization and empowerment at the grassroots level,” which was later engraved into China’s 14th Five-Year Plan in 2020. Yet, five years on, with the limited resources evenly distributed by the central government, most counties could not construct well-functioning *Converged Media Centers* to strengthen the grassroots governance. Recruiting resources, both capital and human, is a constant pressure alongside the “political task” of grassroots governance, felt by people working at community media. Local governments endeavored to support local media through policy support and capital injections, yet for those governments from remote and poor areas, public funding is not affordable. At the same time, restricted by the scale, community media lack the attraction to advertisements. Through intensive field work at one of China’s poorest counties, we explored how local media people deployed various agencies to make their Converged Media Centers function, and how, through the flow and exchange of media people themselves, the grassroots governance has been realized and people united.

IS BROADCAST-BASED LEARNING MATERIAL STILL EFFECTIVE: A CONSTRUCTIVIST EVALUATION OF THE PHILIPPINES' DEPED TV DURING THE COVID-19 PANDEMIC

Stanley Buenafe Gajete
Philippines

ABSTRACT

“This time of the pandemic, no one should be left behind...”

~ Former Secretary Leonor Briones, Department of Education, Philippines

The COVID-19 pandemic in 2020 reshaped the Philippines' approach to K-12 education. Quarantine protocols and the temporary closure of educational institutions were immediate solutions to contain the virus. As a result, traditional face-to-face classes were replaced by distance learning as the primary mode of curriculum delivery. With these, the country implemented distance learning measures to ensure the safety of over 24 million students, making it the last country in Southeast Asia to reopen its schools.

DepEd TV, an educational television content material created by the Department of Education (DepEd) with the assistance of the Presidential Communications Operations Office (PCOO), aimed to support distance learning as a supplementary material.

However, feedback from educational experts indicated that DepEd TV did not gain significant popularity due to delays and a lack of promotion and communication.

Consequently, a large portion of the current Generation Z students are unaware of DepEd TV, as they prefer newer media platforms such as cell phones, laptops, and internet-operated devices. Some teachers mentioned that parents provided limited encouragement for students to watch the educational programs.

Despite the gradual recovery from the pandemic's impact, many sectors seem to have overlooked the relevance of broadcast distance learning like DepEd TV as a supplementary learning tool for basic education. The question arises: What if another pandemic occurs in the future? Is the Philippines adequately prepared to embrace

technological advancements in education? Why did DepEd TV cease airing its episodes, despite the ongoing progress in combating COVID-19? Is distance learning not a prioritized and effective tool for education in the Philippines?

To address the concerns surrounding the role of DepEd TV in the learning and development of Generation Z students, this study aimed to evaluate its effectiveness during the COVID-19 pandemic. Specifically, it sought to assess DepEd TV as an instructional broadcasting tool in the digital age, where students are immersed in various forms of learning through digital media. Additionally, the study aimed to identify the essential elements of effective broadcast learning material.

DIGITAL LITERACY OF MARGINALIZED COMMUNITY: A CASE STUDY OF PILOK VILLAGE¹

Dr. Monwipa Wongrujira

Sukhothai Thammathirat Open University, Thailand

ABSTRACT

Pilok is a remote village located on the Thai-Myanmar border in Kanchanaburi Province. The village experienced a mining boom in the 1940s but suffered from the 1985 tin market crash. In recent years, the village emerged as a tourist destination. The USO net policy formulated a comprehensive plan aimed at providing communication facilities and fostering digital literacy to support marginalized communities, particularly those residing in border villages like Pilok.

This research aimed to explore and develop digital literacy in the Pilok border community. Through focus group discussions with community members, three digital literacy workshops were conducted over a two-year period. Prior to the training, villagers were already familiar with mobile phone usage and the Line application for communication. However, their digital literacy was primarily confined to mobile devices and a limited number of applications. Concerns were also raised about the negative impact of the internet on the village's youth, including issues related to online gaming and gambling.

Following the workshops, a significant number of villagers demonstrated improved understanding of digital devices and a broader range of useful applications, particularly those relevant to homestay and tourism services. The findings of this study corroborated earlier research, highlighting the vulnerability of youth in terms of digital literacy. Merely providing access to digital devices is insufficient; it is crucial to develop analytical skills and promote critical evaluation of media usage among marginalized individuals. By doing so, they can become well-informed netizens and navigate the digital landscape more effectively.

Keywords: *development communication, digital literacy, marginalized community, Pilok, Kanchanaburi Province*

¹ This research is an excerpt from the development of digital skill and literacy to enhance education and economics opportunity for USO net border community project, funded by Broadcasting and Telecommunications Research and Development Fund for Public Interest, Office of The National Broadcasting and Telecommunications Commission.

EXPOSING HISTORY FROM BELOW: SOCIAL ADVOCACY FILMMAKING IN THE PHILIPPINES

Herwin B. Cabasal

Far Eastern University, Manila, Philippines

ABSTRACT

Social advocacy filmmaking has emerged and proliferated in the Philippines as a radical film culture that aims to progressively present sociopolitical and socioeconomic issues based on the narratives of the subaltern sectors of society (e.g., urban poor community, working class, peasant farmers, indigenous peoples) to advocate a course of actions towards the desired social change. Since early 2000s, this has been practiced by the alternative or independent multimedia collectives from Metro Manila (e.g., Tudla Productions, Kodao Productions, Mayday Multimedia, Film Weekly, RESBAK) and from different regions such as Southern Tagalog Exposure (Southern Tagalog), Aninaw Productions (Cebu), Sine Panayanon (Iloilo City), Kilab Multimedia (Davao), and The Breakaway Media (Davao), among many others, that aim to turn audiovisual productions to an advocacy and protest tool and bring stories from the margins in the spotlight to stimulate discussions and mobilizations among the critical public sphere.

Such phenomenon in the local film culture brings us *history from below* that aims to account for events narrativized by the common people, non-elites, the disenfranchised, or the oppressed. In this study, social advocacy filmmaking is articulated as a film culture that reinforces the recognition of a radical paradigm in Philippine historiography known to scholars as *history from below* attributed to Reynaldo Ileto (1979), who shifted the focus to the perspectives and revolutionary participation of the peasants instead of centering on the grand narratives of the generals, leaders, great men, and the elites.

From the data gathered through in-depth interviews of the alternative multimedia groups, this study presents the social milieu and historical development of this political collective filmmaking to understand the context of why and how they emerged from the dictatorial regime of Ferdinand Marcos Sr. and still active to this age of fake news and disinformation that brought his son Ferdinand “Bongbong” Marcos Jr. to the seat of Presidency. Through case study analysis of the Southern Tagalog Exposure, the recurring sectoral narrative themes of social advocacies and political agenda are mapped out to articulate how film activism has become an agent of history from below.

In conclusion, social advocacy filmmaking of the alternative multimedia collectives advances historical accounts that depart from history from above that glorifies political leaders, ruling class, religious elites, and their achievements.

DEVELOPMENT OF A COMMUNITY COMMUNICATION HUB FOR A STATE UNIVERSITY IN THE PHILIPPINES

**Ulderico B. Alviola, Christina A. Gabrillo,
and Jed Asaph D. Cortes**
Visayas State University, Philippines

ABSTRACT

Social media democratizing content creation provided an opportunity for greater local content to flourish as more people nowadays pay attention to information and news stories that are grounded on varied community realities. This opportunity was pronounced during the pandemic when people recognized that local information and stories have a direct bearing on them especially in a time when mobility was largely restricted. Since 2016, the Visayas State University (VSU) in central Philippines has been active in documenting local content and community-based stories that not only caught on among the immediate constituency of the university but also among alumni and other stakeholders. Aware of this, the university remodeled its Information Office into the University Integrated Media Center (UIMC) in 2019 as the public relations and information arm of VSU to cover and develop news stories, science articles, and community features that highlight the numerous achievements of the university. On top of that, the university community radio station DYDC 104.7 FM, originally just a laboratory facility for development communication students, was also harnessed during the pandemic to carry local content to respond to the gap of having no local media presence in Western Leyte. This paper presents the success of a Philippine state university in developing a community communication hub that eventually filled the important role of the local media, addressing the community's need for local content and stories while also improving the overall image of the university by performing well in independent university ranking systems like Webometrics, EduRank, UniRank, and AD Scientific Index, among others.

PARALLEL SESSION H-1:

POLITICAL COMMUNICATION

MAINSTREAM INDIAN CINEMA AND POLITICAL PROPAGANDA: A NARRATIVE AND DIEGETIC STUDY OF ONSCREEN ISLAMOPHOBIA AND HINDU NATIONALISM IN SELECT HINDI LANGUAGE FILMS

Dr. Sunayan Bhattacharjee
Manipal Academy of Higher Education, Manipal, India

ABSTRACT

Cinema has historically been a potent tool for political propaganda. Be it Leni Riefenstahl's *Triumph of the Will* (1935) glorifying Nazi Germany or Sergei Eisenstein's *Battleship Potemkin* (1925) promoting the Soviet revolutionary cause, dispensations from across the globe and at multiple points in time in history have indulged in blatant propaganda through movies. While governments have produced some of these movies to further their respective missions and visions, mainstream and commercial filmmakers have also not shied away from making propaganda movies – primarily to create controversies and cash in on those controversies. One of the best examples could be the James Bond Film Series that projected the Capitalist Bloc as the free world while demonizing the Communist Bloc.

India also has had its tryst with propaganda movies. The post-independence period saw the release of multiple movies that championed the nationalist cause and called upon the Indian citizens to dedicate themselves for nation-building. Some of these movies were distinctly inspired by the indigenous breed of socialism that was gaining in prominence in the early post-colonial era in India. Classics such as Bimal Roy's *Do Bigha Zamin* (1953) and Mehboob Khan's *Mother India* (1957) belonged to this category.

However, championed by the powerful and influential Hindu far right and promoted by the incumbent Indian government, onscreen propaganda has acquired a new meaning in the past half a decade. Banking on an institutionally constructed public fear about Islamization of India, contentious and debatable issues such as Love Jihad, Kashmir Genocide, and Religious Terrorism are being increasingly sold through multiple films. The current research paper does a narrative and diegetic analysis of three mainstream commercial Hindi language films – Rohit Shetty's *Sooryavanshi* (2021), Vivek Agnihotri's *The Kashmir Files* (2022) and Sudipto Sen's *The Kerala Story* (2023) – to spot political propaganda content. The fundamental intent is to decipher the means through which these movies spread rabid Islamophobia and promote Hindu nationalism. In the process, the researcher uses the Apparatus Film Theory and the Auteur Theory as the twin theoretical frameworks for the study.

Keywords: cinema, political propaganda, Islamophobia, Hindu Nationalism, governments

WHEN THERE IS UNITY IN THE FAMILY: CONTEXTS, MEANINGS, AND ACTIONS OF MANILA VOTERS IN ELECTING FERDINAND MARCOS JR. IN THE 2022 ELECTIONS

Reyjane Calicdan del Campo, Varsha Daswani, Mary Jane San Juan
University of the Philippines Diliman

ABSTRACT

This qualitative study sought to understand the context and process of emergence of coordinated meanings leading to electoral behavior and actions of families in Manila City during the 2022 Philippine presidential elections. The study explored their media exposure, the nature and process of political participation of those in their household, and the relationships outside their families that shaped their vote for Marcos Jr.

The researchers conducted focus group discussions with three families in Manila City who voted for Marcos Jr. Through the lens of the theory of Coordinated Management of Meaning of Pearce and Cronnen (1980), the study showed that families in Manila City coordinated meanings through the strong inside voices in the family, supplemented by the echo chambers of new media and distrust of traditional media, as well as the negative interactions in their community. These factors led Manila voters further into their echo chambers and social enclaves.

The platform of unity captured the unity among the families in voting for Marcos Jr. because of their shared mental scripts of his accomplishments, their perception of other candidates, and the perceived Marcos name and legacy. Manila voters supported Marcos Jr. in the hopes of seeking the good of their families and the nation.

Keywords: *2022 Philippine elections, Marcos, Manila City, familism, echo chambers*

COLLECTIVE SYMBOLS AND DEMOCRATIC PROPAGANDA IN TAMIL NADU'S POLITICAL LANDSCAPE ON TWITTER

G. V. Neelambari

Madras Christian College, Chennai, Tamil Nadu, India

Dr J. Balasubramaniam

Madurai Kamaraj University, Tamil Nadu, India

ABSTRACT

The political landscape of Tamil Nadu is deeply rooted in its ancient history and distinctive Tamil identity. The region's political arena holds significant historical and cultural importance, characterized by a unique interplay between culture, ethnicity, and the relationship between the central and state governments. Tamil political parties have emerged with a vision of social justice and strategically convey their ideologies through powerful symbols and signs. These symbols are strategically developed and effectively utilized to shape public opinion regarding both the party and society at large. Notably, these symbols are disseminated through various media channels ensuring even the illiterate audience can comprehend them. According to Harold Lasswell's democratic propaganda theory, these symbols can be classified as 'collective symbols', playing a pivotal role in establishing a strong ideological foundation within the state.

This research aims to explore the reinforcement of these deeply entrenched collective symbols used by Tamil political parties in Twitter. The objectives of the study include a) identifying the collective symbols employed on Twitter by recognized Tamil Nadu political parties, b) understanding the dynamics of Twitter in propagating these symbols, and c) examining the democratic propaganda associated with them in relation to their respective ideologies.

To understand the media dynamics and reinforcement function within the research, Christian Fuchs' Propaganda Model 2.0 and Klapper's reinforcement theory will be referenced. Christian Fuchs' Propaganda Model 2.0 extends Herman and Chomsky's propaganda model to the digital platform and allows for its adaptation according to the specific needs of the study. Klapper's reinforcement theory, on the other hand, focuses on how media messages can reinforce existing beliefs and attitudes.

The study employs rhetorical analysis as a method to analyze the Twitter pages of 'recognized' political parties in Tamil Nadu. Through this analysis, the research aims to examine the strategic use of symbols and signs by these parties in the contemporary context. The research also seeks to shed light on their potential contribution to social and economic development at the grassroots level.

Keywords: *propaganda, media and campaign, collective symbols, political communication, Tamil politics, Dravidian politics, social media, reinforcement*

DECONSTRUCTING 2022 PHILIPPINE POST-ELECTION DISCOURSES: A MULTIMODAL DISCOURSE ANALYSIS AND AUDIENCE RECEPTION STUDY OF FACEBOOK POLITICAL SATIRICAL NEWS

Patricia Emerie B. Dela Peña and Gizelle M. Mansos
University of the Philippines - Diliman

ABSTRACT

In this study, we employed multimodal critical discourse analysis, audience reception theory, and cultural studies to investigate the impact of political satirical news posts on Facebook pages on the discourse and opinions of Filipino youths regarding socio-political issues in the aftermath of the 2022 Philippine elections. We examined 30 satirical news posts from three satire pages for their cultural references, language use, sensationalism, and personal attacks, all of which aimed to engage specific groups and elicit emotional responses. Furthermore, we explored the use of rhetorical tropes, like hyperbole and metonymy, to critique political figures and explicate societal issues. To gain insight into the reception and interpretation of these posts by Filipino youths, we interviewed 10 informants who held diverse political stances and were exposed to satirical news posts during the post-election period of 2022. Our findings highlighted the value of satire in stimulating dialogue and critical analysis while emphasizing the need for caution and discernment due to the presence of misinformation. Our research recognized satirical news pages as alternative platforms in a context of declining trust in mainstream media, contributing to the construction of social and political commentaries on Facebook.

Keywords: *political satirical news posts; Filipino youths; 2022 post-elections; multimodal critical discourse analysis; Audience Reception theory*

THE STORY OF THE COLOURED WALL: ROLE OF POLITICAL WALL GRAFFITI IN PROMOTING PARTY IDEOLOGIES AND INFLUENCING VOTING PATTERNS IN WEST BENGAL

Souvick Roy and Abhijit Bora
Tezpur University, India

ABSTRACT

Wall Graffiti has always been used to project and express ideas and ideologies from generations and times that can be remembered. In history wall paintings have helped people learn about civilizations. However, in recent times, wall graffiti have been used for varied purposes like advertising, protest, and definitely political advertising. In the state of West Bengal, this is a primary mode for political parties to inscribe the name of the candidates in the mind of the voters for every constituency. Sometimes they are also used for political taunting. Graffiti showcases the identity of a candidate and is also sometimes used to taunt the competing party in an election.

This paper shall look into the way these graffiti are made and what outlook the political parties have when creating the graffiti before elections. The researchers will also examine if the political ideologies are propagated through these graffiti. Also, if the people are being influenced through the same and if that affects the voting patterns.

West Bengal is one of the oldest states and has a history of prominent political leaders that goes way back to the pre-independence era.

The main research questions that the paper will deal with are:

1. If the wall graffiti is used as a mode of communication from party policies to people and to propagate political ideologies to the mass; and
2. If the voters are influenced by the wall graffiti and change their decision on voting for candidates during an election.

The methodology for the paper will be a mixed approach where the researchers will first talk to the political party representatives. Also, a survey of voters who have been regularly voting can throw some insights that will help the researcher to bring in the conclusion for the paper.

The theories that the paper would be based on are, Agenda-Setting theory of communication and the Multi-Step Flow of communication.

Keywords: *political communication, political agenda, political advertising, graffiti, voting patterns, voter influence*

EXPLORING FEAR OF FRIENDSHIP OVER (FOFO) IN SOCIAL MEDIA POLITICAL PARTICIPATION DURING THE 2022 PHILIPPINE PRESIDENTIAL ELECTIONS

**Randy Jay C. Solis, PhD, Petronilo D. Figueroa III, Mariam Jayne M. Agonos, MA
and Ma. Aurora Lolita Liwag-Lomibao, PhD**
University of the Philippines, Diliman

ABSTRACT

The management and maintenance of relationships have become mediated with the aid of social media platforms, transcending traditional notions of friendships and intimacy (Chambers, 2013; Licoppe, 2004). As new media affordances and behaviors enable users to be permanently online and connected (Vorderer et al., 2018), there is a multiplicity of ties, whether weak or strong, being maintained online through large social networks (Aiello et al., 2012; Gilbert & Karahalios, 2009; Kahne & Bowyer, 2018). This has exposed users to diverse political views and intensified political polarization on social media platforms (Vorderer et al., 2018). The 2022 Philippine presidential elections witnessed an increased involvement among Filipino voters during the campaign period in both physical and online spaces (Abad, 2022; Arugay, 2022), resulting in the most politically divisive and polarizing election in recent years (Macrohon et al., 2022). One of the buzzwords that emerged during the elections was the term “friendship over” or the termination of friendships due to political differences. With limited studies on the formation of anxiety preceding politically-motivated friendship dissolutions, we propose the concept of “fear of friendship over” or FOFO as a potentially crucial factor influencing online political participation among Filipino voters. To explore this concept, we asked the question: How does FOFO influence online political participation? In-depth interviews were conducted with 24 Filipino voters who were selected through maximum variation sampling, taking into account various socio-demographic factors. The narratives of the informants revealed four dimensions in the understanding of FOFO as a factor in the online political participation of Filipino voters: social and psychological origins of political participation, political persuasion and channel, management of conflict, and whether or not it resulted in the politically-motivated termination of friendships. Strength of ties, level of political involvement and self-efficacy, and the notion of the separation of friendship from politics contribute to Filipino voters’ decision to persuade (or not) their friends in line with their existing political views. To do this, they employ various strategies in their online political participation, which could potentially result in the preservation or deterioration of the relationship.

Keywords: *political participation, friendship deterioration, Filipino voters, politically-motivated unfriending, social media*

ONLINE BANAL NATIONALISM AND THE 2022 PHILIPPINE ELECTIONS: THE EVERYDAY MANIFESTATIONS OF FILIPINO NATIONHOOD ON SOCIAL MEDIA

Ma. Aurora Lolita L. Lomibao, PhD, Mariam Jayne M. Agonos, MA,
and Randy Jay C. Solis, PhD
University of the Philippines Diliman

ABSTRACT

The 2022 Philippine elections, rife with competing and contentious discourses, was a partisan and divisive political exercise. Social media were crucial during this period, creating and spreading often-polarizing election-related information (Arugay & Baquisal, 2022; McCargo, 2022), used as the primary platform by voters for debates on the national welfare, and becoming an integral part of political discussion and citizen participation (Demillo et al., 2022). But despite the disputatious nature of the online election-related debates, can social media also be the site of unifying and reflexive discourses on Filipino-hood?

This research interrogates how Filipinos manifested their sense of nation on social media during the 2022 campaign and election period. It extends Billig's (1995) concept of banal nationalism to online political engagement and participation, positing that nationalism is displayed, not in grandiose acts of heroism and nationhood, but through informal, unconscious, and routinary reproductions, quietly and imperceptibly practiced in people's daily lives.

This paper examines these mundane expressions of 'the Philippine nation' and 'being Filipino' from 24 in-depth interviews of social media users through their online political practices and behaviors during the 2022 election campaign season. It utilized maximum variation sampling of (a) registered voters for the 2022 elections, (b) owners of at least one social media account, and (c) users of social media at least once daily in the past three months prior to the interviews.

Preliminary results reveal that Filipinos continuously created, co-created, and critiqued their conceptions of the Philippines as a nation in their election discourses. It also showed a richness in the banality of their online political participation, deploying *auditory elements*, mythmaking, visual imagery, *linguistic/lexical* argumentation, and *geographical* toponyms. Banal expressions of nationalism were also demonstrated in *online nostalgia* for a golden past, fear for a threatened future, *symbolic cooptation* of nationhood by political figures, and the *invocation of nationhood* to fuel partisanship.

The paper challenges homogenous, uniform macro-narratives on nationalism, and argues that banal demonstrations of Filipino-ness on social media are no less important to the formation and strengthening of a national identity and consciousness than formal exhibitions of nationhood. It also establishes banal nationalism, as expressed on social media, as a useful microanalytical lens which shifts the focus away from the 'above to below' perspective of nation-building, and on the everyday life of citizens as the setting in which individuals construct nationality.

Keywords: *banal nationalism, social media, 2022 Philippine elections, politics, communication*

DETERMINANTS OF ONLINE POLITICAL PARTICIPATION IN THE 2022 PHILIPPINE ELECTIONS

Mariam Jayne M. Agonos, MA, Randy Jay C. Solis, PhD,
and Ma. Aurora Lolita Liwag-Lomibao, PhD
University of the Philippines Diliman

ABSTRACT

As practiced in many democratic countries, electoral processes are utilized by citizens to determine who will represent them and take over the basic tasks of the government. In the Philippines, social media have become a significant tool for political discourses and socio-civic movements. This research contextualizes the 2022 political and election landscape as it looks into the shifting nature of political participation, by analyzing the culture, practices, and behavior of how Filipinos engage online, especially with the “forced” shift to online discourses during the COVID-19 pandemic.

The study also interrogates online participation in the context of the post-truth milieu, where participation may be manifested as genuine and organic (traditional understanding of participation) or manufactured (such as those by paid trolls, influencers, etc.). The research is guided by Casemajor, et al.’s (2015) concept of participation as a form of mediated political action, categorized as: active participation, passive participation, active non-participation, and passive non-participation. Twenty-four in-depth interviews with Filipinos aged 18 and above were conducted to describe how social media users participated in online political discourses during the 2022 national elections campaign season. Informants were (a) registered voters, (b) voters in the 2022 elections, (c) owners of at least one social media account, and (d) users of social media at least once a day in the past three months prior to the interviews.

Preliminary analysis reveals that the 2022 national elections in the Philippines confirmed the determinants of online political participation found in extant literature. However, electoral participation online is diversified further with the increase in active non-participation among Filipinos, such as deliberate disruptions and social media disengagements. The study proposes that active non-participation includes the modes of activities by those employed as trolls and influencers during the elections. Passive participation was also observed to be prevalent among majority of Filipinos who still do not have the access to, and literacy to deal with, the various forms of online electoral contents. These salient practices of electoral participation update traditional notions of political participation (campaigning, voting, etc.) using social media (liking, sharing posts) in the context of the Philippine national elections.

Keywords: *political communication, political participation, elections and voting behavior, media and politics*

PARALLEL SESSION H-2:

POLITICAL COMMUNICATION

POLITICAL LEGITIMATION IN SOCIAL MEDIA: 2022 ELECTION TALK AND TEXTURES ACROSS TWITTER, FACEBOOK, AND YOUTUBE

Julienne Thesa Y. Baldo-Cubelo, PhD, Fernando dIC Paragas, PhD,
and Ma. Rosel S. San Pascual, PhD
University of the Philippines Diliman

ABSTRACT

Political legitimation is the process by which citizens, through their shared principles and aspirations, grant specific personalities the authority to lead them. In social media, such process takes places through discussions among netizens. To investigate this social media process, the researchers examined what and how topics were discussed in top social media platforms during the 2022 national Philippine elections. They covered 527 Tweets, 319 Facebook posts, and 30 YouTube video that were selected through intensity sampling from a huge dataset generated through election-related keywords. Through this textual analysis of election discourses, covering the period of May 2021 to January 2022, the researchers reveal a culture of political legitimation through social media. This culture emerges from election strategizing and messaging that are primarily personality-activated, “proof”-compelled, and highly polarized. Personality activated political legitimation dominates election discourses as election talk attempts to legitimize or delegitimize political actors by associating them with brand archetypes or two gendered stereotypes. “Proof”-compelled political legitimation subsists even if its bases run from the factual to the dubious, from fact-checked and source-corroborated evidence to fabricated or doubt-seeded attestations. Highly polarized political legitimation, meanwhile, thrives as it strengthens communities of support by engaging non-allies to switch sides, “othering” political opponents, or challenging political camps. Based on the study findings, the researchers call for 1) more conversations, not mere conversions, about political candidates; 2) greater attention to issues rather than actors, focusing on collective aspirations instead; and 3) being more discerning about what constitutes as “receipt” in online conversations.

Keywords: *editorial practices, specialized health content, content preferences, source credibility, local health issues*

BEYOND BALOTAS: MAPPING FILIPINO VOTER TYPOLOGIES, NETWORK FORMATIONS, AND ONLINE POLITICAL PARTICIPATION DURING THE 2022 PHILIPPINE NATIONAL ELECTIONS

Jericho James S. Natividad, Christen Jan A. Catanyag, Rian Mitchell Piamonte, Katrina Ella G. de Mesa, Enrico Miguel D. Pilapil, Dana R. Benedicto, Lexis Mari De Castro, Julius Patrick I. Coloma, Danna E. Espeso, Gab S. Imperial, Jandale D. Jimenez, and Aubrey Kyla C. Tamayo
University of the Philippines, Diliman

ABSTRACT

The 2022 Philippine national elections marked a historic citizen involvement as 83.07% of the registered voters cast their ballots, the highest turnout in recent years (International IDEA, 2023). The surge in political participation transcended the streets and was reflected in Filipino use of social media (Arugay, 2022). Online political participation took a more personal direction, raising questions regarding voter engagement within the backdrop of the national political climate. Guided by the framework of online political participation (Casemajor et al., 2015), the study sought to understand how the Filipino electorate engaged in online discourses during the 2022 Philippine national elections. Using a qualitative research approach, the study conducted in-depth interviews of 24 Filipino voters who are social media users, probing their (1) political interest, political knowledge, and political efficacy; (2) social media usage for political information gathering and online social networks; and (3) various forms of online political participation. Research participants were sampled using the maximum variation technique where factors such as age, household income, and sex were considered to capture a wide range of perspectives.

The study's findings are explained on three levels: the categorization and typologies of Filipino voters based on political interest, political knowledge, and political efficacy (micro); the formation and transformation of social networks through social media usage (*meso*); and the grander milieu of online political participation (macro). Of particular importance to this study are the macro-level findings, which attempt to capture the Filipino experience of making and committing to political decisions. This study re-articulates Filipino online political participation into the 4Ps: (1) *pagtupad* (to fulfill), (2) *pagmamanman* (to surveil), (3) *panggugulo* (to disrupt), and (4) *pagbubukod* (to exclude).

The findings portray a three-tiered cycle of Filipino online political participation, representing a dialectical process of how individual participation can translate to collective voter participation. The researchers posit a caveat that Filipinos' high exposure to large-scale participation could affect their views on electoral politics, highlighting the need for moderation and a critical examination of online political information.

Keywords: 2022 Philippine elections, Filipino electorate, online political participation, social media use, political engagement

THE ROLE OF THE CHURCH AS A FACTOR OF POLITICAL ECONOMY OF MEDIA IN MIZORAM, INDIA

V. Ratnamala

Mizoram University, India

ABSTRACT

Mizoram, one of the Northeastern states of India, embraced Christianity and inherited modernity with the assimilation of tribal tradition. Mizoram is a unique Indian state with predominantly indigenous ethnic population who are Christians. It is always a matter of discussion whether media shape society or society shapes the media. The history of the Press in Mizoram is the history of the Church. The Church also plays a major role in the social, political, economic, and cultural conditions of Mizoram. The primary objective of this study is to investigate the interference of the Church in influencing the media via content, news sources, news values and self censorship. This study determines whether the print media in Mizoram represent the Church and analyzes how their issues are covered, how exactly their issues are portrayed, and how much space is given for them. It will also further look into how the journalists being the members of various official bodies of the Church wield more power on the functioning of Media in Mizoram. This study will be done using the Althusser Ideology lens. Qualitative research methods including focus group discussion, intensive interviews, and content analysis will be employed in the study. The method of content analysis will be employed to study the coverage of the Church in the print dailies of Mizoram. The English daily *Newslink* and the Mizo daily *Vanglaini* will be selected as sample dailies for the study based on circulation and popularity. All the articles, editorials, photographs, and letters to the editor regarding the various church denominations will be the unit of analysis. The content categories are frequency of news, space, placement, themes, and frequency of photographs. The intensive interviews will be conducted with various journalists, editors, program producers, publishers of various media houses in Mizoram, Church leaders and Church communication officers. The focus group discussion will be done with media consumers and the number of FGDs will be decided based on the data stagnation.

Keywords: *political economy, church, Mizoram, media, ideology*

TO LOOK WITHIN THE MEDIA FRAME: A CONTENT ANALYSIS ON THE QUOTED STATEMENTS OF PRESIDENTIAL CANDIDATES DURING THE 2022 NATIONAL AND LOCAL ELECTIONS CAMPAIGN PERIOD

Dominique Nicole Flores, Albert Josef C. Lirio, Nicole S. Pineda,
Sean Eric Drake D. Rodriguez, and Jason A. Sigales
University of the Philippines, Diliman

ABSTRACT

Quote cards have become a popular tool for news outlets on social media to quickly communicate current events to their audience, a practice particularly prominent during the Philippine 2022 national and local elections. This study focuses on online news outlets Philstar.com and Inquirer.net, examining their use of quote cards featuring the 10 presidential candidates throughout the campaign period. Drawing on Goffman's (1974) framing theory and Scheufele's (2000) framework, the study employed a content analysis of variables such as topic, connotation, language, content type, photo usage, link usage, and actor quantity on a sample of 200 quote cards. The findings show that politics was the most discussed topic (30%) with a predominantly negative connotation (38%). The majority of candidates used a combination of Tagalog and English (Taglish) in their quote cards (61.5%), often adopting an interactional-personal approach (56.5%). Among the candidates, Leni Robredo was the most frequently quoted (31%), followed by Ferdinand Marcos Jr. (16.5%) and Panfilo Lacson (16%). Candidates such as Gonzales, Montemayor, Mangondato, and Abella had minimal representation ($\leq 7\%$) and were mostly featured in quote cards with multiple actors. Comparing the two news outlets, Inquirer.net covered a wider range of topics for all candidates despite Philstar.com producing significantly more quote cards (27:13). These findings highlight an imbalance in the use of quote cards among the presidential candidates, underscoring the need for increased vigilance among news outlets, particularly those with substantial mainstream reach, to maintain impartiality in elections and provide each candidate equal space online as the media help shape public opinion and influence democratic outcomes.

Keywords: *quote card, presidential candidate, 2022 elections, framing theory, news outlet*

POLITICAL PATRONAGE AND “ENVELOPMENTAL” NEWS REPORTING VS. RESPONSIBLE AND HONEST JOURNALISM IN MINDANAO

Dr. Manuel V. Jaudian

Cagayan de Oro Press Club Journalism Institute, Philippines

ABSTRACT

This paper examines the state of political communication between journalists and their publics particularly in Mindanao.

As a media organization leader and broadcast journalist for more than 40 years, I have seen the rise of political dynasties and the new breed journalist wanna be's whose sole aim is to make “Envelopmental” Journalism a livelihood. This study covers the provinces of Camiguin, Misamis Oriental, and the cities of Cagayan de Oro, and Gingoog.

Together with the persistent problem of patronage politics and vote-buying, this paper will also investigate the problems arising from these issues, and how independent media institutions are responding, such as the Cagayan de Oro Press Club Journalism Institute which is engaged in trainings and seminars on good journalism for young journalists and media practitioners. It will also present the views and stands of volunteer organizations for honest elections and good governance.

Finally, this paper will discuss the dynamics of the present relationship between political personalities, the media, and their followers.

It will attempt to address important issues in Mindanao such as:

- 1) present perception of journalists' role;
- 2) quality of news and issue reporting and journalism practices;
- 3) consequences and the underlying reasons why politicians and political organizations use and bribe media in Mindanao areas;
- 4) sentiments of voters regarding patronage politics; and
- 5) how local media in Mindanao influence the behavior and attitude of both the politicians and the voters.

ENMESHING HEGEMONIC MASCULINITY THROUGH DISINFORMATION: MECHANISMS OF POLARIZATION BEHIND WOMEN POLITICAL MOVEMENT

Endah Triastuti, PhD

Universitas Indonesia

ABSTRACT

The study reframes scholarly claims that platform algorithms massively engineer social fragmentation and polarization. It pays attention to previous studies arguing that disinformation and social media networks become involved in provoking polarization. Apparently, such argument decenters the perspective of participatory culture, which emphasizes users' agency. This study attempts to appraise the dissent view of disinformation, specifically in its potentials to create fragmentation and polarization. This study argues that social fragmentation and polarization are rooted in a person's sense of self-identification against different others based on ideology and subjectivity. It takes into account how social media platforms have substantially facilitated the process of information sharing, thus further playing an important role in knowledge construction.

Reviewing prominent studies discussing the Arab Spring movement, this study recognizes two important insights. First, the contemporary political movements massively utilize social media platforms to invite participants to the movement. Second, the growing digitalization of information increases its unprecedented capacity to mobilize people. This study aims to understand the architecture of disinformation by examining how radicalized Indonesian women utilize digital platforms not only to disseminate political information but also to form political beliefs. Employing digital ethnography approach, this study used interviews, data mining, and observation both online and offline, from 2016-2020 to collect data.

Findings in this study show that a group of radicalized Indonesian women influence the course of the political process of the state among Indonesian Muslim women. Relying on native experiences on local habitus, these women tremendously design a factory of disinformation. They not only produce (dis)information, but organically monetize it through series of paid workshops to train workshop participants on how to produce and disseminate their beliefs and agenda. Additionally, this study finds how these women create series of strategies, customized to the Indonesia context, to enhance in-group/out-group bias in forms of subjective rejection to agree over differences -- committed across personal, social groups, community, social structure, and public roles that are intertwined through contemporary social interactions across both media space and public space.

PADDING UP FOR 2024: INDIAN FACT-CHECKERS AND THE NATIONAL ELECTION CHALLENGE

Uttaran Das Gupta

O P Jindal Global University, Sonipat, India

ABSTRACT

In India, disinformation campaigns increase significantly during elections (Akbar et al 2022, Das & Schroeder 2021, Kaur 2020). As the world's most populous democracy heads into a national election in 2024, with its current prime minister Narendra Modi, identified by political scientists as a “strongman ruler” (Sud 2022, Ruud 2023), seeks to be re-elected, his government is trying to enact laws that will monopolize the fact-checking landscape (Reuters 2023). This is an alarming development, especially since Modi's Bharatiya Janata Party (BJP) and its Hindu majoritarian ecosystem are considered to be leading in generators of “fake news” targeting political opponents, civil society, and religious minorities (Sharma and Goyal 2018).

With India's declining freedom of the press and backsliding democracy, my paper will investigate how the country's independent fact-checkers are preparing for the coming elections. I will conduct unstructured interviews with senior editors at five fact-checking organizations—Alt News, Boom Live, Factly Media and Research, Newschecker, and the Quint—to find out what strategies they are using to combat the rise in disinformation during the elections next year. My research will focus particularly on adoption of technology for fact-checking.

Keywords: *disinformation, fact-checking, India elections 2024*

AI EMPOWERING PEOPLE WITH RIGHT INFORMATION IN TAMIL NADU POLITICS

Rajesh Gopalsamy Santhanam and Dr. P. Uma Maheswari
Anna University, Chennai, India

ABSTRACT

In the modern democratic landscape, the media's role is increasingly challenged by the proliferation of disinformation. This research underscores the implications of manipulated narratives, often propagated by political entities, on the foundational principles of democratic societies. Using Tamil Nadu, India, as a focal point, the study illustrates the broader challenges democracies face due to misleading media narratives.

An innovative AI model was developed to combat disinformation across diverse media channels. This model evaluates the veracity of facts, detects biases, and assesses claims for accuracy and integrity. While the research context is Tamil Nadu, the model's design ensures its applicability across various democratic settings. Findings indicate that manipulated narratives, driven by vested interests, can significantly influence public opinion and erode trust in democratic institutions. The AI model demonstrated proficiency in identifying and countering such narratives, emphasizing its potential for global application. In conclusion, addressing media disinformation is paramount for democracies. The integration of AI offers a promising solution to ensure citizens access reliable and unbiased information, reinforcing democratic integrity.

Keywords: *democracy, media disinformation, artificial intelligence, political narratives, misinformation detection, democratic integrity*

Day 3

PARALLEL SESSIONS

PARALLEL SESSION J:

JOURNALISM ISSUES AND PRACTICES

THE ROLE OF DIGITAL NEWS MEDIA IN THE ASSEMBLY ELECTIONS OF NAGALAND, MEGHALAYA, AND TRIPURA, INDIA: HAVE MEDIA INFLUENCED VOTING PATTERNS?

Sweta Chatterjee and Souvick Roy
Tezpur University, India

ABSTRACT

Media today have reached the people and the penetration has been better than ever; however, sometimes media act as spokespersons for a given political party, keeping in mind that the news in today's world comes to people from digital news portals as they come directly to the mobile phones of the readers who consume the news on the go.

Thus, it is easier to feed readers information with a coating. Considering the busier times, readers hardly cross-verify the news that comes as notification on their hand-held devices.

This paper will look into how the election was covered by digital news portals of Assam, namely EastMojo.com, NE Now, and India Today NE, and if the coverage led to a shift in the voting patterns in the given states.

The paper will study the news content of the news portals six months prior to the election and take in-depth interviews with editors to shed light on the editorial policies of the said news portals along with what went into the process of covering the state assembly elections. This paper will also investigate if the media have acted as influencers for the voters. The researchers will take a survey among the voters to find out if this is true or not.

This paper seeks to find the answers to the following:

1. How have the media covered the news during the Assembly Elections 2023 of Tripura, Meghalaya, and Nagaland, India
2. If the coverage has affected the voting patterns in the state by acting as an influence to guide the voters to vote for a given political party.

The paper will use as framework the Agenda-Setting theory, the Hypodermic Needle theory, and the Cultivation theory.

THE WRONGS IN REPORTING HUMAN RIGHTS: HOW MEDIA COVERED THE KILLING OF ACTIVIST CHAD BOOC AND THE 'NEW BATAAN 5'

Gabryelle T. Dumalag
University of the Philippines, Diliman

ABSTRACT

The Philippines was pushed into its 'worst human rights crisis' in post-Marcos history during former President Rodrigo Duterte's administration. Waging a war on dissent, state critics were subjected to red-tagging and grave abuses, which the media have the social responsibility to report on critically and accurately. This thesis examined how online mainstream, state, and alternative media outfits reported on the contentious event that led to the killings of the 'New Bataan 5' which consists of Lumad teacher and activist Chad Booc, a fellow Lumad teacher, a health workers and two drivers. State sources alleged that their deaths resulted

from an encounter between the military and the Communist Party of the Philippines' armed wing, New People's Army (NPA), which families and supporters of the victims vehemently denied.

Given the human rights aspect of the news event, this study was anchored on Ibrahim Shaw's (2012) "diagnostic style of reporting" as human rights journalism, which critically

reflects the experiences of the victims, challenges the status quo set by the powerful, describes the causes of violence, and takes a more proactive role in humanitarian intervention to prevent abuses and promote human rights. This research is further guided by Bednarek and

Caple's (2017) conceptualization of news values, which constructs the newsworthiness of an event. Using content analysis, online news stories from mainstream media organizations ABS-CBN News, News 5, GMA News, Rappler, state media Philippine News Agency, and alternative media Bulatlat were analyzed.

Among these media outlets, only Bulatlat fully subscribed to the diagnostic style of reporting, framed the event as a human rights violation and published in-depth articles. Contrary to earlier literature on mainstream media, ABS-CBN, GMA, News 5, and Rappler also reported on the event critically and did not echo state narratives but their coverage lacked the inclusion of the causes and impact of the violations. The Philippine News Agency, on the other hand, acted as the state's mouthpiece and did not give space for the perspective of the victims and their supporters.

Keywords: human rights, human rights journalism, Rodrigo Duterte, news values, content analysis, Philippines

LOCAL JOURNALISM IN THE DIGITAL AGE: A NARRATIVE INQUIRY INTO THE PRACTICES OF FILIPINO JOURNALISTS IN WESTERN VISAYAS

Geff B. Sagala

University of San Agustin, Iloilo City, Philippines

ABSTRACT

The world of journalism is constantly evolving alongside the social reality where it belongs. With this, one may wonder how journalists write stories with the onset of new media. Hence, it is vital to understand the experiences of journalists in news writing and narrate their practices as they catch up with the increasing demands of the public. Through this qualitative-narrative inquiry study design, media practitioners and educators can understand the current practices of Filipino journalists in regional news writing. The locale of the study was confined to Western Visayas and will give a glimpse of the journalistic practices in a local setting. Nine local journalists participated in an in-depth interview resulting in the discussion of (1) journalistic practices in the new media, (2) practices that implicate objectivity in news writing, and (3) the development of a digital news writing framework. Results showed that the news writing process has evolved because of the emergence of new media. Technology and mobile devices revolutionized the news writing process, which involves gathering, writing, and selecting news content. Filipino journalists still value the importance of fact-checking, verification, and investigation process more so in the digital age, which uniquely distinguishes them from social media influencers. Finally, the new media considerably impacted objectivity in news writing and significantly influenced multimedia journalists' practices. The reach and influence of the new media cannot be undermined in shaping the digital audience's worldview perspectives. Therefore, it was concluded that the biggest challenge today for multimedia journalists is to be relevant, fight disinformation, safeguard the truth, and stay loyal to the people by ensuring objectivity in their practices. It is recommended that multimedia journalists learn to hone their social media skills and be more adept at using technology. Moreover, this study found that local media outlets are not stringent in dealing with errors, even with digital technology. Media outlets should have clear and transparent policies in dealing with errors to make their multimedia journalists more accountable for their practices in the new media.

Keywords: *digital journalism, multimedia journalists, narrative inquiry, Western Visayas, journalism practices*

HOLDING THE LINE: A QUALITATIVE CONTENT ANALYSIS OF ONLINE COVERAGE OF MARIA RESSA'S CYBER LIBEL CASE

Rainielle Kyle M. Guison and Aileen F. Macalintal
University of the Philippines Los Baños

ABSTRACT

The Philippine press is not new to media attacks. In fact, the country has been one of the most dangerous ones for journalists and it has been on the Committee to Protect Journalists' Global Impunity Index from 2008 to 2022. A widely known instance of press intimidation was the cyber libel case filed against Maria Ressa, Chief Executive of *Rappler*, in 2017.

Our paper looks into the representation of Maria Ressa and her cyber libel case in online news articles. Specifically, the study aims to (1) determine the frames of Maria Ressa in the online news articles of *Rappler* and *Inquirer.net*, (2) identify the themes surrounding Maria Ressa's cyber libel case in the online news, and (3) explain the relevance of Maria Ressa and her cyber libel case to the field of Development Communication in Asia.

The study analyzes 50 online news articles, 20 from *Rappler* and 30 from *Inquirer.net* from December 19, 2017, the date the complaint-affidavit was filed, to June 15, 2020, the date of conviction. The websites are chosen based on the following criteria: (1) must be one of the leading news sites in terms of web traffic, (2) must report local news, and (3) must have published news about Maria Ressa's cyber libel case. A three-level coding scheme is employed to conduct a qualitative content analysis of the articles: open, axial, and selective coding. The findings reveal that Ressa's representation in the online news can be categorized into six labels: Maria Ressa as a journalist, the head of *Rappler*, a cyber libel convict, a victim and target of the government, a fearless critic of the government, and a public figure. The themes surrounding her cyber libel case include journalism as a dangerous profession, the roles of a journalist, government incompetence, and loopholes of the cyber libel complaint. Finally, the relevance of Ressa and her case to the field of Development Communication in Asia revolves around the role of DevCom in supporting marginalized groups such as media in Asia and the possible implications of the study in the creation of non-discriminatory laws for journalists.

Keywords: *Maria Ressa, cyber libel, Rappler, press freedom, online news*

IDENTIFICATION OF PRESS AND NON-PRESS MEDIA: THE CHRONIC PROBLEM IN THE INDONESIA MEDIA LANDSCAPE

Imam Wahyudi, Dadang Rahmat Hidayat, Herlina Agustin, and Aceng Abdullah
Universitas Padjadjaran, Indonesia

ABSTRACT

In Indonesia, the Press Council has the authority to classify the press and the non-press, particularly in legal disputes. When classifying the press, the Press Council prioritizes institutional and administrative factors over substantive factors like the caliber of the news. By examining legal disputes involving the press and non-press alike, this study aims to challenge the Press Council's press standards. A case study was employed as the technique. This study shows that the Press Council's press standards frequently obstruct the growth of journalism on alternative platforms and start-up press outlets and complicate efforts to professionalize the press in the midst of a media explosion brought on by advances in digital technology. In order to prevent further doubts about the efficacy of self-regulation and press freedom, the Press Council and press organizations must have make strides toward solving this persistent problem

Keywords: *press council, press criteria, case study, journalism, alternative platforms*

MULTIVERSE JOURNALISTS POST-COVID 19

Camelia Catharina Pasandaran and Oktamandjaya Wiguna

University of Indonesia

ABSTRACT

Defining journalist might be quite challenging in the last decade, particularly post Covid-19. Who is a journalist, the required skills, the ability to live in multiple realms might only be a few out of a rich variety defining the profession. Digitalization has been pointed out as one of the biggest transformations that has changed the profession. However, the pandemic has significantly changed the way journalists work, since immersion in social media and being platform-savvy were important factors to survive.

This paper portrays the changes of the profession requirements by analysing more than a hundred job vacancies for reporters in combination with in-depth interview with editors of online media. The result shows that while some traditional requirement of news writing and networking skills remain similar, journalists are required to be active in digital and non-digital worlds. Many vacancies required journalist applicants to be active social media users, to understand trend analysis in social media, as well as to have the ability to drive the trend by using Search Engine Optimization (SEO) tools. They are also required to be able to deliver multimedia content for diverse digital platforms.

This research contributes to the development of Bourdieu's capital theory, by placing the emphasis of digital capital as part of cultural and social capital. Practically, this research implicates a need to transform journalism curriculum, particularly preparing future journalists to be social media-savvy.

Keywords: *super journalist, media convergence, social media journalism, journalistic capital*

EXPLORING THE POLITICAL ECONOMY OF ENVELOPE JOURNALISM IN INDONESIA

Muninggar Sri Saraswati

Swiss German University

ABSTRACT

The practice of envelope journalism is not uncommon in a number of countries in the world, including Indonesia. This particular practice involves bribery to journalists for the purpose of gaining positive publication or ceasing negative publication. The existing studies on envelope journalism mainly focus on its impacts on democracy and society, the ethical and professional concerns, as well as attributing journalists as the main perpetrators. However, little is known about the roles of envelope journalism in the wider political economic status in Indonesia. Using in-depth interviews with a number of Indonesian journalists, the preliminary finding of this research suggest that the practice of envelope journalism has been in fact catering to the interests of the political economic elites in Indonesia.

Keywords: *envelope journalism, political economy, journalists, bribery, freebies*

MORAL DISENGAGEMENT AND THE WAR ON TERROR: A QUALITATIVE CONTENT ANALYSIS OF THE DRONE STRIKES IN THE US ELITE PRESS

Azmat Rasul and Umar Farooq
Zayed University, United Arab Emirates

ABSTRACT

Using qualitative content analysis as a methodology, we investigate the framing of drone attacks in the elite US newspapers with a focus on the morality frame. The language and visuals used by the press while covering violent conflicts may justify violence and morally disengage audiences by using euphemistic language (Bandura, 1999). Besides, media possess the potential of desensitizing people towards violence and make them accept it as normal by dehumanizing the perceived enemy. Consumers of media may start enjoying violence by considering it as justified violence necessary to eliminate evil. A plethora of academic literature examines how media content develops certain constructs, which result in moral exclusion of the out-groups and help readers/audience morally disengage in conflict situations (Bandura, 1999). Weimann (2000) indicates that media content provides cues that help audience morally disengage with war crimes and acts of brutality, and it builds public opinion in favor of perpetrators of those crimes who not only have a superior military technology but also control communication technologies.

The use of drones to hunt terrorists and the framing of these attacks in the press has raised many questions regarding the morality and ethicality of the use of drones in conflicts, as innocent people also become victims of these so-called “precise” attacks. Therefore, an in-depth analysis of the framing of drone attacks in elite US press is academically significant, as it would explore the strategies adopted by the selected newspapers (The New York Times and the Washington Post) while covering the drone attacks. Theory of framing will be applied to explore whether or not various strategies of selective moral disengagement are used by the elite press to appease an increasingly hostile national and international public opinion, as drone attacks are considered effective but illegal mechanism to eliminate terrorists across the globe.

***Keywords:** drone attacks, reporting on terrorism, journalism ethics, media framing*

INVESTIGATING 'SUSTAINABILITY' IN KANNADA DAILY NEWSPAPERS

Dr. Shubha H S and Dr. Manjushree G Naik
Manipal Academy of Higher Education,
Manipal, India

ABSTRACT

Media play a crucial role in creating public awareness. Agenda 2030 by The United Nations (2020) through its framework of 17 Sustainable Development Goals developed a conscious agenda for the mass media. Godemann & Michelsen (2011) in their book Sustainability Communication observe that about a decade ago, editors initially identified sustainability communication sneaking into media and communication studies.

The relationship between sustainability and journalism can be analyzed from two different perspectives (Dernbach, 2005). One is to look at it as a topic of reporting and the other being as a corporate strategy by media organizations to promote themselves. This study aims to investigate the reference of 'sustainability' in news reports in line with the way it is presented as a topic. Sustainability is a global issue, but how much does it reflect in the local news media? The research questions would analyze the genres of news where the term sustainability is used, the importance given to key terms related to sustainability in the writing of the news story, and identify which societal actors mention the term sustainability as reported in the news stories.

Hess & Waller (2017) point out that local news is an important sphere of influence. Local news values differ from that of national news. Has local journalism taken up the sustainability agenda seriously? To understand this, qualitative content analysis will be conducted of newspaper articles in local Kannada language daily newspapers of Prajavani & Udayavani.

Weder et al (2021) propose a narrative of sustainability as a revolution, as cultural change, of innovation and of doing things differently as a story of progress. By investigating the two Kannada newspapers for a period of one year, this paper would show how seriously local journalism has taken up the 'Sustainability' agenda and has created an awareness about it to the readers.

Keywords: Sustainable Development Goals, local journalism, sustainability communication

LOCATING DEVELOPMENT COMMUNICATION IN DEVELOPMENT INITIATIVES: TRANSITIONING THE DEVCOM PRACTICE IN RESEARCH

Christina A. Gabrillo, Kathleen B. Valencia, Ulderico B. Alviola, and Rotacio S. Gravoso
Visayas State University, Philippines

ABSTRACT

Development communication (DevCom) started in the 1970s at the University of the Philippines Los Banos (UPLB) when its pioneer, Nora Quebral, articulated the concept in a symposium at UPLB. Since then, the DevCom has grown and is now considered as a scientific discipline. From an emphasis on economic growth, development communication was redefined in 2012 (Quebral, 2012) to reflect on the growing concerns for sustainable and holistic development, embracing communication's role in achieving development goals. About 40 years since its founding, no study has been conducted to document the application of development communication in development initiatives.

Following the qualitative research methodology using grounded theory, this study focused on the initiative related to research, particularly the case of the Philippine Rice Research Institute (PhilRice). Document analysis, FGDs, and KII were used to gather data. This study employed a combination of thematic and grounded theory analysis in order to develop a theory grounded on the findings. Results show that Development Communication in PhilRice went through a journey of transitions: (1) from assistance to complementation, (2) from support staff to partners, (3) from documentation to planning, (4) from transmission to transformation, and (5) from production to community relations. It was also found that as DevCom transitioned through the years, its contribution to research was slowly recognized. Among the significant roles of DevCom in research are: (1) devcom modernizes the extension systems, (2) devcom serves as extension intermediaries, (3) devcom contributes to image-building, (4) devcom influences policy, (5) devcom makes science accessible, and (6) devcom packages technology.

Keywords: *Development Communication, grounded theory, modern extension systems, extension intermediaries, image building, policymaking, packaging of technology*

PARALLEL SESSION K:

MOBILE TECHNOLOGY, DIGITAL RESEARCH, REGULATION, AND INTER-PLATFORM RELATIONS

UNRAVELLING THE COMPLEXITIES OF MOBILE COMMUNICATION AND FAMILY RELATIONS IN ASIA: A REVIEW OF CURRENT RESEARCH

Dr. S. Janet Mary

Madras Christian College, Chennai

ABSTRACT

Mobile communication devices have become an integral part of our daily lives, transforming the way we interact and connect with others. This abstract explores the challenges that arise from mobile communication in the Asian context and their impact on family relations.

In many Asian countries, the use of mobile phones has skyrocketed, leading to increased accessibility to communication networks. While this connectivity offers numerous advantages, it has also given rise to challenges in family dynamics. One of the primary challenges is the phenomenon of “technoference,” referring to interruptions and distractions caused by mobile devices during family interactions. The constant presence of smartphones can hinder face-to-face communication, disrupt quality time, and lead to feelings of detachment among family members.

An appreciable aspect of this research is the exploration of cultural factors and their influence on mobile communication challenges. The discussion of traditional family values and intergenerational tensions adds a valuable dimension to the analysis. Younger generations may find it challenging to balance the demands of traditional family values and the digital age, while older generations may struggle to adapt to rapid technological advancements.

To address these challenges, it is crucial to promote digital literacy and foster open communication within Asian families. Encouraging healthy boundaries for mobile device usage, establishing designated “device-free” times or spaces, and facilitating meaningful face-to-face interactions can help mitigate the negative impact of mobile communication on family relationships.

This research utilized both quantitative and qualitative methodologies to offer a well-rounded analysis of the topic.

This review serves as a comprehensive resource for scholars and practitioners interested in the challenges of mobile communication on family relations in Asia. Its systematic approach, inclusion of diverse studies, and thoughtful analysis of findings make it more authentic and scientific.

Keywords: *mobile communication, family relations, digital literacy*

MOBILE TECHNOLOGY AS AN AGENT OF CHANGE AMONG URBAN POOR TRANSGENDER PEOPLE IN RESETTLEMENT SITES

Dr. Sunitha Don Bosco, Miss Induja S, and Mrs. Rekha P
Anna University, Chennai, India

ABSTRACT

Transgender people have faced discrimination for centuries due to their non-confirming sexual identity in India. This has hindered their access to resources, support networks, and opportunities for personal growth and development. A study conducted by the National Human Rights Commission in 2018 revealed that 96% of transgenders are denied jobs and are forced to take low paying or undignified work for livelihood. Mobile technology, with its increasing ubiquity and accessibility, has the potential to serve as a digital bridge, connecting transgender people to vital resources, information, and community support. Through this study, we aim to explore the diffusion of mobile technology among transgender people in resettlement sites and its impact on their social and economic mobility.

This qualitative study conducted among 19 transgender individuals adopts the framework of positive deviance to examine the experiences, perceptions, and impact of mobile technology on the lives of marginalized transgender people. The study also identifies the challenges and barriers that transgender people face in accessing and utilizing mobile technology effectively through qualitative research methods such as interviews, focus groups, and participant observation. By further applying the framework of technological determinism, this study investigates the determinants of progress facilitated by mobile technology among urban poor transgender people. The technological deterministic assumption is proved in the case of transgender people as the interviews revealed how mobile technology and information access have influenced their economic and social development. Transgender people in resettlement sites have made significant progress in terms of building social capital through online support groups and access to information and technology, housing, healthcare, welfare schemes, identity cards and employment opportunities. Despite combating social exclusion, transgendered people in India are substantially confronted with online harassment and abuse everyday. The study also points out a significant lack of appropriate channels and policies for reporting online harassment incidents for transgendered people. These findings provide an interesting insight on the intersection of gender minorities, mobile technology, and development. The results will aid policymakers, community organizations, and technology developers to make informed decisions for leveraging mobile technology to address specific challenges faced by vulnerable urban poor people in resettlement sites.

Keywords: mobile technology, information access, economic development, urban poor transgender, India

THE MOTIVATIONS OF PEOPLE WITH DISABILITY IN USING SOCIAL MEDIA: A QUANTITATIVE STUDY

Charisa C. Dumlao

St. Mary's College – Quezon City

Allan Robert C. Solis

Cavite State University

Myra Mae M. Monares

Eastern Samar State University

Reynaldo A. Guerzon

Polytechnic University of the Philippines

Nikko B. Visperas

Far Eastern University

ABSTRACT

This quantitative study aims to investigate the role of social media in the lives of Persons with Disabilities (PWDs) and to shed light on the PWDs' current condition. A validated research-made survey instrument was utilized to gather relevant data from the 60 PWD respondents who were chosen through purposive sampling. The results showed that 72% of the respondents were aged 30-49 and consumed Facebook and Facebook Messenger as their most preferred social media platforms for about three to four hours per day. The respondents also agreed that Facebook and Messenger are easier to use and offer a variety of choices.

The respondents reported a high level of satisfaction when utilizing social media for entertainment and information purposes. Likewise, the respondents reported a higher level of satisfaction rating on the variables of social connection (4.40 median score) and convenience (4.20). This means that social media have a profound positive impact on the lives of persons with disabilities, providing them equal opportunities in virtual space and making their lives easier and useful. Also, there is a high perceived impact of using social media in promoting inclusivity/equality and empowerment among PWDs. The participants believed that social media accommodate all people regardless of their abilities, disabilities, or socioeconomic status. Therefore, social media play a significant role in elevating and promoting the quality of life of PWDs in society.

Keywords: *quantitative research, PWDs, social media, satisfaction, inclusivity, equality, empowerment*

PRACTICES AND EMERGING TRENDS OF MOBILE JOURNALISM IN BANGLADESH: A CASE STUDY OF BANGLADESH TIMES

Dr. Abdul Kabil Khan, Aftab Hossain, and Eeha Aubapty

Daffodil International University

Syeda Sadia Mehjabin

University of Liberal Arts Bangladesh

ABSTRACT

Mobile journalism or MoJo is an innovative form of storytelling where journalistic reporting is pursued using various forms of electronic portable devices, and where most journalists use their smartphone to create and file stories. Due to technological advancement, the newsroom's workflow in Bangladesh has gone through revolutionary changes in news gathering, processing, and distribution. This research examines the practices and emerging trends of mobile journalism in Bangladesh from the perspective of developing countries, focusing on a case study of Bangladesh Times, the country's first mobile-based news organization that finds new ways of storytelling. The study employs a mixed-methods approach, combining qualitative interviews with journalists and leading mobile journalists of Bangladesh Times, and content analysis of mobile-generated news reports including graphics card, reels, stories and live coverages. The research identifies usages of smartphones and other tools for capturing, editing, and publishing news content, as well as the integration of social media platforms for real-time reporting and audience engagement. Findings reveal that mobile journalism has enhanced the efficiency, flexibility, and immediacy in various types of news reporting, mostly during crisis reports. The study also highlights the importance of training, capacity building, and skill development programs to equip young journalists with the necessary journalistic, technical and storytelling skills required for effective mobile journalism practices. Furthermore, the research explores emerging trends in mobile journalism, including the use of live streaming, social media features promoting personal journalists, and immersive storytelling techniques. The study concludes by emphasizing the readiness for news organizations to adapt and embrace the emerging opportunities from mobile journalism. The study suggests that traditional news organizations should invest in infrastructure, training, and ethical guidelines to effectively harness the potential of mobile journalism while maintaining journalistic standards and credibility. Overall, this research contributes to the understanding of mobile journalism practices and emerging trends in Bangladesh, providing valuable insights for journalists, news organizations, and media scholars in the digital age.

Keywords: *mobile, technology, journalism, social media, Bangladesh Times*

FROM NATIONAL TO LOCAL: MEDIA-CITIZEN COUNCILS AS SELF-REGULATION AT THE COMMUNITY LEVEL

Mia Embalzado-Mateo

University of the Philippines Cebu

Jan Victor Mateo

University of the Philippines Diliman

Ariel Sebellino

Philippine Press Institute

Gary Mariano

De La Salle University

ABSTRACT

Following Miranda & Camponez (2019), media regulation or accountability in the Philippines has evolved from mandated/professional when a 1965 law created the Philippine Press Council, to mandated/shared when its members were elected a month later, to voluntary/professional in the late 1980s when the Philippine Press Institute (PPI) tried to revive the Council after 14 years under martial law, and to voluntary/shared in the early 2000s.

Today, PPI is leading a multisectoral effort to establish community-based Media-Citizen Councils outside Manila, signifying a shift from the national to local. Speaking with key members of select councils, the authors found that these Media Councils were established in different parts of the archipelago to address specific needs and concerns within their media industries and communities. These councils have their own unique history, procedures, and objectives tailored fit to the needs of its region.

The authors also found out that these Media Councils have started expanding their scope from traditional newspapers to include the broadcast and the emerging social media, and extending membership to locally-relevant stakeholders.

Keywords: *media self-regulation, media accountability, press council, media-citizen council, alternative dispute resolution*

CONTESTATION AMONG THE UNESCO GUIDELINES AND INDONESIA'S REGULATIONS ON DIGITAL PLATFORMS

Brenda Sophia Lee Rodriguez, Aulia Putri Meidina,
and Selvone Christin Pattiserlihun
Gadjah Mada University, Indonesia

ABSTRACT

In 2023, UNESCO introduced crucial guidelines for digital platforms that hold global relevance. The implementation of these guidelines on a worldwide scale is essential. However, certain countries, such as Indonesia, grapple with digital platform regulations that inadvertently undermine freedom and human rights. This paper aims to illuminate the contradictions between Indonesian regulations and UNESCO guidelines concerning digital platforms. Our study employs a qualitative approach with a comparative analysis method to scrutinize the compatibility of Indonesian regulations such as Minister of Communication and Information Regulation Number 5 of 2020 (MR5) and the UU ITE Law contained in Law Number 11 of 2008 concerning Information and Electronic Transactions, which was revised in Law number 19 of 2016, and Government Regulation Number 71 of 2019 (GR7) concerning Electronic Systems, with UNESCO's guidelines. Through this investigation, we reveal disparities that hinder the preservation of freedom of expression within the media landscape. Our findings underscore the misalignment between UNESCO's commendable directives and Indonesian regulations (MR5, UU ITE, GR7) that might encroach upon fundamental human rights. It is imperative to address these incongruities and safeguard individual freedoms. We call for a robust and transparent dialogue, both at local and international levels, to reform digital platform regulations in Indonesia. This dialogue should prioritize the protection of human rights and freedom of expression, aligning the nation's policies with global standards outlined by UNESCO.

Keywords: *digital platforms, UNESCO guidelines, MR5, UU ITE, GR7, human rights, Indonesia*

INDONESIAN YOUTUBERS: THE WORK EXPERIENCE OF ALGORITHMIC LABOUR

Titik Puji Rahayu

Universitas Airlangga, Indonesia

Cheryll Ruth Soriano

De La Salle University, Philippines

Angga Prawadika Aji, Zain Al Din, and Marie Ismah Mardiyah

Universitas Airlangga, Indonesia

ABSTRACT

YouTube has been considered as the leading video sharing platform globally. Studies confirm how “becoming a YouTuber” is seen nowadays as a popular and viable career option, especially among the young generations. Similar trend has occurred in Indonesia, which is found to have the third largest number of YouTube users. Despite the optimism, however, there has been limited study concerning the work experiences of Indonesian YouTubers as algorithmic labor. More specifically, this study looks into the way Indonesian YouTubers perceive their position in relation to the YouTube corporation. This study discusses how those perceptions have driven the way Indonesian YouTubers respond to the working conditions set by the corporation, including the automated mechanism of YouTube algorithmic management. Finally, this study looks into particular strategies that Indonesian YouTubers have implemented in order to negotiate the YouTube Content Monetization Policy. A qualitative case study method was used in which primary data were gathered through FGD and interviews. This kind of study is critical, not only for raising labor awareness among Indonesian YouTubers but also for assisting state actors as well as non-governmental activists in conducting transnational labor advocacy on behalf of Indonesian YouTubers.

Keywords: *YouTube, YouTubers, algorithmic labor, platform regulation, Indonesia*

PUBLIC PARTICIPATION IN USER-GENERATED CONTENT PRACTICES ON DIGITAL JOURNALISM PLATFORMS IN SOUTHEAST ASIA: COMPARATIVE STUDY OF INDONESIA, MALAYSIA, AND PHILIPPINES

Mufti Nurlatifah and Nina Mutmainnah

FISIP, Universitas Indonesia

ABSTRACT

Greater public participation is a consequence of digital journalism's capability to involve the audience through interactivity. Kreiss and Brennen (2015) state that participation is a digital journalism culture that develops audience interactivity on two sides. First, it enables the audience to speak up with their opinion, thus manifesting freedom of speech. Second, it advocates the audience's right to be heard by more stakeholders, including government, markets, and other democratic entities.

User-Generated Content (UGC) is one form of public participation through digital journalism practice. UGC demonstrates the role played by the audience to influence public discourse by disseminating certain public issues related to their perspective. The audience's role will be different in different media and different government systems. Indonesia, Malaysia, and Philippines are three countries in Southeast Asia with different journalism cultures, media systems, and government regulations which ultimately determine the diversity of the forms and levels of public participation in UGC.

This research elaborates on how digital journalism is done in Indonesia, Malaysia, and Philippines. The assumption is that digital journalism platforms provide wider opportunities for public participation in the production and dissemination of information involving media agenda. Based on the Freedom House and Reporter Without Border Report, the degrees of public participation in those three countries show different numbers, which means that public involvement with the media and through the media in those three countries also differs. This research assumes that media should facilitate the public to speak and to be heard, and also to offer various mechanisms for public participation. Using media mapping and content analysis as methods, this study analyzed 30 media organizations which are the main platforms in the three countries and examined how the process of public participation in social discourse is facilitated by the media.

Keywords: *user-generated content, journalism, participation, Indonesia, Malaysia, Philippines*

RECLAMATION AS A FRAME: NEWS SOFTENING THROUGH NEWS PRESENTATION OF MANILA BAY RECLAMATION NEWS ON FACEBOOK

Aira M. Cardíño, Nicole Claire A. Desierto, Diana A. Gonzaga,
Josielle A. Guevarra, Dexter C. Niño, and Enrico Miguel D. Pilapil
University of the Philippines, Diliman

ABSTRACT

News reporting in social media has prompted news media outlets to adopt innovative strategies to capture and maintain audience attention, allowing them to soften the news or modify their reporting style by utilizing platform affordances (Magin, 2019). This approach has posed questions on journalistic integrity, especially in the context of environmental news. In the Philippines, one of the most pressing environmental issues is the ongoing reclamation projects in Manila Bay given its adverse effects on the environment. However, only a few studies have investigated how these projects are being communicated to the wider public. Guided by the concept of news softening, this study asked the question: How are the Manila Bay reclamation projects reported by GMA News, ABS-CBN News, and Inquirer on Facebook? Specifically, the study looked at the differences in news values, and the general and environmental framing between the leading news media outlets' website article leads and Facebook post captions.

A database of 172 Facebook posts from February 2019 to February 2023 was constructed; however, only 112 posts with website article counterparts were analyzed to provide an in-depth analysis that describes and compares the manner of reportage across these platforms. Findings revealed that news softening was not uniformly applied across all framing categories, with news media outlets maintaining the presentation of news values and environmental framing for website article leads and Facebook captions. However, they differed in terms of general framing, suggesting an emphasis on storytelling and emotional connection with audiences in their Facebook captions. Analysis also revealed that environmental frames were absent among news articles that provided limited information to readers on this issue's broader environmental context and implications. The results highlight the need to provide coverage that sufficiently explores the reclamation projects' environmental dimensions vis-à-vis its broader social impact, underlying causes, expert opinions, public sentiments, and policy implications. Such can effectively engage users, encourage conversations, and foster environmental consciousness in the country.

Keywords: *Manila Bay reclamation projects, news media outlets, content analysis, news values, framing, environmental news*

INDONESIAN 'HAMPERS' PHENOMENON: MEANING AND PRACTICE OF SOCIAL BONDS IN THE DIGITAL AGE

Dian Arymami, Siti Aisyah Yasmin, and Inas Widyanuratikah
Universitas Gadjah Mada, Indonesia

ABSTRACT

Instagram stories have become a means of daily expressions among Indonesian people. During and after the COVID-19 pandemic, a new phenomenon of gifting expressed through social media arose. Sending and consuming 'hampers,' a popular term that refers to gifts, became a part of everyday lives among Indonesians. Although this may very well be an indication of a new economic movement, the act of gifting, along with the display of receiving 'hampers' on social media, forms a growing trend of mediated social ties and an emerging complexity in interaction dynamics. The act of gifting and expressing through Instagram stories involve the construction and maintenance of social ties through visual culture. This study uses a media culture study approach, with the ethnographic method as the main tool in understanding the reality and practices of gifting among Indonesian society. This paper explores the act of gifting, as an effort in understanding the meaning and practice of social ties in the social dynamics within the digital era today. The findings of this research show that the gifting phenomenon and its integration to social media serves as an extension of the self, norms, belief, emotions and presence. It is a double-sworded symbolic interaction where relationship and social ties stand on the edge of the prevailing play of capitalism and subtle values in the depth of social bonds.

Keywords: *Instagram stories, hampers, gifting, social ties, relationship*

PARALLEL SESSION I:

CULTURE AND COMMUNICATION

THE GOOD, THE BAD AND THE STRATEGIC ESSENTIALISM: CHALLENGING PAPUAN'S STEREOTYPE ON SOCIAL MEDIA

Yuyun W.I Surya

Universitas Airlangga, Indonesia

ABSTRACT

This study aims to explore how Papuan, as one of Indonesian ethnic minorities, challenge their negative stereotype that is shaped by the unequal relations between Indonesians and Papuans. It will focus on the way Papuans articulate their marginalization and oppression online particularly on Facebook. It looks for the way in which Papuans present and express the rejection on their inferiority through posted and shared messages on *Orang Papua* group. There is a process of economic and political domination by the central (Indonesian government) over the periphery (Papua). Economic domination is only one among a number of factors that account for Papuans' sense of inferiority. Thus Papuans have experienced marginalization, oppression, and economic exploitation. Multimodal discourse analysis is chosen as the method. This method offers a tool to collect and analyze data that is appropriate to study texts in social media. This study will provide analysis on the way Papuans express feelings of being marginalized, oppressed, and discriminated through the posted messages within the *Orang Papua* group. It reveals that Papuans have taken to social media to contradict that negative stereotype and reject the notion that they are inferior. They have reclaimed their "primitiveness" and deploy it as a source of ethnic pride and to deflect Indonesian discrimination. They articulate the notion of primitiveness through visual image. It aims to perpetuate the view of Indonesian government as colonizer. Interestingly, instead of resisting the primitive stereotype, members of the *Orang Papua* group adopt this stereotype to support strategic essentialism in defining their identity. Strategic essentialism is a political tactic employed by a minority group acting on the basis of a shared identity in the public arena in the interest of unity during a struggle for equal rights (Spivak, 1988).

Keywords: *Papua, social media, stereotype, strategic essentialism*

INTERPRETATION OF ISLAM IMAGE IN MS. MARVEL SERIES BY MUSLIM AUDIENCES IN INDONESIA

Muhammad Irawan Saputra and Dewanto Putra Fajar
Universitas Brawijaya

ABSTRACT

Muslim characters are frequently shown as terrorists or violent individuals in Hollywood films, leading to negative stereotypes that affect Muslim audiences worldwide, including in Indonesia. The importance of effective intercultural communication in combating stereotypes and prejudices related to religions and cultures is highlighted by this issue. The Ms. Marvel series, which positively portrays Islam and Muslims, is a relevant example of intercultural communication. The main character, Kamala Khan, is a Muslim teenager with superpowers who creates a bridge of understanding between Western culture and Islam. This research aims to understand how Muslim audiences in Indonesia interpret the portrayal of Islam in the Ms. Marvel series. The research method used is reception analysis which is divided into encoding and decoding with informants who were Muslim students from FISIP Universitas Brawijaya and had seen the Ms. Marvel series. The study's results indicate that the majority of informants agreed that fashion plays a significant role in representing Islam. They also observed an inappropriate portrayal of Muslims' religious freedom in Western media. This research provides valuable insights into how Muslim audiences in Indonesia interpret Islam, especially in intercultural communication and media representation.

Keywords: *interpretation of Islam, intercultural communication, Hollywood films, Muslim audiences, reception analysis*

WHAT DOES MUSIC MEAN TO YOU? AN INTERGENERATIONAL COMMUNICATION BETWEEN THE CARNATIC MUSICIANS ACROSS GENERATIONS

Srivaralaxmi. V and Dr. P. Uma Maheswari
Anna University, Chennai, India

ABSTRACT

Technology is having an impact on every area of our daily existence, whether we realize it or not. Similarly, it has had a considerable impact on how traditional Carnatic music was previously performed and practiced. Carnatic music originated in southern India, where a small group of Carnatic musicians practiced this traditional art with a long cultural and traditional lineage. According to studies (Setiyawan & Murwaningrum, 2020), music, technology, and the internet are all interconnected and their relationship is more than just a mode; it is a conversation. Because of technological advancements and a plethora of gadgets that allow successful communication, the way Carnatic music was taught in person has now shifted to digital learning mode. Though the quality of music is debatable, the cultural, emotional, and the traditional values attached to Carnatic music is slightly shaken and has made productive communication difficult among different generations. This study has referred to Karl Mannheim's (1928) generational cohort theory to understand how the technological advancements have impacted the lifestyle among the Boomer, Generation X and the Generation Y musicians and how to bridge the generational gap to promote uninterrupted coexistence. The research involves self-administered questionnaire based on the Schwartz Theory of Basic Values (1992) to understand the four major aspects of life such as self-transcendence, conservation, self-enhancement, and openness to changes. The respondents show willingness towards self-transcendence and majority accept that they are conservative about preserving the art. Half of the respondents are working on their self-enhancement approach, and 85% of musicians are open to changes and accept technological intervention in their day-to-day lives. The study's key findings demonstrate that past generations of musicians prioritized mastering the craft of music over exhibiting and dedicated their lives to the advancement of the art. The younger generations have various objectives, and because of rapid gratification via social media platforms, the time spent appreciating and strengthening the fundamentals of art has comparatively decreased. Despite the fact that technology has made communication more casual across generations, we cannot deny the unlimited potential it has offered to explore and preserve the art form as a whole.

Keywords: *intergenerational communication, Carnatic music, generations, lifestyle, values, tradition*

A STUDY ON MEDIA REPRESENTATION OF COLOURISM AND ITS PSYCHOSOCIAL IMPACT ON THE LIVES OF TAMIL WOMEN

Humsavarthine C M and Dr. Sunitha Don Bosco
Anna University, Chennai, India

ABSTRACT

Colourism is a form of discrimination or prejudice of skin colour within the same racial or ethnic group (Oxford Languages). It is a gendered phenomenon that affects women more than men (Sims & Hirudayaraj, 2015). This includes the preference for light-skinned people as well as the systematic discrimination and negative stereotyping of dark-skinned people. Fair skin is often associated with talent, opportunity, and better social preferences, including career or marriage prospects. Although studies have been conducted to show various aspects of colourism in India, the impact of colourism on the “ethnic groups which predominantly possess dark skin colour population” i.e., Tamil women, have yet to be explored.

The aim of this study is to understand how media portrayal of skin tone affects Tamil women in various aspects of daily life by examining the impact of the social environment (psychosocial factors) on a person’s physical and psychological well-being. This article examines the various ways in which colourism limits people’s abilities, experiences, and self-esteem. It also highlights the role of media and popular culture in perpetuating colourism and the need for greater awareness.

A qualitative approach using a purposive sampling technique was adopted for the research. The research employs a phenomenological study, where in-depth interviews were conducted with women belonging to Tamil ethnicity. The questions were formulated based on the framework of the psychosocial impact theory. It documented the individual lived experiences of these women, to understand the subjective experiences of the phenomena (colourism is the phenomenon here). In-depth interviews were recorded and subsequently transcribed for coding. Axial coding was then applied, which further yielded the main themes of the findings.

The findings of the study conclude media representation to be the dominant cause of colourism. By predominantly featuring individuals with lighter skin tones in advertisements, movies, TV shows, and other forms of media, the participants described they felt marginalized, excluded, and invisible. The lack of representation also reinforces negative stereotypes and leads to feelings of inadequacy, and low self-esteem, among the participants in the study.

Keywords: colourism, Tamil women, media representation, psychosocial factors, gendered phenomenon

'SEEING' WITHOUT SEEING: MEDIATIZATION IN ART EXHIBITION BY VISUAL IMPAIRED PEOPLE

Felicia Anabel Herdian and Hendriyani
Universitas Indonesia

ABSTRACT

Social discrimination is commonly experienced by visually impaired people in public spaces, including access to art exhibitions. Differences in media use and communication processes for the visually impaired create obstacles in accessing public spaces. This situation creates a unique mediatization process among people with visual disabilities. Mediatization refers to the interaction between people and the media in their lives, whereas the media is seen in a broad sense. This study aims to describe the form of communicative figuration when persons with visual impairment visit art exhibitions. This study uses Hepp's communicative figuration approach that elements of communication consist of the interaction of thematic frames, constellation of actors, communicative practices, and media ensembles; as well as construction capacity which includes belongings, rules, segmentation, and power. Using participatory research, the data are collected by interviewing five people with visual impairment and observing them while visiting an art exhibition. Triangulation of sources is done by interviewing the exhibition guide and the companion of the visual impairment group. At the beginning of the visit to the exhibition, the subjects had a similar thematic frame as art lovers. But at the end of the visit, each of them developed a new thematic frame based on interaction and discussion between the actors involved. Listening to verbal explanations by the guide and their companion, a discussion between the actors, touching/fingering the artwork, and listening to the audio/sounds of the arts are their communicative practices to achieve two purposes: understanding/enjoying the arts and mobility in the exhibition area. Anything could become a media ensemble: the texture of art materials, sounds, shape and form, voices, colors, and even walking sticks. The constellation of actors consists of persons with visual impairment, their companion from Mitra Netra Foundation, and the Artina Sarinah art exhibition guide. Different levels of vision impairment (low vision and total blindness); roles (visitor, companion, guide); the interpersonal relationship between actors; and art knowledge influence the construction capacity dynamic of the actors. This study involves the active participation of people with visual impairment to recommend better mediatization of art exhibitions to achieve a more inclusive society.

Keywords: *art exhibition, communicative figuration, mediatization, participatory research, visual impaired*

EXPLORING NEGATIVE ATTITUDES TOWARD HALLYU: RECEPTION OF KOREAN ENTERTAINMENT AMONG THE YOUNG GENERATION IN JAPAN

Kwangho Lee and Jinah Lee
Keio University, Japan

ABSTRACT

This study investigates the reception of Korean entertainment among the young generation in Japan, focusing on the factors leading to negative attitudes toward Hallyu, meaning the widespread popularity of Korean culture. In contrast to the Hallyu phenomenon, an anti-Hallyu sentiment exists, targeting not only the content itself but also encompassing performers, producers, the Korean government, and even Hallyu fans in their respective countries. The motivations underlying this sentiment are multifaceted, encompassing personal preferences, cultural preservation, and the interests of cultural industries.

Previous research argued that anti-Hallyu in Southeast Asia arises from traditional cultural values and the preservation of cultural identity. In comparison, it has been pointed out that the anti-Hallyu in Japan and China emerged from their historical and contemporary relationships with Korea. Additionally, safeguarding the domestic cultural industry leads to anti-Hallyu, particularly in China.

This study analyzes the attitudes of the Japanese young generation based on a survey conducted in March 2022. The findings indicate that the perception of rivalry relations between Japan and Korea, sentiments toward South Korea, presumed public opinion on Korean entertainment consumption, and presumed effects of Korean entertainment on the Japanese entertainment industry intertwined with negative attitudes toward Hallyu.

The study denotes factors extending beyond a single national boundary, such as attitudes toward international relations, ethnocentric attitudes, and differences in cultural norms, among other factors, play a significant role in transnational media consumption. Moreover, the results reveal that the consumption of transnational entertainment is influenced by a complex socio-psychological process that extends beyond the content itself. As the reception of Korean entertainment in Japan has experienced significant growth in recent decades, the inclination to marginalize and perceive ‘otherness’ appears to be gradually diminishing.

However, the study shows that anti-Hallyu sentiment still exists, and a certain number of the young generation still resist openly acknowledging their engagement with Korean entertainment, underscoring the deeply ingrained nature of the ‘stigmatization.’ The paper will delve into these findings and discuss their implications in depth.

Keywords: *reception of Korean entertainment, anti-Hallyu sentiment, otherness, stigmatization, transnational media consumption*

MARTIN LUTHER KING JR.'S WE SHALL OVERCOME AND THE FUTURE IN CYBERSPACE

Florabel Berenguela-Esteban
University of Makati

ABSTRACT

This literary study focuses on the idea of what people at this age and time struggle with, in the realm of cyberspace and social media. To establish the same set of struggles during the time when “We Shall Overcome” was written, it is then viewed via the activities and challenges in cyberspace. Discussed through the Structure of the essay, Thesis Statement, and the Purpose and Tone, with inputs and ideas which are taken from the literature. It is safe to say that the issues and struggles continue, only on a different venue or ‘platform’ as what they say today.

Qualitative in nature, the study is explored via a discourse analysis with Martin Luther King Jr.’s essay, ‘We Shall Overcome’ as the primary source. Social/ Sociological Mimesis is used in the appreciation of the literature and resources of this study. The Thesis statement: *Established identity, amidst trials and triumph in the daily feat in cyberspace*, supports the context of incorporating the analysis of the essay to present-day concerns in the light of social media or cyber space accumulation.

Facebook, Twitter, TikTok, YouTube are just some of the ‘soc-med venues’ that men of this era are very much engaged in. Whether to communicate, improve work connections, gain friends, find love, or just mere personal expression of beliefs. These and more are what the future of cyberspace holds, more ways and bigger means of connectivity. It also gives room for personal grudges, differences in beliefs, and eventually, ‘disconnect’.

Taking note of what Howie Severino once said, “I-post lamang ang kaya mong panindigan sa totoong buhay.” (‘Post only what you can stand for in real life.’). Let these words be a challenge and a guide.

Keywords: *cyberspace, future, overcome, social media and new media*

MYTHS AND BELIEFS SYSTEM IN COVID-19 PANDEMIC: AN INTERCULTURAL COMMUNICATION PERSPECTIVE (COMPARATIVE STUDIES IN THREE REGIONS IN INDONESIA)

Muhamad Sulhan, Widodo Agus Setianto,
Lidwina Mutia Sadasri, and Syaifa Tania
Gadjah Mada University, Yogyakarta, Indonesia

ABSTRACT

This study aims to describe the complexity of myths about COVID-19 in Indonesia's three areas (east, center, and west). The assumption of research is that three areas have different kinds of belief systems about myths of the COVID-19 pandemic. The belief system creates the complexity of different myths for each area.

This research uses a descriptive qualitative method. Data collection went through two stages: 1) using big data, and 2) using online focus group discussions (FGD). Data analysis was performed through cross-analysis based on intercultural communication theory. Research result: big data analysis shows that there are myths about the spread, detection, prevention, and treatment of COVID-19. FGD analysis shows that there are cultural influences with a significant role in the myth of the COVID-19 pandemic. The myth that becomes a drive for behavior comes from ethnic heterogeneity, political bias, and family circle. The results of this research are expected to be an input in formulating a culture-based health communication strategy and optimizing public communication concerning the COVID-19 pandemic.

Keywords: *culture, belief system, COVID-19, myth, pandemic*

TEXTUAL POACHING AND GROUP DYNAMICS OF FILIPINO COLLEGE STUDENTS' FANDOMS

Amor Jude Thadeus F. Soriano

Philippine Christian University – Dasmariñas, Philippines

ABSTRACT

In this age of information, fan culture or fandom has drawn many people's attention, especially the youth, as it makes them very actively involved. This is because it has elements of participatory culture, which encourages creative expression and artistic production of texts by its participants (Jenkins, 2018). The concept was introduced by Henry Jenkins in 1992 and refers to fans acting not only as consumers but also as producers and creators of some form of creative media as Textual Poachers. This study explores how "poachy" or engaged Filipino college student fandom members in their respective groups are and what kind of involvement they perform through the lens of four forms of Jenkin's participatory culture – fan affiliations, expressions of fandom, collaborative problem solving, and network circulation. Fan affiliations pertain to the memberships that fandoms form centered explicitly on various forms of media like Facebook and the likes. Expressions of fandoms is the continuous series of creating, representing, and sharing of ideas of the members. On the other hand, collaborative problem-solving refers to teams working together to complete new tasks and develop new knowledge. Lastly, network circulation is the shaping of the flow of media, such as podcasting and blogging. The most dominant types of fan activity in each fandom are also identified – curative or transformative. Curative fans are interested in affirmational activities like memorizing trivia or collecting merchandise. Meanwhile, transformative fans tend to be engaged in activities such as creating fan fiction, fan art, fan videos, and other creations. The study identified how fandom members express their fanship by examining selected outputs submitted to the writer-researcher answering or explaining how "poachy" their fandoms are. The fandom members' engagements were categorized with the help of "The Geek Hierarchy" of Sjöberg (2002) and the hierarchy of fan authenticity of McCudden (2011) that suggest a continuum of fandom and shows what fan groups consider themselves 'less geeky than' other groups. The group dynamics of the fandoms, such as their norms, roles, and relations, were also identified along the process.

Keywords: *participatory culture, fandoms, fan culture, textual poaching, group dynamics*

MERSONA: COMMUNICATING MERCULTURE THROUGH MATERIALITY, PERFORMANCE, AND COMPUTER-MEDIATED COMMUNICATION IN MERMAIDS PH

Vea Jane D. Estrada

University of Santo Tomas, Philippines

ABSTRACT

Mermaiding is the practice of wearing and swimming in a mermaid tail costume by mermaid fans, hobbyists, and/or professional mermaid performers for recreational, sports, or entertainment purposes (Mellins, 2018). Attaining global popularity in the early 2010s, mermaiding led to the triumphant formation of “merfolk” (mermaids and mermen) communities (Guitton, 2017)—a subculture where participants identify themselves as mermaids or mermen and converge for mermaiding activities. This research explores the Facebook group Mermaids PH, an online community of more than 5,000 Filipinos sharing an interest in mermaids and mermaiding and associating themselves as a merfolk community. This research describes their digital and in-real-life (IRL) subculture that takes root in the theoretical concepts of performance, materiality, and social media to grow and exhibit its cultural practices and identities. Blended netnographic methods reveal three cultural aspects within the community. First is how the community’s formal mermaiding events serve as a form of cultural performance and the informal ones as performing culture (as described by performance scholar Richard Schechner). Results further show how merfolk members use mermaiding as performance art and exploit its fantasy aspect to promote advocacies such as ocean conservation, veganism, body positivity, patriotism, through: onsite contexts (photoshoots, international competitions, among others) and online spheres. This likewise semiotically describes the material culture (merfolk costumes and accessories) the members themselves create, acquire, and portray through their “mersonas” (a portmanteau of “mermaid” and “persona”). Finally, the Mermaids PH Facebook posts magnify Henry Jenkins’ theory of participatory culture, as the group becomes the community’s center of communication. Members embody a fandom for mermaids as they converge to exchange mermaid-related information, locate fellow local merfolk members, perform cosplay, and share experiences. It has cultivated in-real-life merfolk engagements by producing events that foster camaraderie and causes and facilitate e-commerce activities. Similarly, augmenting virtual merfolk life appears as one of the catalyzing functions of Mermaids PH as artistic expression was highly observed within the group. The stable presence of more Filipino mermen was also evident within the group. This looks at the community as a microcosm of society awaiting to be told and to be represented.

Keywords: *mermaids, participatory culture, performance theory, materiality, netnography*

PARALLEL SESSION P:

EVOLVING STRATEGIES FOR FUTURE-PROOF COMMUNICATION

CULTURAL DIVERSITY, INTERCULTURAL COMMUNICATION, AND SUSTAINABLE PEACE-BUILDING: INSIGHTS FROM MYANMAR

Dr. Hsu Thiri Zaw

National Management Degree College, Myanmar

ABSTRACT

Culture encompasses values, beliefs, norms, symbols, and ideologies that shape individuals' lives and serve as a societal "map." Cultural diversity arises from varying geographical origins, resulting in diverse practices and norms within communities. In such diverse societies, conflicts and tensions often arise from differing traditions and norms, particularly in multiethnic contexts. Intercultural communication plays a crucial role in negotiating cultural differences and bridging gaps for conflict resolution and peace-building. Myanmar, with its numerous ethnic and sub-ethnic groups, has faced persistent ethnic conflicts since gaining independence in 1948. However, the importance of intercultural communication has been overlooked in Myanmar's multicultural society, despite ongoing efforts by the government. This study highlights the significance of intercultural communication in Myanmar's peace-building process, considering its cultural diversity and multi-culturalism. In-depth interviews with stakeholders, journalists, peace activists, and representatives from ethnic armed organizations, along with secondary data from government sources and newspapers, shed light on intercultural communication practices in Myanmar's peace process. Furthermore, the research emphasizes the need to educate all stakeholders involved in the peace process about intercultural communication and multiculturalism, as they are driving forces for effective conflict resolution, lasting peace, and sustainable development in Myanmar's multiethnic society.

Keywords: *cultural diversity, intercultural communication, ethnic conflicts, peace-building, Myanmar.*

FRAMING SYRIA: COVERAGE OF AL-JAZEERA CHANNELS OPERATING FROM QATAR AND USA

Azmat Rasul and Mian M. Asim
Zayed University, Abu Dhabi Campus

ABSTRACT

This article compares and contrasts various media frames identified in the coverage of the Syrian crisis by the Al-Jazeera channels operating from Qatar and USA. By employing content analysis of the news stories retrieved from the website of Al-Jazeera's channels in English language, we identify the relationship between media frames and foreign policies of the United States and Qatar on the ongoing conflict in Syria. Framing has been used as a theoretical lens to explore differences and similarities in the frames used by the two channels of the same media organization while covering a sensitive conflict in the Middle East. In political communication and conflict situations, media frames are used to influence public opinion and policy in a direction deemed desirable by the communicators. Framing of conflicts sets agenda for the public and raises several moral issues. deVreese (2005) clarifies the relationship between agenda setting and framing by arguing that the traditional agenda setting posits that the media tell us what to think about and framing deals with the issue of the media telling us how to think about an issue. In this article, we have, therefore, examined the relationship -- symbiotic or ambivalent -- between media frames and foreign policies of the countries in which Al-Jazeera channels were headquartered. We are specifically interested in the morality frame and proximity as a news value while framing political conflicts. The methodology used in this paper is quantitative content analysis of the English news stories covering the conflict in Syria in Al-Jazeera USA and Al-Jazeera Qatar. The stories are retrieved from the websites of Qatar and USA channels of Al-Jazeera. Preliminary results indicate significant differences in the coverage of the Syrian crisis by both channels of Al-Jazeera.

Keywords: Agenda-setting, framing, Al-Jazeera, Syria conflict

SEEKING INNOVATIVE EDUCATION FOR SMES THROUGH DIGITAL LITERACY: CASE STUDY #PAYASYOUWISH FROM MENKADJI

Fidela Alifah Shabrina, Nindi Aristi, and Puji Prihandini
Universitas Padjadjaran

ABSTRACT

The role of SMEs is crucial in supporting the Indonesian economy, particularly in opening up job opportunities for millions of people. The decline in the number of SMEs who survived during the COVID 19 pandemic has led to the need for digital transformation for SMEs business owners. This research focuses on searching the innovative way to educate the SMEs owners regarding marketing and developing business using digital media. The objectives of the research are to explore the digital literacy process to support digital learning for SMEs owners and constructing the educational program for SMEs owners by encouraging the use of digital literacy. Interviews and observations were used to gather information from five key informants. The result shows Mengkadji opens space for implementing digital literacy to help SMEs owners develop their businesses through technological developments. Mengkadji is using online access to make all participants interact with the tutors in real time simultaneously. This mode provides instant feedback in the learning process. From the #payasyouwish program the SMEs owners can decide freely the cost for them to join the classes. This way they can open up many opportunities for SMEs owners to continue learning digitally about business without any hesitation.

Keywords: *digital literacy, digital education, digital communication, SME*

FORMULATION OF HEGEMONIC MASCULINITY IN INTERNET MEMES: A STUDY OF THE INDIAN DOGE MEMES

Preetham Gopalakrishna Adiga and Dr. Padmakumar K

Manipal Institute of Communication, Manipal Academy of Higher Education, Manipal, India

ABSTRACT

The success of social media communication has become dependent on virality, which is characterized by the need to communicate ASAP. Studies suggest that social media act as platforms to foster freedom of expression and form communities of like-minded individuals to seek validation or express solidarity for a common cause. However, information overload and the reducing attention span of social media users have forced content creators to adopt aggressive attention-seeking practices that may deliberately use fake news, misinformation, and disinformation to achieve their objectives.

According to the Web Index Survey 2020, internet memes are the third most popular content on social media. Doge memes are one of the most popular internet memes in India. “Doge,” an intentional misspelling of “dog,” is a meme (in its first version) connected with a photograph of a Shiba Inu. However, in their Indianized version, the doge memes use localized anthropomorphic characters to discuss sociocultural issues pertaining to Indian society. Adding to the fundamental feature of deliberately broken grammar present in the original doge memes, the Indian video doge memes are characterized by the use of AI for voiceover, making it an integral component in addition to web 2.0 editing tools and filters.

Based on the works of Connell and Messerschmidt (2005), the study explores the dynamics of hegemonic masculinity and its internal differences and hierarchies, as well as gender democracy in the context of social media communication through internet memes. A thematic analysis of Indian doge memes is conducted, following the approach of Braun and Clarke (2006), to explore themes related to the normative roles, treatment, and expectations of men and women in South Asian communities. The paper will have the potential to explore meme culture, the use of AI for voiceover, and the intersectionality of South Asian culture and feminism. The findings suggest that doge memes propagate the male gaze and largely rely on post-feminist humor to stereotype women. Further, their mainstream popularity on social media raises serious concerns about normalizing hate speech with humor.

Keywords: *Internet memes, hegemonic masculinity, gender democracy, doge memes, digital folklore*

HAJAT LEMBUR, A DISASTER LITERACY BASED ON RITUAL COMMUNICATION ON THE LEMBANG FAULT

Evi Rosfiantika, Budi Gustaman, and Rinda Aunillah
Universitas Padjadjaran, Jatinangor, Indonesia

ABSTRACT

Lembang Fault Area in Bandung, Indonesia, has a high level of disaster vulnerability, especially to earthquakes and landslides. In the Batu Lonceng Village in Lembang Fault Area, the potential for disaster is not only interpreted geologically but also culturally. The people of Batu Lonceng Village have a special tradition called Hajat Lembur, which is routinely carried out every year after a landslide occurred in 1956. The tradition is a reminder of the disaster that left a site in the form of a large stone called Batu Wahyu.

This research aims to reveal the meaning of the Hajat Lembur tradition about disaster risk reduction. This research uses a case study approach, conducted by exploring primary data through interviews with Batu Lonceng Village elders and Hajat Lembur tradition actors. In addition, data collection was also carried out by direct observation through active participation in the Hajat Lembur tradition on July 20, 2023. The results of the research were associated with Couldry's (2005) three terminologies of ritual communication, namely communication, communion, and common in the context of disaster risk reduction. There are several important findings in this research. First, in terms of communication, the Hajat Lembur tradition is not only a reminder of the 1956 landslide disaster, but is also interpreted as a transcendent medium about the importance of maintaining harmonization between humans, nature, and the Creator. Second, in communion terminology, Hajat Lembur is a celebration of the sacralization of Batu Wahyu, which gave birth to an agreement on the establishment of leuweung larangan (sacred forest), a sacred forest area that should not be destroyed. Third, in common terminology, the Hajat Lembur Ritual is a joint expression of the Batu Lonceng Village community about the importance of protecting nature and the environment inherited by the ancestors. The community is aware of living in a disaster zone with existing disaster potential. Through the Hajat Lembur ritual, there is a process of disaster literacy based on local wisdom conveyed to the local community.

Keywords: *disaster literacy; disaster risk reduction; hajat lembur; Lembang Fault; ritual communication*

NEWS IMAGES AND IDEOLOGY: INVESTIGATING VISUAL REPRESENTATION IN TELEVISION NEWS ON SELECTED MALAYSIAN TELEVISION STATIONS

Juliana Abdul Wahab, Azmil Tayeb, and Nur Syaza Aqilah Mohamed Fuhah
Universiti Sains Malaysia

ABSTRACT

News images play a significant role in shaping public perceptions and ideologies. As visual representations of news events and issues, they have the power to shape opinions and reinforce specific ideology. In this respect, news organizations have the capacity to deliberately choose specific images to construct narratives and shape the agenda surrounding various events and issues in society. The framing of news images can promote certain ideologies by emphasizing certain aspects of an event while downplaying or excluding others. Arguably, the choice of which image to use, the way visual images are portrayed can all shape how the audience understands and interprets news. These images have the potential to reinforce or contest prevailing beliefs and ideologies, resulting in different interpretations among the public. Television, undoubtedly one of the most important news sources due to its credibility in producing reliable news items, stands in contrast to the prevalence of fake news on social media. As a credible source, television is arguably capable of presenting news events with a convincing sense of truth for the public's consumption.

Using ideology as a framework for discussion, this study focuses on various television stations in Malaysia, specifically TV1, representing the government-owned channel, and ASTRO, representing privately-owned television stations. The objective is to examine the representation of political news visuals in news content under the new Malaysian government, which assumed power approximately eight months ago. The analysis covers the period from 24 November 2022 to 28 February 2023, using textual analysis. This period for data collection was chosen because it occurred 100 days after the Unity Government took power in Malaysia. The assumption is that this change in government might have influenced the selection and construction of news on local television. The study aims to explore how news visuals are utilized in constructing news items and addressing political issues in Malaysia. The investigation seeks to shed light on the impact of news reporting and the presentation of Malaysian political news through visual imagery.

Keywords: *television news, news visuals, TV news construction, TV news and ideology and Malaysian television.*

ISSUES AND CHALLENGES IN ENVIRONMENT COMMUNICATION: UNICEF'S "YOUTH4WATER PLUS" CAMPAIGN, A CASE STUDY

Sanjogita Mishra

Tata Community Initiative Trust, India

ABSTRACT

Climate change is a reality that we all have experienced first-hand, especially in the last few years. One no longer needs any academic evidence to understand the urgency of the matter. In October 2018 the Intergovernmental Panel on Climate Change (IPCC), set up by the World Meteorological Organization (WMO) and United Nations Environment, issued a special report on the impacts of global warming of 1.5°C, finding that limiting global warming would require unprecedented changes in society. Today, one could say with absolute certainty that only through human action can we hope to decelerate the journey towards a disastrous end.

In 2019, UNICEF spearheaded the Youth4WaterPlus Campaign, which aims at reaching out to and engaging youth in the areas of climate actions, environment sustainability, and Water, Sanitation & Hygiene (WASH). Through its interactive Climate and WASH Guardian training modules, entrepreneurship support, innovation challenge, and youth-designed awareness drives, this innovative campaign aims to make every youth a Climate and WASH Change Maker. This campaign is supported by many other partner organizations. Today, there are 400,000 youth in Odisha who have chosen to associate themselves with this campaign.

My paper explores the impact of this communication campaign in driving behavioral change. It will look at the types of messaging formats being used and the media through which these messages are being transmitted. It would study whether these messages are reaching their intended targets and to what effect. The study will explore the challenges that youth are facing in creating the campaign messages and reporting their effectiveness. The paper will also look at how the campaign could be made more inclusive given that 25% of Odisha's population is tribal and nearly 50% of rural populations live in inaccessible geographies.

The study will examine the Youth4WaterPlus campaign using the social and behavioral change communication (SBCC) framework and analyze the data using quantitative and qualitative methods. The findings of the study can be used by Youth4WaterPlus in course correction and will give a blue print for such campaigns in Asia and Africa.

Keywords: *climate change, environmental communication, Youth4WaterPlus*

SOCIAL ENGINEERING CYBER ATTACK: AWARENESS OF ONLINE USERS IN BANGLADESH

Rifat Sultana

State University of Bangladesh

ABSTRACT

The number of internet users has increased with the advancement of technology in Bangladesh. Approximately 67 million people in the country are using the internet as of January, 2023 (Data Reportal, 2023). Dependency on the internet has ramped up, as we have to keep pace with the technological revolution. The more we use the internet, the more the possibility of cyber-attacks increases. Social engineering is one of cyber-attacks, which is an art of manipulating people to divulge sensitive or confidential information, usually through digital communication. Basically, social engineering is used for fraudulent purposes, which is also considered as human hacking. Unlike traditional cyber-attacks that rely on security vulnerabilities to gain access to unauthorized devices or networks, social engineering techniques target human vulnerabilities. Cybercriminals are usually operating with two goals in mind: to wreak havoc and/or obtain valuables like important information or money. Spamming, phishing, baiting, scare ware and, piggybacking are different attacks to manipulate a target by social engineering. On the other hand, according to the Guidelines for regulating digital platforms by UNESCO, there should be a specific focus inside the digital platform on how to improve the digital literacy of its users collaborating with the multiple stakeholders of the society. In addition, platforms should train their product development teams on media and information literacy, including online safety, from a user empowerment perspective, based on international standards, and put in place both internal and independent monitoring and evaluation mechanisms. In this context, the objectives of the study include, inter alia, a) to identify the knowledge of internet users about social engineering in Bangladesh, b) to investigate the cyber literacy of the internet users of the country, c) to address precautions that are followed by online users for protecting themselves from cyber-attacks, and d) to identify the safeguards that should be maintained against social engineering. The study will be conducted following a mixed method approach. Both quantitative and qualitative methods will be used to collect and analyze the data. Survey as well as in-depth interview will be used as research instruments to find the awareness about social engineering in Bangladesh. The questionnaire for the survey will be designed including both open-ended and close-ended questions. The survey will be conducted with 50 online users chosen at random from different age groups. On the other hand, qualitative data will be collected from Information Technology experts using the in-depth interview method.

Keywords: *cybercrimes, cyber engineering, Bangladesh*

REFLECTIONS ON A NEWSPAPER'S ROLE IN RAISING CRITICAL AWARENESS AND FORGING PUBLIC OPINION ON AN ENVIRONMENTALLY SENSITIVE POWER PROJECT

Ashfara Haque

Texas Tech University

S M Shameem Reza

University of Dhaka

ABSTRACT

Construction of a thermal power plant is well underway at Rampal in Bangladesh. The coal-based power plant is adjacent to the Sundarbans, the largest mangrove forest in the world. Environment experts warn that the project will do more harm than good, as quality of air and water in the Sundarbans will be affected due to the power plant (“UNESCO to”, 2016, para. 8). Environmental activists warn that the power plant will emit sulfur dioxide and nitrogen dioxide, polluting the air and harming native tree species. In addition, using waterways for transporting coal and materials will harm aquatic species and hinder their reproduction. The critical issues related to the power plant have captured national and international media attention. Despite criticism and protests, the authorities proceeded with the project for the sake of the country's development. An English daily The Daily Star is already known for its role in running an environmental campaign for saving rivers. The daily has provided space to the voices and opinions for relocating the project and to save the mangrove forest. As “public sphere emerges as a discursive space for communication about the environment” (Cox, 2013, p.32), the pro-environment, critical and alternative voices have been able to utilize the newspaper as a discursive space for communicating the issues and concerns surrounding the power plant. Applying content analysis, the study reflects on the role of the newspapers in raising critical awareness of the environmental issues referring to the coal-based project during 2013-2022. Using the post-Habermasian concepts of the public sphere (Fraser, 2016) and media framing theory, the paper analyzes the implications of the newspaper's role in promoting public opinion to negotiate nationally an environmentally sensitive issue in the context of a fast-growing economy.

Keywords: *environmental communication, the Sundarbans, public sphere, media framing, environmental advocacy, news media*

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