تَواصُل

THE 24TH ANNUAL AMIC CONFERENCE

DUBAI, 10-13 JUNE, 2015

Communicating in an e-Asia
Values, Technologies and Challenges

#AMIC2015

amic

AUD
AMERICAN
UNIVERSITY
IN DUBAI

MOHAMMED BIN RASHID
SCHOOL FOR COMMUNICATION

AMERICAN UNIVERSITY IN DUBAI

AUD
AMERICAN UNIVERSITY IN DUBAI

The American University in Dubai is a private, nonsectarian institution of higher learning founded in 1995.

AUD's enrollment in 2013-2014 averaged 2,700 students. In Spring 2014, over one hundred nationalities were represented in the AUD student body.

AUD offers both undergraduate and graduate degrees and Certificates in Middle Eastern Studies and Professional Teaching.

In addition to courses in their chosen program/major, undergraduate students in all disciplines must follow a curriculum in Arts and Sciences. This is in fulfillment of the general education portion of their degree requirements.

Through its Center for English Proficiency, the university also conducts Intensive English programs designed to develop university-level English language skills in students requiring additional language study before commencing university.

The university's faculty members possess appropriate academic credentials. Furthermore, many are or have been practicing professionals of note. In terms of faculty composition, North Americans have the highest representation of any national group.

AUD's multi-complex facility has been conceived with the objective of supporting the university's programs (both academic and extra-curricular) to an American standard. The campus surroundings include Dubai Internet City and Media City.

MOHAMMED BIN RASHID SCHOOL FOR COMMUNICATION

Media is experiencing a renaissance in the Middle East. Every week sees an announcement for the launch of a new newspaper, a new tabloid, and magazine or satellite channel. Most of these outfits are headquartered in the fast-burgeoning city of Dubai.

The Bachelor of Communication and Information Studies at the Mohammed Bin Rashid School for Communication (MBRSC) of the American University in Dubai (AUD) prepares practitioners and scholars to work in twenty-first century media. Graduates will be proficient in areas ranging from ethics and media policy to writing and production skills. They will be committed to providing the public with media content that meets local and regional needs and is global in outlook and standard.

Our majors: **Journalism / Digital Production and Storytelling**

CONTENTS

24TH INTERNATIONAL AMIC CONFERENCE

Conference Theme: 'Communicating in an E-Asia: Values, Technologies, and Challenges'

In a highly competitive site-selection process, the Mohammed Bin Rashid School for Communication (MBRSC) of the American University in Dubai (AUD), has won the bid to host the 24th International Conference of the Asian Media Information and Communication Center (AMIC).

AMIC has been in existence for 43 years, while its conference is now in its 24th iteration. Since 1991, the annual event has become the premier Asian conference for the communications field. The selection of AUD as the host represents the first time the conference will be held in the West Asia/Middle East region. It is the major, and most prestigious scholarly communications conference to be held in the Gulf Region ever.

INTRODUCTION

Globally, the last decade has seen exponential growth in the use of mobile technologies and the Internet. From e-mail to e-governance, e-commerce to e-learning, Internet usage has changed the way the world communicates.

At the forefront of the electronic and digital revolution in Asia has been the mobile phone. Recent International Telecommunication Union (ITU) statistics indicate that in the period from 2005 to 2013, mobile (cellular) phone subscriber numbers in the Asia-Pacific region have soared from 833 million to 3,547 million users. The era of an e-Asia has dawned.

The benefits of instant, intranational and trans-border communication have impacted upon almost every aspect of life, with mobile phones and the Internet providing new pathways for inter-personal communication, business and commercial enterprise, community development, educational opportunity, governance, and democratic reform. Information and communication technologies (ICTs) are an enabling factor in supporting marginalized societies to more beneficially interact with a broader citizenry, while the convergence of computers, media, and telecommunications has created new platforms for entrepreneurship, education, and political inclusion.

However, in the Asia-Pacific region, where cultural traditions and family values are hugely respected and deeply ingrained, the influences of a new 'e-Asia literacy' are impacting on social conventions, etiquette, language and community structures. In a homogenized international 'knowledge society' where communication processes transcend national boundaries, the retention of traditional values and ways of life are increasingly challenged.

MESSAGE FROM AUD PRESIDENT

It is my pleasure to welcome you to The American University in Dubai. Being chosen as the host institution for the 24th AMIC Annual Conference is indeed an honor, and I speak on behalf of the entire university community in expressing gratitude for this selection. Dubai's credentials for holding events, especially those related to knowledge exchange and creation, is in no need of elaboration.

The city's selection to host EXPO 2020 is perhaps the greatest tribute ever to its conceptual and logistical leadership, as well as its commitment to build on the values and interests that unite humanity rather than divide it. I am particularly pleased that the AMIC Conference comes at the end of an academic cycle that has been particularly productive for AUD in terms of conference hosting. Most recently, in April, the British Society for Middle Eastern Studies (BRISMES) held its "Relocating Middle East Studies: New Geographies of Discourse" Conference at AUD, attended by 120 delegates. In December, 2014, AUD's School of Engineering hosted 1,500 delegates to the World Engineering Education Forum, consisting of over 90 multidisciplinary sessions.

Media is a subject that is central to AUD's history and ethos. The B.F.A. in Visual Communications was a pioneer degree program when the university opened its doors twenty years ago, and Digital Media is the most recent major offered within that program. AUD is the first university in the Middle East to offer degrees in Integrated Marketing Communications and Advertising; and this year, the university was chosen as the University of the Year at the Dubai Lynx Festival of Creativity. The Mohammed Bin Rashid School for Communication, although a relatively recent addition to AUD's portfolio of academic units, is already showing signs of positive impact on the western Asian media landscape. Its graduates in Journalism and Digital Production and Storytelling are highly sought after; and in addition to the School's recognition locally, it has recently been granted accreditation by ACEJMC, America's premier accrediting body in journalism and mass communications. AUD's next degree offering, targeted for launch sometime next year, will be an M.A. in Leadership and Innovation in Contemporary Media and will be housed in the Mohammed Bin Rashid School for Communication.

Turning to the AMIC Annual Conference, your deliberation of the theme, "Communicating in an e-Asia: values, technologies and challenges," is both appropriate and topical. Its relevance is derived from the technological disruption that for some time has constituted the driving force in shaping changes in life and lifestyle, in the world at large. And in terms of timing, the tipping point for technology's influence on core cultural values in Asia has either already passed or is clearly within sight. The subject matter you will tackle concerns practitioners, as decision-making must increasingly be enlightened by fact (as opposed to supposition). This need provides fertile ground for creating knowledge for scholars whose commitment to empirically proven constructs contributes to various disciplines and hence, nations and societies. Be it in situations where national conventions can be reconciled with global trends or those where clear choices must be made, public policy and other decision-makers will benefit from the analysis and dialog in which you will engage.

Again, it is AUD's pleasure to host this year's event. Your presence among us is sure to contribute to our standing as a house of intellect, and I trust that our environment of open exchange will serve as a stimulus for enlightenment and ideation.

Wishing you a pleasant stay in Dubai,

Sincerely yours,

Lance E. de Masi
President of the American University in Dubai

MESSAGE FROM MBRSC DEAN

It gives us great pleasure to welcome all of you for the first time in Dubai to this year's 24th AMIC conference. The Mohammed Bin Rashid School for Communication (MBRSC) faculty and the American University in Dubai (AUD) senior administration are honored to have MBRSC@AUD chosen as the academic institution hosting this year's conference.

MBRSC started in 2008 under the directive of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai. Our program has many goals starting with the most basic, which is to train students to contribute to the growing media industries in Dubai, the UAE, the Gulf, and the wider region. We endeavor as well to instill a sense of civic-mindedness along with critical thinking skills for students to better engage with a globalized society in this 'e-century'.

Our school has been growing from strength to strength. Recently we were pleased to have received accreditation from the prestigious Accrediting Council on Education in Journalism and Mass Communications, or ACEJMC. This achievement confirms that our program compares favorably with the top programs in the world. It should, as our curriculum is benchmarked by Ivy League standards under the guidance of the Annenberg School of Communication and the School of Cinematic Arts at the University of Southern California. Our distinguished International Advisory Board has also proven to be instrumental in helping to oversee the continued success of the school.

In the near future, we will launch an M.A. degree program in Leadership and Innovation in Contemporary Media. Each year we hold the important "ON Film Festival" which showcases student short films from throughout the world. Some of our faculty members are working on grant projects with prestigious communication schools, such as the London School of Economics; others are working on feature films or TV series, or reporting in local and international newspapers. These are only a few of the recent noteworthy activities and achievements of our school.

On behalf of Associate Dean Dr. Carol Moufarrej, and Local Conference Chair Dr. Bradley C. Freeman, may I express our sincere gratitude once again to the AMIC organization for selecting AUD to host this year's conference. May it prove to be a fruitful one for all involved. I hope you will also have a chance to visit some of the sites in Dubai during your stay. We welcome you now and in the future to engage with our school.

Sincerely,

Dean Ali M. Jaber
Mohammed Bin Rashid School for Communication

MESSAGE FROM THE AMIC SECRETARY GENERAL

Maharba! AMIC Dubai 2015

June in Dubai is usually warm. This year, participants from all over the world joining the AMIC 24th International Conference will not only experience the warm June weather but also the warm hospitality of our conference host, the Mohammed Bin Rashid School for Communication (MBRSC) of the American University in Dubai (AUD).

As the cliché goes, our conference host has left no stone unturned to make sure that this year's conference is both successful and memorable.

As most of us know, this is the first time for AMIC to hold its annual conference in the economically booming and culturally diverse Gulf region. This is an initial step in rediscovering Asia not only in terms of geopolitics and economics, but more importantly, in the area of communication. We invite communication professionals and organizations from the region to sustain the MBRSC initiative by actively supporting and engaging in AMIC programs and projects in the near future.

We hope to engage our participants in an array of professional discourses as well as in a strategic dialogue on how to strengthen our organization. The transfer of our secretariat to Manila, Philippines, marks a new chapter in the history of AMIC. It is a challenging time for the organization, but with challenges come opportunities. Thus, in our scheduled annual general meeting on June 11, 2015, I look forward to hearing your creative and innovative ideas in making AMIC more relevant and resilient in an e-Asia society.

On behalf of the AMIC Board and membership, allow me to once again express my gratitude to the MBRSC at the American University in Dubai (AUD) for hosting this year's conference. In the past months, we have witnessed the hard work rendered by MBRSC-AUD officials led by President Lance de Masi, PhD, Dean Ali M. Jaber, Associate Dean Carol Moufarrej, PhD, and our local conference chair, Associate Professor Bradley Freeman, PhD. We also acknowledge the support of Prof. Martin Hadlow, Associate Professor Rachel Kahn, and Ms. Ivy Alcantara.

I wish you all an enjoyable and productive stay in "The Centre of Now"—the beautiful city of Dubai.

Ramon R. Tuazon
Acting Secretary General

ERIN BURNETT

Erin Burnett is one of the leading news reporters in the world. She is the anchor of CNN's "Erin Burnett OutFront" - a nightly news program that reports on the people, places, and events that lead the global conversation. In her trademark casual and confident style, whether out on the road or in front of the headlines, Burnett delivers a show that is in-depth and curious.

Erin Burnett also serves as the network's Chief Business and Economics Correspondent. She joined CNN from CNBC where she anchored Street Signs and co-anchored Squawk on the Street from 2005 to 2011. During her tenure at CNBC, Burnett provided her viewers with in-depth and unbiased coverage of global financial news, with broadcasts from several continents including special reports from Iran, China, and Cairo during the Egyptian revolution. Burnett also produced and anchored several documentaries: India Rising: The New Empire, City of Money and Mystery, The Russian Gamble, On Assignment: Iraq, and Dollar and Danger: Africa, The Final Frontier.

Burnett is a member of the Council on Foreign Relations, and was selected as one of Fortune magazine's "Top 40 Under 40."

PHILIP SEIB

Philip Seib is the Vice Dean of the Annenberg School for Communication and Journalism at the University of Southern California, where he is also Professor of Journalism and Public Diplomacy and Professor of International Relations, From 2009 until 2013, he was director of USC's Center on Public Diplomacy. He is author or editor of numerous books, including The Al Jazeera Effect; Global Terrorism and New Media; Al Jazeera English; Real-Time Diplomacy: Politics and Power in the Social Media Era; and, most recently, Religion and Public Diplomacy. He writes frequently for Huffington Post and is editor of two academic book series and founding co-editor of the journal Media, War, and Conflict.

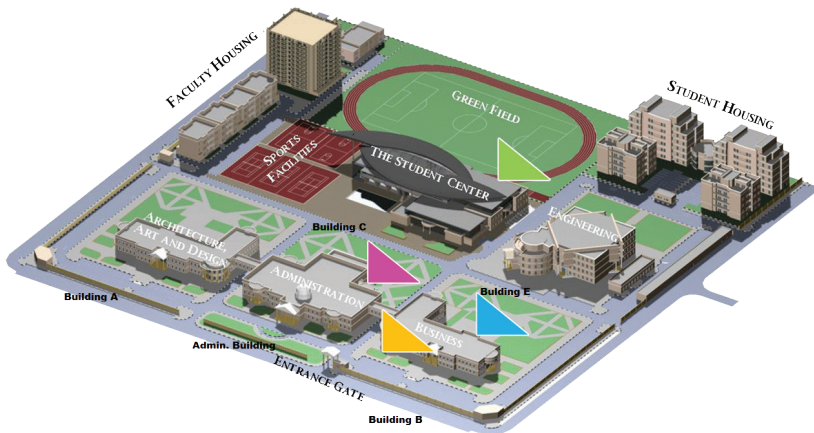* For complete list of conference speaker biographies, please see the official conference website.

AUD MAP

▶ ENTRANCE GATE

▶ B BUILDING

▶ C BUILDING

▶ THE ARENA (GYMNASIUM)

▶ AUDITORIUM

AMERICAN UNIVERSITY IN DUBAI CAMPUS LAYOUT

CONFERENCE SCHEDULE

DATE	TIME	ITINERARY	VENUE
10 June (Wednesday)	9:00 - 14:00	Registration	AUD Auditorium Lobby
	14:00 - 15:00	Opening Ceremony	AUD Auditorium
	15:00 - 15:30	Keynote Speeches	AUD Auditorium
	15:30 - 16:00	Tea/Coffee Break	AUD Auditorium Lobby
	16:00 - 17:30	AMIC Distinguised Forum	AUD Auditorium
	19:00 - 22:00	Gala Dinner	Mina A' Salam, Madinat Jumeirah
11 June (Thursday)	8:00 - 16:00	Registration	AUD B Building Lobby
	9:00 - 10:30	Unesco Emeritus Dialogue	AUD Auditorium
	10:30 - 11:00	Tea/Coffee Break	AUD B Building, Lounge Area
	11:00 - 12:30	Parallel Sessions A1-A6	AUD B Building B101-B108
	12:30 - 14:00	Lunch	AUD C Building, The Arena (Gymnasium)
	14:00 - 15:30	Parallel Sessions B1-B5	AUD B Building B101-B108
	15:30 - 16:00	Tea/Coffee Break	AUD B Building, Lounge Area
	16:00 - 17:30	Parallel Sessions C1-C5	AUD B Building B101-B108
	18:00 - 19:30	AGM (AMIC members only)	AUD C Building C227
12 June (Friday)	8:00 - 16:00	Registration	AUD B Building Lobby
	9:00 - 10:30	Parallel Sessions D1-D5	AUD B Building B101-B108
	10:30 - 11:00	Tea/Coffee Break	AUD B Building, Lounge Area
	11:00 - 12:30	Parallel Sessions E1-E4	AUD B Building B101-B108
	12:30 - 14:00	Lunch	AUD C Building, The Arena (Gymnasium)
	14:00 - 15:30	Parallel Sessions F1-F4	AUD B Building B101-B108
	15:30 - 16:00	Tea/Coffee Break	AUD B Building, Lounge Area
	16:00 - 17:30	Parallel Sessions G1-G4	AUD B Building B101-B108
13 June (Saturday)	8:00 - 11:00	Registration	AUD Auditorium Lobby
	9:00 - 10:30	Plenary Closing Session	AUD Auditorium
	10:30 - 11:00	Tea/Coffee Break	AUD Auditorium Lobby
	11:00 - 12:00	Conference Summary	AUD Auditorium
	12:00 - 12:30	Closing Ceremony	
(Optional tour will depart at 13:30 AUD Parking Lot (meet in Auditorium Lobby)			

	PARALLEL SESSIONS	VENUE
A1	WOMEN AND MEDIA REPRESENTATION	B101 & B102
A2	CHALLENGES IN MEDIA FREEDOM	B108
A3	JOURNALISM IN THE INFORMATION AGE	B104
A4	TELEVISION AND NATION-BUILDING	B105
A5	MASS MEDIA AND THE YOUTH	B106
A6	DEMOCRACY AND THE MASS MEDIA	B107
B1	CHALLENGES IN MEDIA LITERACY	B101 & B102
B2	MEDIA MODALITIES AND MOBILITY	B104
B3	ENVIRONMENT AND MEDIA MOVEMENT	B105
B4	HEALTH, WELLNESS AND THE MEDIA	B106
B5	KNOWLEDGE SOCIETY AND MEDIA PARADIGMS	B107
C1	GOVERNANCE IN THE INFORMATION AGE	B101 & B102
C2	MEDIATING REALITIES IN THE INFORMATION AGE	B104
C3	FAMILY, CULTURE AND THE IMPACT OF NEW MEDIA	B105
C4	PERSUASION AND THE PUBLIC REALM	B106
C5	E-LEARNING AND MEDIA TECHNOLOGIES	B107
D1	MEDIA, PAST, PRESENT AND FUTURE	B101 & B102
D2	SOCIO-POLITICAL ECONOMY AND THE MEDIA DYNAMIC	B104
D3	MAINSTREAM AND ALTERNATIVE VIDEO PRODUCTION	B105
D4	MEDIA RESPONSIVENESS AND RESPONSIBILITIES	B106
D5	A WORLD OF TWEETS, BLOGS AND OTHER SOCIAL FEEDS	B107
E1	SPECIAL SESSION : Democracy and New Media	B101 & B102
E2	ICT AND CLASSROOM CONVERGENCE	B104
E3	COMMUNITY RADIO'S NEW PARADIGM	B105
E4	IDENTITY, ETHNICITY AND RELIGION	B106
F1	SPECIAL SESSION : Media and Health in Asia	B101 & B102
F2	POWER, POLITICS AND THE PUBLIC SPHERE	B104
F3	DISCOURSES IN NEW MEDIA ETHICS	B105
F4	GENDER ISSUES AND THE MASS MEDIA	B106
G1	SPECIAL ARABIC SESSION : Media Challenges in the Middle East	B101 & B102
G2	POLICY AND THE RESEARCH AGENDA	B104
G3	CULTURAL NARRATIVES, ETHICAL CONTEXTS	B105
G4	DISCOURSES ON DIGITAL DIVIDES	B106

DAY 1 - Wednesday, June 10th, 2015

09:00 - 14:00   **REGISTRATION**
Venue:AUD Auditorium Lobby

14:00 - 15:00   **OPENING CEREMONY**
Venue: AUD Auditorium

Master of Ceremonies
Shahed Ballan
Presenter, MBC News

Opening Remarks
Ali M. Jaber
Dean, Mohammed Bin Rashid School for Communication,
American University in Dubai

Welcome Remarks
Arun Mahizhnan
Chaiman, AMIC

Lance E. De Masi
President of the American University in Dubai

15:00 - 15:30   **KEYNOTE SPEECHES**
Communicating across Cultures in an e-world:
Professional and academic experiences
Venue: AUD Auditorium

Erin Burnett
CNN Anchor and Correspondent

Philip Seib
Vice Dean, Annenberg School for Communication and Journalism,
Professor of Journalism and Public Diplomacy
University of Southern California

15:30 - 16:00   **Tea/Coffee Break**
Venue: AUD Auditorium Lobby

16:00 - 17:30   **AMIC DISTINGUISHED FORUM**
Communication and Media Education in an 'e-Century': Future Perspectives,
Opportunities and Challenges.
Venue: AUD Auditorium

Chair:
Francisco B. Benitez
President, Philippines Women's University, Manila

Speakers:

Janet Wasko
President, International Association for Media and Communication
Research (IAMCR), USA

Daoud Kuttab
Director-General, Community Media Network, Jordan and IPI Award-
winning journalist, Amman, Jordan

Ang Peng Hwa
President-elect, International Communication Association (ICA) and
AMIC Chairman d'Honneur, Singapore

Jihad S. Nader
Provost, American University in Dubai, UAE

Binod Agrawal
Professor of Eminence and Director-General of TALEEM Research
Foundation, Ahmedabad, India

David Robie
Director, Pacific Media Centre, and Asia-Pacific member of the Steering
Committee for the World Journalism Education Congress 2016
Conference, AUT University, Auckland. New Zealand

18:15   *Shuttle bus will depart AUD campus at 18:15 going to Mina As Salam
for the Gala Dinner,*

19:00 - 22:00 **GALA DINNER**
AMIC Asian Communication Award for both 2014 and 2015
Venue: Mina As Salam, Madinat Jumeirah

22:00   *Shuttle Bus will depart Mina As Salam between 22:00 - 23:00 going to
Media One Hotel and AUD Campus*

DAY 2 - Thursday, June 11th, 2015

8:00 - 16:00   **REGISTRATION**
Venue: AUD "B" Building Lobby

9:00 - 10:30   **Master of Ceremonies**

UNESCO EMERITUS DIALOGUE
Changing Roles, Shifting Perceptions: Gender and Diversity in the Digital Environment
Venue: AUD Auditorium

Chair:
Alton Grizzle
Programme Specialist
UNESCO, Paris

Speakers:
Abeer Al Najjar
Associate Professor, American University of Sharjah, UAE

Pirongrong Ramasoota
Asst. Professor, School of Communication Arts, Chulalongkorn University, Bangkok, Thailand

Pradip Thomas
Co-Director, Centre for Communication and Social Change
University of Queensland, Australia (also Vice-President IAMCR)

Hermin Indah Wahyuni
Professor of Communication, Universitas Gadjah Mada, Yogyakarta, Indonesia

John Lent
Temple University, Philadelphia, USA

Dima Khatib
AUD Adjunct Faculty and former Editor-in-Chief, Al Jazeera

10:30 - 11:00   **Tea/Coffee Break**
Venue: AUD "B" Building Lounge Area

11:00 - 12:30   **Parallel Sessions A1-A6**
Venue: AUD "B" Building

WOMEN AND MEDIA REPRESENTATION CHAIR: Abeer Al- Najeer, American University of Sharjah Venue: AUD "B" Building B101 & B102			
1	Nur Kholisoh	Construction of Political Role of Women in Media	Mercu Buana University, Jakarta, Indonesia
2	Jhimli Purkayastha	Digitally Yours: A Discourse of Young Urban Women's Use of Women Online Community Portals at Different Stages of Their Lives	The Oxford College of Arts, Bangalore, India
3	Michael L. Best	Whither Usaha Wanita: The Present and Future Design of an Indonesian Businesswomen Mobile Phone Application	Georgia Institute of Technology, Atlanta, Georgia, USA
4	Kamolrat Intatarat and Dr. Piyachat Lomchavakarn	ICTs to Empower Marginal Women in Thailand	Sukhothai Thammathirat Open University, School of Communication Arts, Thailand
5	Kavitha Ganesh & L. Ramalakshmi	A Study on Adoption of Personal Security Apps among Women Students in Tamil Nadu	Vaishnav College for Women, India
6	Swati Mirani, Parveen Pannu & Charru Malhotra	Mobile Activism on Violence against Women among Indian Youth	University of Delhi, India
7	Dewa Ayu Hendrawathy Putri and Hendra Alfani	The Role Of Local Mass Media In Creating Public Space Communication And Information Beside Women Empowerment Marginal Urban in Denpasar Bali	Baturaja University of South Sumatra, Indonesia
8	Harshini Raji	A Study on the Sexual Objectification of Women in Media	Anna University, Chennai, India

A2 - CHALLENGES IN MEDIA FREEDOM CHAIR: Hermin Wahyuni, Universitas Gadjah Mada, Indonesia Venue: AUD "B" Building B108			
1	Anik Juwariyah	Role of Social Media as Freedom of Expression in Transition Society	State University of Surabaya, Indonesia
2	Bradley C. Freeman & Hoang Thi Kim Khanh	Ambient Journalism in Vietnam: Opportunities, Risks, and Influences in the Emergent Use of Social Media Among Professional Journalists and Media Outlets	American University in Dubai/ Hanoi National University, Vietnam
3	Rawshon Akhter and Mohammad Sahid Ullah	Journalism in Bangladesh: In Search of the Practice of Professional Freedom	University of Chittagong, Bangladesh / University of Queensland, Australia
4	Carol Soon & Tan Tarn How	The Media Freedom-Credibility Paradox	Institute of Policy Studies, National University of Singapore
5	Badreya Al-Jenaibi	Media in China and Media Restrictions	United Arab Emirates University (UAEU)

| 6 | Antoni, Nisa Alfira, M.A., Zahra Mahdiatari, S.I.Kom, Elyvia Inayah | The Freedom of Expression in Indonesia's Transition and the Role of Communication Science: A Study on Ashadi Siregar's Ideas. | Brawijaya University, Indonesia |
| 7 | Karunakar Jha | Novel Model to Identify the Success Factors in Marketing by Social Media | Jagran Lakecity University, India |

A3 - JOURNALISM IN THE INFORMATION AGE CHAIR: Khairiah A Rahman, Auckland University of Technology Venue: AUD "B" Building B104		
1	David Robie	La'o Hamutuk and Timor-Leste's Development Challenges A Case Study in Human Rights and Collaborative Journalism	Auckland University of Technology, New Zealand
2	Manjushree G Naik	A Study on the Status of Working Women Journalists in Electronic Media in Karnataka	Manipal University, India
3	Elsa Ashish Thomas and R. N. Shukul	Framing of Malala Yousafzai: A Comparative Analysis of News Coverage in Western and Pakistani Mainstream Print Media	Manipal Uniiversity Dubai Campus
4	Fahmidul Haq	Online Journalism in Bangladesh: Trends and Practices	University of Dhaka, Bangladesh
5	Ibrahim Yusuf Abubakar	Audience Scepticism and Global Media Use; A Comparative Study of the CNN, BBC and Al-Jazeera Satellite Global News Channels	International Islamic University Malaysia
6	Manimegalai A/P Ambikapathy	Visual Framing of Lahad Datu Conflict: Analysis Mainstream Newspaper	Malaya University, Indonesia
7	Aravinda Shetty and Varghese Pulickal	Scope for harvesting online readership for the financial viability of rural newspapers: Exploring the possibilities among rural newspapers in Karnataka, India	Deccan Chronicle National Daily/ Kuvempu University, India

A4 - TELEVISION AND NATION-BUILDING CHAIR: Deniz Gökalp, American University in Dubai Venue: AUD "B" Building B105		
1	Abdul Wahid and Justitio Adiprasetio	Indonesia Political SAGA 2014: Framing Battle on Political Talkshow Television Program in Indonesia	Universitas Gadjah Mada, Indonesia
2	Ranjana Digambar Kokane	Indian Television and Nationalism: A Theoretical Approach towards National Stance within the Indian Television	Pune University, India
3	Anthony Pennings	Remediation, Meaning-Making, and Surveillance in Global Televisual News	Hannam University Daejeon, South Korea

4	Balasubramania Raja & S.Nelsonmandela	Family Communication Pattern and Parental Television Mediation on Caste Related Violence – A Study in Southern Districts of Tamilnadu	Manonmaniam Sundaranar University in Tirunelveli/ University of Guam, USA
5	Dimas Prakoso Nugroho S.Kom & Maria Fransisca Dewi Kristianti	The Weakness of Local Public Broadcasting Television In Indonesia: The Study about Independence of LPP TVRI Jawa Timur, Indonesia, News around Governor Election on 2013	Universitas Gadjah Mada/ Widya Mandala Catholic University, Indonesia
6	Mark Lester M. Chico	Broadcasting Beyond Boundaries: Reflections on TV Eskwela (School-on-TV) Experiences of BS Development Communication Students in the University of the Philippines	University of the Philippines, Los Banos Laguna, Philippines

A5 - MASS MEDIA AND THE YOUTH CHAIR: Yasmine Bahrani, American University in Dubai Venue: AUD "B" Building B106		
1	Dawn Julie Ann J. Contreras, Honey Grace N. Gonzaga, Bianca Marielle C. Trovela and Ma. Anna Corina G. Kalagoan	The "Wattyfever": Constructs of Wattpad Readers in Wattpad's Role in Their Lives	Lyceum of the Philippines
2	Jayanta Kumar Bhattacharjya & Chandra Shekhar Upadhyaya	Role of Media and ICT in Promoting All Assam Students' Union (AASU) Activities	Gauhati University/ Bholanath College, India
3	Hsiaomei Wu	Exploring the Folksonomic Audience: The Communicative Practice of Tagging of Taiwan College Students	National Chengchi University, Taiwan, ROC
4	Ma. Kathleen C. Cabal and Aiza M. Balinos	Communicating the Self: Consistencies and Discrepancies between the Virtual and Actual Self-Presentation of Selected Students of Cahbriba Alternative School in Los Baños, Laguna Philippines	University of the Philippines Los Baños, Philippines
5	Hanyun Huang	Need for Affiliation, Impression Management, Social Capital, and Social Media Addiction among Adolescents in Urban China	Xiamen University, China
6	Mariam Jayne Agonos, Gabrielle Ann Aranton, Naomi Cristel Enriquez	Your Words, Their Mirrors: A Study on the Information-Seeking Practices of Filipino High School Students on Body Image	University of the Philippines--Diliman
7	Yan Yan & Peilin Zhang	Taking Care of the Young: The Microblog Posts of Children-Related Charity Activities in China	Wuhan University, China
8	Badreya Al-Jenaibi	Comparative Study: The Uses of Social Networking in the UAE and China	United Arab Emirates University, UAE

A6 - DEMOCRACY AND THE MASS MEDIA CHAIR: Anju Chaudhary, Ph.D., Howard University, Washington, DC Venue: AUD "B" Building B107		
1	Rajab Ritonga, Gati Gayatri, and Eko Nugroho	Political Discourse in Social Media (Critical Studies on Political Discourse during Indonesian General Election 2014	Moestopo University, Indonesia
2	Cao Yuan Yuan and Ang Peng Hwa	Digital Media in Small Asian Emerging Democracies: The Status Quo And Its Optimal Developmental Track	Nanyang Technological University, Singapore
3	Kulveen Trehan	Women's issues in Political Campaigns: A study of advertisements targeting General Elections 2014 in India	Guru Gobind Singh Indraprastha University, India
4	Miranda Lai Yee Ma	Framing, Social Cleavages And Social Media: A Frame Analysis of the Tsoi Yuen Resistance Movement	Hong Kong Baptist University, SAR
5	Nisa Kurnia Illahiati	Selecting Indonesian Minister through SELEKSI MENTERI at detik.com	Airlangga University, Indonesia
6	Shudipta Sharma	On and Offline Movements in Bangladesh: A Study on Shahbag Protest	University of Chittagong, Bangladesh
7	Shiwen Wu & Shaoshen Xu	State Power, Economic Logic and Body of Individual: Study on Discourse of Chinese Fitness Reports—Take Reports of People's Daily from	Wuhan University, China

12:30 to 14:00 **Lunch**
Venue: AUD "C" Building "The Arena" (Gymnasium)

14:00 - 15:30 **Parallel Sessions B1- B5**
Venue: AUD "B" Building

B1 - CHALLENGES IN MEDIA LITERACY CHAIR: David Robie, Auckland University of Technology Venue: AUD "B" Building B101 & B102		
1	Anubhuti Yadav	The Role of New Media in knowledge Generation by the Community Author	Indian Institute of Mass Communication, India
2	Carlo J. Pecori	Understanding Social Media: Ground Truths and Impacts on Countering Violent Extremism	University of New Haven, USA
3	Chona R. Echavez and Leah Wilfreda R. Pilongo-Echavez	Sources and Receivers; Believing and Doing Something: The Case of Badly Hit Provinces of Typhoon Bopha in Mindanao, Philippines	University of Bohol, Philippines
4	John A. Lent	A Critical Assessment of Cartooning in an eAsia	Temple University, USA
5	Rashmii Jacob	Don't Judge Me Before You See Me: Washroom Signs and Communication	Noida International University, India

6	Miguel Victor T. Durian & Serlie Barroga-Jamias	Agenda-Setting Theory in the Age of Social Media: Use of Facebook Pages of Online News Services and the Perceived Importance of Social Issues Among Undergraduate Students in a State University in the Philippines	University of the Philippines Los-Banos
7	Saifeldin Hassan Elawad	New Media Setting the Media Agenda: A Study of the 2010 Sudanese Presidential Elections	Omdurman Islamic University, Sudan
8	N. Thilaka and Dr. V. Natarajan	User Comments in the Online News Rooms: Understanding the Journalists Perception of Interactive Journalism	Amrita School of Communication/ Periyar University, Salem, India

B2 - MEDIA MODALITIES AND MOBILITY CHAIR: Rachel E. Khan, University of the Philippines Venue: AUD "B" Building B104		
1	A.M.S Achala Abeykoon	Mobile Phones, Empowerment and Female Headed Households: Trincomalee, Sri Lanka	Deakin University, Australia
2	Uma Maheswari .P	Impact of 'ICT' on College Student's Communication Behaviour	Anna University, India
3	Lilnabeth P. Somera	Smart Phones and Smarter Students: Changing Communication Behaviors in the Classroom and Other Contexts	University of Guam, USA
4	Anita Sareen Parihar	The Educational Multimedia Research Centre (EMMRC), University of Pune - Making of E-Learning Videos - in Context	SNDT Women's University, India
5	Mark M. Evangelista, Erikka V. Pimentel, Shaun Danielle P. Sager and Florcelita G. Zamora	Influence of Mobile Phones on an Indigenous Community in Bamban, Tarlac, Philippines	Lyceum of the Philippines-Laguna/ Silay Institute, Negros Occidental, Philippines
6	Sabir Haque and Sivaprasad Nandakumar	Listening to Social Media: Radio Broadcast and its Continuum with Social Media in the UAE	Manipal University Dubai, UAE
7	Sukanya Malloli	Cultural Impact of Internet & Mobile Phone on its Users in Karnataka, India - A study	St. Philomena's College, India

B3 - ENVIRONMENT AND MEDIA MOVEMENT CHAIR: Joseph Man Chan, Chinese University of Hong Kong Venue: AUD "B" Building B105		
1	Avinash Bajpai and Pavitra Shrivastava	Reach and Effect of Communication Strategies Adopted by the Environmental Agencies with Special Reference to Central India's Bhopal Region	Makhanlal Chaturvedi National University of Journalism & Communication, india

2	Awais Saleem	Siachen Conflict Between India and Pakistan: How Politics Trumps Environmental Concerns	Florida State University, USA
3	Rubal Kanozia	Making Echo for the Environment: Communication Strategies for Conservation of the Water Resources in India	Guru Nanak Dev University, India
4	Bashir Abdullahi Lawal	Environmental risk and Climate Change Issues in Katsina State Nigeria: Role of the Media	Katsina State, Nigeria
5	Ashfara Haque	Environmental Turn and Public Space: Reflections on Bangladesh Newspapers' Positions in Serving as Critical Public Space to Campaigners	University of Development Alternative, Bangladesh
6	Maitreyee Mishra & Manisha Mishra	Nature, the Environment and Social Media: Perspectives from India	Manipal University/ Sikkim Manipal University
7	Joyce Anne C. Quinto and Aldo Lim	"Crowdsourcing Humanitarianism: Enabling Medical and Disaster Responses through Digital Collaboration."	University of the Philippines--Los Banos, Philippines

B4 - HEALTH, WELLNESS AND THE MEDIA CHAIR: Carol Moufarrej, American University in Dubai Venue: AUD "B" Building B106			
1	Angela Luz A. Ayson	A Content Analysis on the Health Claims Presented in the TV Commercials of Locally Available Health Drinks	De La Salle University-Dasmarinas, Philippines
2	Funny Mustikasari Elita & Antar Venus Khadiz	Effect of Credibility in Health Officers In The District Of Subang	Padjadjaran University, Indonesia
3	Qiaolei Jiang	The Birth of an Emerging Health Risk: A Longitudinal Content Analysis of Internet Addiction in China	Dalian University of Technology, China
4	Susanne Dida	"Let Me In" South Korean Plastic Surgery Reality TV Show	Padjadjaran University Bandung, Indonesia
5	Shiwen Wu & Shibo Shao	Alarming Prospect of Health Communication: Reports of Fake Health Information in Chinese Newspaper	Wuhan University, China
6	Sunder Rajdeep and P.J.Mathew Martin	Social Media Networks Among Adult Deaf Population and Communication Outcomes	Ali Yavar Jung National Institute for the Hearing Handicapped/ University of Mumbai, India
7	P.J.Mathew Martin & Sunil Sahasrabudhe	Using Indian Sign Language, Captions and Avatar Technology to increase Accessibility in the Domain Disaster Message during Telecast	Ali Yavar Jung National Institute for the Hearing Handicapped/ University of Mumbai, India

B5 - KNOWLEDGE SOCIETY AND MEDIA PARADIGMS CHAIR: Pradip Thomas, University of Queensland Venue: AUD "B" Building B107		
1	Gerard Angelo T. de Jesus	Relationshift: Transnational Spousal Communication In The Age Of New Media	University of the Philippines, Diliman,
2	Najmeh Mohammadkhani	Mythology of Celebrities on Instagram: Comparative Studies of Iranian and Emirati Celebrities	University of Tehran, Iran
3	Sara Gabai and Kamolrat Intaratat	Is Communication Theory Relevant in an e-Asia?	Sukhothai Thammathirat Open University, Thailand
4	Kerr Liao et. al	Study on Visual Discourse Construction of Social Networking Selfies Based on Iconology	Jinan University, China
5	Reena Shah	Demystifying 'Selfie': A Rampant Social Media Activity	Institute of Management, Nirma University, Ahmedabad, Gujarat, India
6	Roxanne Rivera, Jestine dela Cruz, Haizzel Andal and Gerby R. Muya (presenter: Florcelita Zamora)	Reception Analysis on Choose Philippines Facebook Group	Lyceum of the Philippines University-Laguna, Philippines
7	Shijin Zhao	A Comparative Framing Study of Newspaper Coverage of Google Withdrawal from Mainland China: the Role of Press Freedom in Four Cities in Greater China Area	Erich-Brosto Institute of International Journalism , Technical University of Dortmund, Germany
8	Azza Abdel Azim Mohamed Ahmed	Online Bonding and Bridging Social Capital via Social Networking Sites	Abu Dhabi University, UAE

15:30 - 16:00   Tea/Coffee Break
                    Venue: AUD "B" Building Lounge Area

16:00 - 17:30   Parallel Sessions C1‑C5
                    Venue: AUD "B" Building

C1 - GOVERNANCE IN THE INFORMATION AGE CHAIR: Loulou Malaeb, American University in Dubai Venue: AUD "B" Building B101 & B102		
1	Hermin Wahyuni	Transforming Indonesia Broadcasting System Through Empowering Public Interest Digital Era (Study about the Representation of Public Interest value in Indonesia Private Commercial Broadcasting "	Universitas Gadjah Madha, Indonesia
2	Rachel E. Khan	Government Transparency in the Philippines: Open Government Data vis-a-vis FOI	University of the Philippines--Diliman, Philippines

3	Shi Leung	Study on Audience's Reverse Psychology in Government Crisis of Weibo Era	Jinan University, China
4	Vishala V	Development Communication and Environment: A comparative study of Dr Madhav Gadgil and Dr Kasturi Rangan reports on Western Ghats in India	Manipal University, India
5	Lucyann Kerry	Village E-Resources for Change in the Asia Pacific: The Challenges of Portal Development on the Island of Guam	Middlesex University Dubai, UAE
6	Surbhi Dahiya	Indian Print Media Major BCCL: A Game Changer?	Indian Institute of Mass Communication
7	Edna T. Bernabe, Reynaldo Alvaran, Rhoyal Ancheta, Artillero Sheila Marie, Ma. Cielo Labraque	The Status and Communication-related Problems in the Implementation of the Conditional Cash Transfer Pantawid Pamilyang Pilipino Program (4Ps)"	Polytechnic University of the Philippines

C2 - MEDIATING REALITIES IN THE INFORMATION AGE CHAIR: Michael L. Best, Georgia Institute of Technology, USA Venue: AUD "B" Building B104			
1	Brinder Kumar Tyagi	e-Media Versus Traditional Media: Tools to information - empower marginalized Societies in India.	Vigyan Prasar , Department of Science & Technology, India
2	Michelle Luo et. Al	Employing New Media to Expand New Outlets for Radio International Communication	English Service of Radio Guangdong, China
3	Nguyễn Thị Thúy Hằng	Social Media and Influence to Vietnam Society	Vietnam National University, Vietnam
4	Uwes Fatoni, M.Ag	Mediating Islamic Online among Indonesian Muslim Diaspora toward Global Ummah (The Case of "Online Santri" Program in Daarut Tauhiid Bandung, Indonesia)	The State Islamic University (UIN) Sunand Gunung Djati Banding Indonesia
5	Shiwen Wu and Yanan Lu	Knowledge-Producing Crisis and Anti-Expert Paradigm: Intellectuals' Expression and Publics' Cognition About Public Events on the Internet	Wuhan University, China
6	Nipun Ansal	The Amorhousness of the Exposure Sphere	Punjab University, India
7	Liang Shi	Study on audience's reverse psychology in government crisis of Weibo era	Jinan University, China
8	Mani Kandhan Nair	E-Governance Through Information Distribution Machine System	Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal

C3 - FAMILY, CULTURE AND THE IMPACT OF NEW MEDIA CHAIR: Jose Reuben Q. Alagaran II, Miriam College, Philippines Venue: AUD "B" Building B105			
1	Arjun Das	ICT Induced Development and Social Change in North East India: A Study	Nagaland University
2	Cherelle Daniel and Lilnabeth P. Somera	Social Media Marketing of Local Retailers: Perceptions of College Students in Guam	University of Guam, USA
3	Swati Mirani, Parveen Pannu & Charru Malhotra 2	Application of New Media Technologies: A study of Cyber-campaigns for Social Awareness & Mass Mobilization on Violence against Women in India amongst Indian Youth	University of Delhi, India
4	Paul Jersey G. Leron	Are we-ready? Determining the readiness factors affecting the use of ICT tools in schools	Lyceum of the Philippines, Laguna, Philippines
5	Maria Margarita Alvina-Acosta	Visual Voices: Children's Family and Media Experience	Miriam College, Philippines
6	Manisha Mishra & Maitreyee Mishra	The Pursuit of Home: Asian Adult Third Culture Kids, Belongingness, and Social Media	Manipal University/ Sikkim Manipal University
7	Medai Dalavoi S. Prabu	Discussing Extra Marital Affairs: Cultural Taboos in the Social Media Interactions of Singaporean and Malaysian Tamils	Nanyang Technological University, Singapore
8	Fraulein A. Oclarit	Communicating Science to South Central Mindanao's Indigenous Cultural Communities-in-Transition: Challenges and Opportunities	Holy Trinity College of General Santos City, Philippines

C4 - PERSUASION AND THE PUBLIC REALM CHAIR: Dina Faour, American University in Dubai Venue: AUD "B" Building B106			
1	Bandana Pandey and Vinika Aggarwal	Influence of Cross-cultural Communication in Advertising: A Content Analysis of Indian National Dailies.	Guru Jambheshwar University of Science and Technology, Hisar, India
2	Dwi Purbaningrum	Communicative Persuasion in the Development of Society: A Study in Jatibarang Dam's Development in Central Java	University of Diponegoro, Indonesia
3	Khairiah A Rahman	Intercultural Public Relations: Dialogue and Persuasion in the Islamic Tradition	Auckland University of Technology, New Zealand
4	Severino R. Sarmenta Jr.	Are Mass Communication Schools Ready for PR's 21st Century On-Line Surge?: An In-Depth Survey of Philippine Public Relations Practioners and Educators	Ateneo de Manila University, Philippines
5	Eka Maria Ulfa	Building a Network Through Social Media: The Case of Suara Surabaya	Universitas Gadjah Mada, Indonesia

| 6 | Muhammad Safdar, Irshad Hussain Baloch, Amtul Hafeez, and Shaheen Ashraf | Effectiveness Of Social Networking Sites In Teaching Learning | International Islamic University, Islamabad / Islamia University, Bahawalpur/ Allama Iqbal Open University, Islamabad, Pakistan |
| 7 | Edgielyn A. Aransay, Maiden A. Pasoot, Shaira A. Tong and Florcelita G. Zamora | Exposure to Mass Media and Knowledge on and Attitude towards Disaster Preparedness among residents of a local government unit in the Philippines | Lyceum of the Philippines-Laguna / Silay Institute, Silay City, Negros Occidental, Philippines |

C5 - E-LEARNING AND MEDIA TECHNOLOGIES CHAIR: Kevin Martin, American University in Dubai Venue: AUD "B" Building B107			
1	Wen-Hsiung Wu, Wen-Cheng Yan, and Wei-Yang Wang	An Investigation of Learning Outcomes among Information Technology, Aboriginal Culture, and Science Education- An Example of Arduino Use	Kaohsiung Medical University, Taiwan / National Kaohsiung University of Applied Sciences, Taiwan
2	Adam Brown	The Practical and Psychological Transition to E-Textbooks	Auckland Institute of Studies, New Zealand
3	Rukma Vasudev	Massive Open Online Courses and their Awareness amongst the Educated Masses in Bengaluru, India	Jain University, Bengaluru, India
4	Md. Mahbubul Haque Osmani	Applications of 3G Technology: Views of Teachers and Students in Dhaka City	University of Liberal Arts Bangladesh
5	Veronica Jasmine Avila, Nathaniel Hembra, Jam Maygen Mueco and Florcelita Zamora	Moodle and Facebook as a Tool for Delivering Instruction and Attainment of Learning	Lyceum of the Philippines-Laguna/ Silay Institute, Silay City, Negros Occidental, Philippines
6	Jyoti Ranjan Sahoo and Mamita Panda	ICT and Enhance of learning Capabilities of Students: Empirical Evidences from Elementary Schools in India	National University of Educational Planning and Administration-- New Delhi, India

18:00 - 19:30   **AMIC Annual General Meeting (AMIC members only)**
Venue: AUD "C" Building Room C227

DAY 3 - Friday, June 12th, 2015

8:00 - 16:00   **Registration open**
Venue: AUD "B" Building Lobby

9:00 - 10:30   **Parallel Sessions D1-D5**
(Includes special break-out session: "Media and Health in Asia")
Venue: AUD "B" Building

D1 - MEDIA, PAST, PRESENT AND FUTURE CHAIR: Kateryna Kurdyuk, American University in Dubai Venue: AUD "B" Building B101 & B102			
1	Ranjith Thankappan	'Another Space is Possible': Printing Dalit - Past and Present	The English and Foreign Languages University, India
2	Md. Asiuzzaman	Social Media and Political Development in Bangladesh: The Laws and the Lessons from History	University of Liberal Arts Bangladesh
3	Tomoko Matsunaga	From Immigrant Media to Cross-border Media: Focusing on the History in Hawaii	Tokyo Keizai University, Japan
4	Monwipa Wongrujira	At a Glance of Thai Broadcasting Media Digitalization: What to gain and lost?	School of Communication Arts, Sukhothai Thammathirat Open University, Thailand
5	Vivek Sharma & Kiron Bansal	Sports Broadcasting in India: A Historical Overview	Indira Gandhi National Open University, India
6	Yin Qi	The Evolution of Press System Reform Ideas in China after the Reform and Opening Up	Xiamen University, China
7	Ruslan Dairbekov	Analysis and Recommendations for Improvement of National Legislation on Electronic Public Services in Kazakhstan	Almaty, Kazakhstan

D2 - SOCIO-POLITICAL ECONOMY AND THE MEDIA DYNAMIC CHAIR: Sabir Haque, Manipal University Dubai Venue: AUD "B" Building B104			
1	Pamela Marie Mangubat Gutierrez	Understanding Environmental Advocacy Work through Social Media: The Perspective of Project Save 182	University of the Philippines Open University
2	Yan Yan & Zhong Liu	Portraying the Female in Sports Tabloids: How Chinese Sports Media Visualize the Female in Microblog Updates	Wuhan University, China
3	Xiaoting Yang	The Influence of Weibo News Use on Chinese Young Adults' Political Information Efficacy: An Application of the Cognitive Elaboration Perspective	The University of Hong Kong, SAR

4	Vinyasa Hegade	Rural India's Agricultural Failure and the Problems of Development Communication	Manipal University, India
5	Lisa Lindawati, SIP, M.A	The Local Media and Poverty : (Qualitative Content Analysis, Trend of News Poverty in Yogyakarta by Local Media Online 'Kedaulatan Rakyat' and 'Tribun Jogja')	Universitas Gadjah Mada, Indonesia
6	Stanley B. Gajete	Strategic Framework for Communicating Climate Change Disaster Risk Reduction Management Programs and Policies to Communities Around Laguna de Bay, Philippines	University of the Philippines Los Baños
7	Sonal Pandya and Nishith Joshi	Development Communication and Social Change with special reference to Poverty & Indian Media Policies	Gujarat University and Entrepreneurship Development Institute of India

D3 - MAINSTREAM AND ALTERNATIVE VIDEO PRODUCTION CHAIR: Roozbeh Ali Kafi, American University in Dubai Venue: AUD "B" Building B105			
1	Anushka A. Kulkarni	Cinema in the Digital Age: Convergence, Consumption and Interactive Audience	University of Mumbai, India
2	Marwa Radwan Ibrahim	The Egyptian Cinematic Treatment for the Issues of Communication Technology: Analytical Study	Information and Decision Support Center (IDSC), Egypt
3	S.P. Ganesh Kumari and Balasubramania Raja	A Study on the portrayal of Islam in Tamil Cinema	Manonmaniam Sundaranar University, Tirunelveli, India
4	Naveen Mishra	What's in the backdrop: Spectacle of Landscape in Bollywood Cinema	Sur College of Applied Sciences Ministry of Higher Education Sur-Sultanate of Oman
5	Eugene Lopez, Marvin Malacaman, Jayson Suba and Gerby Muya	The Participatory Video of Farmers of Los Baños, Laguna on Adopting Gibberellic Acid Technology	News Department of 95.1 Kiss FM, Philippines/ Lyceum of the Philippines University-Laguna
6	Namarta Joshi and Ranbir Singh	Role of Films in Creating Environmental Awareness : A Study	Punjab Technical University, Kapurthala,India
7	Tang Miao and Mao Zhanwen	The Beginning of the End of British Entertainment TV formats and British Culture in China	University of China / Renmin University of China

D4 - MEDIA RESPONSIVENESS AND RESPONSIBILITIES CHAIR: Martin Hadlow, University of Queensland Venue: AUD "B" Building B106			
1	Mayur Parikh and Amrin Moger	Freedom of Expression in Reporting Crime against Persons With Disabilities - A Short Content Analysis Study of Values and Reader's Perspective of a Newspaper Daily	ABP News TV Channel, India / Ali Yavar Jung National Institute for the Hearing Handicapped, India
2	Cherian George	Hate Spin: Seeing Past the Caricatures of Religious Intolerance	Hong Kong Baptist University, SAR
3	Shiwen Wu and Ziyi Wang	Smash Fake Health Information : models frames and discourses of Falsifying Texts	Wuhan University, China
4	Parul Goyal Wasan	A Theoretical Perspective on Social Mobilization for Polio Eradication in India	Apeejay Stya University, India
5	Yin Le	Social Media and Personal Life Sharing in China: Characteristics and Impact	The Institute of Journalism and Communication Chinese Academy of Social Sciences
6	Fiandy Mauliansyah	Tendency Media Framing of Local Political Constellation in Indonesia: Study of the Balancing News Harian Serambi Indonesia on the Regional Division Issues in Aceh Province, Indonesia	Universitas Gadjah Mada, Indonesia
7	Siti Karlinah and Wawan Setiawan	Street Punk Community: Between Ideology and Surviving	Universitas Padjadjaran Indonesia

D5 - A WORLD OF TWEETS, BLOGS AND OTHER SOCIAL FEEDS CHAIR: Maria Margarita Alvina-Acosta, Miriam College Philippines Venue: AUD "B" Building B107			
1	Tarjeet Sabharwal	Mapping the Online Identity Phenomenon: A Study of Celebrities On Twitter	University of Delhi, India
2	Edna T. Bernabe, De Leon, Oniel S., Dulay, Rodante G., Perlas, Ricalyn A., and San Fernando, Andrew R.	Decoding the Meaning of 'Haha' and on Social Networking Sites	Polytechnic University of the Philippines
3	Myssayeva Karlyga & Barlybayeva Saule	Kazakhstan's Development of New Media	Kazakh National University, Kazakhstan
4	T. Tripura Sundari	Effects of Mobile Phone use on Academic Performance of college going young adults in India	Sri Padmavati Women's University, India
5	Cristine Joy V. Cruz, Arna M. Gonzales, Arvin Lenard B. Matanguihan and Gerby R. Muya	The Illusions of Community on Facebook	Lyceum of the Philippines-Laguna in Calamba City, Laguna, Philippines

6	Usharani Narayana	Analysis of Uses and Gratifications of Facebook Users – A Study of College Students in the Indian IT city of Mysore	University of Mysore, India
7	Azza Abdel Azim Mohamed Ahmed	Online Bonding and Bridging Social Capital via Social Networking Sites	Abu Dhabi University, UAE

10:30 - 11:00   **Tea/Coffee Break**
Venue: AUD "B" Building Lounge Area

11:00 - 12:30   **Parallel Sessions E1-E4**
Venue: AUD "B" Building

E1 - SPECIAL SESSION : Democracy and New Media CHAIR: B.K. Kuthiala, Makhanlal Chatuverdi National University, India Venue: AUD "B" Building B101 & B102
Panel: Binod C. Agrawal, TALEEM Research Foundation Akanksha Shukla, Amity University, Lucknow, India Assa Doron, Australian National University, Canberra, Australia Robin Jeffrey, National University of Singapore Dipankar Sinha, University of Calcutta, Kolkata, India Aashish Joshi, Makhanlal Chaturvedi National University, India

E2 - ICT AND CLASSROOM CONVERGENCE CHAIR: Lucyann Kerry, Middlesex University, Dubai Venue: AUD "B" Building B104		
1	Aldrin Dale Alcafaras Garces	Qualitative Analysis of Bayan Academy's Practice of Development Communication and Its Programs' Impact on Selected Stakeholders	University of the Philippines Los Baños
2	Mohanmeet Khosla	Digitizing Education: Implications for 21ˢᵗ Century India	Panjab University, Chandigarh, India
3	Jose Reuben Q. Alagaran II	Explore, Engage, Empower Model: Integrating Media and Information Literacy (MIL) for Sustainable Development in Communication Education Curriculum	Miriam College, Philippines
4	C Jebakumar and Anand Lenin Vethanayagam	A Study on Factors Responsible for the Adoption of E-Books in Mobile Platforms among College Students in Chennai	Bharathidasan University Tiruchirapalli, Oman
5	Nurdin Abd Halim	Adolescents Behavior In Using New Media: Mapping Media Habit among Adolescents in Riau, Indonesia	State Islamic University of Sultan Syarif Kasim Riau, Indonesia
6	Manojkumar Nagasampige & Kavita Nagasampige	A Qualitative Study on Usage and Effectiveness of Massive Online Open Courses (MOOCs) in Indian university education system	Sikkim Manipal University/ Manipal University
7	Shane Soh Shi Nan	Online Impression Management: Does Self Esteem matter?	Singapore Polytechnic

		E3 - COMMUNITY RADIO'S NEW PARADIGM CHAIR: Bradley Freeman, American University in Dubai Venue: AUD "B" Building B105	
1	Ujjwala Tripti Tirkey	Playing with Numbers through Radio Waves	Scientist 'F', Department of Science & Technology, New Delhi, India
2	Li Dexia	A Study on the Marketing Tactics of Taiwan's "Drug Selling" Radio Stations	Xiamen University, China
3	S M Shameem Reza	Negotiating Identity through Diaspora Community Radio: the Experience of Betar Bangla in London	University of Dhaka, Bangladesh
4	Longjam Meena Devi	The Paradigm Shifts of All India Radio from the Age of Broadcasting to Narrowcasting	Manipur University, India
5	Sreedhar Ramamurthy & Akshat Verma	The Use of Audio Massive Online Open Courses for Distance Learning	Apeejay Stya University, India
6	Cammeo Lantion Braulio, Shenine Levina Porcioncula Pascula, Arrianne Tarca Santos	Ask.FM and Conceptualization of Micro-Celebrity Status Conferral	University of Santo Tomas, Philippines
7	S M Shameem Reza 2	A Critical Review of Bangladesh Community Radio Policy: Identifying Gaps and Making ways for Democratic Communication	University of Dhaka, Bangladesh

		E4 - IDENTITY, ETHNICITY AND RELIGION CHAIR: Pamela Chrabieh, American University in Dubai Venue: AUD "B" Building B106	
1	Anusuah R and Balasubramania Raja	Online Self-disclosure in Collectivist Culture – A study on Tamil Ethno-Linguistic Facebook Users	Manonmaniam Sundaranar University, Tirunelveli, Malaysia
2	Debasis Bezbaruah	Cultural Reconstruction by Media with Reference to Bihu Culture in Assam of India	Gauhati University, India
3	Ruzelle Amparo and Lilnabeth P. Somera	Media para mo'na (Media for the future) : Audience perceptions of a language revitalization strategy	University of Guam, USA
4	Sunitha Don Bosco	An Analysis of Contemporary Ecological Issues in Tamil Cinema Narratives	Anna University, India
5	Joan Doliente, Pam Gladys Budiongan	Assessment of Communication System on Pantawid Pamilya Among the Manobos of Kibawe, Bukidnon, Philippines	Xavier University/ Ateneo de Cagayan, Philippines
6	Dipendra Kumar Mazumder & Bhaskar Mahanta	A Case Study of the Social Learning imparted by Icons – with special reference to the NAAM-SINGHA, PAAPO HOSTI Icon of the Neo-Vaisnavites of Assam	Makhanlal Chaturvedi National University, India
7	Pavitra Sirivastava & Sangeeta Sachdev	Cognizance towards SNS Advertisements: How Social	Makhanlal Chaturvedi National University, India

		Networking Site Advertising Affects its Users in India	

12:30 - 14:00　　　　**Lunch**
　　　　　　　　　　　Venue: AUD "C" Building "The Arena" (Gymnasium)

14:00 - 15:30　　　　**Parallel Sessions F1-F4**
　　　　　　　　　　　Venue: AUD "B" Building

F1 - SPECIAL SESSION : Media and Health in Asia CHAIR: Muneo Kaigo, University of Tsukuba, Japan Venue: AUD "B" Building B101 & B102
Panel: 　　　Binod C. Agrawal, TALEEM Research Foundation 　　　Ramon Guillermo R. Tuazon, Asian Institute of Journalism and Communication, Philippines 　　　Reo Nagasaki, Kyoto Bunkyo University, Japan

F2 - POWER, POLITICS AND THE PUBLIC SPHERE CHAIR: Trevin Stratton, American University in Dubai Venue: AUD "B" Building B104			
1	Aida Mokhtar	The Semiotic Analyses of Selected Political Newspaper Advertisements: The Case of the 13th General Campaign in Malaysia	International Islamic University Malaysia
2	Akanksha Shukla	Society and New Media: An Exploration in the Indian Parliamentary Elections	Amity School of Communication, Amity University, Lucknow, India
3	Severino R. Sarmenta Jr., Claudia Beatriz A. Altavas Kevin Ace M. Lopez-Vito José Antonio S. Mendoza	Environment, Climate and Communication: The Typhoon Preparedness Communication Program of Albay Province: A Case Study	Department of Communication, Ateneo de Manila University, Philippines
4	Sadia Jamil	Freedom of Expression & Press Freedom: An Ethnographic Account of Challenges and Constraints Faced by the Pakistani Journalists	University of Queensland, Australia
5	P. Sasikala and Rana Khan	Communication of Manifesto Using Social Media With Reference to 2014 Lok Sabha Elections in India	Makhanlal Chaturvedi National University, India
6	Pauline Jane H. Celerio	Road to Relevance: Harnessing Fandoms for Political Participation	College of Mass Communication, University of the Philippines, Diliman
7	Girish Nikam & Margaret U. D'Silva	The Meteoric Rise of the Aam Aadmi Political Party: An Analysis of Media Reporting and Citizen Participation	Rajya Sabha TV, India / University of Louisville, USA

F3 - DISCOURSES IN NEW MEDIA ETHICS CHAIR: Syed Arabi Bin Syed Abdullah Idid, International Islamic University Malaysia Venue: AUD "B" Building B105		
1	Ma. Sheila T. Cabidog & Angelina E. Borican	Ethical Practices of Filipino Online Journalists: A Case Study	City of Malabon University/ Polytechnic University of the Philippines
2	Sankaran Ramanathan	Cross-Cultural Perspectives and Influences in Crisis Management: Case Study of MH370	Mediaplus Research Consultancy, Malaysia
3	Rashmii Jacob Vaish	Pop Fantastical World of Women	Noida International University, India
4	Muhammad Arif	Influences of Chinese Cultural Centers on Pakistani Youth	Hebei University, China
5	Pritha Chakraboty	Change in Role of an Indian Editor: From the Ivory Tower to the Vortex of Socio-Economic and Political Reality	Amity School of Communication, Noida, India
6	Siriwan Anantho	Media Professional Ethics: Understanding the Perception of Thai Local Broadcasters	Sukhothai Thammathirat Open University, Thailand
7	Rovil Angustia Espiritu	Centers Left Behind: A Basic Interpretive Study on Meanings of Biotech Corn from the Vantage Point of Farmers of San Jacinto, Pangasinan	University of the Philippines Los Baños, Philippines

F4 - GENDER ISSUES AND THE MASS MEDIA CHAIR: Pirongrong Ramasoota Rananand, Chulalongkorn University Venue: AUD "B" Building B106		
1	Kunal R. Mankodi	Profiling Social Media Inputs through the Lens of Gender	Ahmedabad University, India
2	LA'ARO, Oba Abdulkadir, Mohd Khairie Ahmad and Che Su Mustafa	Influence of Gender and Geographical Locations on Critical Media Literacy among Youths	University of Ilorin, Nigeria / Universiti Utara Malaysia
3	D.B.Krishna Kumari	Mainstreaming Media for Gender Equality	Sri Padmavati Mahila Visvavidyalayam Women's University, Andhra Pradesh, India
4	Usharani Rathinam	Challenges of Mobile Phones in addressing Gender discrimination: Evidences from India	University of Reading, United Kingdom
5	Priyam Singh	Tangible Embodiment of Media and it's Touch on Gender in 'Girls of Riyadh' (by Rajaa Alsanea)	Freelance/ University of Delhi, India
6	Yan Yan & WanChen Cao	Incompleteness is Still Beauty: Visual Representations of Breast Cancer in Chinese Microblog Posts	Wuhan University
7	Ashavaree Das	Empowering the Self and the Community among Low-Income Pregnant Women in India : The Role of Focus Group Discussions	Prince Sultan University, Saudi Arabia

15:30 - 16:00   **Tea/Coffee Break**
                            Venue: AUD "B" Building Lounge Area

16:00 - 17:30   **Parallel Sessions G1-G4**
                            Venue: AUD "B" Building

G1 - SPECIAL ARABIC SESSION : Credibility of Media during Crisis Coverage **مصداقية الإعلام أثناء تغطية الأزمات** **CHAIR: Moussa Barhouma, American University in Dubai** **Venue: AUD "B" Building B101 & B102**	
Panel :	Ahmad Barkawi, Professor of Mass Communication and former head of Philosophy Department at Damascus University Mohammad Ayish, Professor of Mass Communication at the American University of Sharjah Maysa Ghadeer, The Government of Dubai Media Office; Former member in Federal National Council , Daily Columnist in AlBayan Newspaper, Senior Expert in Dubai Media Inc. Hani Naseera, Former Director of Research for Al Arabiya Maher Abu Tair, Writer and Columnist; Editorial Secretary at Al Bayan Newspaper

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أحمد برقاوي. أكاديمي و باحث. رئيس قسم الفلسفة في جامعة دمشق سابقاً

محمد عايش. أستاذ الإعلام في الجامعة الأمريكية بالشارقة:

ميساء غدير. عضوة سابقة في المجلس الوطني الاتحادي الإماراتي. كاتبة:

هاني نسيرة. كاتب وأكاديمي. مدير مركز "العربية" للدراسات سابقاً:

ماهر أبو طير. كاتب وصحافي. سكرتير تحريرصحيفة "البيان":

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G2 - POLICY AND THE RESEARCH AGENDA CHAIR: Ramon Tuazon, AMIC Venue: AUD "B" Building B104			
1	Amardeep	Digital Equity is the Need of the Hour	Assistant Professor (Contract Basis), IMC & MT, Kurukshetra University, Haryana,India
2	Ma. Felma Carlos-Tria, Ria J Caronongan and Marilou Gonzales	ICT Readiness of Selected Higher Education Institutions in Metro Manila	Southville International School and Colleges, Philippines
3	Ari Junaidi	Packaging the Site Banyuwangi Tourism Promotion	University of Persada Indonesia YAI, Jakarta
4	Syed Arabi Idid & Jahirah Jalal Abidin	On Learning about the Missing Malaysian Plane: A Study on News Diffusion	International Islamic University Malaysia
5	Marco M. Polo	Development of a Philippine National Communication Research Agenda	De La Salle University-Dasmarinas, Philippines
6	Masduki	Beyond Analog: A First Look at Digital Technology Adoption of Indonesian Public Service Broadcasting	Indonesian Islamic University
7	Jude Vincent Espesor Parcon	Filipino Television in the Middle East: Towards A Sense of National Identity	University of the Philippines – Open University

G3 - CULTURAL NARRATIVES, ETHICAL CONTEXTS CHAIR: Woodman Taylor, American University in Dubai Venue: AUD "B" Building B105		
1	Reginal Jesus Ariate, Rose Janine Cruz, Jemmica Dimaculangan and Gerby Muya	Constructing the Student-Teacher Identities Through Mobile	Lyceum of the Philippines
2	Ruchita Sujai Chowdhary	To Illustrate the Use Of ICT for Sex Education in Schools & Colleges	Khwaja Moinuddin Chishti Urdu-Arabi-Farsi University, Lucknow,India
3	Reo Nagasaki	Was Literary Youth Lost? —The Structural Transformation of Youth Culture from Literature to Rock Music	Kyoto Bunkyo University, Japan
4	Mohammad Ali Asgar Chowdhury	Internet Use in Bangladesh: Transformation of Attitude and Behaviour of Youths	University of Chittagong, India
5	Mohammad Sahid Ullah	Community Empowerment and the Rural Poor: A Case Study on the Union Information and Service Centre of Bangladesh	University of Queensland, Australia
6	Thang Siew Ming	Creating Digital Citizens: The Malaysian Challenge	Universiti Kebangsaan Malaysia
7	Monika Verma & Surender Paul	Blogosphere: Understanding Blogging as a Religious Practice	Makhanlal Chaturvedi National University, India
G4 - DISCOURSES ON DIGITAL DIVIDES CHAIR: John A. Lent, Temple University, USA Venue: AUD "B" Building B106		
1	Archana Kumari and Sadaf Bushra	Using Social Media in Teaching Journalism in Media Schools of India	Central University of Jammu, India/ Central University of Kashmir, India
2	Mohd Faizal Kasmani, Rosidayu Sabran, Noor Adzrah Ramle and Siti Suriani Othman	The Similarities and Differences in the Discourse of Online News and Mainstream Newspaper Coverage of the 13th Malaysian General Election	Universitas Al Azhar Indonesia, Jakarta
3	P.Sasikala	Perspectives on the Evaluation of Impact Factors in Social Media	Makhanlal Chaturvedi National University of Journalism and Communication
4	Martin Hadlow	Wireless and Empire Ambition: Pacific Perspectives	The University of Queensland, Australia
5	Wenying Wu, Qiaolei Jiang and Xiaonan Hong	The Influence of Internet Literacy and Internet Addiction on Chinese University Students' Quality of Life	Dalian University of Technology, China
6	Dipti Nagendran	A Pragmatic Study of Envisioning Mauritius as a Cyber island	Manipal University, Udupi, India
7	Karthik Kamalanathan	Proliferating ICTs, Shifting Pedagogies, Blurring Boundaries… India at Crossroad Toward Real ICT-enabled Education	University of Hyderabad, India
8	Mira K Desai	E-ness, Culture and Class in India: Contradictions and Realities	SNDT Women's University

DAY 4 - Saturday, June 13th, 2015

8:00 - 11:00   **REGISTRATION OPEN**
Venue:AUD Auditorium Lobby

9:00 - 10:30   **PLENARY CLOSING SESSION**
E-Communication in the Arab World: Technologies, Opportunities and New Frontiers
Venue: AUD Auditorium

Chair:
James Piecowye
Zayed University, UAE, Dubai Eye 103.8 FM

Panel:
Daoud Kuttab
Director-General, Community Media Network, Amman, Jordan

Osman Sultan
Chair of Dubai Telecom, Dubai, UAE

Fouad Masoud
Social Media Manager, MBC Group

Harris Breslow
AUS, Emirates Internet Project

Heba Al Samt
Founder and President, SMCUAE

Aida Al Busaidy
Dubai Tourism Office

10:30 – 11:00   **Tea/coffee break- light snacks**
Venue: AUD Auditorium Lobby

11:00 – 12:00   **CLOSING REMARKS**

Arun Mahizhnan
Chairman, AMIC

Carol Moufarrej
Associate Dean, Mohammed Bin School for Communication, American University in Dubai

12:00 - 12:30   **CITATIONS AND AWARDING OF PLAQUE OF APPRECIATION TO AUD**
FORMAL CLOSING OF CONFERENCE
Venue: AUD Auditorium

Optional tour will depart at 13:30 AUD Parking Lot (meet in Auditorium Lobby)

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DUBAI, 10-13 JUNE, 2015

Communicating in an e-Asia
Values, Technologies and Challenges

#AMIC2015