



30th AMIC Annual Conference

*Asia as a (Knowledge) Sharing Society
and Internationalization of Higher Education*

24-26 SEPTEMBER 2024, BEIJING, CHINA

BOOK OF ABSTRACTS

Organized by:



Asian Media Information
and Communication Centre

30th

AMIC Annual Conference

*Asia as a (Knowledge) Sharing Society and
Internationalization of Higher Education*

24-26 September 2024, Beijing, China

BOOK OF ABSTRACTS

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Asian Media Information and Communication Centre

Communication University of China

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The AMIC Annual Conference - Book of Abstracts is an annual official publication of the consortium of Asian Media Information and Communication Centre (AMIC), Philippine Women's University (PWU), and Asian Institute of Journalism and Communication (AIJC).

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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- India's Yoga, a Vehicle of UN SDG 3: Time to Internationalize Lifestyle Journalism
- Self-Orientalism and Colonial Mentality in the Digital Curation of Online Transnational Relationship-Seeking Filipino Women
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Preface

We are pleased to share with our Asian media and communication community, as well as with colleagues worldwide, our AMIC 30th Annual Conference Book of Abstracts.

The book contains 172 abstracts presented during our 2024 conference, which was held in September 2024 at the Communication University of China (CUC) in Beijing, China.

This publication is a key contribution of AMIC to strengthening communication and media research in Asia. It showcases the research priorities of communication scholars and researchers while highlighting the evolving research agenda in the Asian media and communication sector, particularly in light of its rapid digital transformation.

AMIC's annual Book of Abstracts serves as a valuable resource for scholars, researchers, educators, and students seeking related studies to inform their ongoing or future research endeavors. Additionally, these publications help identify emerging research agendas and trends in the field.

For communication professionals in industry practice, the abstracts presented here offer a treasure trove of insights, revealing evolving media habits and preferences, effective communication strategies, innovative applications of new technologies, emerging issues and concerns, and potential collaboration opportunities between academia and industry.

AMIC extends its sincere appreciation to all our abstract writers and paper presenters for their valuable contributions. We invite you to join us at our future annual conferences, which provide a dynamic platform for sharing knowledge, experiences, and for fostering meaningful collaborations and connections.

RAMON R. TUAZON
Secretary-General

Conference Host



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Program



30th AMIC Annual Conference
Asia as a (Knowledge) Sharing and Internationalization of Higher Education
Communication University of China, Beijing, China
24-26 September 2024

PROGRAM

DAY 1, Sept. 24, 2024

Time	Activity
7:30 – 8:30 am	Registration
8:30 – 9:30 am	OPENING PROGRAMME
	National Anthem of China
	WELCOME MESSAGES DR. CRISPIN C. MASLOG Chairperson, Board of Directors Asian Media Information and Communication Centre SHOUXUN LIU Vice President Communication University of China
9:30 – 9:45 am	SPECIAL NUMBER DONG Lina Former Special Host of the China National Radio Second Prize in the Final of the First “Xiaqing Cup” National Recitation of the China National Radio LI Cangmao National Champion of Sichuan TV’s “Sing a Poem for You”, 2017 Best Actor in the Ethnic Screening Section of the 10th Beijing International Film Festival
	KEYNOTE MESSAGES PROF. SHAHBAZ KHAN (on video) Director and Representative to UNESCO Regional Office for East Asia PROF. YAN SUI Dean, School of Journalism, Communication University of China
9:45 – 9:55 am	CONFERENCE OVERVIEW MR. RAMON R. TUAZON AMIC Secretary-General

9:55 – 10:10 am	<p>CONFERMENT OF 2023 AND 2024 AMIC ASIA COMMUNICATION AWARDS</p> <p>DR. CRISPIN C. MASLOG Chairperson, AMIC Board of Directors</p> <p>DR. JOHN A. LENT Professor, Temple University AMIC Lifetime Member 2006 AMIC Asia Communication Awardee</p> <p>MR. RAMON R. TUAZON AMIC Secretary-General</p> <p>DR. ARVIND SINGHAL 2023 AMIC Asia Communication Awardee</p> <p>DR. CHERIAN GEORGE 2024 AMIC Asia Communication Awardee</p>
10:10 – 10:20 am	<p>RESPONSES</p> <p>DR. ARVIND SINGHAL (on video) 2023 AMIC Asia Communication Awardee</p> <p>DR. CHERIAN GEORGE 2024 AMIC Asia Communication Awardee</p>
10:20 – 10:30 am	AMIC COMMUNITY PHOTO OPPORTUNITY
10:30 – 10:45 am	COFFEE / TEA BREAK
10:45 am – 12noon	<p>PLENARY SESSION 1: Updates on Internationalization of Higher Education in Asia</p> <p>DR. JANETTE H. MALATA-SILVA Vice Chancellor for Student Affairs University of the Philippines - Los Banos</p> <p>DR. FUTAO HUANG Professor Vice Director of Research Institute for Higher Education Hiroshima University, Japan</p> <p>DR. ROMYEN KOSAIKANONT Director, Southeast Asian Ministers of Education Organization Regional Centre in Higher Education and Development</p> <p>HON. JEANNIE N. SANDOVAL Mayor, City of Malabon, Philippines Chairperson of the Board of Regents, City of Malabon University</p> <p>MODERATOR:</p> <p>DR. CHANDRABHANU PATTANAYAK AMIC Representative to India Centurion University of Technology and Management Khurda, Odisha, India</p>
12 noon-1:30 pm	LUNCH BREAK

1:30 – 3:00 pm	<p>PLENARY SESSION 2: Journalism and Communication Education: Asia’s Best Practices</p> <p>DR. YUEZHI ZHAO Chair Professor, Humanities Studies Tsinghua University</p> <p>DR. SAULE BARLYBAYEVA AMIC Representative to Kazakhstan Professor, Faculty of Journalism Al-Farabi Kazakh National University, Kazakhstan</p> <p>DR. KARLYGA MYSSAYEVA AMIC Representative to Kazakhstan Vice-Dean, Faculty of Journalism for the Scientific and Innovational Service and International Relations Al-Farabi Kazakh National University, Kazakhstan</p> <p>DR. FERNANDO C. PARAGAS Professor, Department of Communication Research Dean, College of Mass Communication University of the Philippines</p> <p>DR. DAYA K. THUSSU President, International Association for Media and Communication Research Professor of International Communication Department of Journalism, School of Communication Hong Kong Baptist University</p> <p>MODERATOR: DR. S M SHAMEEM REZA Professor, Department of Mass Communication and Journalism University of Dhaka, Bangladesh</p>
3:00 – 3:15 pm	COFFEE / TEA BREAK
3:15 – 5:15 pm	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • S1: ICT, Digital Transformation, and Artificial Intelligence • S2: Media, Information, and Digital Literacy • S3: Communication and Journalism Education • S4: Communication and Sustainable Development: Are We Making a Difference? • S5: Health and Science Communication
5:30 – 6:30 pm	<p>3 MASTER CLASSES</p> <ul style="list-style-type: none"> • Trends in Gamification for Entertainment and Learning Dr. Zhaogong Zhang Associate Professor, Communication University of China Director, Game Design Department Vice President, Game Socialization Research Institute • Excellence in Peer Review: How to Be an Effective Reviewer Ms. Jia Yang, Research Development and Outreach Manager Routledge Taylor & Francis Beijing • How to Engage in Mobile and Smartphone Filmmaking Prof. Zhongguang Yu, School of Journalism Communication University of China
END OF DAY 1	

DAY 2, Sept. 25, 2024

8:30 – 10:00 am	<p>PLENARY SESSION 3: Journalism Issues Across Asia: Commonalities & Differences</p> <p>DR. GUY BERGER Independent Expert and Consultant in Media and Internet Policy Issues Professor Emeritus, Rhodes University, South Africa</p> <p>DR. SADIA JAMIL Assistant Professor, School of International Communications, University of Nottingham, Ningbo, China</p> <p>MR. MOHAMMAD SAJJAD YASA AMIC Representative to Afghanistan Former Journalist, News Anchor Al-Farabi Kazakh National University, Kazakhstan</p> <p>DR. BIDU BHUSAN DASH Associate Professor Acting Dean, School of Mass Communication KIIT Deemed to be University, India</p> <p>MODERATOR:</p> <p>DR. DANILO A. ARAO Professor, Department of Journalism University of the Philippines Editor, Media Asia</p>
10:00 – 10:15 am	COFFEE / TEA BREAK
10:15 am – 12 nn	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • S6: Gender Equity and Social Inclusion: Gains and Losses • S7: STUDENT – Advertising, Public Relations, and Marketing Communication: New Strategies for the Young Asian Market • S8: STUDENT – Media and Information Literacy and Digital Competencies • S9A: STUDENT – Communication, Culture, and Society (Group A) • S9B: STUDENT – Communication, Culture, and Society (Group B) • S9C: STUDENT – Communication, Culture, and Society (Group C)
12nn – 1:30 pm	LUNCH BREAK

1:00 – 3:00 pm	<p>PLENARY SESSION 4: The Bandung Spirit in the Era of AI, Meeting 2.0</p> <p>DR. GUY BERGER Independent Expert and Consultant in Media and Internet Policy Issues Professor Emeritus, Rhodes University, South Africa</p> <p>DR. DADANG RAHMAT HIDAYAT Dean, Faculty of Communication Sciences Universitas Padjadjaran, Bandung, Indonesia</p> <p>DR. JACK LINC HUAN QIU Shaw Foundation Professor of Media Technology Chair, Wee Kim Wee School of Communication and Information Nanyang Technological University, Singapore</p> <p>DR. JOHN A. LENT Professor, Temple University AMIC Lifetime Member 2006 AMIC Asia Communication Awardee</p> <p>MODERATOR:</p> <p>DR. MIRA K. DESAI Head, Department of Extension and Communication In-charge Head, Department of Food Science and Nutrition SNDT Women’s University, India</p>
3:00 – 3:15 pm	COFFEE / TEA BREAK
3:15 – 5:15 pm	<p>PARALLEL SESSIONS</p> <ul style="list-style-type: none"> • S10A: Culture and Marketing Communication: Strategies for Diversity (Group A) • S10B: Culture and Marketing Communication: Strategies for Diversity (Group A) • S11A: Chinese Abstracts (Group A) • S11B: Chinese Abstracts (Group B) • S11C: Chinese Abstracts (Group C)
5:30-6:30 pm	<p>3 MASTER CLASSES</p> <ul style="list-style-type: none"> • How to Get Published in Internationally Indexed Academic Journals Dr. Peng Hwa Ang, Editor, Asian Journal of Communication Dr. Danilo A. Arao, Editor, Media Asia • How to Advance Film Studies with Machine Learning Prof. Nuttanai Lertpreechapakdee, Lecturer Chulalongkorn University, Thailand • How to Use Link-Building Techniques to Enhance PR Campaign Visibility and Engagement in Digital Environments W.Mahesha Piyumali Assistant Lecturer University of Kelaniya, Sri Lanka
End of Day 2	

DAY 3, Sept. 26, 2024

Time	Activity
8:30 – 10:00 am	Signing of Memorandum of Agreement / Memorandum of Understanding to Formalize Collaboration Between and Among Higher Education Institutions in Asia

10:00 – 10:15 am	COFFEE / TEA BREAK
10:15 am – 12nn	PARALLEL SESSIONS <ul style="list-style-type: none"> • S12: STUDENT – Our Online and Digital Learning Space: What Works and Do Not Work Per Learners’ Experiences • S13: STUDENT - Communication and Sustainable Development: Are We Making A Difference? • S14: Promotion of Inclusive and Adaptive Communication Toward Better User Experience
12nn to 1:00 pm	LUNCH BREAK
1:30 – 3:00 pm	CLOSING CEREMONY Conference Declaration Closing Messages Conference Delegation’s Photo Opportunity
3:00 – 3:15 pm	COFFEE / TEA BREAK
3:15 – 4:15 pm	Tour of Media Museum Communication University of China
7:00 p.m. onwards	GALA NIGHT: CUC’s 70th Anniversary Celebration
End of Day 3	

DAY 4, 27 Sept. 2024

Whole day	Tour of Mutianyu Great Wall of China
NOTHING FOLLOWS	

Day 1

PARALLEL SESSIONS

PARALLEL SESSION 1:

ICT, DIGITAL TRANSFORMATION, AND ARTIFICIAL INTELLIGENCE

MAKE IT EASY FOR MALABUEÑOS PROGRAM: ENHANCING PUBLIC SERVICE ACCESSIBILITY AND EFFICIENCY

Catherine J. Larracas, RMT, RN, MAN; Dr. Alexander T. Rosete; and Maria Joana Rosete
City of Malabon, Philippines

ABSTRACT

The “Make it Easy for Malabueños Program” aims to enhance the accessibility and efficiency of public services in Malabon City. This research explores the implementation and impact of the program, focusing on streamlining government processes, leveraging digital technologies, and fostering community engagement to improve the overall quality of life for Malabon residents.

The study employs a mixed-method approach, combining quantitative surveys and qualitative interviews with residents, government officials, and program administrators. Data collected highlight the key challenges faced by the community in accessing public services, including bureaucratic inefficiencies, lack of information, and limited digital infrastructure.

Preliminary findings suggest that the program has significantly reduced wait times for essential services, increased citizen satisfaction, and improved transparency in government transactions. The introduction of online platforms and mobile applications has empowered residents to access services remotely, thereby reducing the need for in-person visits to government offices.

The research identifies best practices and areas for improvement, offering recommendations for scaling the program and replicating its success in other municipalities. Key recommendations include ongoing digital literacy training for residents, continuous system upgrades, and enhanced inter-departmental coordination.

The “Make it Easy for Malabueños Program” demonstrates a successful model of public service reform that prioritizes citizen-centric solutions, fostering a more efficient, transparent, and responsive local government. This research contributes to the broader discourse on public administration and digital governance, providing valuable insights for policymakers, practitioners, and scholars in the field.

Keywords: *Make-It-Easy for Malabueños Program, public service accessibility and efficiency, digital governance*

“IT’S ALL ABOUT BAD NEWS”: NEGOTIATING (DIS)TRUST, AMBIVALENCE, AND NETWORKED PRIVACY IN THE EVERYDAY INFORMATION PRACTICES OF ROHINGYA REFUGEES

Abdul Aziz, PhD

Monash University Malaysia

ABSTRACT

Set against the background of the Rohingya genocide in 2017, this study explores how the Rohingya refugees have employed strategic ways of seeking and sharing information. Drawing on a multi-sited approach, data presented in this study were collected through qualitative interviews and social media scroll methods from the Rohingya refugees living in the refugee camps in Bangladesh and Brisbane, Australia. While many recent studies show how the Rohingya community members utilize social media platforms to negotiate their identity, visibility, and resistance (e.g., Aziz, 2022), the strategic ways of information-seeking practices remain overlooked. To address this gap, this study aims to investigate the different strategies of information-seeking practices within the context of immobility and precarious living conditions. The findings primarily show that participants are exposed to ambivalence and distrust as a form of pereshani (anxiety), while negotiating trust and privacy remains a critical issue. Participants developed strategies to navigate these anxieties, prioritizing mutual trust and networked privacy (Marwick & Boyd, 2014) to avoid exploitation and surveillance while maintaining reliable news sources during the crisis. Additionally, this research goes beyond identifying information sources, focusing instead on the socio-cultural (trust, privacy) and attitudinal (ambivalence) dimensions shaping information practices in digital environments. Overall, I argue that the complex negotiation process of Rohingya refugees as a form of digital citizenship as revealed in the findings contributes to our understanding of the participatory and networked digital culture at the margin.

Keywords: *Rohingya refugee, social media, information practices, (Dis)trust, ambivalence, privacy*

NAVIGATING THE FRAGMENTED LANDSCAPE: A QUALITATIVE STUDY OF YOUNG AUDIENCES' EXPERIENCES WITH POPULAR ENTERTAINMENT STREAMING PLATFORMS IN MALAYSIA

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University Sains Malaysia

ABSTRACT

The advent of internet streaming presents audiences with an additional means of accessing audio-visual content and personalizing their entertainment experiences. In this context, personalized online streaming poses a significant threat to traditional modes of entertainment delivery, such as cinema, cable, and satellite television. The previously unified “mass audience” is now fragmented into niche segments with customized entertainment preferences. Consequently, audience consumption patterns and their relationship with entertainment content have become fluid and unfixed. This paper examines audiences' evolving experiences with popular entertainment streaming platforms in Malaysia through a qualitative lens. The study focuses on understanding the motivations and engagement experiences of young individuals with different streaming platforms. Motivations in this context refer to the reasons why young people choose specific streaming platforms and content as their favorite entertainment options. Engagement experiences encompass the way they interact with and immerse themselves in the streaming content, looking at their viewing habits, emotional responses, and social interactions related to the content. The active audience concept is used to guide the study. It revolves around the idea that viewers are not passive audiences but are actively engaged in interpreting, evaluating and responding to what they watch. In the digital age, the concept of an active audience has also extended to interactive and participatory behaviors. Data for the study are collected through Focus Group Discussions (FGDs) to delve into the motivations and engagement experiences of young people using various entertainment streaming platforms in Malaysia. The composition and formation of the FGDs are based on purposive sampling, targeting young people aged 15-25 years old who actively seek online streaming entertainment programs. Overall, this study aims to provide nuanced insights into how young audiences are adapting to the emergent viewing culture that is currently prevalent in the entertainment industry.

Keywords: *streaming platforms, audiences experience, young people and entertainment, Malaysian TV industry and new viewing culture*

ACCESSING AGRO-MET INFORMATION VIA MOBILE PHONES BY FARM WOMEN IN INDIA: AN EXPLORATORY STUDY

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Manipal Academy of Higher Education

ABSTRACT

Accessing agromet information through online portals, apps, and social media platforms among farmers in India has witnessed an increase over the years. Studies conducted among farm women in the country have reported that ICT integration into the domain of agriculture and other aspects of their lives can lead to significant empowerment. Mobile phones have enabled accessibility to climatic information, and led to informed decision-making capacity through amplified awareness. However, women's access to technology is oftentimes hindered due to constraints arising out of gender, cultural norms, and economic status, inhibiting accessibility to resources. Furthermore, the utilization of this technology among farm women has not received adequate examination. The current study addresses this pertinent gap and explores the use of mobile phones among farm women of Udupi district, Karnataka, India. Specifically, the study would investigate farm women's perception of mobile phone use for accessing climatic information using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. Application of UTAUT would help the researchers explore factors which affect an individual's acceptance and use of mobile phones for accessing agromet information. Qualitative tool of in-depth interviews would be applied and the resultant data would be subjected to thematic analysis. All ethical requirements including informed consent and permission for recording interviews would be sought. Findings from the research would lend a deeper understanding of mobile technology's role in empowering farm women, enabling them to use tailor-made strategies for improving their access to weather information and promoting agricultural resilience.

Keywords: *mobile phones, farm women, climatic information, Agromet, UTAUT*

IMPACT ON AGRICULTURE THROUGH ICT AND DIGITAL TRANSFORMATION: A CASE OF AGZISTENCE

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ABSTRACT

This research examines the impact of Information and Communication Technology (ICT) and digital transformation on the agricultural sector, focusing on Agzistence. Digital transformation, in this context, refers to the integration of digital tools and platforms to fundamentally change how agricultural activities are conducted, leading to enhanced efficiency, productivity, and sustainability. The objective is to evaluate how the digital tools and platforms developed by Agzistence contribute to addressing skill inefficiencies in the food value chain and promoting sustainable agricultural practices. The specific aims are to assess the effectiveness of ICT and digital transformation initiatives by Agzistence in improving skills, productivity, and sustainability within the agricultural sector. The research questions include: How do Agzistence's ICT solutions address skill inefficiencies in the food value chain? In what ways do digital platforms support sustainable agricultural practices? What impact do Agzistence's digital initiatives have on the overall productivity and resilience of the agricultural sector?

A qualitative methodology was employed to gain in-depth insights into the experiences and perspectives of various stakeholders. Data were collected over six months through semi-structured interviews and focus group discussions with 45 respondents, including farmers, industry experts, and Agzistence team members, from three distinct regions where Agzistence operates. The data collection process was designed to ensure a diverse range of perspectives, with participants selected to represent various experiences within the agricultural sector. Thematic analysis was conducted on the data, involving coding and categorizing key themes and patterns that emerged from the interviews and discussions. This process revealed both areas of consensus and divergence among the different types of respondents. While there was broad agreement on the positive impact of Agzistence's ICT solutions on skills and productivity, some differences in opinion emerged regarding the implementation challenges of these solutions, particularly among farmers and industry experts. The research found that Agzistence's ICT solutions significantly improved skills and efficiency within the agricultural sector by providing accessible training modules, real-time data, and market insights. Participants reported enhanced knowledge and technical capabilities, increasing productivity and improved decision-making. The digital platforms also contributed to adopting sustainable agricultural practices by offering resource management and climate adaptation tools. Agzistence's initiatives have enhanced resilience and sustainability in rural communities, driving economic growth and environmental stewardship. Based on these findings, the study concludes that ICT and digital transformation are pivotal in addressing skill gaps and promoting sustainable agriculture, as evidenced by the success of Agzistence's efforts. The study recommends that future initiatives focus on bridging the gaps identified during the implementation phase, particularly by enhancing support mechanisms for farmers and facilitating more collaborative engagement with industry experts. Additionally, further quantitative research is suggested to validate these findings and explore the broader impacts of ICT and digital transformation across diverse agrarian settings.

Keywords: *ICT in agriculture, digital transformation, skill development, sustainable agricultural practices, Agzistence initiatives*

ADVANCING FILM STUDIES WITH MACHINE LEARNING: IDENTIFYING AND GROUPING POPULAR THAI FILM'S NARRATIVE STRUCTURES VIA EDITING PATTERNS

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ABSTRACT

This paper introduces an innovative methodology that advances film studies by leveraging machine learning to identify and group narrative structures based on editing patterns. More specifically, shot duration in editing patterns can indicate the rising and falling emotional intensity of scenes, reflecting the underlying narrative structure of a film.

Traditional film analysis methods often rely on researchers qualitatively analyzing and interpreting films, which can be time-consuming and prone to bias. Using machine learning to extract shot duration patterns can complement these qualitative methods with objective and quantifiable insights, providing a more comprehensive analysis of films' narrative structures. The proposed methodology involves extracting editing patterns from a diverse sample of films using computer vision techniques. Shot boundary detection is employed to identify and classify these patterns. Subsequently, cluster analysis techniques such as K-means and hierarchical clustering are utilized to group films with similar editing patterns, thereby identifying their distinct narrative structures.

By automating the detection and analysis of editing patterns, this methodology aims to quantitatively analyze films' narrative structures, offering new insights that enhance traditional qualitative film analysis. This innovative approach represents a transformative advancement in film studies, providing data-driven insights that complement and enrich traditional methods.

Keywords: *machine learning in film studies, narrative structure in movies, editing patterns analysis, shot duration analysis, cluster analysis in film, film analysis automation, computer vision in film, quantitative film analysis, data-driven film studies*

EXPLORING THE TECHNOLOGICAL FRONTIER: AI'S IMPACT ON JOURNALISTIC INNOVATION IN MALAYSIA

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ABSTRACT

Artificial Intelligence (AI) has become increasingly popular in recent years, significantly impacting most industry sectors globally through its automation, generative, and analytical capabilities. Nevertheless, the education and training in communication and journalism have been slower to adapt than those in other fields. This cautious approach is a result of concerns regarding the security of data, the integration of new systems, and the cost. Consequently, media industries frequently require a significant amount of time to adjust to these changes in a swiftly evolving market. This study examines the opportunities and challenges associated with implementing AI in specific markets within the Malaysian media industry. It is qualitative research founded on interviews with representatives from 11 prominent Malaysian corporations related to the media industry in various capacities and on existing literature. The collected data provide an overview of the current AI application level and outlines the industry's challenges as well as the potential for technological adaptation. The research delves further into these integration issues, emphasizing substantial obstacles such as cultural skepticism, reluctance to change, and concerns regarding data protection. These circumstances underscore the necessity of a nuanced approach to technology adoption, as they underscore the intricacy of integrating new technologies into conventional media industry procedures. Several strategic recommendations are proposed, such as implementing robust data security measures, promoting strategic collaborations, and implementing continuous training programs to enhance workforce proficiency. These measures aim to strengthen the integration of AI and ultimately realize its industry potential. In conclusion, the study contends that the operational efficacy of Malaysia's media industry market can be enhanced by implementing AI. Nevertheless, the obstacles must be surmounted through strategic interventions and cultural transformations in order to realize its maximum potential.

Keywords: *AI in Journalism, media innovation, AI-Driven decision making, process automation, qualitative study in media*

DEMYSTIFYING THE UTILIZATION OF AI-POWERED TOOLS IN THE POST-PANDEMIC EDUCATIVE PROCESS: A MIXED METHOD STUDY IN THE IMPLEMENTATION OF THE GRADE 12 PRACTICAL RESEARCH 2 SUBJECT IN ATENEO DE DAVAO UNIVERSITY SENIOR HIGH SCHOOL

Edgie Boy B. Tadena, Clarice Angeline G. Reyes,
Jonas Victor S. Macuto, and Ricardo P. Enriquez
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ABSTRACT

This study evaluated the use of Artificial Intelligence (AI) tools in the Practical Research 2 subject for Grade 12 learners. It was conducted at Ateneo de Davao Senior High School in Bangkal, Davao City, from September to March of school year 2023–2024. The study is anchored to the Technological Determinism Theory by McLuhan (2003), which explores how technology shapes social change and affects human behavior. The research focused on the impact of AI tools on students' writing skills, specifically grammar, spelling, and punctuation, and academic integrity through plagiarism detection. Additionally, it gathered teachers' and students' insights on the utilization of these AI tools. Employing both quantitative and qualitative methodologies, the study first assessed the effects of AI tools on plagiarism and mechanical writing aspects among students. Findings indicated no significant difference in the similarity index before and after using AI tools ($p=.114$, $t=1.748$). However, significant improvements were observed in spelling ($p=.005$, $t=3.758$), grammar ($p=.002$, $t=4.384$), punctuation ($p=.005$, $t=3.678$), and total error counts ($p=.001$, $t=4.557$), rejecting the null hypotheses for these aspects.

Qualitatively, the study identified the strengths and limitations of AI tools from teachers' perspectives. Strengths included increased efficiency, time-saving, automated assessment, technical accuracy, ease of plagiarism detection, and enhanced feedback processes. Limitations were grammar correction accuracy, the need for human intervention, originality challenges, incomplete scope, and financial/access constraints. Teachers highlighted the promises of AI tools in post-pandemic teaching, such as improved assessment methods and enhanced student support, but also recognized challenges like AI complexity, potential over-dependency, verification issues, and impacts on independent research skills. The study recommended comprehensive AI training for teachers, ethical guidelines for students, and institutional support for resource provision and policy development.

We also interviewed the students and they suggested holding open discussions on policy for integrating AI in education and identifying AI tools for specific purposes and functions. These recommendations aim to enhance students' research skills and promote responsible, balanced AI integration in education.

Keywords: *Mixed method research, Practical Research 2, Senior High School Curriculum, Artificial Intelligence tools, pedagogy, Media and Information Literacy (MIL), digital competencies*

KNOW, SHARE, FORGET: ICT AND DIGITAL TECHNOLOGIES IN KNOWLEDGE CULTURES OF ASIA

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ABSTRACT

With the advent of Industrial Revolution 4.0, digital knowledge societies have become part of day-to-day life for global human beings. Asian societies have also witnessed information and digital accessibility for sizable populations despite differences in literacy, digital infrastructure, diversities, and unequal resource distribution. The information and communication technology (ICT) revolution has impacted how Asian societies process knowledge, now with the Artificial Intelligence (AI) modalities adding newer dimensions.

The oral cultures of Asian societies emphasized attention and inter-generational transfer and not transmission of knowledge. But they were transient and lacked permanence. With digital technologies, the cultures are preserved in text, visuals and data. They get transmitted instantaneously beyond space and time.

While digital technologies provide the notion of permanence, the knowledge economy of ICT creates platform monopolies and requires huge investments in the latest technologies. Digital technologies also separate the creator from consumers, unlike oral societies. Asian societies in general and India in particular are opting for a national education policy; the latter has adopted the National Education Policy 2020. Such 'nationalized' processes of education may lead to the homogenization of local, micro, subjective, and individualized teaching-learning practices. The dependence on AI may have led to cognitive dependence and lack of control of the human mind over knowledge production.

This paper examines the challenges of knowledge production, dissemination and consumption in Asian societies using the knowledge economy and information society frameworks. It uses the method of review and conceptual analysis to draw findings about how Asian societies are being impacted by the ICT revolution and the advent of AI.

The paper concludes that knowledge sharing practices of Asian societies are undergoing sea change with the advent of ICTs and digital technologies. The notion of information and knowledge in terms of 'monetary remunerative' economic enterprise in itself is a negation of the Asian ethos of knowledge for human liberation.

Keywords: *Knowledge economy, oral culture, education policy, Information Society, India*

HIGHLY MOBILE ASIAN INDIVIDUALS AND “DOING FAMILY”: COMMUNICATING ACROSS GENERATIONS

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ABSTRACT

As of 2020, 281 million people lived outside their country of origin (IOM, 2020), making human migration a highly multifaceted process (Vertovec, 2006; Castles, 2007). Moving transnationally means that migrants are separated from various members of their family at any given time. Therefore, they turn to technological tools to stay in touch with family members they are separated from, thereby also shaping the communication systems in their own countries of origin (Vertovec, 2009). Throughout the years, the development of ICTs (information and communications technology) has changed the way migrants “do family,” and as a result, there has been a great deal of literature about labor migrants and how they communicate with their families physically separated from them (see Baldassar, 2016; Madianou, 2016; Constable 1997; Nedelcu, M. and M. Wyss, 2016). However, not much has been written about financially well-off mobile family units, especially children from such migrant families.

In this paper, I draw from interviews with Asian highly mobile individuals who grew up in multiple countries as children and teenagers (henceforth referred to as “Third Culture Kids” or TCKs) to analyze the various dimensions of communicating with family members they were separated from. By employing a transcultural (Ortiz, 1995) lens, I first investigate temporal and generational aspects of “doing family” transnationally, by understanding how the communication practices of TCKs differed when they were children, versus the present time. Second, I map the change in communication technologies themselves, their accessibility and cost, and how this has transformed technoscapes (Appadurai, 1996) for the TCKs in this study. Third, I draw from the importance of the local context within which the interviewees communicated with extended family members.

This paper throws light on both the pre-internet years, when transnational communication was both slow and expensive, as well as the present. For a family unit constantly on the move in the past, this meant having sufficient funds to call their extended families or to write to them. Physical location, though arguably irrelevant now in the age of the internet, was an important factor when ICTs were not that popular or accessible.

Keywords: *Migration, ICTs, transnational families, highly-mobile, transculturation*

MISCONCEPTIONS AND RECOMMENDATIONS ON THE USE OF AI IN PH MEDIA

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Centro Escolar University^{1,2}; Baliuag University³

ABSTRACT

This study employs interpretivism as its research paradigm, utilizing literature review and interviews as data sources. Fifteen media professionals were interviewed regarding the common wrong notions attached to the use of Artificial Intelligence in performing media-related tasks. Professional journalists and digital content producers with more than five years of work experience underwent two rounds of interviews, i.e. during the data gathering and after the interpretation of the results to give the respondents the opportunity to validate the findings. Analysis of responses obtained from individual interviews showed patterns of misconceptions ranging from the use and capabilities of AI tools to overly idealistic views of AI use at the enterprise level.

Taking into consideration the ethical and fiscal repercussions of AI use, the respondents unanimously agreed that: 1) AI can be used only as a complementary tool when transcribing interviews and summarizing data; 2) journalists are in a position that requires constant upskilling; and 3) AI use becomes beneficial only when coupled with strategic implementation. Furthermore, the practitioner-respondents shared their best practices in carrying out their duties at the time of AI. More than upholding age-old traditions of ethical journalism, networking is another approach of keeping up with the dynamic media industry.

Keywords: *AI in Philippine media, digital technology in media, upskilling journalists*

PARALLEL SESSION 2:

MEDIA, INFORMATION, AND DIGITAL LITERACY

MIL TEACHING STRATEGIES IN CEU MANILA

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ABSTRACT

This study aims to assess the effectiveness of the teaching strategies in Media and Information Literacy as perceived by Senior High School Students in ABM, HUMMS, and STEM strands in Centro Escolar University (CEU) in Manila. Seven (7) criteria for effectiveness were used, adapted from Kentucky Department of Education's "Characteristics of Highly Effective Teaching and Learning" and a journal from Higher Education Research and Development entitled "The Criteria of Effective Teaching in a Changing Higher Education Context," which include accessibility, suitability, reliability, consistency, dependability, applicability and appropriateness.

This research used the mixed method of quantitative and qualitative approaches. The quantitative method was used during the pre-survey on teaching strategies with teachers of CEU Manila and a survey proper for 300 students to identify the effectiveness based on the seven (7) criteria. A focus group discussion (FGD) was conducted for the qualitative method, after which the top ten (10) students helped the researcher analyze and validate the answers gathered from the pre-survey and survey.

The data showed that among the criteria for determining the effectiveness of teaching strategies, respondents perceived video presentation as the most effective teaching strategy and the use of jigsaw puzzle as the least effective strategy. It was also found that some teaching strategies are perceived effective by some respondents but are not effective to others.

Strengths of the different teaching strategies used by teachers in teaching MIL include creative and entertaining way of learning, enabling students to learn and relax and enjoy at the same time, innovative approach, and easy way of learning through visuals. The weaknesses are waste of time, can cause anxiety, pressure on the students, and lack of interaction in the class. It is recommended that teachers continuously improve the different teaching strategies used for senior high school students to make their teaching highly effective, thus producing excellent media and information-literate students. It is also recommended that teachers use more digital media in teaching the lessons and sustain the training on MIL programs.

Keywords: *Media and Information Literacy (MIL), teaching strategies, teaching effectiveness, Centro Escolar University (CEU)*

FROM REAL TO VIRTUAL: THE IMPACT OF DIGITAL HUMAN EXPOSURE AND USE OF SOCIAL MEDIA ON DIGITAL LITERACY OF ADOLESCENTS IN CHINA

Ouyang Ziwei

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ABSTRACT

With the development of digital technology, virtual digital people are increasingly exposed and used on social media. Digital literacy is a person's interests, attitudes, abilities, and skills in using digital technology-based devices (Sri Tatminingsih, 2022). The teenage generation grew up in an environment accompanied by emerging technologies and artificial intelligence and is more receptive and accepting of various new technologies. Therefore, we selected adolescents as study subjects. Based on this background, scholars have paid more attention to the meanings of digital literacy and the factors that influence digital literacy at the social structure level in previous studies. However, relatively few studies focus on the factors that influence digital technology, especially the virtual digital human.

To fill this gap, the study used an online survey of 366 valid responses and structural equation modeling with Mediatization Theory. Using frequency of exposure or use, range of digital human (the category of digital human), function usage (chat, get information, shop online) as the independent variables, and digital literacy as the dependent variable, we propose the following hypotheses:

H1: Frequency of exposure and use positively affects digital literacy.

H2: Range of digital human positively affects digital literacy.

H3: Function usage positively affects digital literacy.

After that, we selected 10 teenagers in Douyin as interviewees and interviewed two adults as supplements. Combined with the research findings of in-depth interviews, we attempted to use Mediatization Theory to explain why there is a positive or negative association between the exposure and use of digital human and digital literacy of teenagers.

There are two main findings from the study. On the one hand, the findings highlight key factors related to digital literacy that determine the frequency of exposure and use and function usage of teenagers. On the other hand, this study, with adolescents as its subject, somewhat enriches and refines the scope of application of digital literacy among special groups in the context of the development of digital human technologies. It also provides producers with recommendations on how to improve the adoption of virtual digital people of teenagers, which have practical implications.

Keywords: *digital literacy, social media, adolescents, Virtual Digital Human, Structural Equation Model*

MEDIA LITERACY EDUCATION IN THE INTERNATIONALIZED EDUCATIONAL SPACE OF CENTRAL ASIA AS A FACTOR OF SOCIETAL PSYCHOLOGICAL RESILIENCE TO REDUCE RADICALIZATION THREATS

Assolya Mirmanova and Amanzhol Urazbaev

The Counterterrorism Committee, Republican Public Association, Kazakhstan

ABSTRACT

The Importance of Media Literacy in Combating Extremism:

In the rapid development of digital technologies and social media, media literacy has become a crucial factor in ensuring societal resilience against the threats of radicalization and extremism. With the internet providing extremist groups unrestricted access to potential recruits, media literacy emerges as a vital tool to counter their propaganda. This is particularly relevant for Central Asia, where the internationalization of educational spaces necessitates a stronger focus on media literacy to protect against informational pressure.

Government Support for Media Literacy in Kazakhstan:

Kazakhstan is actively promoting media literacy through state educational programs. Although media literacy has been integrated into school and university curricula, further development and strengthening of these programs are needed to ensure their effectiveness. The Ministry of Education of Kazakhstan is actively creating educational materials and programs to enhance media literacy among youth, which is a significant step in the fight against radicalization.

Results of Media Literacy Research in Kazakhstan:

The first phase of research conducted among 318 respondents in Kazakhstan revealed that 86% of respondents believe that increasing media literacy contributes to reducing radicalization. Additionally, 90.7% of respondents noted that the media could contribute to radicalization, while 63.6% felt that not enough attention is given to media literacy in the country. These findings underscore the need for further development and support of media literacy at all levels of education.

Research Methodology for Media Literacy and Radicalization:

The research is divided into three key phases:

- 1. Phase One** involves analyzing the current state of media literacy in Kazakhstan through surveys and expert interviews. The goal of this phase is to identify the main challenges and opportunities for improving media literacy.
- 2. Phase Two** will focus on conducting large-scale research across Kazakhstan to explore in detail the connections between media literacy and radicalization. This phase will help identify the most effective strategies for combating extremism through media literacy.
- 3. Phase Three** will involve conducting similar studies in other Central Asian countries (Tajikistan, Kyrgyzstan, and Uzbekistan) to identify regional differences and compare approaches.

The Impact of Media Literacy on Strengthening Human Rights and Intercultural Dialogue:

Media literacy not only contributes to the protection of human rights by raising awareness and responsibility for consumed information but also plays a key role in developing intercultural dialogue. This is especially important in multicultural societies like Kazakhstan. Media literacy education helps people better understand and respect cultural differences, reducing the likelihood of interethnic tensions and preventing radicalization.

Practical Application of Media Literacy to Reduce Radicalization:

Examples of successful educational programs aimed at developing critical thinking and awareness of radicalization techniques show that media literacy can be an effective tool in the fight against extremism. These programs must be adapted to the cultural and social contexts of the region to achieve maximum effectiveness.

The Necessity of Integrating Media Literacy into Educational and Public Initiatives:

Given the above, it becomes clear that integrating media literacy into national educational programs and public initiatives should be a priority for Kazakhstan and other Central Asian countries. Such measures can significantly enhance society's ability to withstand informational attacks and reduce the level of radicalization among youth.

Psychological Resilience in the Face of Radicalization Threats:

Psychological resilience, bolstered through media literacy, plays a crucial role in reducing stress and anxiety caused by informational attacks and radicalization threats. Educational programs aimed at developing critical thinking and awareness contribute to building resilience against radicalization and enhance overall societal security.

Conclusion:

Enhancing media literacy is an essential part of the strategy to counter radicalization and extremism. Kazakhstan, at the forefront of this process in Central Asia, can serve as a model for other countries in the region. Further research and the development of educational programs should be prioritized to establish a strong foundation for a sustainable and secure society. The findings of our research can be used to improve existing educational programs and strategies aimed at countering extremism through increased media literacy.

Keywords: *media literacy, digital literacy, psychological resilience, radicalization prevention, higher education, Central Asia, critical thinking, information pressure, educational strategies, social inclusion, intercultural communication, digital competencies, media education, civic engagement, social stability*

AWARENESS AND KNOWLEDGE OF EMPLOYEE EXPERIENCE AND ITS IMPACT ON COMPANIES AND ORGANIZATIONS

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City of Malabon, Philippines

ABSTRACT

In today's competitive business environment, employee experience (EX) has emerged as a critical factor influencing organizational success. This research investigates the awareness and knowledge of employee experience among companies and organizations, with a specific focus on its impact on communication and journalism practices. The study aims to understand how well organizations recognize the importance of EX and how it shapes their internal and external communication strategies.

Through a comprehensive survey and in-depth interviews with industry professionals, this study examines the current state of EX awareness, the practices implemented to enhance it, and the perceived benefits and challenges. It also explores the role of journalism in shaping public and employee perceptions of EX, highlighting the need for transparent, consistent, and engaging communication.

The findings indicate that a higher awareness and better management of EX can lead to improved employee satisfaction, increased productivity, and enhanced company reputation. Furthermore, effective communication and journalism are pivotal in promoting a positive EX and fostering a culture of trust and engagement within organizations. This research provides valuable insights for business leaders, HR professionals, and communication specialists aiming to leverage EX for organizational growth and success.

Keywords: *awareness, knowledge, Employee Experience, organization, companies*

DIGITAL CREATIVITY COMPETENCY AMONG ART AND DESIGN STUDENTS IN MALAYSIAN PUBLIC HIGHER EDUCATION INSTITUTIONS

Jing Yi Lim and Zuriawati Ahmad Zahari

Department of Communication

Universiti Sains Malaysia

ABSTRACT

Digital technology has transformed the art and design industry. The emergence of new tools and software as well as the varieties of social platforms have expanded the boundaries of creativity. While digital technology has become an integral part of creative work, especially in the art and design industry, many art and design programs now include digital technology as a core component of their curricula. Students are trained in the latest software and digital techniques to stay relevant in the industry. Today, effectively integrating and utilizing technology and tools has become a critical component of professional development. This paper investigates the level of digital creativity possessed by art and design students. Data collection was done focusing on exploring art and design students' knowledge, skills, attitudes, and values for creative purposes based on the DQ framework, specifically on the area of digital identity, digital use, digital safety, and digital literacy. The findings of this study were collected through discussion sessions with ten (10) art and design students from both private and public higher learning institutions in Penang, Malaysia. The findings presented in this paper were derived from a larger research project. The findings reveal that art and design students' lack of knowledge in handling digital technology is one of the major obstacles for them to achieve optimal benefit. Students also revealed that they encountered difficulties in maintaining healthy technology use. While most students are highly motivated to be creative and make a social impact through their work, they also emphasize that it is crucial to learn more about content cyber risk management. In addition to connecting art and design students with digital technology, these findings suggest that it is also important to provide adjustments and additional training in advanced competencies to ensure their meaningful participation in the digital age.

Keywords: *digital technology, digital competency, creativity, Art and Design students, higher learning institutions*

STREAMING CHINA: EXAMINING THE GLOBAL STRATEGIC COMMUNICATION STRATEGIES OF CHINESE DIGITAL VIDEO PLATFORMS IQIYI IN INDONESIA

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ABSTRACT

Digital communication technologies—although not without limitations—have revolutionized the flow of information, including from China to the global world (Lu et al., 2024). In particular, Chinese mobile applications manage to dominate top spots globally, with four out of five most downloaded apps in the USA being Chinese apps such as TikTok, Temu, Shein, and Capcut (Blacker, 2023).

Within this new international communication pattern, Zhao (2022) argues that the positioning of Chinese culture in international exchanges, combined with strategic and effective communication, is vital. It is not surprising, then, to see that research on the rise of Chinese digital apps is increasing. However, less attention is given to emerging companies like video streaming service iQiyi and their early global strategic communication strategies. While iQiyi is one of the largest online video sites in the world, its presence in the global discourse is relatively limited even though iQiyi has been expanding its operation, starting in Southeast Asian countries, which are known as some of the heaviest consumers of Chinese entertainment content outside China (Wong, 2021).

This research, therefore, focuses on analyzing iQiyi's early communication strategies in expanding its operation in Indonesia as a case study, focusing on its local social media presence. Textual and visual content analysis of iQiyi Indonesia Instagram posts (n=9,683) is conducted to identify their strategic communication tactics, highlighting three areas: 1) content localization, 2) textual strategies, and 3) visual strategies. It situated iQiyi's global expansion as a manifestation of "going out," following the phrase promoted by the Chinese government to support the private sector in internationalizing (Keane & Yu, 2019). The findings extend the scholarly discussion on the personified social media communication strategies and China's soft/cultural power in Southeast Asia.

Keywords: *iQiyi, streaming service, strategic communication, content analysis, platformization, platform affordances, glocalization*

THE POWER AND IMPACT OF SOCIAL MEDIA INFLUENCERS IN CENTRAL ASIA

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ABSTRACT

The impact of social media influencers in Central Asia is a multifaceted phenomenon that shapes public opinion and reflects broader socio-cultural and economic trends in the region. This study explores the impacts and dynamics of social media influencers in Central Asian countries such as Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, and Turkmenistan. It examines how social media influencers are using popular platforms such as Instagram and TikTok to make a significant impact on diverse audiences, using a mixed-methods approach that combines quantitative analysis of Instagram and TikTok's top ten influencers' content from each Central Asia country. Also, with qualitative interviews, this study reveals the strategies influencers use to engage with their followers, the types of content that generate the greatest response, and the sociopolitical implications of their influence.

This research is important for several reasons. First, this study discusses and interprets what are the metrics (e.g., likes, comments, shares, follower growth) that indicate high engagement levels for social media influencers in Central Asia. Second, this study attempts to contribute to how influencers describe their strategies for fostering engagement with their audiences in interviews. Third, this study sheds new light on how the quantitative engagement metrics correlate with the qualitative strategies reported by influencers, and what can this tell us about effective engagement practices in the region.

The results show that while influencers in Central Asia play a key role in promoting lifestyle and economic trends, they also play a critical role in addressing socio-cultural issues and mobilizing public discourse. This study contributes to the understanding of digital influence in the region, highlighting the potential and challenges for both influencers and policymakers in navigating this evolving digital landscape.

Social influence theory is applied to analyze and discuss the findings. It is a suitable theory because it argues how influencers affect their followers' attitudes and actions through various forms of communication and engagement.

Keywords: *Social media influencers, Instagram, TikTok, Central Asia, Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, and Turkmenistan*

ANALYSIS OF CURRENT STATUS AND INFLUENTIAL FACTORS IN DEVELOPING DIGITAL LITERACY OF WOMEN ENTREPRENEURS IN MACAU

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ABSTRACT

Women entrepreneurs are critical drivers in innovation and sustainable socio-economic development worldwide, as they are highly educated in technology and have an impact on creating jobs for others. There are 35.7% of female entrepreneurs, equivalent to four women out of ten entrepreneurs in Macau, demanding digital literacy which is crucial for staying competitive, especially when AI use is widespread and radically impacting all aspects of human life. This case study aims to map the digital literacy of women entrepreneurs in the city of Macau from a gender perspective. Building on qualitative analysis of 20 in-depth interviews, the study found that there were limited debates on digital literacy from a gender lens in Macau's academic and public discourses even though the city is an open economic community with high levels of internet users and internet penetration (89.8%). Practical and policy efforts focusing on improving digital literacy in Macau are mostly oriented towards young people and the elderly. A gender perspective is missing in constructing knowledge of digital literacy at different levels and in practical settings. Although women entrepreneurs recognized the significance of digital literacy in promoting their professional growth, the study found a mismatch between their demands and available resources in increasing digital literacy. As a result, women entrepreneurs felt they had been left ill-prepared to utilize and critically engage with digital tools for their professional growth. This mismatch also raised concerns about privacy, cybersecurity, gender bias, and stereotypes. Moreover, this mismatch was growing as AI progressively transformed the women entrepreneurs' dedicated industries. The study also found that digital literacy was often understood instrumentally but not through a systematic approach. The study highlighted the crucial role of developing the digital literacy of women entrepreneurs in strengthening social inclusion in Macau. Civil society and government were suggested to integrate a gender perspective into efforts aimed at raising awareness about digital literacy and mobilizing resources.

Keywords: *digital literacy, gender, women entrepreneurs, Artificial Intelligence*

PARALLEL SESSION 3:

COMMUNICATION AND JOURNALISM EDUCATION

RATIONALISM AS AN EPISTEMOLOGICAL ALTERNATIVE FOR COMMUNICATION STUDIES

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ABSTRACT

The central thesis of this paper is that human communication is a consciously driven and purposeful action, necessitating a shift from the traditional empiricist approach in communication science, which primarily relies on empirical methods and predictive models. By introducing rationalism as an alternative epistemological framework, this paper focuses on its potential to derive objectively true propositions about communication without empirical validation. Rationalism emphasizes axiomatic foundations and a priori reasoning, positioning it as a superior approach to understanding human communication.

The envisioned epistemological shift can be examined through a dual focus on both analytic and synthetic a priori propositions, offering new insights into human communicative actions by acknowledging the role of reason and logic. Pursuing this shift involves incorporating rationalist methodologies into studying communication phenomena, encouraging scholars to explore non-empirical methods of inquiry that consider the inherent volitional and intentional aspects of communication. This approach allows for a deeper exploration of the causal relationships and meanings embedded in communicative acts.

This epistemological shift requires a comprehensive framework that embraces rationalism's distinguishing features, such as its rejection of empiricist monism and its acceptance of the mind's central role in shaping communicative realities. Rationalism posits that communication is not merely an observable phenomenon but an intentional utilization of means to achieve specific ends, guided by ideas, beliefs, and intentions. This perspective aligns with the notion that communication is a subset of human action, characterized by its non-deterministic nature and the entrepreneurial spirit inherent in its practice. By considering rationalism as an epistemological alternative, communication studies can transcend the limitations of empirical validation, thereby broadening the field's horizons and enhancing our understanding of communication. This paper is an invitation to scholars and educators to reconsider the foundational assumptions of communication research and to explore the rich potential of rationalist thought in advancing the discipline.

Keywords: *Human Communication, Empiricism, Rationalism, epistemology, a priori reasoning, purposeful action, Communication Science*

JOURNALISM EDUCATION: GEO-POLITICS REQUIRE REGIONAL PERSPECTIVES, NOT INTERNATIONALIZATION

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ABSTRACT

Geo-Politics drive today's news agenda, but, very often it is driven by Western global media agendas that are transmitted by the media in the Asian and South Pacific region. Internationalization of media and communication curriculum and teaching methodologies would make this situation even worse. Already, mass communication programs in the region uncritically teach Western theories drawn from English textbooks mainly written by Anglo-Saxons. Though AMIC has produced textbooks reflecting Asian perspectives on mass communications, the use of such textbooks by Asian academics is very low. There is a mindset that Western perspectives are universal. Theories such as Watchdog Journalism, Cultural Imperialism, Modernity and Post-colonialism and many others need to be critically analyzed in communication programs in Asia, their relevance to modern Asian context questioned. Asian academics need to look more closely at the communication methodologies and media structures that have driven the rapid economic rise of Asian countries such as China, Singapore, Taiwan and South Korea. They also need to look at media development in the past two decades on rising economies such as India, Indonesia, Malaysia and Thailand.

The paper presentation focuses on the need to develop closer collaborations between universities in Asia to shape and develop regional media and communication structures that address the region's needs at a time when communication for peace is a paramount need for Asia in the midst of a concerted attempt by outside forces to create conflict in Asia to sabotage and constrain its global rise. I used my experience in teaching journalism and international communications for over two decades in the region and especially taking examples from Singapore, Thailand, Sri Lanka, India, Myanmar, Central Asia, and the South Pacific. I also drew from research material I gathered for a soon to be published book (by a UK-based publisher), *Media in the Midst of Geo-Political Battles in Asia and the Pacific*, and my earlier book, *Myth of Free Media and Fake News in the Post-Truth Era* (SAGE, 2020).

Keywords: *Internationalization, Communication Theory, Asian perspectives, Geopolitics, Journalism Education*

HOW AND WHAT ARE FUTURE JOURNALISTS TAUGHT IN KAZAKHSTAN?

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ABSTRACT

The journalism profession is under intense pressure to adapt to changing business models, technologies, and forms of communication. Likewise, journalism education has come under scrutiny for failing to keep pace with the industry and inadequately preparing students for a rapidly changing professional environment.

The study is dedicated to academic journalism education in Kazakhstan and is based on the results of surveys of graduates and students of journalism faculties, as well as editors of central media outlets. The study includes an analysis of the problems of specialized education and the development of necessary professional skills by young journalists.

The analysis was divided into four categories: the state of Kazakh journalism, the state of Kazakh journalism education, interviews from the field, and conclusions and recommendations.

Everyone has a stake in the quality of journalism education and training, just like everyone is interested in quality journalism. Without a robust future for journalism education, it is harder to see a robust future for journalism.

The results of the proposed study will help develop better models for teaching and understanding student journalists and how social media tools can change traditional student lifestyles.

Keywords: *Kazakhstan, journalism education, the profession of journalism, models for teaching, academic journalism programs*

JOURNALISM AND COMMUNICATION EDUCATION IN KAZAKHSTAN

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ABSTRACT

New media technologies contributed to the transformation of journalism in the beginning of the 21st century, as a result of which is the appearance of network, Internet journalism, and Internet media. In the context of new media, information is disseminated using digital telecommunication networks, including the Internet, digital television, other wireless networks or digital media.

In the 21st century, the main trend for media has become convergence, which means the merging of all types and media carriers into one in order to transfer various content in a digital format to the user.

Today, the following trends have clearly manifested themselves: digitalization of broadcasting, globalization, and convergence (merger of markets, different types of media, etc.). These trends generate demand for openness, transparency, and trust.

Under the influence of new media, the traditional media environment has changed as a whole: the influx of information in various types of communication has increased many times; the model of communication interaction has changed; social communications appeared; off-line media have become less effective; media segmentation has intensified; new network, television, and radio formats have emerged. In modern society, journalists play an increasingly important role and importance, communicators are the conductors of creating a communicative environment, and newsmakers are information carriers.

Digital technology has revolutionized the educational process of training future journalists. Disciplines began to appear that correspond to the new age of the digital era, such as: "Digital Journalism," "Convergent Journalism," "Data-Journalism," "Internet Journalism," "Modern Media Technologies," "Multimedia Journalism," "Audio-visual and Digital Media," "Media Education," "Media Literacy," "Fact Checking," "Storytelling," "Web-Documentary" and others at the Al-Farabi Kazakh National University. The rapid development of information technologies and new media--the blogosphere, social networks, and transition to digital broadcasting in the 21st century--necessitate the understanding of information and educational processes in Kazakhstan.

The results of the study will serve to rethink the development of mass media in the modern period, during the period of their transformation, which changes our vision of the world, our consciousness, our way of life under the influence of digital technologies and new media, which have become an essential attribute for people of the 21st century.

Keywords: *New media, transformation, Communication, Journalism, Communication Education, Kazakhstan.*

BRIDGING THEORY & PRACTICE -- A QUALITATIVE STUDY ON COMMUNICATION AND JOURNALISM EDUCATION AND TRAINING – AN INDIAN PERSPECTIVE

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ABSTRACT

This qualitative study explores the landscape of communication and journalism education and training in India, focusing on the unique challenges and opportunities within the Indian context. Over the past few decades, the media industry in India has undergone significant transformation, driven by rapid technological advancements, the proliferation of digital media, and an increasingly diverse audience. These changes necessitate a re-evaluation of how communication and journalism are taught in Indian educational institutions.

Drawing from in-depth interviews with educators, students, and industry professionals across various regions of India, this study provides a comprehensive overview of the current state of journalism and communication education. The findings reveal a complex interplay of traditional pedagogical methods and innovative approaches aimed at equipping students with the skills needed in a dynamic media landscape. Key themes that emerged include the integration of digital literacy into curricula, the balancing of theoretical knowledge with practical skills, and the importance of ethical considerations in journalism training.

One significant finding is the disparity in educational resources and opportunities between urban and rural institutions. While urban centres benefit from better infrastructure and access to cutting-edge technology, rural institutions often struggle with outdated equipment and limited access to industry professionals. This gap underscores the need for policy interventions and increased investment to ensure equitable quality of education across different regions.

The paper also highlights the case studies of some renowned institutes of communication and journalism in India.

Additionally, the study highlights the growing importance of internships and industry collaborations in bridging the gap between academic training and real-world application. Many students reported that hands-on experience in media houses and digital platforms significantly enhanced their learning and employability. However, the quality and availability of such opportunities vary widely, pointing to the need for more structured and standardized internship programs. Furthermore, the research underscores the cultural specificity of journalism education in India, where issues like linguistic diversity, regional storytelling traditions, and the role of media in social change are particularly salient. Educators emphasize the need to cultivate a distinctly Indian perspective in journalism training, encouraging students to engage with local issues and narratives. In conclusion, this study advocates for a holistic and context-sensitive approach to communication and journalism education in India. By addressing the disparities in resources, enhancing industry-academia linkages, and fostering a culturally relevant curriculum, Indian educational institutions can better prepare future journalists to navigate and shape the evolving media landscape.

Keywords: *communication, journalism, media houses, journalism education, India*

AFFIRMATIVE JOURNALISM AS RESPONSE TO THE DISCURSIVE EXCLUSION OF CHINESE AMERICANS IN POLITICAL MEDIA

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ABSTRACT

Between November 2020 and November 2021, Chinese, and by extension, Asian Americans were discursively excluded from New York's political media landscape. The Chinese American experience has been punctuated with countless examples of faith and investment in the American ideal. Despite that fact, it has also been marred with periods when that faith was tested and the return on their investment fell short of expectations. To arrive at the conclusion expressed above, a study incorporating a summative content analysis of 243 local mainstream news articles was conducted. To reinforce these findings, a subsequent discursive analysis of thematically orientated article excerpts drawn from the dataset was also conducted. As it pertains to this study's core question, significant change is required to mitigate the systemic problem of Chinese Americans' discursive exclusion from political media. A portion of that change may occur with a concurrent re-evaluation of how the term 'mainstream media' is defined in a political context. It may also occur in the adoption of what will be referred to as 'Affirmative Journalism,' an approach that expands upon Lasswell's (1948) original communication model. Outside of a strict focus on Chinese Americans, the methods and recommendations presented by this study should plausibly apply across a wide range of groups whose existence includes a history of being relegated to the political periphery. This is a habit that impedes normative democratic practice.

Keywords: *Affirmative Journalism, Chinese American marginalization, discursive exclusion, ethnic media, political marginalization, political media*

RESTRICTION OF FREEDOM OF THE PRESS AND KNOWLEDGE SHARING DURING THE COVID-19 PANDEMIC IN JAPANESE NEWSPAPERS

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ABSTRACT

To gain perspective of government intervention of knowledge sharing by journalists in Japan during the COVID-19 pandemic, this study analyzed data from V-Dem and information from the Press Freedom Ranking to understand how press freedom in Japan was evaluated. During the COVID-19 pandemic, the Varieties of Democracy (V-Dem) Project, based at the V-Dem Institute at the University of Gothenburg, Sweden, tracked the COVID-19 situation. As COVID-19 posed serious challenges to democracy around the world, V-Dem launched the Pandemic Backsliding Project (PanDem) to investigate freedom of the press during the pandemic. Our study found that the Japanese government's intervention in press freedom was negatively evaluated by V-Dem on the following grounds: 1) limiting the number of participating reporters, 2) insufficient responses to reporters' questions, 3) collecting and answering questions from reporters in advance, and 4) cancellation of press conferences.

By further analyzing the Asahi Shimbun, Mainichi Shimbun, Yomiuri Shimbun, and Nikkei Shimbun during the initial 2020 pandemic period through a content analysis, this study found that in addition to the above four grounds, there were three other interventions in press freedom which may supplement what constitutes the insufficient responses to reporters' questions: 1) not answering questions directly, 2) answering questions in writing only and not making the answers public afterwards, and 3) insufficient knowledge sharing. Through our content analysis, we also verified that the Asahi Shimbun solely expressed concern about the Japanese government's stance and pointed out the Japanese government's interference in press conferences, mainly in a critical manner. By organizing the news content of the added press conferences, a new type of restrictive behavior of the government on the freedom of reporting was added, i.e., hindering knowledge sharing.

Through the content analysis, it was possible to verify that the Japanese government, under the pretext of responding to COVID-19, directly restricted journalists' freedom of expression. In particular, it restricted journalists' access to sources and opportunities to receive information. Although this study only focuses on a short period, it illustrates how, during the COVID-19 pandemic, knowledge sharing was restricted in Japan and what challenges the journalists faced when attempting to share information.

Keywords: *Freedom of the Press, Japan, COVID-19, V-Dem, content analysis, government intervention*

BHUTAN IN EDITORS' PEN: UNDERSTANDING POLITICS AND PUBLIC POLICY THROUGH CRITICAL DISCOURSE ANALYSIS OF EDITORIALS OF THREE NEWSPAPERS

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ABSTRACT

Editorials are pivotal in shaping public discourse on socio-cultural, political, and development issues. These opinion pieces, featured prominently in newspapers and online platforms, serve as a platform for expressing the stance, values, and perspectives of the publication's editorial board. The study focuses on three leading newspapers of Bhutan, each representing a different ideological stance, to capture socio-political stances on Bhutan. By employing the framework of Critical Discourse Analysis (CDA), the analysis delves into the linguistic, discursive, and social dimensions of the editorials. The research aims to uncover the underlying ideologies, power dynamics, and potential biases manifesting through language choices and discursive strategies.

Methodologically, a qualitative approach is adopted, involving systematic data collection and CDA. The editorials are examined based on the techniques used to influence the portrayal of Bhutan and its issues. The study looks into ways the geopolitical interests and perspectives of the three newspapers impact their editorial stance on the country's political and public policy issues. Generally, the study deals with how the editorials from different newspapers address and frame the country's challenges and achievements and what discursive strategies are used to support these frames. To understand the subject in depth, the Public Sphere Theory and Agenda-Setting Theory were used. The findings of this research hold implications for understanding the socio-political dynamics surrounding Bhutan in the global discourse. Furthermore, the study investigates how these representations are intertwined with the newspapers' geopolitical interests and perspectives.

By unravelling the multifaceted representations of Bhutan across different newspapers, this research contributes to the growing body of literature on media discourse, international perceptions, and the construction of national identities. Ultimately, this research aims to foster a more nuanced comprehension of Bhutan's image and its implications for international relations, cultural exchange, and policy-making.

Keywords: *editorials, Bhutan, newspaper, Critical Discourse Analysis, Politics, Public Policy*

REGIONALIZATION OF CONFLICT: FRAMING OF TALIBAN IN ELITE ENGLISH NEWSPAPERS OF INDIA, CHINA, PAKISTAN, AND IRAN

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ABSTRACT

This article examines the editorial treatment of the Taliban in the elite English press of India, China, Pakistan, and Iran since January 2009. The study critically evaluates the relationship between the elite press and the governments of neighboring countries of Afghanistan and discusses how the media framed the Taliban in the context of foreign policies of the four Asian neighbors that have important stakes in the conflict-ravaged Afghanistan. In the coverage of conflict by mass media, it is important to note how mass media frame realities and cover foreign policy issues in an independent fashion (Zelizer & Allan, 2003). The governments, therefore, consider seriously media portrayal of a country's foreign policy initiatives on conflict situations because it explains the official position of a state and reflects the nature of the relationship between governments and their respective media. Hence, it is an important question whether media are independent actors or enjoy a symbiotic relationship with government apparatus. Researchers have found varying answers to this vitally important question as the relationship oscillates between open advocacy and hostile criticism (Cohen, 1963; McChesney, 2008; McQuail, 2005; Robinson et al., 2009; Zelizer & Allan, 2003). Coverage of conflict news in general and foreign policy issues in particular has always been a complex phenomenon in press systems operative in different countries. The situation becomes even more complex when seen in the perspective of Asia due to mutual hostility, distrust, and political instability in the region. The chief focus of the study is the stated foreign policy positions of India, China, Pakistan, and Iran on the Taliban factor in Afghanistan and the approach used by the elite press of these countries in responding to the initiatives of the foreign office. As coverage of conflict in Asian media has not been paid adequate attention by communication scholars (Chatterji, 2008), it is academically significant to analyze the framing of conflict in Afghanistan by the major newspapers of important Asian countries. The article employs content analysis to analyze editorials of four English newspapers (The Hindu, China Daily, Dawn, and The Tehran Times) selected from four countries to discover whether the relationship between press and media is elite-driven, adversarial, or independent.

PARALLEL SESSION 4:

COMMUNICATION AND SUSTAINABLE DEVELOPMENT: ARE WE MAKING A DIFFERENCE?

DISPOSABLE COMMUNICATION IN SUSTAINABLE DEVELOPMENT

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ABSTRACT

Ongoing discourses and initiatives on sustainable development are still not plausible and remain fragmented in the minds of the GenZs. This generation understands the concept and purpose of sustainable development, but the way they perceive the overall direction of SD contradicts the goal of the United Nations in making it a long-term practice. This resulted in a lack of direction that left a disposable impression and appreciation on the public. This research seeks to draw two perspectives: (1) define the term disposable communication through the language of sustainability development, and (2) map out the gap that justifies the concept of disposable communication. Two methodologies have been applied to warrant the study. The Concurrent Triangulation method (mixed method, conceptual, and content analysis) in identifying the patterns and trends related to SD and Gap Analysis, to pinpoint where disposable communication becomes relevant. The concept stems from when this generation sees nothing significant but a repetition of the same problems and issues within sustainable development (e.g., poverty, pollution, overuse of plastics). As a relatively new and unexplored study, this paper attempts to discover the intersection of communication, sustainability, and generational perspectives through the lens of media ecology and ephemerality which measures the medium, content, duration, and impact. By its definition, ephemeral is a representation of a temporary and short-lived impression or use of communication that mirrors the consumption of plastics or any products/materials that have a single use and are meant to be thrown away immediately. This disposable impression communicates the key indicators that help build the concepts of ephemeral platforms, consumerism, performance activism, technology, environmental impact, and social implications. This investigation enriches the literature and practice by serving as an eye-opener in defining the concept of disposable communication. This will also shed light on how the discipline of communication can help improve communicating the sustainable development goals in a long-term manner. This paper is among the first to explore the concept of disposable communication in the context of sustainability development and Gen Z.

Keywords: *sustainable development, communication, media narratives*

SUPER TYPHOON HAIYAN'S TRANSMEDIA STORYTELLING AND THE PHILIPPINES' CLIMATE POLICY CHANGES: A LITERATURE REVIEW

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ABSTRACT

This literature review explores the research pursuits on the impact of Super Typhoon (ST) Haiyan's transmedia storytelling on the climate policy changes in the Philippines over the last decade. Transmedia storytelling is the art of building and unfolding a storyworld (Gambarato & Medvedev, 2017; Jenkins, 2016). Following a narrative review design, this literature review has the following objectives: to identify research gaps in exploring the impact of ST Haiyan's transmedia storytelling on the climate policy changes in the Philippines in the last decade; to synthesize the multidisciplinary literature review on the said research interest; and to develop research directions within the discourses of transmedia storytelling, climate policy, climate activism, development communication, sustainable communication, and climate action. Prioritizing peer-reviewed journals and credible sources, cross-referencing, reflexivity, and theory triangulation were practiced throughout the review to ensure the reliability and validity of data for this review. Standpoint approaches argue that communication is socially constructed and acknowledge that the individuals' perspectives are the most valuable sources of data since they are the active consumers and interpreters of their realities (West & Turner, 2018). From the perspective of creative expressions, the poetic voice (Simoy, 2023) of the climate activists' (climate activists using art as expression (Goldhill & Fitzgibbon, 2021; Sommer & Klöckner, 2021) artwork comes from a particular standpoint. Transmedia storytelling and its impact on government policy changes have been studied in the USA, UK, and Europe (Brough & Shresthova, 2012; Gambarato & Medvedev, 2017; Manfredini, 2017; Moyer et al., 2020). Since 2013, when ST Haiyan struck, a few climate policy changes have been implemented in the Philippines over the last 11 years (i.e., climate mitigation and climate adaptation policies) (DOST-PAGASA, 2022; Santos et al., 2016). This review concludes with the identification of five research gaps warranting this research direction. This review is part of a mixed-method research on ST Haiyan's transmedia storytelling and the Philippines' climate policy changes in the last decade.

Keywords: *Super Typhoon Haiyan, Typhoon Yolanda, transmedia storytelling, climate policy, Philippines, Standpoint, climate activism*

BRIDGING CULTURES FOR SUSTAINABILITY: INTERNATIONALIZATION OF LOCAL UNIVERSITIES IN THE PHILIPPINES AND ENVIRONMENTAL COMMUNICATION

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ABSTRACT

This study investigates the intersection of internationalization efforts within local universities in the Philippines and the field of environmental communication, with a focus on fostering cultural understanding and sustainability awareness. Against the backdrop of pressing global environmental challenges, the role of higher education in equipping students with transnational competencies and environmental literacy is increasingly vital.

Using a qualitative approach, this research explores the motivations, strategies, and outcomes of internationalization initiatives within the context of environmental communication education. Through interviews, surveys, and content analysis of curricular materials, it examines how local universities integrate international perspectives into their environmental communication programs.

The study elucidates the goals behind internationalization efforts, such as promoting cross-cultural dialogue, exchanging best practices in environmental stewardship, and fostering partnerships with international institutions. It investigates the mechanisms employed to achieve these objectives, including student exchanges, collaborative research projects, and international conferences focused on sustainability issues.

The research explores the challenges encountered in the internationalization process, such as linguistic barriers, resource constraints, and the adaptation of global sustainability frameworks to local contexts. It also assesses the impact of internationalization on students' awareness of global environmental issues, their engagement in sustainability initiatives, and their ability to communicate effectively across cultural boundaries.

The findings of this study contribute to the understanding of how internationalization can enhance environmental communication education in the Philippines and beyond. By bridging cultures for sustainability, local universities can empower students to address environmental challenges through interdisciplinary collaboration, cross-cultural dialogue, and informed communication strategies, thus fostering a more resilient and interconnected global community.

Keywords: *culture, internationalization, local university, environmental communication, sustainability*

TOWARDS TRANSNATIONAL COMPETENCE: INTERNATIONALIZATION AND JOURNALISM EDUCATION OF LOCAL UNIVERSITIES IN THE PHILIPPINES

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ABSTRACT

This research investigates the process of internationalization within journalism education at local universities in the Philippines, focusing on its role in fostering transnational competence among students. In an era characterized by global interconnectedness and rapid media evolution, understanding how local journalism programs integrate international perspectives is essential.

Utilizing a mixed-methods approach, this study explores the motivations, strategies, and challenges associated with internationalization efforts in journalism education. Through interviews, surveys, and document analysis, it examines the rationale behind internationalization initiatives, including the goals of enhancing students' cross-cultural understanding, preparing them for global media environments, and promoting academic collaboration with international partners.

Furthermore, the research investigates the various mechanisms through which internationalization is implemented, such as exchange programs, joint research projects, and guest lectures by international practitioners. It explores the effectiveness of these strategies in equipping students with the skills and knowledge necessary for transnational journalism careers.

The study delves into the challenges encountered in the internationalization process, such as resource constraints, faculty capacity building, and the adaptation of global standards to local contexts. It also examines the impact of internationalization on students' learning outcomes, including their awareness of global media issues, proficiency in multimedia storytelling, and readiness for international journalism careers.

The findings of this research contribute to the understanding of internationalization in journalism education within the Philippine context and offer insights for policymakers, educators, and practitioners seeking to enhance transnational competence among journalism students. By bridging global perspectives with local realities, journalism programs can better prepare graduates to navigate the complexities of today's interconnected media landscape while retaining a nuanced understanding of local contexts and audiences.

Keywords: *transnational competence, internationalization, journalism education, local university*

GLOBAL CONNECTIONS AND LOCAL REALITIES: INVESTIGATING INTERNATIONALIZATION IN PHILIPPINE JOURNALISM EDUCATION OF LOCAL UNIVERSITIES

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ABSTRACT

This study examines the process and impact of internationalization in the context of journalism education within local universities in the Philippines. With the global landscape of journalism rapidly evolving, understanding how local institutions integrate international perspectives and practices is crucial. Through a qualitative approach, this research delves into the experiences, challenges, and strategies employed by journalism programs to internationalize their curriculum and foster global competencies among students.

Drawing upon interviews, surveys, and document analysis, the study explores the motivations behind internationalization efforts, such as enhancing students' cross-cultural understanding, preparing them for globalized media environments, and fostering academic collaboration. Additionally, it investigates the various approaches used by institutions to incorporate international perspectives into their journalism curriculum, including exchange programs, joint research projects, and guest lectures by international practitioners.

The research investigates the challenges encountered in the process of internationalization, such as limited resources, faculty capacity building, and adapting global standards to local contexts. It also examines the impact of internationalization on students' learning outcomes, including their awareness of global media issues, proficiency in multimedia storytelling, and readiness for international journalism careers.

The findings of this study contribute to the understanding of internationalization in journalism education within the Philippine context and provide insights for policymakers, educators, and practitioners seeking to enhance global competencies in journalism students. By bridging global connections with local realities, journalism programs can better prepare graduates to navigate the complexities of today's interconnected media landscape while retaining a nuanced understanding of local contexts and audiences.

Keywords: *global connections, local realities, internationalization, journalism program*

CROSS-CULTURAL PERSPECTIVES ON ENVIRONMENTAL COMMUNICATION OF LOCAL UNIVERSITIES IN THE PHILIPPINES: INTERNATIONALIZATION CHALLENGES AND OPPORTUNITIES

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ABSTRACT

This study explores the challenges and opportunities of internationalizing environmental communication education at a local university in the Philippines, focusing on cross-cultural perspectives. In an era of global environmental challenges, understanding how to effectively communicate across cultural boundaries is essential for fostering sustainability and addressing pressing environmental issues.

Through a qualitative research approach, this study investigates the motivations, strategies, and outcomes of internationalization efforts within the context of environmental communication education. Utilizing interviews, surveys, and content analysis of curricular materials, it examines the integration of cross-cultural perspectives into the university's environmental communication program.

The research elucidates the goals driving internationalization initiatives, such as promoting cultural exchange, enhancing global environmental awareness, and fostering collaboration with international partners. It analyzes the methods employed to achieve these objectives, including international student exchanges, joint research projects, and the inclusion of diverse cultural perspectives in course content.

The study identifies the challenges encountered in the internationalization process, such as language barriers, resource limitations, and the adaptation of global environmental frameworks to local contexts. It also assesses the impact of internationalization on students' cross-cultural communication skills, environmental literacy, and engagement in sustainability initiatives.

The findings of this study contribute to a deeper understanding of the complexities of internationalizing environmental communication education in the Philippines. By addressing these challenges and leveraging opportunities for cross-cultural exchange, local universities can better prepare students to communicate effectively in diverse cultural contexts, thus advancing environmental sustainability efforts on a global scale.

Keywords: *cross-cultural, environmental communication, internationalization*

COMMUNICATING CLIMATE RISK IN EASTERN INDIA: A CASE STUDY

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ABSTRACT

India is highly vulnerable to climate change, and the eastern coast of India, particularly Odisha and Andhra Pradesh, are especially prone to cyclones (Patnaik & Narayan, 2009; Dasgupta & Priyadarshini, 2019). The state of Odisha has seen over a hundred cyclones between the mid-1700s and 1999. Since 1999 ten major cyclones have battered the Odisha coast (OSDMA, 2021). Although Odisha is highly prone to cyclones, climate change has led to a rise in cyclonic intensity (Dasgupta and Priyadarshini, 2019) as well as frequency, thus impacting livelihoods, infrastructure, and lives.

The October 1999 “super” cyclone was one of the strongest cyclones seen in India and Odisha was unprepared when disaster struck. The cyclone had an immense human, economic, and environmental impact: over 10,000 people lost their lives, hundreds of thousands lost their homes, and entire coastal villages were destroyed. In December 1999, the Odisha government formed the Odisha State Disaster Management Authority (OSDMA, 2021). In early 2000, Naveen Patnaik became the Chief Minister of Odisha, and has since maintained a “zero casualty” approach towards cyclones. Since 2000, despite the increased frequency of cyclones, the state’s policies and timely communication of cyclonic risk have drastically reduced deaths and infrastructural loss. In 2013, the evacuation of one million people ahead of Cyclone Phailin’s landfall in Odisha led to much international praise from the World Bank (Jena & Kouame, 2023) and the United Nations for Naveen Patnaik and Odisha’s disaster risk reduction efforts that are “a landmark success story” (UNDRR, 2019).

This paper presents a case study of Odisha government’s cyclonic risk communication strategies over the last decade, drawing from interviews and textual analysis. Interviews with government officials and scientists and other stakeholders, as well as textual analysis, show a multilevel and multimodal disaster preparedness system as well as long-term community engagement. As Odisha continues to experience the impacts of climate change, the state government’s dynamic cyclone disaster management system becomes ever more important to mitigate future cyclone risks.

Keywords: *Climate communication, India, risk communication, cyclones, Odisha*

MEDIA CREDIBILITY CRISIS: AFGHANISTAN'S MEDIA LANDSCAPE UNDER THE TALIBAN – THE AUDIENCE PERSPECTIVE

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ABSTRACT

After the collapse of the Islamic Republic of Afghanistan's government and the Taliban regaining power in August 2021, the media landscape profoundly changed in the country. Afghanistan's media, regarded as one of the significant achievements of the previous government (i.e., supported by the global community) after the Taliban takeover, experienced unprecedented institutional and professional drawdown. This political transformation led to the closure of dozens of media institutions and severe joblessness in the profession. This study, administering an internet-based questionnaire with both open and close-ended questions for mixed method purposes, and employing the Uses and Gratification and Media Capture theories, found that the existing domestic media, due to the lack of independence in the production and coverage of news, are facing a serious credibility crisis in the eyes of the audiences. Concerning the current situation of domestic media in Afghanistan, this study found that the audiences, to gratify their needs, massively switched to other media, particularly those not based in the country. Over 60% of respondents in this study said they could not find any program in the domestic media to make them happy. Besides, in terms of audience perception of the media situation under Taliban control, using lexical-based sentiment analysis, three categories of audiences emerged: the optimists, the pessimists, and the undecided, with pessimists (71.6%) being the dominant group. Furthermore, conducting a structural equation modeling (SEM) analysis, we explored the effect of audience trust, media literacy, and government censorship on the dynamics of the audience's gratification obtained and sought. Findings show that audience trust was a significant predictor positively associated with audience satisfaction while negatively associated with their needs. Additionally, the audience's trust was negatively affected by the censorship of the media. On the contrary, media literacy was positively associated with audience trust and their obtained and sought gratifications.

Keywords: *Afghanistan's media, use and gratification theory, media credibility crisis, freedom of speech, audience trust, Taliban*

ARE SDGS ON THE INDIAN POLITICAL AGENDA? ANALYZING THE 2024 GENERAL ELECTIONS PARTY MANIFESTOS

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ABSTRACT

The 2030 Agenda for Sustainable Development, comprising the 17 Sustainable Development Goals (SDGs), is an integral part of the international response to these challenges. As important actors in democratic spaces, political parties play a crucial role in furthering this international agenda, especially prior to elections, by informing the electorate about how they plan to act and respond in relation to attaining the SDGs.

Like in many democratic nations, political parties in India have a range of regional interests and are based on issues related to various streams and interest groups. SDGs can provide a real opportunity for political parties to be actively involved in the new development agenda shaping India. Political parties have the power to mobilize public debate and interest in SDGs and the parties' manifestos before elections should be the platform to display this interest.

This paper uses Framing Theory to understand the analysis of the manifestos of two national political parties of India released before Elections 2024. Framing Theory emphasizes how the issues are presented before the audience and what are the frames that influence the choices people make about how to process that information (Blumer, 2015). Frames can be construed as second level agenda-setting. The theory not only focuses on the audience what to think about (agenda-setting theory), but also how to think about that issue.

Textual analysis was conducted to understand the mentions of SDGs. Also thematic analysis was conducted on each SDG presented in the manifesto about how the political parties have related the references of SDG to national development. Textual analysis deconstructs the text with the underlying symbols, themes and messages to understand the perspectives, intentions and motivations of its creators (McKee, 2001).

Thematic analysis, on the other hand, is a type of qualitative research that refers to recognizing a pattern that identifies themes (in this case, 'approaches') through careful reading and rereading of the material (Sovacool & Hall, 2023).

Additionally, a comparative analysis between the two parties' manifestos was conducted to reveal whether the political parties are able to imbibe a vision of sustainability.

Keywords: *SDGs, India, general election, political parties, political manifestos, political agendas*

RETHINKING ENVIRONMENTAL COMMUNICATION BEYOND THE WESTERN PARADIGM: PERSPECTIVES FROM MALAYSIA & INDONESIA

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As global environmental challenges intensify, the discourse on environmental communication has predominantly been shaped by Western paradigms. Often it overlooks diverse perspectives and contexts from regions like Southeast Asia. This paper advocates for rethinking of environmental communication beyond Western frameworks, focusing specifically on Malaysia and Indonesia as a case study. Drawing on examples from both countries' rich biodiversity, cultural diversity, and unique environmental challenges such as deforestation, biodiversity loss, and impacts of palm oil cultivation, this study argues for the integration of local knowledge and perspectives into global environmental discourse. This argument is based on the Global South perspective that explores how Malaysian and Indonesian indigenous knowledge systems, community practices, culture, and religions offer valuable insights into sustainable environmental management that are often marginalized in mainstream Western approaches. Collaboration among developing nations, for instance between Malaysia and Indonesia, was discussed. The effort aims to enrich global environmental discourse from the Global South views. By highlighting successful local initiatives and advocating for policy reforms that reflect Malaysia and Indonesia's specific environmental priorities, this paper aims to contribute to a more inclusive and equitable global environmental communication framework that acknowledges and integrates diverse cultural and environmental realities beyond the Western-centric perspective.

Keywords: *Environmental communication framework, western-centric, global south perspectives, Malaysia, Indonesia*

PARALLEL SESSION 5:

HEALTH AND SCIENCE COMMUNICATION

A SYSTEMATIC APPROACH TO DESIGNING AN INTERACTIVE ONLINE HEALTH COMMUNICATION COURSE FOR PUBLIC HEALTH RESEARCHERS IN INDIA

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ABSTRACT

In the wake of the COVID-19 pandemic, the importance of effective health and science communication has been starkly highlighted. This is particularly evident for scientists tasked with disseminating critical information to the public to inform decisions and actions aimed at improving public health outcomes. This process involves various facets, including establishing effective two-way communication channels, tailoring communication strategies to diverse audiences, and bridging the gap between scientists and decision-makers.

As scientists advance in their careers, they often become highly specialized in their respective fields, leading to challenges in effectively communicating complex scientific concepts due to discipline-specific language and jargon. Due to scientists' core research expertise, they may assume communication is a fringe skill rather than a core competence to their role. Furthermore, a lack of pre-service education, formal training and research in communication skills can hinder scientists' ability to engage non-experts and combat misinformation.

This underscores the need for a comprehensive understanding of the challenges and opportunities inherent in health and science communication, especially in the context of in-service training for public health researchers. This paper aims to address these concerns by examining the gaps and opportunities in existing training frameworks and programs and proposes a novel approach through the development of an interactive online course tailored to the specific needs of scientists. The initial understanding is that such programs primarily exist in the European and American contexts; however, there is a need to create contextually specific training frameworks and programs for countries with relatively inadequate literacy levels, unequal socioeconomic structures, cultural sensitivity, diversity, language barriers, and challenging health infrastructures. Furthermore, the course content and pedagogy should align with scientists who already operate within their key areas of responsibility and consider ethical obligations towards their audience. There is the opportunity for a hybrid model, bringing in the ease of self-paced learning, accessibility of distance learning, and the scope of real-world interactions and networking. Additionally, this study is strongly guided by a need assessment survey and focus group discussions and executed with a strong focus on engaging scientists via user testing at each stage of the course's design, development, and delivery.

Keywords: *Health communication, science communication, in-service training, professional development, digital course, skills, competencies, pedagogy*

CONNECTIONS IN DIFFICULT CONVERSATIONS ABOUT SOCIAL MEDIA: AN INTERGENERATIONAL SHARING OF KNOWLEDGE AND A MITIGATION OF THE YOUTH'S NONCHALANCE

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ABSTRACT

This paper argues for the place in communication scholarship of conversations about social media between parents and their teenage children. Likewise, this study expands the discourse on teenage mental health in the context of family communication. As parents associate their teenage children's nonchalance with social media fatigue (Liu & Hee, 2021), teenagers experience deindividuation on a daily basis (Vilanova et al., 2017). The parent-teenage-child relationship is a landscape where mental health for the latter can be nurtured, but at the same time, can be potentially scarred (McLaren & Sillars, 2014). Using James W. Carey's Ritual Model of Communication (2009) and the Family Communication Patterns framework (Fitzpatrick & Ritchie, 1994; Koerner & Fitzpatrick, 2006) as analytical anchors, the data from 19 individual interviews and five focus group discussions (with six participants each) of Filipino teenagers reveal how teenagers engage in conversations about social media even if these interactions can be difficult. Moreover, the study gives empirical evidence of the youth's bias for compassionate connection with their parents. Teenagers are willing to engage in conversations that provide space for their stances even if they conflict with their parents' views. In particular, the findings underscore how media talk or conversations about media serve as facilitating elements in familial relationality crucial to the understanding of teenagers' mental health. Teenage nonchalance is found to be a coping strategy for being othered and for being overwhelmed by expectations to do and think right all the time. On the other hand, there are topics (i.e., the body/sexuality, algorithms/reality, and autonomy/self) surrounding social media that tend to bridge teenagers to their parents, thereby opening vulnerable emotional spaces that would rather go unprocessed had there been no intersection of interest to start from. This study, therefore, underscores that meaning-making in face-to-face conversations about mediated words and worlds cannot leave the discourse in family communication. The study makes recommendations on how further exploration of conversations about social media can be broadened in communication and media scholarship.

Keywords: *Teenage nonchalance, conversations for mental health, social media, family communication*

ANALYZING COVID-19 RCCE APPROACHES IN MARGINALIZED COMMUNITIES: A CASE STUDY OF COASTAL VILLAGES IN KERALA

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ABSTRACT

The study examines the Risk Communication and Community Engagement (RCCE) strategies implemented by the Government of Kerala in the coastal villages of Thiruvananthapuram district in Kerala during COVID-19 and the community's response to the strategy. The World Health Organization applauded Kerala for effectively tackling the COVID-19 pandemic. However, armed forces were deployed in some coastal villages to implement lockdowns, and protests emerged from the fishing community. Thus, the study critically explores the effect of communication strategies implemented in those coastal villages and its impact based on WHO's RCCE approaches: transparency, coordination of public communication, selection of effective channels and trusted key influencers, and the listening of two-way communication. Despite the apparent success of the well-known 'Kerala model of development,' which shows quality-of-life indicators comparable to those of so-called developed nations, and which has been extensively discussed in academia, the academicians also denote that there are 'outliers' in this model. The marginalized communities that are diminished from the model are Adivasis, Dalits, fisherfolks, the LGBTQ+ community, etc. Thus, the socio-economic conditions of fishing communities have remained lower than those of 'higher-status' communities in the state. Fishers live in crowded environments and rank below the state average in terms of access to health services and education, ownership of land, and income. The theoretical framework used in the study draws from Michel Foucault's bio-politics and Dutta's Culture-Centred Approach. Case study is the methodology used in the study, using the research tools of in-depth interviews, focus group discussions, and document analysis. Thirteen in-depth interviews were taken from the villagers, including men and women, and two FGDs were conducted. Three in-depth interviews were conducted with local self-government representatives, and also the documents from the government such as orders, instructions, and circulars regarding the tackling of COVID-19 in the coastal areas were analyzed. From the data, the study finds that the power exerted by the State on the marginalized communities resulted in resistance during the pandemic and adversely affected the virus containment strategies to an extent. Thus, the study suggests that a Culture-Centred Approach is needed to build the trust of the marginalized communities subjected to the suppression of power by the state for effective communication.

Keywords: *risk communication, COVID-19, Risk Communication and Community Engagement (RCCE), Culture-Centred Approach, marginalized communities*

COMMUNICATING SCIENCE: BASELINE SURVEY OF PUBLIC AWARENESS AND UNDERSTANDING OF SCIENCE, TECHNOLOGY, AND INNOVATION (STI) IN MASBATE, PHILIPPINES

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ABSTRACT

Public awareness and understanding of Science, Technology, and Innovation (STI) are crucial for fostering scientific literacy and encouraging engagement with Science and Technology programs. This study examines the public's perceptions and awareness of STI in Masbate, a geographically isolated and underserved province in the Philippines that faces natural disasters and has limited infrastructure. Utilizing Miller's (1998) scientific literacy model, the research aims to establish baseline data on the awareness and understanding of the Department of Science and Technology (DOST) programs and services among Masbate's residents. The findings will inform the development of targeted communication strategies that align with the specific needs of the local community, such as poverty alleviation and disaster resiliency. Additionally, the study will explore strategies for effective community engagement, extending beyond merely assessing awareness and understanding. The findings will be instrumental in guiding DOST to tailor communication approaches to the local context. By employing accessible media channels and language that resonates with the target audience, DOST can enhance public comprehension and appreciation of S&T programs, ultimately leading to greater engagement and empowerment in Masbate communities. This study has the potential to serve as a template for similar efforts in other geographically isolated and underserved communities, particularly in Asia.

Keywords: *media, communication, vulnerable communities, perception, science and technology*

COMMUNICATING SCIENCE: BRIDGING SCIENCE AND THE ARTS FOR A MULTIDISCIPLINARY RESPONSE TO LOSS AND DAMAGE FROM CLIMATE CHANGE IN THE VISAYAS, PHILIPPINES

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ABSTRACT

Traditional communication approaches often fall short in conveying the multifaceted nature of climate change, failing to effectively engage communities directly impacted by it (CRED, 2009). In the Philippines, surveys found that few Filipinos follow science news and that scientists spend little time connecting with the public (Burgos and Dela Peña, 2023.) Given the highly technical nature of scientific discourse, there is a disconnect between scientific evidence and public understanding. While extreme weather events can be attributed to scientific phenomena through climate model simulations, these technical explanations alone do not resonate emotionally or sensorially with the public. Ethnographic research by Cebuano curator Jay Nathan Jore in 2023 on Cebu islands has illuminated the cultural and historical aspects of fisherfolk's lives, highlighting the human stories behind environmental changes. His curated exhibit, "Duyan ang Kadagatan (Cradled by the Sea): Cebuano Culture and the Heritage of the Sea," shows the tangible and intangible losses experienced by coastal communities due to climate change. Meanwhile, climate change biologist Dr. Brisneve Edullantes has documented extreme temperature events and their ecological impacts such as algal blooms and coral bleaching in the waters of Cebu through his scientific research. Although arts and science have produced rich data relating to loss and damage due to climate change, they have not yet been comprehensively bridged. This research seeks to integrate art and science in communicating the impacts of climate change by using story mapping which visually narrates the experiences of fishermen regarding changing sea conditions. This research pairs these stories with satellite images showing rising temperatures and coral reef destruction over the years around the Cebu islands. Story mapping involves exploring and analyzing the connections between human experiences and specific places. The stories center around tangible and intangible materials in Jore's "Duyan ang Kadagatan" exhibit, including indigenous fishing methods and varying fishing implements improvised due to changing sea conditions. By rooting the climate change narrative in history and culture, the science of climate change becomes easily understandable, accessible, and relatable, leading to a stronger commitment to respond to climate change among various stakeholders.

Keywords: *science communication, climate change, loss and damage, arts and culture, Lay Expertise Model*

A SERENDIPITOUS EFFECT OF CROP BIOTECHNOLOGY? THEORIZING THE ADOPTION PROCESS OF A CORN VARIETY WITH PERCEIVED HERBICIDE TOLERANCE IN MINDANAO, PHILIPPINES

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ABSTRACT

This study is an attempt to theorize the process of adoption of a perceived herbicide-tolerant corn variety (PHTCV) currently being cultivated in many parts of Mindanao. Locally known as 'sigue-sigue,' this unknown corn crop is an alleged cross between the roundup ready Bt corn and the native white corn, which, despite not being promoted by any organization, is now extensively being used and adopted in the southernmost regions of the Philippines. Using unstructured in-depth interviews with 27 key informants and one technical expert, this study produced a framework that will likely explain how an unknown corn crop like PHTCV becomes widely adopted and accepted in remote corn farming communities. Specifically referred to in this study as the 4Cs (communication, culture, class, and capitalism) of adoption, this framework describes how each of the Cs informs the other Cs that form a unique social phenomenon, which was being viewed in this study as a serendipitous effect of the introduction of crop biotechnology in the country.

Keywords: *communicating conflict, uptake pathways, adoption, perceived herbicide tolerant corn, unknown corn crop, roundup ready Bt corn, 'sigue-sigue,' crop biotechnology, transgenics*

INSIGHTS ON SWEET POTATO FARMING USING DRAWING-BASED EXPLORATION

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ABSTRACT

Sweet potato, perceived as a poor man's food crop, is the Philippine's third largest staple along with other root crops. Because of the healthy attributes of sweet potato, the Department of Agriculture was mandated to recommend new planting methods for greater yields. However, there has been no attempt to find out how the new planting methods were being practiced in the Philippines. Semiotics, the study of signs and their meanings, has been used as a theoretical framework to analyze various forms of communication, including drawings. This study aimed to reveal and analyze the notions of 24 selected sweet potato farmers from three barangays in Baybay City, Province of Leyte, through their drawings using Semiotic Analysis. Farmers were asked to make 48 drawings about traditional and new sweet potato farming. Visual Social Semiotics (Kress & van Leeuwen, 2006) was employed in coding and categorizing the drawings as the basis for analysis. The 48 drawings were taken as a sign and analyzed using the Barthesian Semiotic Analysis and Order of Signification. Denotations and connotations in the sign systems of the farmers' notions were also identified. Results showed that farmers' visual grammar drew their ideas using conceptual structures, low angle perspectives, overlapping and layering, texture and color saturation, and centered composition, but no framing in their drawings. All farmers drew distinct traditional planting practices in sweet potato farming; however, some had not made or accurately rendered drawings of any new method. Semiotics in interpreting sweet potato farming explained how farming practices were done, which means that they were not familiar with the new methods. Understanding these notions can help empower farmers by enhancing their decision-making processes, fostering better agricultural practices, and improving economic outcomes. By grasping the cultural and social contexts reflected in their drawings, farmers can adapt their strategies to align with community values and market demands, ultimately leading to more sustainable farming practices and increased resilience in their livelihoods. It can be surmised that these notions of farmers should be considered in the planning process for promoting the new methods to increase yield and availability of sweet potato.

Keywords: *Sweetpotato farming, drawings, notions, Kress and van Leeuwen's Visual Social Semiotics, Barthes' Semiotic Analysis and Order of Signification*

THE PRACTICE OF THE OMNIMEDIA MATRIX COMMUNICATION MODEL IN HEALTH EDUCATION: DIVISION OF LABOR AND COOPERATION

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ABSTRACT

In recent years, there has been a significant increase in activities related to misinformation, disinformation, rumors, fake news, and various conspiracy theories. This phenomenon has been accelerated largely due to internet capabilities, modern information technology, digitalization processes, and the influence of social networks (Stabile et al., 2019). According to the World Health Organization (WHO), the COVID-19 pandemic has triggered widespread consumption of information, alongside a notable “infodemic” process. An “infodemic” refers to an overabundance of information—some accurate, some not—that spreads among people like an epidemic, via digital and physical information systems (WHO, 2020). Thus, combating the spread of misinformation by addressing the “infodemic” is a critical agenda in national health education. This paper proposes a hypothetical model that employs a matrix approach to refute misinformation through the synergistic effects between different levels of media, thereby achieving the goal of debunking false information. This hypothetical model comprises four elements: mainstream media, platform officials, internet influencers, and international media. Subsequently, the paper tests this model by examining the actions of Chinese media during the COVID-19 pandemic. It finds that in China, a country with strong media control capabilities, there was indeed effective division of labor and cooperation between mainstream media, platform officials, and internet influencers, which had a positive effect on combating misinformation. However, international media played the role of disseminators of false information and did not contribute to effective collaboration. The paper concludes that in the face of sudden public health crises, which increasingly pose global challenges, countries worldwide should strive to establish cooperative media mechanisms to counteract misinformation rather than the current adversarial form.

Keywords: *Misinformation, Infodemic, Health Education, Media Collaboration, Covid-19 Pandemic*

CANNED YELLOW PEACHES PROVIDE EMOTIONAL SUPPORT: A THEMATIC ANALYSIS OF EMOTIONAL COPING STRATEGIES ASSOCIATED WITH FOOD MEDICINE DURING THE COVID-19 PANDEMIC

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ABSTRACT

The use of food medicines was vital in promoting community well-being during the COVID-19 pandemic. During this period, food medicine therapies were widely disseminated through new media around the world (Pieroni et al., 2020). Although the potential bioactivity and pharmacodynamics of food medicines in terms of emotional regulation have been examined (Vuillier et al., 2021), how the cultural meanings, significance, and use of food medicine contributed to emotional regulation during the pandemic has not been adequately understood. This study analyzes how Chinese people used canned yellow peaches as a coping mechanism during the COVID-19 pandemic, and how cultural meanings and social media shaped their perceived benefits and significance in supporting emotional well-being.

Thematic analysis was used to analyze social media posts and media articles about canned yellow peaches during the pandemic. Some 338 relevant Sina Weibo posts were extracted from a COVID-19 Chinese Internet database generated for a research project. Another 239 original posts were collected by searching Weibo, so a total of 577 posts constituted the final database for the present study. Also collected were 20 official media articles online for analysis.

Three themes emerged: 1) eating, 2) cultural meanings and significance, and 3) social media and placebo. The study found that canned peaches were used as a coping mechanism during the COVID-19 pandemic, providing happiness and emotional regulation. Additionally, they were perceived as a remedy due to their nutritional value and potential for alleviating sore throats. Canned yellow peaches represent love, spirituality, and community support. Social media promoted the perceived therapeutic benefits of canned peaches, leading to an increased consumer behavior. The food nostalgia (Lee et al., 2023) of canned peaches was evoked and expanded by social media.

This study contributes to a deeper understanding of the ritual view of communication (Blue, 2018), particularly in the context of public health crises and the role of alternative therapies in emotional well-being. By analyzing the cultural, social, and emotional dimensions of the use of canned peaches during the pandemic, this study provides insights into how food can take on ritual-like qualities and how social media can shape and amplify these ritual aspects.

Keywords: *food medicine, coping strategy, emotional well-being, COVID-19, social media*

Day 2

PARALLEL SESSIONS

PARALLEL SESSION 6:
GENDER EQUITY AND SOCIAL INCLUSION: GAINS AND LOSSES

COMMUNICATION AND DISASTER RISK REDUCTION MANAGEMENT BEHAVIORS OF FILIPINO MOTHERS FROM DISASTER-PRONE COMMUNITIES IN SOUTH PHILIPPINES

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ABSTRACT

Disaster research underscores the role of women in disaster risk reduction and management (DRRM). However, their roles as active participants in DRR remain negligible and their knowledge or interest are still not recognized as valuable in DRR (Gerbais, 2020; Fordham & Meyreles, 2013). Women, specifically the mothers, play a constructive and proactive role in the community post-disaster (Jennings et al., 2018). Despite their being active agents during disasters, mothers are often overlooked in research and their participation in DRRM is seldom recognized and studied (Perez-Gana et al., 2020; Hemachandra et al., 2018; Fan & Huang, 2023). Using the lens of Gender dynamics and Disaster Resilience Framework (World Bank, 2012; Hallegatte et al., 2017), the study identified the demographic factors, communication behaviors, and knowledge of and attitude towards disaster that could predict mothers' DRRM practices before, during, and after disasters. Data drawn from a survey among 202 mothers from disaster-prone communities in Laguna, Philippines, were analyzed using ordinary least square regression analysis. The study found that the mothers' occupation, location, attitude towards disaster, and sources of information can predict their DRRM practices before and after disasters. Meanwhile, predictors of the mothers' practices during disasters include their number of children, location, attitude towards disaster, types of information sought and sources of information. Further, the study found that mothers who receive disaster information from relatives, radio programs, and government agencies practice DRRM more before, during, and after disasters. The study also found that increased DRRM practices happen when mothers receive information about disaster prevention during an ongoing disaster. Effective communication, especially from trusted sources like relatives, radio, and government agencies, can therefore enhance DRRM practices of mothers across different disaster phases.

Keywords: *Disaster risk reduction and management, communication behaviors, mothers, knowledge, demographics*

GLASS CEILING: LEARNING DESIGN TO RAISE AWARENESS OF FEMALE EMPLOYEES' ISSUES IN THE MEDIA INDUSTRY

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ABSTRACT

Statistics show a higher number of male employees compared to female employees in the media industry in Thailand, along with the imbalance between male and female executives in media organizations. It raises important questions concerning the position of women in the media industry. While there are more female students than male students studying in the Communication Arts Faculty, gender norms and stereotypes remain significant barriers preventing women from reaching top positions in the media profession. The development of Glass Ceiling activity aims to raise awareness among communication arts students who are going to enter the media industry workforce about gender issues and stereotypes. This program also aims to empower the students to navigate the media industry without being hindered by societal and patriarchal cultural factors. This study focuses on classroom research aimed at developing teaching tools in the form of transformative learning, emphasizing learning through hands-on experience, critical analysis, and emotional engagement. The Glass Ceiling learning activity was the subject of an experiment in the course, "Journalism Information and Gender," with 22 communication arts students from Chulalongkorn University participating. The evaluation involved reflective writing, with all participating students agreeing that the Glass Ceiling activity raised awareness of the challenges faced by women in the media industry, particularly regarding gender norms and stereotypes. The most concerning issue identified by the students was sexual harassment within media organizations, and they suggested that moving forward these issues should be addressed through preventive measures at a policy level.

Keywords: *Glass Ceiling, Gender, Media Industry, Transformative Learning, classroom research*

“MEN ARE TOTALLY EVIL”: EXAMINING ADOLESCENT GIRLS’ REBELLIOUS STRUGGLE IN ONLINE CHAT COMMUNITIES, A DECOLONIAL FEMINIST PERSPECTIVE IN THE CONTEXT OF CHINA

Dandan LI

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ABSTRACT

With the long and deep diffusion of feminist ideas, the core ideas of Western feminism have spread globally. However, Third World feminisms are at risk of being ‘marginalized’ by Western feminist discourse, which is ‘colonized’ by the intellectual appropriation of feminism through specific analytical categories. This mode of knowledge production will affect the self-recognition and subjectivity construction of Third World feminisms. Decolonizing feminism is intended to break the monopoly of the Western feminist paradigm and transcend the binary situation of domination and subordination. It requires the utilization of the historical experiences of each country and region, rather than the perpetuation of the paradigm of ‘Eurocentrism.’ This article presents a historical overview of Chinese feminism. The encounter between feminism as a ‘foreign product,’ and traditional Chinese Confucian culture has produced a Chinese-style feminist discourse. In contemporary China, public discourse on feminism is largely characterized by liberal perspectives which emphasize that individual rights and hard work can overcome social difficulties and inequalities. However, this view may obscure systemic inequalities and oppression and fail to address fundamental problems in the social structure. This paper adopts the Interpretative Phenomenological Analysis method, which involves obtaining life experience through in-depth interviews with active underage ‘feminists’ in online communities, followed by the interpretation and coding of the interview content. The use of decolonial feminism as a theoretical framework enables an exploration of local experiences, with the aim of challenging the monopoly of the ‘gender discourse’ within Western feminism. Furthermore, the application of ‘China as a method’ facilitates reflection on the trend within the extreme feminist camp of reducing ‘gender equality’ to ‘men are all evil’. Four themes identified in the analysis are as follows: ‘Feminism as a spiritual force,’ ‘The lack of female bodies in shaping power,’ ‘Gendered family relationships,’ and ‘Gendered complicity in education.’ This paper discusses the following issues through the analysis of the four themes: the localized characteristics of Chinese feminism and the decolonization of feminism in the Chinese context; how adolescent girls construct a worldview and values of ‘feminism’; and how Chinese feminism puts GESI into practice.

Keywords: *Glass Ceiling, Gender, Media Industry, Transformative Learning, classroom research*

ARE VIRTUAL HUSBANDS BETTER? A STUDY ON THE ROMANTIC RELATIONSHIPS BETWEEN FEMALE GAME PLAYERS AND IN-GAME CHARACTERS

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ABSTRACT

“Otome games,” a subgenre of games targeted specifically at a female audience, cater to the aesthetic and emotional needs of female players. These virtual romance games have gained significant popularity in China since the launch of “Mr. Love: Queen’s Choice” in late 2017. Following this, games like “Tears of Themis,” “Lovebrush Chronicles,” and “Light and Night” have also been released. As of August 2024, the official Weibo accounts for these four domestic otome games have amassed a total of 8.704 million followers. This paper focuses on six domestic otome games, including “Light and Night” and their player communities. Utilizing the walkthrough method and interview method, this study aims to provide a dialectical interpretation and analysis of how players establish and maintain intimate relationships with in-game characters. It examines how these relationships are formed, their unique characteristics, and how virtual intimacy enhances the understanding of the production of intimate relationships, gender scripts within intimacy, and the modernization of these relationships. Furthermore, the study points to power dynamics in the mediated relationship between players and characters. By incorporating the perspective of individualization theory, this study summarizes that, firstly, otome game media strive to create an embodied relationship with the player, seamlessly integrating body, mind, objects, and environment, thereby providing an immersive utopian romantic experience. Secondly, players’ romantic choices reflect an intertwining of traditional and modern values. While players yearn for equality and autonomy in intimate relationships, they still find it challenging to break free from the conventional norms of marriage and romance. Finally, romantic relationships between otome game players and in-game characters attach new characteristics to romantic love. Instead of being subservient or speechless in a heterosexual relationship, most of the women escape this cultural norm and are shown as having agency in love relationships. Moreover, in-game characters provide more possibilities in constructions of an ideal partner. A new ideal image appears for men, constructed as a considerate partner espousing an egalitarian version of masculinity in contemporary China.

Keywords: *Otome games, intimacy, mediated intimacy, individualization, walkthrough method*

UNVEILING DIRTY LINEN: PORTRAYAL OF A LESBIAN ROMANCE IN A PHILIPPINE TELEVISION SERIES

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ABSTRACT

The LGBTQ+ community, considered one of the minorities in society, is becoming more visible on television. While this could be regarded as a step closer to a more inclusive society, media images can influence the perception of the general viewers towards the LGBTQ+ community. Therefore, we must also closely examine gay representations. This study investigates the depiction of a lesbian romance in a Philippine TV series called “Dirty Linen.” A semiotic approach was used in analyzing the visual and linguistic texts presented in three consecutive episodes of the series, as this method captures underlying messages within media content. Findings reveal some gains and losses in the lesbian romance portrayal. On the positive side, interpretations of topics like sexuality were tackled which could contribute to an increase in awareness. However, the losses are more evident, with the series depicting homosexual women’s relationships as mockable and disgusting. The lesbian romance was laughed at by a heterosexual character, and intimacies such as kissing were referred to as sickening. Consistent with previous research on lesbian narratives in popular media, “Dirty Linen” concludes the romance with one lesbian character returning to a heterosexual relationship and the other lesbian being left behind with uncertainties in their relationship. The inclusion of a lesbian romance narrative is a significant step toward adding visibility for homosexual women in the Philippine popular media landscape. However, the series reflects the negative attitudes and damaging ideologies about lesbian romance, highlighting existing prejudices within Philippine culture. This inquiry is limited to three episodes of one series, suggesting the need for further research that would encompass more media artifacts to provide a comprehensive picture of how the Philippine media portray lesbians and their romances. The findings highlight the duality of media representations—increasing visibility while also perpetuating harmful stereotypes—and could become an input for future research, media production practices, and policy development aimed at fostering more inclusive and accurate representations of LGBTQ+ individuals in media.

Keywords: *LGBTQ+, lesbian romance, media representation, Philippine television*

THE STIGMATIZATION OF MALE'S CREATOR DISCOURSE: A CASE STUDY OF BILIBILI VIDEO PLATFORM

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ABSTRACT

摘要：19世纪诞生了女性主义并致力于推动性别平等，女性主义思想经由中国台湾学术界旅行至大陆，在互联网传播环境中女性主义得到越来越多的关注，但这种关注带来的问题是讨论越来越偏离起点和讨论主体的多样性。本文通过污名化（Stigma）和污名传播模式（Model of Stigma Communication, Rachel A. Smith）作为理论框架对B站上带有“女性主义”标签并且播放量和点赞量均超过10万的10条样本视频进行话语分析。研究表明男性UP主对女性主义的讨论抽离了女性的处境和现实，女性主义并不作为男性的个人生活、实践的指导理论。在复杂的网络空间，交杂的话题讨论中女性主义成为一种被谈论的对象、一种流量密码，男性谈论女性主义是为了一种地位、身份标识。男性自媒体中存在着通过污名传播模式污名信息包括印记、群体标签、责任归因和危害等方式来对女性主义进行污名，除此之外还有通过“土狗”“田园女拳”等本土污名化。

Keywords: 男性自媒体；女性主义；污名传播模式；污名化；女权

ALGORITHMIC ENCLAVES: CHINESE FEMINIST COMMUNICATION STRATEGIES ON SOCIAL MEDIA

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ABSTRACT

摘要

在数字化和全球化的背景下，社交媒体平台为女性主义者提供了构建在线社区的新机会。这些社区，被称为“算法飞地”，通过算法过滤泡保护女性免受网络暴力，同时促进女性主义讨论和审议。然而，算法的复杂性及其对女性主义内容传播的双重作用，引起了对网络环境中公共讨论和个体保护之间平衡的探讨。本研究采用半结构化深度访谈方法，聚焦于活跃于社交媒体平台的中国青年女性。通过对15位女性社交媒体用户的访谈，研究揭示了她们在创建和维护女权主义社区过程中面临的挑战和策略。研究发现，过滤泡可以是保护工具，帮助女性避免性别歧视和厌女内容，而且在促进女权主义社区建设和意识提高方面起到了积极作用。本研究认为，尽管算法过滤泡提供了一定程度的保护和促进了女性主义内容的传播，但它们也带来了新的挑战和问题。女性主义者需要在利用算法的同时，保持批判性反思，寻找平衡点，以实现更有效的公共参与和社会变革。本研究为理解女性主义者如何在数字空间中运用算法过滤泡提供了新的视角，对于构建公平和包容的数字公共空间具有重要的实践指导意义。

关键词

女性主义、过滤泡、社交媒体

PARALLEL SESSION 7:
STUDENT – ADVERTISING, PUBLIC RELATIONS, AND
MARKETING COMMUNICATION: NEW STRATEGIES FOR
THE YOUNG ASIAN MARKET

ANALYZING THE DESIGNS: BRAND IDENTITY OF THE PROMOTIONAL MATERIALS OF MOST VISITED TOURIST SITES IN BOHOL

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ABSTRACT

Bohol, renowned as one of the Philippines' leading tourist destinations and distinguished as the country's inaugural UNESCO Global Geopark, relies heavily on tourism for economic sustenance. Tourism is crucial to Bohol's economy, providing jobs, supporting local businesses, and generating revenue that preserves the island's natural and cultural heritage. Previous studies have emphasized the importance of projecting a distinct brand identity to attract and foster connections with tourists. Therefore, Bohol Tourism needs to establish its own brand identity to better leverage its unique features in the crafting of its promotional materials and distinguish itself from other tourist destinations. This research aims to establish and analyze the brand identity of Bohol Tourism through the lens of Kapferer's Brand Identity Prism and evaluate its portrayal in the promotional materials.

A mixed-method research design was employed, involving a semi-structured interview with the Bohol Tourism Office, survey questionnaires for tourists, and content analysis of promotional materials. The interview provided in-depth insights from key stakeholders, while the surveys captured tourists' perspectives. Content analysis allowed for a comprehensive understanding of Bohol's brand communication.

The analysis through Kapferer's Brand Identity Prism revealed that Bohol Tourism's promotional materials emphasize several core values and ideas, which were categorized into six identified themes: The Weave of Nature and Culture, Connection and Companionship, Excitement and Adventure, Diversity and Resilience, Family and Faith, and Sustainable Ecotourism. These themes encapsulate the essence of what Bohol represents and aims to offer to its visitors, providing a holistic view of its brand identity.

Leveraging this established brand identity offers a strategic framework for Bohol Tourism and its stakeholders, especially in promoting lesser-known tourist sites in the province. In conclusion, the strategic utilization of Bohol's brand identity not only differentiates it from other destinations but also fosters a deeper connection with its visitors. By continuously refining and aligning its promotional efforts with the established brand identity, Bohol can ensure sustained growth in its tourism sector, benefiting the local economy and preserving its unique cultural and natural heritage for future generations.

Keywords: *brand identity, brand identity prism, tourism*

THE DIGITAL MEDIA PLATFORMS AWARENESS ON DAMPALIT MEGA DIKE IN MALABON CITY

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ABSTRACT

This study examines the awareness of Malabueños regarding the Dampalit Mega Dike through digital media, specifically Facebook and TikTok. Utilizing a mixed-method research design and the Uses and Gratification Theory along with the Diffusion of Innovation Theory, this research analyzes respondents' demographics (age, gender, and location), media preferences, social media usage, and awareness of the Dampalit Mega Dike in terms of information needs, human interest, and social engagement. The study also applied Triangulation to ensure comprehensive data validation.

Data collection included pre-surveys and post-surveys with 200 respondents, complemented by interviews with local officials and social media experts. The study aimed to identify the relationships between demographic factors and awareness levels and to evaluate the effectiveness of digital promotional materials.

Findings indicate that younger females are the most active on social media, mainly using Facebook. The study reveals varying levels of awareness among respondents, with moderate overall awareness but significant gaps in specific areas. Strong relationships were found between demographic factors and awareness levels, emphasizing the necessity for tailored digital media strategies.

Expert evaluations rated the promotional content positively in terms of content and creativity. Statistical analysis revealed significant differences in the awareness of respondents based on age, gender, and location. For instance, hypothesis testing showed a significant difference in awareness and media exposure when grouped according to age, gender, and location.

The study also evaluated the significant differences in the level of awareness and media exposure based on respondents' profiles, the relationship between awareness and media exposure, and the effectiveness of the materials from the perspectives of both Malabueños and subject matter experts. Key performance indicators for Facebook and TikTok were also assessed.

The study concludes that improved digital media strategies are essential for better informing and engaging the community about the Dampalit Mega Dike project, thereby increasing support and involvement.

Keywords: *digital media, digital media platforms, Dampalit Mega Dike, social media*

THE USEFULNESS OF SCARCITY MESSAGES: HOW EFFECTIVE ARE THEY ON THE IMPULSIVE BUYING INTENTIONS OF K-POP FAN-MADE MERCHANDISE

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ABSTRACT

Previous research has shown that scarcity messages (SM) are effective in causing impulsive buying behavior among consumers. However, this research demonstrated that, in the context of the proliferation of K-Pop fan-made merchandise in Indonesia, SM have no effect on K-Pop fans' impulsive buying intention (IBI). The aim of this research is to fill a huge academic gap by exploring the differences in the effects of marketing communication without using SM, using limited time scarcity (LTS) message, and using limited quantity scarcity (LQS) messages on the IBI of K-Pop fan for K-Pop fan-made merchandise. Using a quantitative experimental method with true experimental design, the respondents were randomly divided into three different groups and were given three types of stimuli (control, LTS, and LQS). The data were measured using a scale which was adapted from impulsive buying measures by Rook & Fisher (1995). Analyzed using one-way ANOVA, the data showed that there are no significant differences between the effects of marketing communication without using SM, using LTS messages, and using LQS messages on the IBI of K-Pop fan for K-Pop fan-made merchandise. These findings may be due to the different phenomena that have been researched so far and other driving factors of the consumer's journey or buying behavior according to Iyer, Blut, Xiao, & Grewal (2020) which include traits, motives, resources, and marketing. The different findings of this research may also be due to aspects related to the phenomenon of fan-made merchandise which include fannish expressions between the seller and the buyer, fans' sense of membership, and fetishism which only happen among the fans (Click & Scott, 2018). This research provides new insights, both academically and practically. The findings of this research encourage future academic research of the K-Pop fan-made merchandise phenomenon using other factors and theories, such as Theory of Planned Behavior. Practically, this research provides findings that can help marketers develop market strategies that are not only limited to only scarcity strategies.

Keywords: *Fan-Made Merchandise; impulsive buying; K-Pop; Quantitative Experiment; Scarcity Message*

EXPLORING TRANSNATIONAL DISTRIBUTION: THE IMPACT OF CHINESE MAINLAND FILMS ON THE MALAYSIAN FILM MARKET

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ABSTRACT

The year 2024 marks the 50th anniversary of the establishment of diplomatic relations between China and Malaysia, with cooperation in the field of film dating back to the 1920s. Malaysia and China have a long history of film collaboration, making significant contributions to the development of the film industry in both countries. The work of film distributors plays a crucial role in fostering exchanges between the two nations. With the expansion of film cooperation between China and Malaysia and the continued growth of their film industries, the contribution of film distributors is indispensable. The film industry chain mainly comprises film producers, distributors, and cinemas. However, previous studies have focused more on understanding audiences and film culture, with relatively less research dedicated to the perspective of the film distributors. Additionally, research on film has often concentrated more on film text analysis. These issues have significantly hindered the development of relevant academic research about the film industry as a whole. This paper presents a comprehensive review of the transnational distribution of Chinese mainland films within the Malaysian film market. An assessment of prior research is undertaken across four key categories: the Chinese film market, the Malaysian film market, distribution channels employed by Malaysian film distributors for Chinese mainland films, and the performance of Chinese mainland films in the Malaysian film market. The research method involved conducting a systematic review of academic databases and industry-specific sources, using keywords like “Chinese film distribution” and “Malaysian film market” to analyze and ultimately highlight trends, opportunities, and potential barriers in the transnational flow of Chinese films into Malaysia.

Keywords: *Chinese mainland films; film distribution; film market; China; Malaysia*

THE EFFECT OF ADVERTISING PERCEIVED VALUE ON CONSUMER PURCHASE INTENTIONS IN THE CONTEXT OF FAN ECONOMY: AN ANALYSIS BASED ON THE PKM MODEL ON INSTAGRAM IN MALAYSIA

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ABSTRACT

The prevalence of social media has facilitated the growth of the “influencer economy,” which has given rise to intricate consumer behaviors that diverge from traditional consumption patterns. Instagram is identified as the second most popular social media platform in Malaysia, with a particularly high penetration among the younger demographic. Consequently, it is crucial to examine the social media usage patterns and market behaviors in Malaysia by focusing on Instagram users in the country. In Instagram advertising, the perceived value of advertisements is divided into five dimensions: functional, social, emotional, epistemic, and economic. Persuasive knowledge (PK) is introduced as a mediating variable to construct a model of the influence of perceived value and persuasive knowledge on consumers’ purchase intentions. In this study, a quantitative method was adopted. An online questionnaire was designed and distributed via Wenjuanxing to collect data from Instagram users. Then the study utilized Structural Equation Modeling (SEM) to analyze the data and test the hypothesized relationships between functional, social, emotional, cognitive, and economic values with the PK and purchase intentions. The data were subjected to statistical analysis using SPSS 28 and SmartPLS 4.0 software to guarantee the accuracy and reliability of the results. The study found that functional, emotional, epistemic, and economic values positively influence consumers’ purchase intentions, while social value was found to be insignificant. This study identified PK as a crucial mediator in this process. The knowledge that consumers possess regarding the persuasive intent of an advertisement contributes to their comprehension of the perceived value of the advertisement, which, in turn, enhances their purchase intention. Future research could extend these findings by exploring other social media platforms and the consumer behavior of different populations.

Keywords: *social media; Instagram Advertising; Fan Economy; Perceived Value; Persuasive Knowledge Model; Purchase Intention*

APPLICATIONS AND IMPACT OF AI-GENERATED ADVERTISEMENTS: PERCEPTIONS OF CONSUMERS AND CORPORATE PRACTICES

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ABSTRACT

The rapid advancement of artificial intelligence (AI) technology has significantly transformed the advertising industry. Academic research on “AIGC + Advertising” predominantly focuses on exploring potential future applications from a macro perspective. This study employs a two-way symmetrical model to investigate the present state of AIGC advertising practices in China, considering the bidirectional communication between organizations and the public. By examining the implementation effects of corporate AIGC advertising and consumer feedback, this research broadens the empirical scope of AIGC advertising studies. From the consumers’ perspective, this study uses Python web scraping to collect consumer feedback from the social platform Weibo in 2023, resulting in 8,783 relevant texts after filtering out non-pertinent content. Frequency analysis and Latent Dirichlet Allocation topic analysis are employed to analyze these texts. The results indicate that consumers primarily encounter AI-generated advertisements on smart screens and other devices, with significant discussions focusing on advancements in AI technology, its impact, and the creativity, authenticity, practicality, and ethics of AI-generated advertisements. Despite generally positive attitudes, concerns about deception, anxiety over job displacement, and the “uncanny valley effect” are prevalent, leading to potential consumer resistance. At the enterprise level, an analysis of ten typical cases from October 2023 identifies four primary application areas for AI in advertising. In product design, AI generates creative concepts for product appearance and functionality, enhancing consumer experience. In dynamic display, AI facilitates interactive presentations, reducing animation production and live shooting costs. In image design, AI optimizes various design elements for visual balance and coordination. For text production, AI creates and optimizes advertising copy using natural language processing and text generation technologies. Although some brands use AI to highlight human uniqueness by showcasing what AI can’t do, most enterprises employ AI to show its effectiveness and expressiveness. The study reveals a divergence between consumer perceptions and business priorities. While businesses often laud the creativity and efficiency of AI advertisements, consumers tend to resist and fear machine-generated content due to concerns about deception and the replacement of human creativity. Consequently, companies must continuously analyze consumer feedback to refine their advertising strategies and align with consumer preferences and concerns.

Keywords: *AIGC, Advertisement, consumer psychology, enterprise practice, marketing communication strategy*

THE INFLUENCE OF ONLINE REVIEWS ON GEN Z CONSUMER BEHAVIOR: AN EXTENDED INFORMATION ACCEPTANCE MODEL (EIACM) APPROACH

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ABSTRACT

Amid the popularity of e-commerce, especially during COVID-19, Filipino consumers rely on online reviews to help them make decisions while online shopping. Given that, it is important to examine online reviews as they relate to consumer decision making. Anchored on the Extended Information Acceptance Model (EIACM) (Leong et al., 2021), a proposed extension to the theory of Technology Acceptance, the study investigated how information characteristics such as quality, credibility, and aptness in online reviews impacted information adoption and purchase probability. The researchers also uncovered how behaviors like the necessity of and attitude towards presented information in online reviews influenced information adoption and purchase probability. In addition to these aspects, the paper explored the contribution of factors such as valence, demographic characteristics, and consumption characteristics. An online survey experiment was conducted with 269 Filipino Gen Z respondents. Kruskal-Wallis tests, multiple linear regression analysis, and Spearman correlations were performed. Results indicated high credibility reviews consistently outperformed low credibility reviews in most EIACM variables. When credibility was low, negative reviews scored higher on credibility, adoption, and usefulness. The regression analysis results did not fully support the EIACM. However, valence and smartphone purchase interest were found to additionally predict purchase probability. Results from the Spearman's correlation tests supported all of the study's proposed hypotheses. This study contributes to the communication field by finding two predictors of purchase probability beyond the newly-proposed EIACM and suggesting support for the EIACM-derived hypotheses in future studies.

Keywords: *E-commerce, Extended Information Acceptance Model, Online Reviews, Online Survey Experiment, Generation Z*

VISUAL ANALYSIS OF VISUAL STEREOTYPES ABOUT ASIANS IN ARTIFICIAL INTELLIGENCE-GENERATED ADVERTISEMENTS

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ABSTRACT

AI drawing technology, based on generative artificial intelligence, is increasingly popular globally, particularly in the advertising industry. Many businesses and individuals experimented with AI-generated print or video ads in 2023, leading to a proliferation of such visual ads across various platforms. Stereotypes, defined as cognitive structures encompassing people's knowledge, beliefs, and expectations about specific social groups (Macrae et al., 1996), are prevalent in advertising due to its ability to convey images quickly and clearly (Paek & Shah, 2003). The tendency to apply group stereotypes often leads people to commit the fallacy of forced categorization and preconceived notions, disregarding individual differences and undermining the potential for personal growth (He, 2023). For a considerable period of time, within the advertising and other visual products of Western countries, the appearance and shape of Asians have been stereotyped.

With AI's learning influenced by existing stereotype content, there's a risk of perpetuating stereotypes in AI-generated advertising visual content. It is crucial to address the potential for stereotype creation resulting from sample bias in generative AI. Efforts should be directed towards enhancing research, development, and application of AI generation technology to mitigate stereotypes and promote diversity. Therefore, this article aims to address the following inquiries:

1. Are there general stereotypes associated with Asians in AI-generated ads?
2. What are the specific stereotypes, if any?
3. What potential impact do these stereotypes within AI-generated advertising have on individuals? Is it predominantly negative?
4. How do we improve media literacy about AI-generated advertising to counter potential stereotypes?

To address these questions, research utilizing visual analysis methods to identify stereotypes in AI-generated advertising visual content is essential. Using a mixed research method, we collected 150 commercial print ads and video ads featuring AI-generated advertising of Asian people from Internet platforms using quantitative research methods. Visual symbols in the images are then extracted, classified, and summarized based on visual symbol coding to identify their corresponding meanings, commonalities, and types. Following this, content analysis is used to study the non-symbolic facial features and skin color features of advertising characters in order to determine their universal characteristics. Qualitative research is subsequently conducted to analyze the content and impact of stereotypes associated with these roles. This paper aims to offer recommendations for future advertising visual content production by analyzing stereotypes generated by artificial intelligence within Asian advertisement characters.

Keywords: *AI-generated advertisements, visual stereotypes, visual analysis, visual content, Asians*

PARALLEL SESSION 8:

STUDENT – MEDIA AND INFORMATION LITERACY AND DIGITAL COMPETENCIES

DIGITAL MEDIA LITERACY AND OTT CONTENT CONSUMPTION PATTERNS AMONG YOUTH IN DELHI NCR

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ABSTRACT

In this rapidly evolving digital landscape, youth have always been the center of the trajectory for Digital Media Literacy (DML) efforts as they are known as the digital natives. However, as we progress into the 2020s, the existing digital technologies are transcending from mere tools ‘used by’ individuals, towards systems that are ‘used on’ individuals. This paradigm shift leads to the rise of data-driven automated technologies such as automated decision-making, personalization and algorithmic content curation. The OTT content consumption of youth has also been affected by this digital shift.

This exploratory study uses survey for data collection to shed light on the effect of DML in recognizing and skillfully managing algorithmically curated content, with a specific focus on OTT streaming platforms. The study aims to assess the extent of digital media literacy among users, to examine users’ content consumption and viewing patterns based on recommendations from streaming apps and to analyze users’ vulnerability while accessing algorithmically curated content. The sample includes undergraduate students enrolled in a media studies major within the National Capital Region (NCR) of India. This study contributes to the existing knowledge by providing unique insights about the effectiveness of DML in the maximized use of modern technologies among youth rather than just evaluating their DML levels. The findings of the study indicate the effectiveness of DML in navigating algorithmically curated content on OTT platforms and thus imply the need to bring educational initiatives incorporating DML, policy development, and societal discourse surrounding the responsible use of technology in the digital age.

Keywords: *Digital Media Literacy, Algorithmic Content Curation, OTT platforms, Streaming apps, Media Literacy*

VISUAL LITERACY COMPETENCY AMONG VISUAL COMMUNICATION STUDENTS: AN IN-DEPTH FOCUS INTO PROFICIENCY IN FINDING, EVALUATING, DESIGNING, AND CREATING VISUAL MATERIALS

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ABSTRACT

Visual literacy pertains to the competency of individuals to comprehend and convey visual information, including interpreting, analyzing, and creating visual information effectively. In today's society, which heavily relies on visual information, the significance of attaining visual literacy proficiency is notably increasing in personal and professional domains. This proficiency empowers individuals to discern the precision of visual information in their daily lives and contributes to heightened productivity within a professional environment.

Cultivating visual literacy competency is pivotal for university students transitioning into society. As the importance of visual literacy continues to rise, there is a clear need for empirical research on student's proficiency in this area, particularly among those studying visual communication design. This paper addresses this need by examining visual communication student's visual literacy competency, focusing on three standards: effective finding of visual materials, meaningful evaluation of images, and proficient design and creation of images. Identifying these competencies provides a practical and precise reference for curriculum development and instructional approaches, directly benefiting educators, curriculum developers, and researchers in this field. Utilizing a mixed-method approach, data were collected from a sample of 205 visual communication students from universities in Shanghai. Questionnaires and semi-structured interviews were employed to gather data on student's proficiency in finding, evaluating, and creating visual materials. To better understand the student's baseline and program background, semi-structured interviews were conducted with three groups of interviewees: students, lecturers, and intern supervisors. This paper focuses specifically on the student group of interviewees only. The research findings revealed that students generally exhibited limited to moderate proficiency in these competencies. Predominant factors contributing to these outcomes included a perceived lack of familiarity with image assessment and uncertainty regarding the accuracy of image content. Additionally, the study identified insufficient time allocated within the courses for students to create new visual compositions as an additional contributing factor. The findings underscore the critical need to improve teaching methods and educational resources to advance visual literacy education. Additionally, they offer reference data for further developing visual literacy competency among students studying visual communication design.

Keywords: *visual literacy competency, visual communication design, image evaluation, visual materials creation, finding images*

SO, G?: AN EXPERIMENTAL STUDY ON KNOWLEDGE ACQUISITION AND COMPREHENSION ABOUT THE SOGIE EQUALITY BILL

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ABSTRACT

To mitigate the difficulties that individuals experience based on gender and sexual orientation, an act prohibiting discrimination based on one's SOGIE (House Bill 4982 and Senate Bill 689) was filed before the House of Representatives and Senate. However, the bill has not yet been passed in the Senate due to conflicting interpretations and misconceptions, leading to minimal participation from the majority. These misconceptions stem from inaccurate materials and ineffective information dissemination. This study determines how multimedia materials, anchored on the 12 principles of Mayer's Multimedia Learning Theory, facilitate the audience's knowledge acquisition of the SOGIE Equality Bill's provisions. Three materials are created with each material featuring a violated cluster and one material that adheres to all the principles. These materials were presented to college students in Metro Manila. The analysis indicates a significant difference between the pre-test and post-test scores, with Material D, which included all the principles, achieving the highest scores among all materials. This suggests that the multimedia intervention effectively improved participants' knowledge of the SOGIE Equality Bill's provisions. Additionally, the results revealed that Material D led to the greatest increase in knowledge acquisition. In contrast, Material B, which omitted the segmenting, pre-training, and modality principles, resulted in the highest knowledge comprehension. These findings suggest that application of the Multimedia Learning principles enhances knowledge acquisition, while selective omission of certain principles may optimize knowledge comprehension. The study underscores the importance of well-designed multimedia materials in effectively disseminating information about the SOGIE Equality Bill.

Keywords: *SOGIE Equality Bill, multimedia materials, Multimedia Learning Theory, knowledge acquisition, knowledge comprehension*

PUBLIC DISCUSSION TOWARDS CHATGPT ON WEIBO AND TWITTER: KEYWORDS, TOPICS, AND SENTIMENTS

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ABSTRACT

ChatGPT sets a new record, with its fastest-growing user base, as a chatbot powered by a large language model (LLM). While it demonstrates state-of-the-art capabilities in a variety of language-generation tasks, it also raises widespread public concerns regarding its societal impact.

Weibo and Twitter are social media venues for the public to gather and express their personal emotional opinions in China and the US, respectively. This study used Python self-compiled code to crawl data concerning generative artificial intelligence from Sina Weibo platforms and Twitter. The keywords were set as “ChatGPT,” “GPT-4,” “gpt,” “gpt3.5,” “chatgpt3.5,” and “gpt3.” In this paper, we aim to investigate public attitudes towards ChatGPT by applying natural language processing techniques such as sentiment analysis and topic modeling to Twitter and Weibo data from November 30, 2022 to June 30, 2024.

Sentiment analysis, as a machine learning technique, is used to detect the positive, negative, or neutral sentiments expressed in a text. Topic modeling analysis is used by taking high-frequency words as nodes, reflecting the relationship among the nodes via the co-occurrence times of high-frequency word combinations, analyzing the semantics of high-frequency word combinations in the text by constructing a semantic network, and ultimately outlining the theme.

This study primarily answers the following three research questions.:

1. What is the public sentiment (positive, negative, or neutral) towards ChatGPT in tweets and microblogs, and how does it change over time?
2. What ChatGPT-related topics do people discuss on the two social platforms, and what are the topic-specific sentiments?
3. What are the main purposes for the public to use ChatGPT and the corresponding evaluations, differences between the two regions.

We want to study the degree of public support and users’ experience and attitude, and to what extent does ChatGPT integrate into people’s work and life? We strive to make some contributions to exploring the extent to which generative artificial intelligence has an impact on information production and dissemination.

All in all, the exploratory study provides insights into the public perception of ChatGPT, which could be valuable to both the general public and developers of this technology.

Keywords: *ChatGPT, generative artificial intelligence, social media, attitude, regional difference*

MEDIA LITERACY IN THE AGE OF INTERNET: LESSONS FOR ELECTIONS IN SOUTH ASIA

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ABSTRACT

Elections are fundamentally changed by digital technologies, especially campaigning and mobilizing voters. The exponential and seamless embedding of technologies in elections must be met with the same folds of increase in (digital) media literacy to build electoral resilience among voters, for voters to maneuver the potential dissonance between their perception of their candidates and the reality. The lopsided balance in use of technology by the political actors vs. the voter's absence of awareness of such technologies could place politicians in democracies of South Asia at an advantage. Voters are saturated with multimodal texts or images to decide on their leaders. Disinformation, fake news, AI, deep fake impersonations, etc. inundate their online spaces where they deliberate their democracies. Thus, public policy measures must be centered in informing citizens and bringing them closer, in terms of identifying, navigating and critically regarding the technologies in election campaigns they are inadvertently engaged in. This paper offers an empowering framework to instill digital media literacy among voters who use the internet to devise their vote for elections. The framework for digital media literacy aims to fill the gap between the political actors' strategies to maneuver and manipulate digital media spaces to their advantage and the competencies of their target audience. Here, the emphasis is placed on transparency and restraint in terms of tools used to curate and disseminate information by political actors using social media. Similarly, various stakeholders' analyses are carried out in the context of recent elections in Bangladesh, India, Nepal, and Pakistan to gauge the technological resources mobilized to lure in voters digitally and the voters' response to such mobilization. Built to be generalized in the region, the framework offers a flexible approach and can be molded into local/specific contexts. The framework seeks to identify the competencies of different actors to tally it with the ongoing socio-cultural-political context to offer a ground for informed citizenship that is timely to their demands, making them able to navigate the complexities of seamless technologies used for election campaigning. The framework is intended to be a model for public policy, or social actors to pursue digital media literacy in the upcoming elections in the region.

Keywords: *Digital Media Literacy, elections, democracy, South Asia, voter education, digital competencies*

WHAT IT MEANS TO BE A DIGITAL PARENT: ASSESSING THE SOCIAL MEDIA LITERACY LEVELS OF FILIPINO MOTHERS AND RELATIONSHIP WITH SHARENTING HABITS AND DIGITAL PARENTING ATTITUDES ON SOCIAL MEDIA

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ABSTRACT

The proliferation of the media and technology has necessitated the rise of media literacy (ML). UNESCO (2011) defines ML as individuals' ability to establish informed and critical understanding and effectively use mass media and communication across platforms. However, scholars posit that media literacy became outdated, forwarding the concept of "social media literacy," thus, considering the differences between social media and traditional (mass) media. This is incorporated in UNESCO's (2022) media and information literacy standard recognizing the essential competencies (knowledge, skills and attitude) that allow individuals to engage effectively with media and information, including the digital space, while developing critical thinking as active citizens. This study, guided by the Social Media Literacy (SoMeLit) framework (Cho et al., 2022), draws from various theoretical anchors like self-regulation from social cognitive theory, emphasizing analyzing one's social media behavior, concepts about the multiplicity and malleability of social media realities from the medium theory, and evolving concepts of contribution in social media, which focused on the new diverse ways of engaging—specifically for civic participation. The researchers conducted interviewer-administered surveys to assess their social media literacy and its correlation with their sharenting and digital parenting attitudes on social media for their children. The sample consisted of 162 Filipino mothers from Quezon City. Their SoMeLit were measured through their competencies (analysis, evaluation, and contribution). Findings showed that respondents have moderate SoMeLit. As guided by Weiss (2005), scores were categorized by working around 60% of the highest attainable score being 63, where scores < 40.8 constitute to a low level of SoMeLit, 40.8-50 represent moderate level, and those > 51 represent high SoMeLit. The bivariate analyses showed that higher levels of social media literacy are associated with more frequent sharenting habits and more positive digital parenting attitudes. These findings underscore the crucial role of social media literacy in shaping the parents' digital practices and its impact on their child's online privacy and safety.

Keywords: *Social Media Literacy, Digital Parenting, Sharenting, Mothers, Parental Involvement*

A BIBLIOMETRIC ANALYSIS OF FAKE NEWS IN COMMUNICATION STUDIES

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ABSTRACT

The increasing spread of fake news represents one of the great challenges that societies face in the 21st century. The purpose of this study is to explore the current state, development, and important issues of fake news research in the field of communication over the past decade through bibliometric analysis. In this study, 841 fake news articles were subjected to descriptive statistics, collaborative network analysis, citation and co-citation analysis, keyword co-occurrence analysis and cluster analysis.

It was concluded that (1) The most published researchers in this field are the scholars Michael Hameles and Edson Tandoc, Jr., the country is the United States, the institution is Nanyang Technological University, and the publication is “Digital Journalism.” (2) Collaborative networks for fake news research have been generated worldwide. (3) The most cited and co-cited scholar in the field is Edson Tandoc. (4) Politics and health crises continue to be the focus of research in the field of fake news.

It is important to emphasize that the conclusion from the cluster analysis is that it is a great challenge for the audience to identify fake news during news consumption. Critical thinking, media literacy, information literacy, digital literacy, and media education were high frequency keywords, suggesting that scholars are very concerned about the need for media literacy education and how audiences perceive the relevance of critical thinking to civic and political life. Governments, the media industry, and experts need to take a range of actions to combat the spread of fake news, while emphasizing the need to improve individual media literacy. Otherwise, overestimating the public’s ability to self-screen false information on the Internet will only give fake news more opportunities to manipulate public opinion.

Although this paper has obtained some meaningful results, there are still some limitations. This paper only collected articles from the field of communication studies, however, it was found that fake news is not only a focus of the communication field, but also closely related to other fields. Therefore, future research on fake news could be expanded to include the fields of politics, science and technology, which would be more convincing.

Keywords: *Fake news, Communication, Bibliometric analysis, Media and information literacy, Social media*

PARALLEL SESSION 9A:

STUDENT – COMMUNICATION, CULTURE, AND SOCIETY (GROUP A)

THE ROLE OF RISK PERCEPTION AND RISK PREVENTION IN RISK COMMUNICATION PROCESS

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ABSTRACT

Amidst the COVID-19 pandemic, risk communication theory has been integral to governmental strategies, particularly in Kuala Lumpur, Malaysia. This study, conducted through surveys of 428 citizens aged 18-60 from September 15 to November 18, 2023, confirms the positive influence of three phases of risk communication and all associated dimensions on Malaysian citizens; risk perceptions and prevention behaviors, underscoring the imperative for continual refinement of risk communication theory to bolster societal resilience against recurring risk events.

Keywords: *Risk Communication, Risk Perception, Risk Prevention, Kuala Lumpur, COVID-19*

PLACE ATTACHMENT IN A VIRTUAL AND A NATURAL WORLD: THE CASE OF POKÉMON SCARLET AND VIOLET

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ABSTRACT

Video game settings and virtual worlds frequently replicate or draw inspiration from places in the natural world. Social interactions are also increasingly mediated while interactions with fictional characters, through technological innovations, are becoming more similar to those between humans. With these evolving relationships between virtual and real places and humans and fictional characters in mind, this study focused on the newest mainline game of the Pokémon franchise: Pokémon Scarlet and Violet. The game differs from previous Pokémon games as it allows players to explore the same virtual world together based on a real-world place. The results of an online survey showed that behavioral variables (like frequency of visits to the virtual world, frequency of social interactions with other players and NPCs, and the complexity of such interactions), when taken together (but not individually), predict attachment to the virtual world. Psychological variables (social presence and spatial presence) also predict higher virtual place attachment taken together and individually. A model including all variables showed that psychological variables play a bigger role in predicting virtual place attachment than behavioral ones. Finally, virtual place attachment was shown to predict higher tourism intentions for the real-world place which inspired it. Virtual place attachment mediated the effect of social presence on tourism intentions but did not in the case of spatial presence. Spatial presence had a direct effect on tourism intentions. Meanwhile, simple linguistic and environmental cues were found to be enough to make the players connect the virtual and the natural world. To the best of the researchers' knowledge, this is the first study to consider whether the level of place attachment for a virtual world in a video game can predict higher tourism intentions for the real world. The findings and suggestions in this research can be insightful for building virtual worlds that can be meaningful places for people and can also be of practical importance for video game makers, virtual world makers, and local and national governments in promoting sustainable tourism.

Keywords: *place attachment, virtual world, natural world, social interactions, multiplayer, non-player characters, social presence, tourism, spatial presence, presence, Pokémon*

REPORTING ON CONFLICT IN MINDANAO: THE UNTOLD STORIES

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ABSTRACT

The study aimed to explore the untold stories of three journalists with ten or more years of experience in reporting on conflict in Mindanao. This is a qualitative narrative study in which participants are identified through a purposive sampling method. These proponents had their identities concealed with the following aliases for confidentiality: Arnold, Sheila, and Carmen. The application of thematic analysis facilitated the collection and synthesis of the outcomes derived from informants' narratives. The narratives highlighted the following : 1) difficulty and danger in conflict reporting, 2) complexities due to cultural context and political influences, 3) emotional impact brought by challenging circumstances, 4) safety and well-being, 5) significance of stories, 6) importance of truth, 7) cultural and ethical considerations in conflict reporting, 8) dealing with trauma, 9) sense of duty and responsibility, 10) pursuit of truth, 11) desire to serve others, 12) personal fulfillment and happiness, 13) personal mission, and 14) lack of meaning. From these findings, it is implied that safety training and policies should be provided by concerned entities to ensure the safety of journalists. Further implications of this study is the need for a better understanding of the complexities in reporting on conflicts in Mindanao which can be included in the programs and curriculum of organizations or institutions like Philippine Higher Education Institutions (HEIs). Recommendations for future research call for the encouragement of further exploring the results found in this narratological study. Finally, this study is expected to contribute deeper information regarding literature related to conflict reporting in Mindanao.

Keywords: *Conflict journalism, safety of journalists, narratology, Mindanao*

DOPAMINE: THE IDEOLOGICAL NARRATIVE OF THE HAPPINESS NEUROSCIENCE

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ABSTRACT

The rise and dissemination of knowledge-based content on social media have led to the creation of “social-media-ized” new knowledge. In this context, dopamine—a neurotransmitter associated with various functions such as movement, emotion, and reward—has been reductively simplified to a “stimulus-reward” mechanism. This reductionist approach facilitates the construction of a binary narrative related to the ideological debate between the poor and the rich.

Using the keyword “the Poor and Dopamine” as a filter, this study collected 1,153 video titles from the popular Chinese social media platform Bilibili and encoded them to identify the typical thematic narratives constructed around dopamine. Through thematic analysis, the study explores how dopamine is used to address workplace pain compensation, its integration into the broader social mentality of uncertainty within Chinese society, and its incorporation into the predetermined ideological agenda of social media. Additionally, a walkthrough of major Chinese social media platforms reveals a typical narrative categorized under the Knowledge section, diffused across multiple platforms and accounts.

By combining thematic and narrative analyses, this research uncovers the multiple binary narratives established around dopamine on social media, highlighting the “self-discipline” ideology embedded within these narratives. It examines how this ideology, in the commercialization and dissemination of this “new knowledge,” encourages viewers to engage in a continuous cycle of seeking instant gratification and dopamine rewards. The study critically addresses the reductionist framing of scientific knowledge, its cultural impact, and the role of science communication in shaping public understanding. This research aims to understand the presentation of scientific knowledge on social media and to identify how broader social, structural, and ideological norms influence the representation of this “social-media-ized” new knowledge.

Keywords: *Dopamine, the Poor and the Rich, Social-Media-ized New Knowledge, Ideological Narrative, Self-Discipline*

THE IMAGINED GOD COMMUNITY: CHINESE FOLK RELIGION SPECTACLE IN THE MEDIATED GAZE

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ABSTRACT

The “Parade of Deities” (游神) is a traditional folk religious ceremony in China. At fixed times of the year, such as the Chinese New Year or the birthdays of deities, statues of local protective deities are brought out and organized to parade around villages or communities to pray for peace and health. In the contemporary era, folk religion is being transmitted in the progressively modernized townships of Fujian, with new media platforms facilitating the expansion of its performance venues.

Folk religion exerts a profound influence on the way of thinking, living habits and relationships of the majority of the population. Nevertheless, the short video has the potential to influence the mediated image of folk beliefs in a manner that is perceived as othered, aligning with the voyeuristic mindset of potential tourists. This paper employs the theoretical perspectives of media spectacle and the mediated gaze to examine the media spectacle of the parade of deities presented by short videos. It then analyzes the gaze of the short videos on the parade of deities and explores the fluid and hybrid ideologies linked by this gaze.

In this study, we collected 60 videos posted on TikTok from 4 February to 5 August 2024. We employed the qualitative research method of cultural spectacle gene deconstruction to construct the gene identification index system based on three dimensions: image spectacle, material cultural spectacle and intangible cultural spectacle, and decomposed the characteristics of media spectacle presented in the short videos.

The study revealed that the folk religions are continuously reproduced, reconstructed, and presented in the context of short videos. Consequently, they are constructed into: the rural social spectacle of “inheriting traditions,” the cultural renaissance spectacle of “promoting traditions,” and the local cultural spectacle of “confined to traditions.” It is evident that folk religions are shaped by the logic of Internet traffic, which in turn is influenced by the interaction between three key forces: the tourism industry, political power and audience psychology. This interaction links together the three ideologies of internal Orientalism, nationalism and localism in the context of modernity.

Keywords: *parade of deities, media spectacle, mediated Gaze, folk religion, short video*

AGING AS A MYTHOLOGICAL COGNITIVE CONSTRUCTION: A CASE OF ELDERLY SELF-IDENTITY IN THE RURAL ELDERLY-SERVICE STATIONS IN BEIJING

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ABSTRACT

The traditional Chinese practice of venerating the elderly within family discourse has significantly eroded, impacting self-identity. This paper explores the symbolic perception of aging among the elderly in Chinese society and their interaction with aging myths. Aging encompasses physiological changes (M. Kaeberlein et al., 2015) and holds mythological significance, turning into aging symbols. Changes like grey hair, wrinkles, and decreased mobility have cultural and social significance, including feelings of being undervalued, unproductive, and dependent (Thornton, 2002).

This study investigates the construction of aging myths in rural areas of developing societies. Four semi-structured focus group interviews were conducted at five elderly care stations in Miyun District, Beijing, involving 35 individuals aged 60-90, structured by gender, education, and age. Coding of the 150,347-word corpus identified 31 initial categories, from which five main categories emerged: emotional attitude, stereotypes of aging, identity, social cognition, and changes in interpersonal relationships, resulting in 27 axial coding.

An attitude-changed model of the aging's mythological framework, based on selective coding, was developed. Respondents' affective attitudes toward aging were reshaped by stereotypes and myths, compelling them to accept aging identity perceptions. Attitudinal equilibrium is achieved when cognitive perceptions of interpersonal and social interactions align with aging myths.

Results indicate that aging myths significantly impact social cognition, identity construction, and interpersonal dynamics as the elderly enter specific age groups, reshaping their relationship with society. The elderly who increasingly embrace aging symbols fall into two categories: Equilibrium and Disequilibrium. Equilibrium occurs when attitudes align with aging symbols. Conversely, disequilibrium occurs. Three paths to restore equilibrium were identified:

Resistance Path: Initial attitudes influenced by stereotypes resist aging symbols. Societal interventions, such as mandatory retirement policies, necessitate a recalibration of cognitive identity, significantly impacting interpersonal dynamics and social cognition.

Formation Path: Concurrent development of initial attitudes and a relatively objective understanding of aging leads to the formation of new attitudes.

Rejection Path: Initial resistance to aging symbols results in a steadfast rejection, preventing adjustments in interpersonal relations.

The study lacks an examination of how myths about aging are constructed and developed through historical, cultural, and social factors, resulting in an incoherent logical framework.

Keywords: *Aging, self-identity, aging myths, rural area, social cognition*

THE IMPACT OF CULTURAL FESTIVALS ON NATIONAL IMAGE CONSTRUCTION: A NARRATIVE ANALYSIS OF OVERSEAS MEDIA COVERAGE OF CHINESE NEW YEAR

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ABSTRACT

This study investigates the influence of **Malaya** cultural festivals, particularly the Chinese New Year, on the construction of national identity through a narrative analysis of mainstream media coverage. Cultural festivals are pivotal in cultural diplomacy, shaping international perceptions of national identity. Employing narrative analysis, this research utilizes the Factiva database to examine Malaysian mainstream media coverage of the Chinese New Year from 2010 to 2020. Through analyzing news reports, commentaries, and promotional activities, the study elucidates the evolution of media narratives and their representation of the festival. The findings underscore shifts in media discourse and their impact on portraying and perceiving China's national identity abroad. This research contributes to understanding the role of cultural festivals, media representations, and their significance in global national image construction.

Keywords: *Cultural festivals, National Image, National identity, Narrative Analysis, Cultural diplomacy, Cross-cultural communication, Chinese New Year*

**PARALLEL SESSION 9B:
STUDENT – COMMUNICATION, CULTURE, AND SOCIETY (GROUP B)**

STUDY ON ONLINE GAMING BULLYING FROM THE PERSPECTIVE OF GENDER STEREOTYPES

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ABSTRACT

Electronic games have transcended their role as mere entertainment to become profound cultural artifacts. Despite this evolution, game narratives and products predominantly cater to male audiences, perpetuating the notion of gaming as a “male domain.” Consequently, nearly half of female gamers face marginalization, characterized by stereotypes labeling them as technically deficient, overly dependent, and lacking in gaming acumen, significantly impacting their gaming experiences and daily lives. This study focuses on MOBA (Multiplayer Online Battle Arena) players, employing semi-structured interviews to collect original data on gender stereotypes and bullying experienced by female gamers. Grounded theory was utilized for systematic data coding and category extraction.

Building upon this qualitative foundation, the study developed a quantitative measurement tool integrating frameworks of gender stereotypes and game bullying, and subsequently designed a survey to explore the relationships among gender stereotypes, game bullying, and gaming competence, culminating in a mediation model. Findings reveal widespread stereotypes among gamers regarding female players, perceiving them as less feminine, socially inept, and less competent in both gaming and independence. Importantly, these stereotypes correlate positively with instances of bullying directed at female players. Additionally, the study identifies game rank as a significant moderator, indicating that higher-ranked female players experience significantly less bullying. Based on these insights, the study recommends actionable steps for stakeholders in the gaming industry. Game designers are encouraged to prioritize principles of cultural diversity and gender equality in optimizing game mechanics and social interactions. Community managers should enhance oversight to foster positive and healthy communication environments within gaming communities. Furthermore, game operators are urged to focus on educating and guiding players to enhance their awareness of gender stereotypes and cyberbullying, thus promoting gender equality in gaming. This research contributes to a nuanced understanding of gender dynamics within gaming communities and underscores the imperative of addressing stereotypes and bullying to foster an inclusive and supportive gaming culture.

Keywords: Gender, stereotypes, games, cyberbullying, mediation models

SARI-SARING BOSES AT KWENTO: NEWS DIVERSITY AND ECONOMIC NEWS QUALITY OF ONLINE NEWS ARTICLES ABOUT INFLATION FROM 2022 TO 2024

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ABSTRACT

High inflation rates haunted the Philippines at the onset of Marcos Jr.'s administration in 2022, affecting Filipinos differently. Such stresses the need for journalists to present diverse voices and frames of the issue to illustrate the big picture of inflation in their reportage. The news quality of economic reports is also concerning due to complex and highly technical information. This practice falls under Economic Journalism, an understudied field crucial to facilitating political discourse, especially in democratic contexts like the Philippines. In hopes of acquiring insights into the state of Economic Journalism in the country, this study performed a content analysis of 265 online news articles, with a mixture of straight news and news features about inflation published by PhilStar, Inquirer.Net, and Rappler from July 2022 to March 2024. Using the Shannon H Diversity index, a superior measure of diversity previously used in communication studies, results exhibited low source diversity, frame diversity, and News Diversity in the inflation reportage of the three online news outlets. Through a five-point Likert scale, results also revealed low Economic News Quality of inflation-related online articles when evaluated against the efficiency, stability, sustainability, and fairness (ESSF) formula Müller (2023) proposed to appraise the quality of economic reports. Economic News Quality ratings via General News Quality indicators of relevance and contextualization displayed moderate scores. Findings urge Filipino journalists to diversify sources and frames in reporting economic news and discuss the country's ESSF status, especially with the significant positive correlations observed between source diversity and frame diversity and between News Diversity and the two components of Economic News Quality standards.

Keywords: *Economic Journalism, News Diversity, Economic News Quality, inflation, Philippines*

FROM SCREEN TO REALITY: BREADWINNERS PORTRAYED IN PHILIPPINE CINEMA

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ABSTRACT

Breadwinners are commonly portrayed in Philippine cinema; however, the extent to which these cinematic representations are accurately depicted remains underexplored. This qualitative study investigated the similarities and differences between the portrayal of breadwinners in Filipino films and the lived experiences of actual breadwinners in Philippine society. Utilizing a purposive sampling approach, the study explored the socioeconomic backgrounds, motivations, challenges, and coping mechanisms of the chosen respondents. Simultaneously, chosen criteria-based Filipino films were analyzed to examine how these elements were characterized on screen. Overall, this study was executed using the lens of the Cultivation Theory and Stuart Hall's Representation Theory. Semi-structured in-depth interviews were conducted, and data analysis followed a narrative approach using thematic analysis with themes derived from transcripts of interviews and selected Filipino films. The findings identified three similar characteristics exhibited by real-life breadwinners and breadwinner characters: selflessness, resiliency, and being financially challenged. Moreover, both real-life breadwinners and breadwinner characters were found to have different characteristics. The analysis identified four characteristics real-life breadwinners exhibited: having a strong sense of responsibility, being fulfilled, being faithful to God, and being unable to finish school. In contrast, the breadwinner characters in Filipino films are portrayed with four different characteristics: desperation, carrying emotional baggage, selflessness, having difficult family relationships, and being the eldest child. Based on the findings, a framework for creating accurately portrayed characters in films without losing the creative freedom of filmmakers emerged. The researchers offered recommendations based on the findings such as: (1) employing more media and film professionals in the BA Communication department; (2) strengthening the creative process and creative freedom of the directors while considering the impact of film representation; (3) diversifying the variations of films produced in the Philippines through propositioning the use of the framework on accurately portraying three-dimensional characters; (4) developing a student organization relating to the Intro to Film curriculum at Laguna University; and (5) utilizing a more in-depth study on the underlying themes concerning breadwinners' portrayals in films based on cultural factors such as Filipino values, norms, behaviors, beliefs, etc.

Keywords: *Film Representation, Breadwinners, Filipino Films, Philippine Cinema, Real-life breadwinners, Breadwinners in films*

PROMOTING THE DISSEMINATION OF EXCELLENT TRADITIONAL CHINESE CULTURE THROUGH ASIAN SPORTS EVENTS: A RESEARCH ON THE AGENDA SETTING OF CHINA DAILY'S FOREIGN COVERAGE OF THE HANGZHOU ASIAN GAMES BASED ON LDA

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ABSTRACT

This study adopted the agenda-setting theory, focusing on the news reports for abroad of the 2023 Hangzhou Asian Games by China Daily, the mainstream media of China's foreign publicity. It uses the Latent Dirichlet Allocation (LDA) topic model method to carry out theme analysis and extract high-frequency words. It summarizes the agenda-setting strategy of *China Daily* to promote fine traditional Chinese culture (the quintessence of Chinese civilization) to "go global" through large-scale Asian sports events. In this study, the data of relevant reports of *China Daily* during the Hangzhou Asian Games (from September 1, 2023 to October 30, 2023) were crawled, and 2,136 valid texts were obtained after cleaning. Using R language program and LDA topic model analysis, it determined the number of topics ($K=7$) according to the perplexity (uncertainty about whether a text belongs to a particular topic) and coherence (correlations between texts within a topic), generated seven report topics, gave the topic probability distribution information of each report text, reported 30 keywords under each topic from high to low, and drew the relationship diagram and bubble diagram. The study found that the news reports of the Hangzhou Asian Games in China Daily set a total of seven main agendas, including "event news," "athletes," "humanities and environmental protection," and "opening and closing ceremonies."

Through the setting of the media agenda, *China Daily* has promoted the dissemination of fine traditional Chinese culture in three ways: all-round display, all-media dissemination, and multi-civilization mutual learning. In terms of all-round display, China Daily shows the innovative characteristics of fine traditional Chinese culture through the addition of e-sports events, AI large model to help news production, and technology-enabled news dissemination. Through the highlighting of the Asian Games "Chinese characteristics," "Asian style" and "wonderfulness" (three aspects of the Asian Games) it shows fine traditional Chinese culture of peaceful characteristics. By showing the hospitality and courtesy of all countries during the whole course of the Asian Games, the inclusive characteristics of fine traditional Chinese culture are demonstrated. In terms of all-media communication, *China Daily* adopts audio-video multimedia reporting methods, long interviews, short videos, AIGC posters and other reporting forms to present excellent traditional Chinese culture in a multi-angle audio-visual way. In terms of mutual learning among civilizations, *China Daily* shows the differences in ethnic groups, languages, and cultures among Asian countries and regions. It also promotes harmonious exchanges among different civilizations, pursues the same among differences, embodies China's traditional spiritual pursuit of "Cherish one's own beauty, respect other's beauty," and promotes the construction of a community with a shared future for mankind.

Keywords: *China Daily; LDA topic model; Hangzhou Asian Games; excellent traditional Chinese culture*

A CONTENT ANALYSIS ON 2022 FILIPINO DARK HUMOR TWEETS

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ABSTRACT

At the core of this content analysis, which deciphered 600 randomly selected dark humor tweets from May 2022 to September 2022, is Nuncio's (2002) Filipino framework called *Pantawang Pananaw*. This cultural and critical theory asserts that during adversity, humor reflects people's consciousness regarding their society. This perspective highlights the Filipino's ability to derive levity from challenging situations—not only to cope but to express critique and dissent. The study consists of three levels: 1) dissecting the tweets according to their elements; 2) evaluating their tonality and purposefulness; and 3) uncovering their functions, limitations, and manifestations of resilience.

The study revealed that dark humor tweets, which were mainly produced by average X users (98.7%), dominantly contained a one-liner structure (35.8%), with political (50.3%) and pop-culture (24.3%) related topics. The tweets' contexts were identified to dominantly include the 2022 Philippine Presidential Elections (22.8%) and Super Typhoon Karding (8.8%), which may explain why politicians, such as Bongbong Marcos and Leni Robredo, were found to be common targets (25.3%).

Moreover, the findings provide evidence for the dynamic nature of dark humor that can be used for both individual and societal purposes and bring benefit or harm towards individuals (Balmores-Paulino, 2021). Specifically, while the tweets are found to be potentially inappropriate, hurtful, and exclusionary to others, they also have the ability to share human experiences and emotions, provide a sense of belongingness, comment on societal issues, and provide levity to hardships.

Lastly, having identified the different manifestations of resilience within the tweets, such as the promotion of cultural identity and raising awareness about adversity, the study shows that certain social activities, like online dark humor, contain critical manifestations of resilience. This supports the argument of scholars who seek to redevelop the concept rather than abandon it entirely (DeVerteuil & Golubchikov, 2016).

Keywords: *Dark humor tweets, content analysis, Filipino culture, consciousness, social commentary, resilience*

MEDIA PORTRAYALS OF CLIMACTERIC: THE NARRATIVE OF ‘GENGNIAN-QI’ IN CHINA WOMEN’S NEWS (1985-2024)

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ABSTRACT

The Chinese term ‘Gengnianqi’(更年期) denotes a phase of transition in the developmental process of adult females and is a natural life stage that women inevitably experience. However, in the Chinese socio-cultural context, this natural phenomenon is frequently stigmatized and pathologized.

This study utilizes content analysis to investigate the portrayal of ‘Gengnianqi’ (Climacteric/Menopause) in China Women’s News from January 2, 1985, to May 31, 2024. By integrating frame theory, this research delves into the transformation of media narratives surrounding ‘Gengnianqi’ and the broader societal implications of these representations. The study aims to uncover the complex interplay between medical discourse, media framing, and cultural norms significance of knowledge sharing and cultural interaction in reshaping societal views on health and aging, particularly concerning ‘Gengnianqi’. The study found that the media invoke medical authority as the primary informant, thereby situating discussions of ‘Gengnianqi’ within a medicalized and pathologized framework. This approach not only perpetuates negative and stereotypical portrayals of the ‘Gengnianqi’ experience but also imposes undue psychological and social burdens on women, potentially exacerbating the challenges they face during this transitional phase. The contemporary scope of medicine extends beyond the mere treatment of diseases to include the formulation and enforcement of health-related norms and standards. This broader role of medicine necessitates a critical examination of its influence on societal perceptions and individual experiences. In the Chinese context, the construction of the ‘Gengnianqi’ concept is a complex interplay involving mass media, medical authorities, and the vested interests of the medical industry. This triad shapes public discourse and individual understanding, often in ways that reinforce existing myths and misconceptions about women’s health during ‘Gengnianqi’ (Climacteric/Menopause). A critical perspective is essential for deconstructing the medical narratives that dominate discussions of ‘Gengnianqi’. It is imperative to study the underlying power dynamics that allow certain voices to dominate while marginalizing others, particularly those of women experiencing ‘Gengnianqi’ themselves. The medicalization of ‘Gengnianqi’ often serves to silence personal narratives and experiences, reducing a multifaceted life stage to a series of medical symptoms and treatments.

Keywords: *Gengnianqi, Climacteric, Content analysis, News Frame theory, China Women’s News*

UNDERSTANDING DEVELOPMENT THROUGH HORROR FILMS: UNMASKING THE FILIPINOS' REPRESSED GENDER AND CULTURAL ANXIETIES THROUGH THE EXAMINATION OF SELECTED HORROR FILMS IN THE LENS OF THE MONSTROUS FEMININE

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ABSTRACT

Development Communication (DevCom) emphasizes observable communication phenomena and adheres to scientific methods. However, to achieve overall growth and social change, it must embrace diverse ways of understanding development and transcend paradigms (Meadows, 1999). This study shows how DevCom can address development by examining social issues and patriarchal hegemonies in horror films, using Creed's Monstrous Feminine Framework (1993) and the language of the fantastic via *mise-en-scène* and narrative elements. The study aimed to uncover repressed gender, socio-cultural, and political anxieties within Philippine Horror Cinema from 2000 to 2023, identifying Monstrous Feminine archetypes, gender-related anxieties, and socio-political and cultural tensions in selected horror films. Seventy-one feature-length horror films were sampled based on inclusion and exclusion criteria. The study employed a dominantly qualitative research design involving content and textual analysis to interpret data. Descriptive statistics determined the number of monstrous feminine archetypes, while gender, socio-political, and cultural anxieties were examined using the film's Language of the Fantastic. This approach involved observing narrative elements such as plot, dialogue, theme, and *mise-en-scène* (costume design, setting, cinematography, and lighting). The Angry/Avenging Ghost emerged as the most common archetype at 52.11%, followed by The Witch at 23.94%, and the Marianist Monster at 16.9%. Others surfaced with varying prevalence. These archetypes reveal deep-seated gender anxieties: the Angry/Avenging Ghost reflects patriarchal guilt and fear of women's revenge for maltreatment. The Witch embodies concerns about women's perceived connection to nature and the primal, while the Marianist Monster signifies fears about the erosion of feminine values prescribed by the Catholic Church, a dominant religion in the Philippines. The analysis also reveals social anxieties such as violence against women, familial dysfunction, and distrust in social institutions such as religion, government, media, science, and education. Concerns about social inequality, urbanization, class disparity, and employment were evident. Historical traumas, like the Japanese Occupation and Duterte's drug war, also emerged as sources of national anxiety. Unique Filipino cultural archetypes in horror films highlighted culture's influence on narratives. This research asserts that integrating art and popular culture theories into DevCom can help diagnose cultural attitudes and social ideas impacting development. Incorporating psychoanalytic concepts and feminist film theories into DevCom can challenge patriarchal ideologies and promote a more inclusive approach to development.

Keywords: *Development Communication, Philippine Horror Cinema, Monstrous Feminine, Patriarchal Hegemony, Cultural Anxieties*

A STUDY OF VIRTUAL ANCHOR SELF-PRESENTATION AND DIGITAL LABOUR AND INTERACTION IN THE AGE OF DIGITAL ECONOMY

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ABSTRACT

The Internet has revolutionized the entertainment industry, with Vups emerging as a central model for interactive and independent content creation, particularly during the COVID-19 pandemic. In the post-pandemic era, the Vup industry faces a future marked by uncertainty and the unpredictability of evolving social dynamics. Guided by the Uses and Gratifications Theory, Social Presence Theory, and Symbolic Interactionism, this mixed-methods study combines questionnaire survey and Netnography. Netnography involved in-depth interviews, observing on platforms like Bilibili and related communities, capturing the community dynamics around Vup content. In the questionnaire survey, we sent online questionnaires to the audience of Vup through the relevant communities during the mid-epidemic (June 2022) and post-epidemic (March 2024) periods and gathered data from about 500 person-times on their preferences and behaviors towards Vup interactions. At the same time, we interviewed 12 light or heavy viewers of different ages and occupations who watched Vup live for more than three months in terms of time dimension and consumption dimension and returned two years later. At the same time, we interviewed eight new viewers who started watching Vup after the epidemic. Qualitative analyses from interview narratives and netnographic observations highlight how virtual hosts (Vups) use distinctive personae and aesthetic design elements to engage audiences and create vibrant fan communities. The interactive features in Vup live sessions, combined with ongoing participatory elements, enhance viewer immersion and emotional connection, blurring the traditional consumer-producer divide in the virtual space. The research also reveals the emergence of a new virtual economy driven by Vups, which has spurred industry growth and strengthened fan loyalty. While Vups' social entertainment appeals to a youthful audience drawn to its innovative and immersive nature, shifting consumer preferences now emphasize Vup's commercial expertise and content quality in the post-pandemic context. As a result, the initial distinctive qualities of Vups are becoming less prominent. In digital entertainment, Vup culture is significantly shaping the industry with innovative economic models and social platforms. The future of the Vup industry will hinge on the professional identity and ethical standards of its practitioners, underscoring the continued importance of the human element in virtual media.

Keywords: *Vtuber, Vup, Audience Engagement, Interactive Media, Fan Community, Digital Entertainment Ecosystem*

REHEARSING FOR THE FUTURE: ILLUSIONS, DISILLUSIONS, AND META-DISILLUSIONS OF UNPAID INTERNSHIPS AMONG CHINESE UNIVERSITY STUDENTS IN STATE MEDIA

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ABSTRACT

Internships in journalism are considered indispensable in the trajectory of university education and graduation. Unlike commercial media and PR companies, in state media practices, whether at the national or provincial level, interns generally do not receive wages. Furthermore, a troubling phenomenon is that interns often end up “paying to intern”, facing expenses such as rent, transportation, and meals. Additionally, some resort to “purchasing internships” through intermediaries to gain access to opportunities within state media.

Nonetheless, despite challenges in the Chinese media industry, university students remain willing to engage in unpaid internships within state media. In academic circles, previous studies have examined the internship mechanisms in the news industry, but have not explored the phenomenon of unpaid internships. Therefore, this study aims to examine interns in the news industry who participate in unpaid internships, employing grounded theory and ethnographic research methods to investigate the underlying mechanisms of unpaid internships and the cultural and social factors that sustain them.

Through a three-month ethnographic study involving semi-structured in-depth interviews with 15 university students participating in unpaid internships at state media, followed by a three-tier coding process, this research reveals that interns in state media not only draw upon the illusion of state media as a motivating factor to justify their unpaid work, but also sustain their engagement through the concurrent experience of both disillusionment and the reaffirmation of those illusions in their actual roles. This process involves first-hand engagement to comprehend the “good reputation” and “prestigious recognition” associated with state media, as well as to experience its actual operational workflow. By contrasting “ideals” with “disillusion,” interns are able to make more informed career decisions in the media sector post-internship, aligning their choices more closely with their aspirations. Moreover, they perceive internships at state media as career rehearsals, transitioning from challenging tasks to more straightforward ones, thereby delineating the “end point” of their journalism education and the “starting point” for transitioning to other industries or formally beginning their employment in state media.

Therefore, this paper defines unpaid internships at state media for university students as a “disillusion rehearsal” in self-development mechanisms.

Keywords: *Unpaid Internships; Disillusion; Media Industry; Official Media; development rehearsal*

**PARALLEL SESSION 9C:
STUDENT – COMMUNICATION, CULTURE, AND SOCIETY (GROUP C)**

THE NEXT WAVE OF CULTURAL IMPERIALISM? AN INITIAL EXPLORATION OF THE FRAMEWORK FOR CHINA'S SOFT POWER DISSEMINATION

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ABSTRACT

Cultural soft power has become an essential means of interaction among nations and has had significant influence. While the United States has long impacted the global scene through its robust cultural industries, China's rising economy and enhanced international status have increasingly drawn international attention to its cultural soft power. This study explores how China projects its cultural soft power through various intermediaries and analyzes the ideologies implicit in this process.

This study adopts Joseph Nye's (1990) concept of soft power, along with the communication frameworks of American cultural imperialism proposed by American communication scholar Herbert Schiller (1992) and Canadian communication scholar Tanner Mirrlees (2016, 2019). Through a comparative approach and document analysis, this research explores the communication mechanisms of China's cultural soft power. The study focuses on four core questions: What is the communication model of China's cultural soft power? Through what intermediaries does China conduct soft power communication? What ideologies are implied in communicating China's soft power? What are the differences between disseminating American cultural imperialism and communicating Chinese soft power?

The findings reveal that China's dissemination of soft power has been elevated to a national strategic level, with the government exerting significant control and intervention in the media, integrating multiple institutions to maximize the effectiveness of its external communications. Moreover, China utilizes its extensive media networks and cultural products, such as films and Confucius Institutes, to effectively deploy its cultural soft power. These mediums enhance Chinese culture's international influence and strengthen China's discourse power in global politics and economics. Ultimately, China actively promotes an international image of harmony and win-win cooperation, striving to shape an image of a responsible major country built on concepts like "peaceful development," "Chinese Dream," and "community with a shared future for mankind."

This study provides a new perspective on how China shapes its international image through cultural soft power. By analyzing the framework of American cultural imperialism for comparison, this research tries to discuss China's strategies and practices in the global competition for cultural influence, making substantial contributions, both theoretically and practically, to international communication studies.

Keywords: *cultural imperialism, cultural industry, discourse power, international image, soft power*

BEHIND THE SCREENS: EXPLORING USER MOTIVATIONS AND EXPECTATIONS ON CHINA'S SOUL DATING APP

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ABSTRACT

In China, online dating applications win great popularity as a means of attracting a partner or a relationship (iiMedia, 2020). Mobile dating is more common with an increasing number of smartphone applications coming to market that aim to facilitate dating (Sumter, & Vandebosch, 2018). These applications offer the convenience of online matching and facilitating communication and interaction among young people anywhere in the world. Among these platforms, the dating app Soul stands out as one of the most popular with the highest rates of download and user engagement in China (Sun, 2020). However, there is still a gap in the research on Soul. Thus, this study investigated the use of the dating app Soul. It explored user expectations and the influential factors contributing to an individual's enrollment and use of the dating app Soul.

This study utilized a mixed research method by administering a questionnaire to 124 randomly selected Soul users, and then choosing four users for in-depth interviews. The results of this study show that there are more female users than male users, which is quite different from other dating apps. This study also found that algorithmic matching was the most attractive factor for the users, which justifies the content design of the app. An attempt was made to understand the motivations for using Soul based on the use and satisfaction theory, combined with the Tinder Motivational Usage Scale (TMS). Curiosity, entertainment, and meeting strangers were the three main motivations. The study also revealed that the vast majority of users preferred to gain friendships and short-term dating or socializing on Soul. Implications of dating app usage have been also discussed for future studies, including the broader impact of online dating apps and the uniqueness of Soul as the preferred choice for Chinese users.

Keywords: *social media, dating apps, Soul App, online matching, motivations and expectations of online dating*

HOW A CROSS-CULTURAL DOCUMENTARY BUILDS MEDIA IMAGES VIA EMPATHY STRATEGY : A MULTIMODAL DISCOURSE ANALYSIS

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ABSTRACT

Nowadays, with the increasing cultural exchanges between countries, the number of Chinese multilingual documentary series is growing rapidly and constantly going abroad, which has become a new channel for foreigners to learn about China, the largest developing country, on the Internet.

At present, China's intercultural communication mainly focuses on identity management (Mao YP, Qian YX, 2015), communal coping (Afifi.TD et al., 2020), interactive mechanism (Zhou X, Fu YH, 2022) and other aspects, most of intercultural video communication research focus on video communication pattern and its evaluation system construction. In terms of building media images, few people pay attention to the effect of foreign audiences' cultural identity after watching Chinese documentaries, not to mention the intercultural documentaries about the Belt and Road Initiative, especially based on the perspective of empathy.

As a "lingua franca" for international communication, the documentary carries the memory of current society. However, it is worth noting that although scholars have studied the intercultural communication process from different perspectives, detailed research on the intercultural communication process of Chinese documentaries still lack a psychological perspective, especially the perspective of empathy theory.

As cooperation on the Belt and Road Initiative deepens, documentaries about the Belt and Road Initiative have increased rapidly in recent years. These documentaries for foreign audiences are helping news organizations and media cope with digital challenges. However, scholars often focus on analyzing the narrative structure and its propaganda attributes, and pay less attention to its emotional expression and media image building.

This thesis attempts to provide empirical material, fill relevant gaps, and address the following questions by analyzing examples: When conducting cross-cultural communication, how do we make the audience, especially the generation Z, better accept it through "empathy"? Based on the perspective of empathy, how can documentaries shape the images in them better?

Taking off from the theory of empathy and using the methods of multimodal discourse analysis, this paper demonstrates how empathy plays a role in the audience of *The Call of The Silk Road*, which also comprised in-depth interviews with 30 international students and provides reference for empathy in international communication research and observation.

Keywords: *Cross-cultural Documentary, Multimodal Discourse Analysis, Empathy, Media Image Study, The Call of The Silk Road*

CRITICAL THEORY AND MODERN COMMUNICATION OF TELEVISION TOWERS: A FIELD STUDY OF CANTON TOWER

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ABSTRACT

As the historical continuation and modern representation of towers, TV towers are still being erected in cities globally. However, they have hardly been considered by the humanities and social sciences, so much so that the discipline of Communication knows nothing about this giant in the name of media. In the process of reviewing a small number of case studies, this paper finds that researchers scattered in various disciplines focus almost on the TV towers built by left-wing politics after the Second World War, and then discuss their political representations and ideological symptoms. Further tracing the sources of critical thoughts behind them, the author finds that they all point to Barthes' interpretation and criticism of the post-structuralist psychoanalytic gaze theory on the Eiffel Tower. However, due to the muttering of cultural theory and its methodological blind spots, the contemporary life of TV tower is depoliticized by neoliberalism and complicated by its economic composition, cannot be properly taken care of.

Therefore, the author attempts to conduct a preliminary field investigation of infrastructure anthropology including digging municipal archives, in-depth interviewing staff of the transmission department of three Guangzhou TV towers, and doing participatory observation around the towers to reveal the technical phantom of the Canton Tower. This world-famous landmark building had never used its so-called wireless transmission technology. However, the field shows how the tower shaped by neoliberalism has sort of practical dilemmas within socialism: These difficulties lie in the Chinese media system from the "four-tier system of television" to "media integration," also in the wireless geopolitics adjacent to HK and Macao, and in the public opinions related to land acquisition and building in the new CBD of Guangzhou. As a media infrastructure, this tower is finally "out of real to virtual" between the pressure of material and multiple discourses. In this paper, Canton Tower is in dialogue with the Cultural Studies of left-wing TV towers and the theoretical research of the Eiffel Tower, so as to recall the critical theoretical life of TV tower in the contemporary context and show the significance of these research objects in the study of social sciences such as Communication Studies.

Keywords: *TV Towers, Canton Tower, Cultural Studies, Infrastructure Studies, Gaze Theory*

FACTORS AFFECTING YOUTHS' INTANGIBLE CULTURAL HERITAGE KNOWLEDGE SHARING INTENTIONS ON SOCIAL MEDIA: AN INTEGRATED CONCEPTUAL FRAMEWORK

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ABSTRACT

Intangible cultural heritage (ICH) embodies a nation's history, culture, and traditions. Protecting and passing down ICH enhance cultural identity and social cohesion, promote cultural exchange and understanding, while fostering the development of tourism and related industries, thus bringing economic benefits. Youth, as the future custodians of cultural heritage, are responsible for safeguarding and disseminating ICH. To this end, UNESCO has long advocated for disseminating ICH knowledge to the younger generation. Social media can become an effective platform for sharing ICH knowledge, especially among youth, and they will contribute towards ICH preservation. Thus, understanding the factors influencing young people's intention to share ICH knowledge on social media is essential. To investigate these factors, this paper proposes a conceptual framework from multiple perspectives, including the Technology Acceptance Model, the Theory of Planned Behavior, and motivation theory. The integration of TAM and TPB leads to the identification of six antecedents of attitude towards ICH knowledge sharing on social media, namely 1) attitude towards ICH, 2) perceived usefulness, 3) perceived ease of use, 4) reciprocity, 5) trust, and 6) perceived compatibility. Additionally, in alignment with TPB, subjective norms and perceived behavioural control are considered as factors contributing to youth's intention to share ICH knowledge on social media, with peer and superior influence as antecedents of subjective norms, while self-efficacy and facilitation conditions are considered as antecedents of perceived behavioral control. Motivational factors are included as factors contributing to youth's intention to share ICH knowledge on social media, with the inclusion of ten variables determined through the Motives, Values, Preferences Inventory, leading to ten categories of motivations, namely aesthetic motive, affiliation motive, altruistic motive, commercial motive, hedonistic motive, recognition motive, tradition motive, security motive, scientific motive, and power motive. Face orientation is also considered a moderator between attitude and intention. Finally, the significance and contributions of the framework are discussed, highlighting the importance of juxtaposing attitude and motivation in determining the intention to share ICH knowledge on social media and including a cultural element such as face orientation to provide a more comprehensive perspective.

Keywords: *Intangible cultural heritage, knowledge sharing intention, social media, face orientation*

DOES “SQUINTING EYES” INSULT CHINA OR NOT: DECOLONIZATION, PARTITION OF THE SENSIBLE, AND CONSUMERISM-NATIONALISM

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ABSTRACT

At the end of 2021, a controversy erupted on Chinese mainland social media regarding whether the depiction of “squinting eyes” (眯眯眼) in media was insulting to China. The debate was sparked by the domestic animated film “I Am What I Am,” followed by renewed criticism of a two-year-old advertisement by the food e-commerce company “Three Squirrels.” The controversy intensified when China’s official People’s Daily account (@People’s Daily) published a commentary on Sina Weibo titled “How to view the controversy surrounding ‘squinting eyes,’” which aimed to collect opinions from various parties and mitigate the escalating tensions. This study examines how Chinese netizens and @People’s Daily navigated the controversy, focusing on the development of a consumerism-nationalism discourse intertwined with decolonization efforts. Utilizing Laclau and Mouffe’s post structuralist discourse theory (DT) analysis, this research considers “squinting eyes” as a floating signifier, with its meaning shaped by the articulation practices of different speakers. Drawing on Jacques Rancière’s concept of the partition of the sensible, the study explores how these articulation practices challenge existing aesthetic norms under the Western gaze, striving to create new, distinct forms of “Chinese beauty.” The findings reveal that while there was consensus on the need to decolonize representations in Chinese media, there was significant disagreement on what decolonization should entail. Some argued that “squinting eyes” should be removed from media as a Western stereotype of East Asians, while others advocated for redefining beauty standards to include Chinese characteristics distinct from Western norms. @People’s Daily developed a more inclusive discourse on consumerism nationalism by distinguishing between aesthetic subjects, consumer subjects, and audience subjects, acknowledging both the historical racial discrimination associated with “squinting eyes” and the complexity of its contemporary meanings. The commentary ultimately reaffirms the West as China’s “Other,” while attempting to balance individual freedoms with collective identity within China.

Keywords: *Squinting eyes, decolonization; partition of the sensible, consumerism-nationalism, discourse analysis*

IS EVERYONE AN ARTIST? THE TRIPLE DIGITAL DIVIDE OF ARTIFICIAL INTELLIGENCE IN THE FIELD OF PAINTING AND ITS IMPACT ON ARTISTIC DIVERSITY

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ABSTRACT

In the 21st century, rapid technological advancements have made artificial intelligence (AI) one of the most prominent and cutting-edge technologies, driving profound changes in various fields, particularly in painting. The emergence of AI painting has made art creation more diverse, efficient, and convenient. Optimists view it as the best practical approach to realizing German artist Joseph Beuys's advocacy that "everyone is an artist." However, behind this optimism lie challenges and potential problems that need to be seriously addressed. Due to the black-box nature of AI, not all users can interact effectively with it, necessitating empirical research and verification of its feasibility and operability in the transition from "everyone can be an artist" to "everyone is an artist." This study identifies three levels of divides caused by AI in the field of painting through in-depth interviews: the first level concerns access to AI painting capabilities; the second level involves disparities in the ability to use AI painting; and the third level pertains to the impact of AI usage on the development of real-world art. The study finds that higher education levels among respondents determine their access to AI painting capabilities, effectively solving the access dimension. However, the current education model cannot provide effective solutions for the usage and impact dimensions, highlighting the urgent need for new educational practices to achieve the development of artistic diversity where "everyone is an artist."

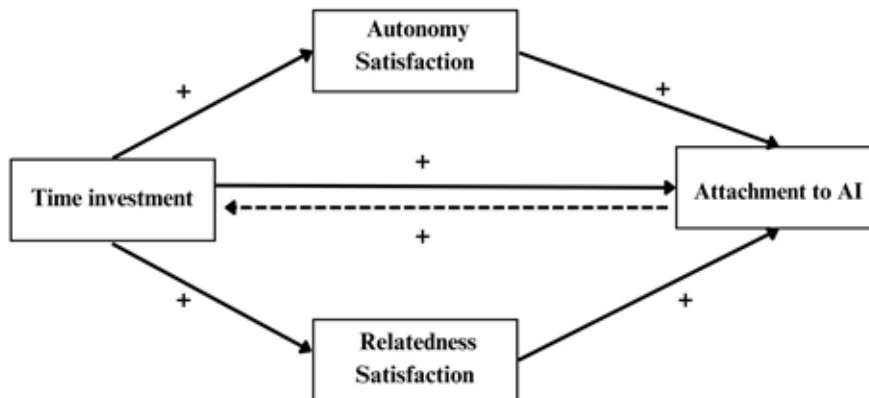
Keywords: *Artificial Intelligence (AI), Digital Divide, Artificial Intelligence Divide, Art Creation, AI education, Artistic Diversity*

RESEARCH ON HUMAN-AI ATTACHMENT MECHANISM FROM THE PERSPECTIVE OF PARA-SOCIAL RELATIONSHIP: A MEDIATING EFFECT MODEL

Yijia Jia, Wenyue Huang, Xing Zhou, Yinong Qin,
Xiaoyu Chen, Yuqian Zhou, and Ruyao An
Communication University of China

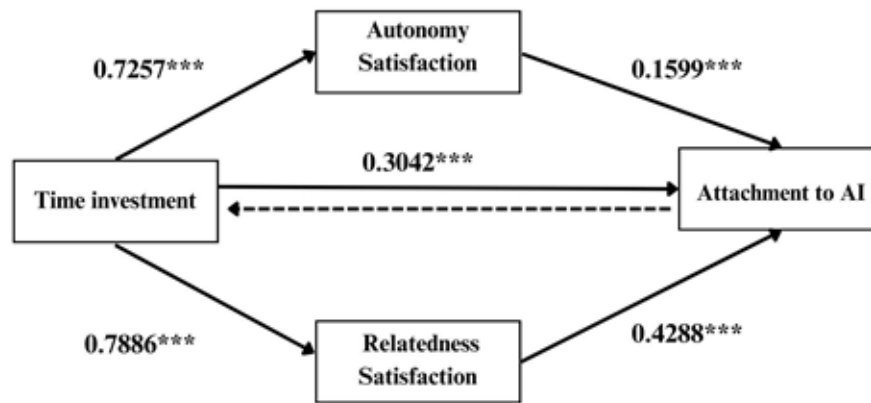
ABSTRACT

The rapid advancement of AI is increasingly fostering digital communication between humans and AI. Exploring Human-AI emotional mechanisms is an emerging field that finds out how AI impacts humans' mental states. This study introduces the theory of Para-Social Relationship to analyze the attachment to AI. Given that AI chatbots have characteristics of humans, consumer products and social media, existing studies provide a basis for investigating the role of time investment in forming attachment to AI and its reverse effect. Thomson (2006) verified the strong correlation between autonomy, relatedness and attachment. We focus on attachment mechanisms, establish a hypothesis model and choose two mediating variables, autonomy satisfaction and relatedness satisfaction.



To validate the model, we developed a new scale based on the work of Schaufeli and La Guardia et al. After refinement, its reliability and validity were confirmed by Cronbach's alpha and KMO, both results around 0.8. After distributing questionnaires on multiple platforms in China, we ultimately selected 384 respondents as valid samples who viewed AI chatbots as companions rather than machines. Based on the Bootstrap method, we used a process plug-in designed by Hays to conduct analysis on SPSS and modify the new model.

Results reveal that increased time investment in AI chatbots strengthens attachment to AI. Both autonomy and relatedness satisfaction mediate it, with the latter having a stronger effect, and the mediating effects were 11.46% and 33.48%.



Based on the results, this study further discusses that :

1. By unveiling the mechanism of attachment, the model confirms that humans generate real emotional experience when chatting with AI chatbots. AI chatbots have enriched the means of humans getting virtual companions and participating in digital communication technology, which can be applied to many scenarios to achieve the role of emotional compensation.
2. Relatedness satisfaction is a more important mediator than autonomy satisfaction, indicating that AI is gradually satisfying people's social needs and using them as communication objects to develop new relationships. However, the underlying technology of AI determines that this is a one-way Para-Social relationship. So, the attachment to AI may be a kind of pseudo-intimacy rooted in individuals' imagination.

Keywords: *Para-social relationship, human-AI attachment, digital communication, mediating effect model*

DIGITAL AVATARS AND SELF-PRESENTATION IN GEN Z SOCIAL MEDIA TRUELY

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Taiwan Chengchi University

ABSTRACT

“When the inflection point of change comes, we can feel the wonderful undercurrent” (Choi Hyung-wook, 2022). As a social software for the Gen Z era, “Truely,” touted as a 3D software, quickly spread among the post-2000 generation in mainland China within just 20 days of its launch, “surpassing WeChat and QQ, and topping the free list of the Apple App Store.” However, due to issues such as user privacy leaks, lagging, and crashes, it was soon removed from the App Store. Despite the limited online time, many people recorded their experiences on platforms where teenagers gather, such as Xiaohongshu, TikTok, and Bilibili. In terms of attracting Gen Z young people, it is undoubtedly very representative.

This study focuses on the use of 3D social media by Gen Z. By interviewing users of the 3D community software “Truely,” the study collects their usage experiences and discusses the interaction between users and their digital avatars based on theories of materiality and embodiment. It explores the different characteristics of the emerging new social media and Gen Z’s new communication models.

Through interview research, it is found that, on the one hand, the features of 3D social media provide more possibilities for generating more concrete social group behaviors. Space, order, behavior, and time are rebalanced in the 3D environment, creating new possibilities. New spatial scenes and avatars may give rise to new ways of speaking, acting, and personalities. In addition to interacting with other users, a new form of interaction has emerged: interacting with one’s own digital avatar.

On the other hand, the indiscriminate creation rules of 3D embodied avatars can lead to inelastic and unsustainable social distancing. Although the current 3D social media is still in its early stages, its strong sense of three-dimensional substitution makes interaction with avatars significantly different from previous non-3D social media. This new experience is full of attraction, and although it is easy to produce fresh fatigue, its potential is predictable.

Keywords: *3D social media; self-presentation; avatar; Gen Z; materiality; embodiment*

PARALLEL SESSION 10A:
CULTURE AND MARKETING COMMUNICATION: STRATEGIES
FOR DIVERSITY (GROUP A)

IS THE PRODUCT AUTHENTIC? UNDERSTANDING AUTHENTICITY CUES IN ONLINE SHOPPING

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ABSTRACT

This study aims to investigate the indicators utilized by Chinese consumers to assess product authenticity in online shopping. This research comprises three phases. Study 1 employed a qualitative approach, conducting 19 in-depth interviews to unveil 60 authenticity cues and propose a conceptual framework. Study 2 employed an online survey (N=508) to rank these cues according to their significance. Study 3 utilized conjoint analysis to empirically determine the six most prevalent authenticity cues. In the context of online shopping, consumers commonly consider 60 cues, with the top six cues in terms of significance being negative reviews, authenticity of product reviews, store rating, seven-day no-reason return and exchange policy, product reviews highlighting product quality, and product images illustrating product details. The objective of the study is to comprehensively identify nearly all potential authenticity cues from the consumer's perspective and ascertain their relative significance. The findings of this study will enhance the comprehension of consumer-driven authenticity and furnish firms with a valuable instrument for assessing the efficacy of strategic decisions in delivering genuine products to online consumers.

Keywords: *online shopping, perceived authenticity, cue utilization, conjoint analysis, Authenticity Cues*

THE INTERPLAY OF HYBRID MEDIA IN REDEFINING INDONESIA'S POLITICAL COMMUNICATIONS: NAVIGATING CELEBRITY POLITICS

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Universitas Indonesia

ABSTRACT

Celebrities' involvement in politics, as well as the rise of new media, have become increasingly significant in the development of Indonesia's political and media landscape. The extensive utilization of digital media has revolutionized conventional political campaigning methods. This transformation has facilitated more strategic communication between political parties, political candidates, and citizens in terms of engagement and interaction. Nevertheless, the transition to digital campaigns necessitates a hybrid approach that integrates traditional and new media to facilitate more ethical and effective political campaigns in the future. Previous studies over the past five years have examined the ways in which the convergence of traditional media with emerging digital platforms has led to the emergence of a hybrid media landscape with a considerable impact on political communication. This study analyzes the impact of hybrid media on political communication in Indonesia, with a particular emphasis on the role of celebrity politicians in the 2024 election. This research employs the Political Communication Theory of Couldry and Hepp (2017), which elucidated the constellation of actors involved in the campaign. To identify the role of each actor in facilitating a comprehensive and contextualized understanding of the intricacies of political communication through hybrid media, Braun and Clarke's (2006) qualitative thematic media analysis and in-depth interviews were conducted to 12 informants. This study aims to provide a comprehensive understanding of the complex interplay between media, political communication, and the role of celebrity politicians in shaping the 2024 election in Indonesia. Findings from 381 news stories from hybrid media and politicians' celebrity posts on TikTok indicate that hybrid media contribute significantly to the political communication of celebrity politicians by providing enhanced access to a broader range of political information and fostering more active engagement of potential voters in political discourse. However, this contribution has the unintended consequence of further blurring the boundaries between entertainment and politics. It is advisable to conduct additional research to investigate the potential challenges and opportunities for democratic consolidation, as well as the long-term effects of hybrid media-driven political communication on the character of democracy in Indonesia.

Keywords: *Hybrid Media, Political Communication, Celebrity Politics, Deep Mediatization, Qualitative Thematic Analysis.*

A SOCIAL SYSTEMS MODEL OF THE CREATIVE PROCESS IN ADVERTISING TO YOUNG MUSLIM CONSUMERS

Inco Hary Perdana¹, Hermin Indah Wahyuni² and Muhamad Sulhan³

Multimedia Nusantara University¹, Gadjah Mada University^{2,3}

ABSTRACT

This paper investigates the creative process in advertising targeted at young Muslim consumers through the lens of Mihaly Csikszentmihalyi's Systems Model of Creativity. The study explores how the interplay of individual creativity, social systems, and cultural context shapes effective advertising strategies. This study employs a qualitative approach, conducting interviews with several advertising professionals from agencies managing the Gen-Sy campaign (a wordplay on Gen-Z), as well as content analysts involved with the campaign materials. The Gen-Sy campaign, initiated by Bank Syariah Indonesia (Sharia Bank of Indonesia), aimed to rejuvenate the brand for a young target market during its launch. The study identifies key factors that contribute to creativity in this unique demographic segment. Findings reveal that successful advertising to young Muslim consumers hinges on the integration of religious and cultural values with contemporary trends. Creative processes are significantly influenced by the cultural domain, the field (advertising professionals), and the individual (advertisers themselves). The study highlights the importance of understanding the cultural nuances and ethical considerations in crafting messages that resonate with young Muslims. Additionally, the role of social media as a platform for creative expression and engagement is examined, demonstrating its impact on the dissemination and reception of creative content. This research contributes to the broader understanding of creativity in advertising by applying Csikszentmihalyi's model to a specific and growing consumer group. It offers practical insights for advertisers aiming to develop culturally sensitive and innovative campaigns. The study underscores the need for continuous dialogue between creative individuals, the advertising field, and the cultural domain to foster creativity that is both relevant and impactful.

Keywords: *Creative process; advertising; young Muslim consumers; Systems Model of Creativity; Mihaly Csikszentmihalyi; cultural context; social systems*

EWOM: DOES IT AFFECT THE BRAND PREFERENCE AND VISIT INTENTION OF CREATIVE TOURISM?

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ABSTRACT

Creative tourism is a type of travel characterized by its participatory nature, aiming for immersion and authentic experiences derived from engaging in learning arts, cultural heritage, or unique characteristics of the destination. It fosters connections with local communities and contributes to cultural creation. The travel patterns of consumers, particularly decision-makers, have been affected to a substantial degree by the strong presence of destination brands on social media. Electronic word-of-mouth (eWOM), a form of online product review, exercises extensive influence not only on consumers' preferences towards creative tourism but also impacts their visiting intentions. The purpose of this research is to examine how user-generated positive eWOM affects brand preference and consequently influences visit intention for creative tourism.

An empirical study based on a survey was conducted to examine the influence of eWOM on brand preference and tourists' visit intentions. Data collected from 500 social media users were analyzed using Structural Equation Modeling.

The research findings established that user-generated positive eWOM on the social media site significantly influences, both directly and indirectly, brand preference and visit intention.

This paper offers valuable insights into the relationship between eWOM on social media, brand preference, and visit intention for creative tourism, an area that remains largely unexplored. Additionally, this study can be replicated for other products or services in future research.

Keywords: *eWOM, Brand Preference, Visit Intention, Creative Tourism, social media*

RELEVANCE OF HOMAGE IN HINDI CINEMA: THE PURPOSE, THE POPULACE AND THE PROVENANCE

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ABSTRACT

In cinema, homage is a tribute to filmmakers, films, or styles, integrating elements from existing works. In recent years, it has emerged as a sub-genre in Hindi films, notably through filmmakers like Sriram Raghavan, who draws inspiration from Western auteurs like Alfred Hitchcock. By investigating the incorporation of Western cinematic elements, using a qualitative approach, analyzing literature, films, and interviews with film journalists, researchers, and industry experts, the study explores how and why filmmakers pay tribute to their influences while simultaneously adapting these elements to resonate with Indian audiences. The findings indicate that audience familiarity with Western cinema enhances their engagement with Hindi films. Furthermore, the commercial dynamics of the film industry drive this convergence, as producers leverage popular Western tropes to attract diverse audiences. The research concludes by highlighting the significance of homage as a mechanism for cultural exchange, illustrating how the blending of Indian and Western media reflects cultural globalization and also fosters a deeper understanding of cinematic art across borders.

Keywords: *Homage, Hindi films, cultural exchange, Western cinema, Globalization*

EXPLORING THE LOCALIZATION PROCESS OF TELEVISION PROGRAM FORMATS IN DIVERSE CULTURAL CONTEXTS: A COMPARATIVE ANALYSIS BETWEEN SPAIN AND CHINA

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ABSTRACT

As entertainment and audiovisual consumption have been increasing, combined with the growing diversity of audiences, traditional television channels have struggled to meet audience needs with original content. Therefore, the introduction and adaptation of formats from international television markets has become a powerful tool for audience engagement. When television formats are broadcast across different countries and regions with very distinct cultural backgrounds, cultural differences become a key factor in the process of localization to identify common ground and differences among viewers in diverse cultural contexts to effectively convey the program's information and emotions. This paper compares the original version of the Chinese musical talent show *Singing with Legends* (我们的歌) with its Spanish adaptation titled *Dúos Increíbles*. Serving as the first Chinese television program format exported to overseas and successfully broadcast, it sets a precedent for the internationalization of Chinese television formats. This format has been localized and adapted in Spain and has achieved good results. Despite encountering some challenges in adaptation due to significant cultural differences, the successful experience of the Chinese original version and the careful localized adaptation of the Spanish version have garnered more attention to this format in other television markets. What similarities and differences exist between the two television programs? What cultural adaptations have been identified in the Spanish version? To answer these questions, this paper conducts a content analysis of these two programs. The analysis protocol includes variables such as the narrative structure of the content, stage configuration, selection of artist, contest phases, episode duration and frequency, cultural signifiers (symbols and cultural connotations), among others. Through the research and analysis presented in this paper, we gain insights into the challenges encountered by both China and Spain in exporting and adapting this television format. The originality of this program, the writing of the "bible" by the Chinese production team, and its communication methods with the Spanish production team are worthy of in-depth exploration. The Spanish version is also noteworthy for its representation of communication strategies and its culture. Overall, this paper contributes to understanding the key steps in the localization process of formats across culturally diverse television markets.

Keywords: *Television program formats, cross-cultural, transnational communication, cultural adaptation, localization, cultural diversity, China, Spain*

STOPPING HUMAN TRAFFICKING THROUGH ART: A CASE OF THE SCHOOL ON THE AIR GRADUATES IN EASTERN PHILIPPINES

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ABSTRACT

With almost half of the world's 29.6 million forced labor and marriage, the Asia Pacific region had the largest documented number of victims. Strong typhoons and COVID-19 in Eastern Philippines caused many families to be displaced and many lives were lost in coastal communities. These situations resulted in an increased number of cases of women and children being victims of human trafficking. The study aimed to raise awareness among one of the most vulnerable members of society, the DepEd teachers and high school students who were graduates of the school on the air. To communicate their ideas about ending human trafficking and other crimes and violence against women and children, the SOA graduates participated in a visual arts competition as their practicum. They also attended a series of lectures with human rights advocates. The Klau Institute for Civil and Human Rights sponsored cash prizes to the top three winners. Their understanding of the lectures is reflected in their acrylic paintings with phrases inscribed on it. Findings indicated that 83 SOA graduates, comprising 42 junior high school, 16 senior high school, and 25 DepEd teachers participated in the advocacy painting project. Most of them stressed the need of treating others with respect, care, and love as effective means of preventing human trafficking. They added that one should constantly be courageous and watchful of human traffickers. After taking the post-test, the SOA alumni expressed that they would like to make more paintings to share their skills with others and raise awareness of the need to prevent human trafficking among their peers, in schools, and in their local communities.

Keywords: *anti-human trafficking, visual artwork, SOA graduates, DepEd school divisions*

THE INFLUENCE OF RATIONAL AND EMOTIONAL ADVERTISING APPEALS ON PURCHASE INTENTIONS AMONG UNIVERSITY STUDENTS

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ABSTRACT

In modern marketing, understanding the impact of advertising appeals on consumer behavior is a crucial area of research. This study seeks to explore how different types of advertising appeals influence customer purchase behavior. Specifically, it focuses on the effects of rational and emotional advertising appeals on customers' purchase intentions, while also examining the role of demographic factors in shaping these intentions. To achieve these objectives, the study utilizes quantitative methods, gathering data through a survey administered via an online Google form. The survey, which involved 106 voluntary participants—both male and female—consisted of individuals with knowledge of emotional and rational advertising appeals and experience purchasing via online platforms within a university setting. The Self-Brand Connection Theory serves as the theoretical framework guiding the analysis. The results of the study reveal that both emotional and rational advertising appeals positively influence consumers' purchase intentions, as confirmed by the findings related to Hypotheses 1 and 2. Hypothesis 1 (H1) posits that rational advertising appeals positively affect customers' purchase intentions, while Hypothesis 2 (H2) suggests that emotional advertising appeals have a similar positive impact. However, Hypothesis 3 (H3), which anticipated that females would be more inclined to purchase products advertised with emotional appeals and males would favor those marketed with rational appeals, was not statistically supported. Unexpectedly, the data indicates that males are more likely than females to have purchase intentions driven by emotional advertising appeals. This study contributes to the ongoing discourse on effective advertising strategies, providing valuable insights for marketers aiming to refine their messaging and enhance their ability to influence consumer choices in an increasingly competitive marketplace.

Keywords: *Advertising appeals, consumer behavior, purchase intentions, rational vs. emotional advertising, online purchasing*

GUIDELINES FOR PROMOTING THE EXPORT OF THAI ENTERTAINMENT CONTENT TO CHINA

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ABSTRACT

This research aims to: 1) Study the structure of the Chinese entertainment content industry market, 2) Analyze the strengths and weaknesses of the Thai entertainment content industry for export to China, and 3) Provide recommendations to both the public and private sectors for promoting the Thai entertainment content industry for export to China. The study examines secondary data through documentary research, analyzing information from academic papers, articles, government documents, journals, textbooks, and relevant online publications. The study employs Michael Porter's Diamond Model to evaluate four dimensions' potential of Thai entertainment content in Chinese market, namely: Strategy, Structure and Rivalry; Factor Conditions; Demand Conditions and Related and Supporting Industries. The research findings indicate that the Chinese entertainment industry market is experiencing significant growth, shifting from offline to online formats. New consumers, particularly women, have become key targets for the Thai entertainment content market. The online entertainment market structure in China can be categorized into three levels of leading players: Major players (iQiyi and Tencent); Mid-tier players (Youku and Bilibili); and Other players (PPTV, Sohu, etc.) with intense competition in both investment and technology. There are significant opportunities for Thai entertainment content to enter the Chinese market, as it meets the demands of new Chinese consumers. However, there are various challenges including stringent regulations, internal industry protection policies, competition from Chinese and other foreign counterparts, and rapidly evolving technologies, which pose significant obstacles to the development of the Thai entertainment industry. The government needs to adjust its role to become a strategic supporter, reducing conditions and regulations, creating an environment conducive to content creation, supporting funding and resources, utilizing public diplomacy mechanisms, and collaborating with the private sector to develop strategies for promoting the Thai entertainment industry for export. This will contribute to the growth of the entertainment industry in foreign markets, creating economic value and becoming a Soft Power to promote the tourism industry and others.

Keywords: *Entertainment industry, content industry, China, Thailand, soft power*

PARALLEL SESSION 10B:

**CULTURE AND MARKETING COMMUNICATION:
STRATEGIES FOR DIVERSITY (GROUP B)**

THE INFLUENCE OF ASEAN PEOPLE'S PERCEPTIONS OF CHINA'S IMAGES

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ABSTRACT

China has always made ASEAN¹ a priority in its neighbourhood diplomacy. The ASEAN countries are geographically close to China and have distinctive multicultural characteristics, with Western, Chinese and Indian cultures spreading in the region, which, together with Southeast Asia's indigenous cultures, form a cultural "prism." China will inevitably fall into the so-called "China threat" and other negative discourses in the West, and the ASEAN people's perception of China's image will be affected by the influence of the Western media's public opinion campaign. Media-generated effects are important mediators of the consequences of attitudes and behaviours, as well as an important channel for China to demonstrate its discourse power. The diversity and randomness of social media content and the interactivity of the communication process make social media an important channel for ASEAN people to perceive China's image. This study establishes a model of national image perception, setting ASEAN people's perception of China influenced by Western and Chinese social media as the mediator variable, and selecting the dependent variable that can be perceived by people in terms of national character. The influence of "other shaping" discourse and "self-shaping" discourse on China's image on social media platforms is explored. The sample size was selected based on the population size of ASEAN countries, and 319 questionnaires from ASEAN countries were obtained. Through methods such as mediation effect analysis and SEM analysis, it is found that ASEAN people's favorability, frequency, attention, participation and recommendation of China's image positively affect their perception of China's image. Western social media and Chinese social media play a partial mediating role in ASEAN people's perception of China's image. China's responsibility, reliability, fairness, success and contribution can be perceived by ASEAN people as part of China's image.

Keywords: *China's image; perceptions of people; ASEAN people; Influence*

¹ Association of Southeast Asian Nations. As of 2023, ASEAN has 10 member countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Myanmar, and Vietnam.

KELAS DEMOKRASI AND FAHMI REZA: THE IMPACT OF A POLITICAL SATIRIST ON THE YOUNG VOTERS IN THE 15TH MALAYSIAN GENERAL ELECTION

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Kaige Bai
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Azian Muhamad Adzmi
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ABSTRACT

This study explores how Malaysian political satirist Fahmi Reza influenced young voters (UNDI 18) in Malaysia through his initiative, Kelas Demokrasi, which provided various creative content to educate them on the importance of voting in the 2022 general election. Using qualitative narrative analysis, including interviews with Fahmi Reza, the study examines how he inspired and raised awareness among Malaysian youth during the 2022 general election. By applying Social Activism Theory, the study further investigates the impact of Fahmi Reza's content on Malaysian youth through a focus group discussion with 12 participants from the UNDI 18 group. The findings indicate that Fahmi Reza's Kelas Demokrasi effectively reached the UNDI 18 group, making complex political concepts more accessible and understandable through online streaming platforms.

Keywords: *Political satirist, 2022 General Election, Tiktok, Politics, Malaysia*

CONSUMPTION AND IDENTITY: THE EFFECT OF EWOM ON CONSUMPTION INTENTIONS OF CHINESE STUDENTS IN MALAYSIA

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Hubei Normal University in China

ABSTRACT

In recent years, Malaysia has attracted a large number of Chinese students to study in Malaysia due to its cost-effectiveness, good policies and favorable geographical location, and the group of Chinese students in Malaysia has received high attention. However, the different cultures between China and Malaysia have led to the different consumption concepts and consumption behaviors of the Chinese student group staying in Malaysia. Therefore, it is valuable to study this group. Based on the perspective of social identity theory and the external cues of electronic word of mouth (“eWOM”), this study constructs a theoretical model of identity—word of mouth—purchase intention, and uses structural equation model to analyze the effects of foreign students’ identities on their intention to purchase (affective identity, self-categorization and group self-esteem) and the mechanisms of their influences, as well as the role of eWOM as a mediator. The online questionnaires were distributed and collected by “Questionnaire Star” software. To test the different hypotheses of this study, the authors used AMOS.27 and SPSS.27 software to conduct data analysis. The results showed that Chinese international students in Malaysia’s affective identity, self-categorization and group self-esteem have a positive influence on purchase intention, and eWOM has a mediating effect. The results of this study guide eWOM through the lens of social identity theory and provide practical implications for marketers targeting Chinese international students to develop effective social media marketing strategies that influence their purchase decisions.

Keywords: *Chinese international students, Social Identity Theory, eWOM, purchase intention, affective identity, self-categorization, group self-esteem*

IMPLEMENTATION OF REFERRAL AND PLACEMENT UNIT OF THE PUBLIC EMPLOYMENT SERVICE OFFICE IN THE CAMANAVA REGION

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ABSTRACT

The effective implementation of referral and placement units within Public Employment Service Offices (PESO) is crucial for enhancing employment opportunities and labor market efficiency. This study examines the implementation of the Referral and Placement Unit (RPU) of the PESO in the CAMANAVA (Caloocan, Malabon, Navotas, Valenzuela) region, focusing on the role of communication and journalism practices in its operations.

The research adopts a mixed-methods approach, combining quantitative data analysis of placement rates and referral outcomes with qualitative insights from interviews with PESO officials, employers, and job seekers. The study investigates how communication strategies and journalism practices impact the efficiency and effectiveness of the RPU.

Findings indicate that effective communication practices, including the use of digital media, targeted outreach, and transparent reporting, significantly enhance the RPU's performance. Journalism practices, particularly in the form of public relations and media engagement, play a critical role in increasing public awareness and trust in PESO services. The study highlights the importance of strategic communication in addressing the challenges of job mismatch and underemployment in the region.

Recommendations include the adoption of advanced communication tools, regular training for PESO staff on media engagement, and the development of comprehensive communication plans to improve stakeholder collaboration. By integrating robust communication and journalism practices, the PESO in the CAMANAVA region can more effectively facilitate job placements and contribute to regional economic development.

This research contributes to the broader discourse on public sector communication, emphasizing the need for enhanced communication strategies in employment services to bridge the gap between job seekers and employers.

Keywords: *Referral and placement, skills mismatched, underemployment, short-term employment, employed and unemployed, job productivity, PESO, jobseekers*

NAVIGATING THE NEW NORMAL: ANALYZING THE IMPACT OF THE COVID-19 PANDEMIC ON THE PHILIPPINE REAL ESTATE PROPERTY CYCLE AND ITS IMPLICATIONS FOR JOURNALISM

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ABSTRACT

The COVID-19 pandemic has significantly disrupted global economies, with the Philippine real estate sector experiencing notable volatility. This study explores the dynamics of the Philippine real estate property cycle during the pandemic, investigating indications of a potential bubble and subsequent burst in the context of the “new normal.” The research examines market trends, property valuation, and investment patterns to assess the stability and future outlook of the sector. It evaluates the role of journalism in reporting these changes, emphasizing the importance of accurate, timely, and insightful coverage to inform public perception and decision-making. Through a mixed-methods approach, including quantitative data analysis and qualitative interviews with industry experts and journalists, this study aims to provide a comprehensive understanding of the interplay between real estate market fluctuations and media representation. The findings will contribute to more informed policy-making, investor strategies, and journalistic practices in the post-pandemic era.

Keywords: *COVID-19 pandemic, real estate investment trust (REIT), property cycle, economics of built environment, “new normal,” journalism*

COMMUNICATION ABOUT CULTURAL VALUES OF THE HOA PEOPLE IN HO CHI MINH CITY, VIETNAM: THE CASE OF LION DANCE CULTURE

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ABSTRACT

This study examines the transformation of media messages surrounding the lion dance culture of the Hoa (Chinese) community in Chợ Lớn, Vietnam, from past to present. It seeks to understand how these messages have evolved and to identify the internal and external factors driving these changes. By adopting a decolonizing approach and utilizing postmodern theories, particularly Discourse Theory as articulated by Michel Foucault, the research views media content as dynamic discourses that reflect the perspectives of the majority. These discourses are shaped by historical context and are not static, allowing for a comparative analysis of the transformation in media representations of lion dance culture over time.

The study emphasizes the active agency of the Hoa community in Chợ Lớn, challenging traditional views of minority groups as passive subjects. Drawing on the perspectives of Deleuze and Guattari, the research positions the Hoa people as proactive participants in the communication and preservation of their cultural heritage. This approach highlights their role in reshaping and influencing media discourses about their culture, particularly in the context of lion dance, a significant cultural practice.

Using qualitative methodology, the study employs discourse analysis, participant observation, and in-depth interviews to explore the motivations behind the shifts in media messages. This methodological framework allows for a comprehensive understanding of both the changes in media discourses and the broader socio-political factors influencing these transformations.

The research contributes to the broader discourse on cultural preservation and development by illustrating how minority communities, like the Hoa in Chợ Lớn, actively engage in the preservation and promotion of their cultural practices within the dominant media narratives. It underscores the importance of recognizing the proactive role of minority groups in sustaining their cultural identity in the face of changing societal dynamics and media representations. Through this lens, the study offers insights into the complex interplay between media, culture, and minority agency in contemporary Vietnam.

Keywords: *lion dance culture, communication message, minority ethnic group, Hoa people, discourse of mass media, preservation*

LINK BUILDING STRATEGIES IN DIGITAL PUBLIC RELATIONS TO ENHANCE SEARCH ENGINE OPTIMIZATION OF PUBLIC RELATIONS CAMPAIGNS

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ABSTRACT

Digital Public Relations practices have evolved beyond traditional media relations to encompass online platforms where content visibility and engagement heavily rely on SEO. Link building, a fundamental SEO strategy, involves acquiring hyperlinks from other websites to one's own, boosting authority and search engine rankings. In the realm of Public Relations, strategic link building not only enhances SEO metrics but also extends the reach of PR content across diverse online channels. Despite the recognized synergy between digital Public Relations and SEO, the specific link building strategies tailored for Public Relations campaigns remain underexplored. This gap in knowledge necessitates a focused investigation into how PR professionals can strategically employ link building techniques to optimize campaign visibility and engagement in digital environments. Existing literature predominantly focuses on general SEO practices or traditional PR strategies, overlooking the nuanced approaches required for effective digital PR link building. This research aims to bridge this gap by providing empirical insights into the effectiveness of specific link building strategies within digital PR contexts. When it comes to methodology of this study, a mixed-methods approach will be employed, combining quantitative analysis of SEO metrics (such as backlink acquisition and keyword rankings) with qualitative assessments of PR campaign performance. Case studies and surveys among PR practitioners will provide comprehensive data to evaluate the impact of various link building tactics. Findings show that link building strategies and insights into the correlation between link acquisition, online visibility, and brand perception will contribute to optimizing digital PR strategies. Limitations may include challenges in isolating the direct impact of link building from other digital marketing efforts. Additionally, variations in SEO algorithms and platform policies may affect the generalizability of findings across different contexts. This research aims to advance understanding of how digital PR can strategically integrate with SEO to achieve broader campaign objectives. Practical insights will empower PR professionals with actionable strategies to navigate the digital landscape effectively, enhancing overall campaign success and organizational reputation.

Keywords: *Digital PR, Link Building, PR Campaigns, PR Strategies, Search Engine Optimization*

RECONSTRUCTING TRADITIONAL ART WITH ARTIFICIAL INTELLIGENCE: A CASE STUDY OF TRAINING AND UTILIZING STABLE DIFFUSION MODELS

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ABSTRACT

In the 21st century, rapid technological advancements have made artificial intelligence (AI) one of the most prominent and cutting-edge technologies, driving profound changes in various fields, particularly in painting. The emergence of AI painting has made art creation more diverse, efficient, and convenient. As a burgeoning technology, the relationship between AI and cultural traditions is a complex and rich research area, attracting significant attention from scholars. This paper focuses on the integration and reconstruction of Chinese traditional art, specifically “ink wash painting,” with AI technology, exploring the interaction patterns, impacts, and applications in the field of traditional art generation through Human-Robot Interaction (HRI). Utilizing a mixed design of experimental methods and in-depth interviews, the study seeks to explore new pathways and methods for scientific research practice. The experimental method involves training and testing an AI stable diffusion model for generating ink wash paintings, to validate its technical reliability and effectiveness in mimicking and innovating traditional art styles. By designing four stable diffusion models and interacting them with four techniques and seven themes of ink wash painting, a total of 112 targeted models were obtained, and five stylized models were obtained after excluding homogenized models. In the second part of the study, we randomly selected two drawings each generated by the five models, and sent them to 15 ink wash artists in a double-blind manner to assess the artistic value and significance of the generated content. Through this research practice, we constructed an AI-traditional ink wash art system as an extended application of HRI theory, demonstrating that AI can replicate and innovate traditional art through specific interaction methods.

Keywords: *Human-Robot Interaction Theory (HRI), Artificial Intelligence (AI), Traditional Art, Stable Diffusion Model, Art Creation*

THE SYMBOLISM OF 'DRAGONS' AND 'NAGAS' IN CINEMA: A COMPARATIVE INTERCULTURAL ANALYSIS OF ICONOGRAPHY AND NARRATIVES INSPIRED BY ASIAN MYTHOLOGY

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ABSTRACT

'Dragons' and 'Nagas' are often represented as fictional serpentine beasts with supernatural strengths. The two mythical creatures have similarities in terms of historical significance, iconography in Chinese and Indian spirituality, and presence in art, culture, and folklore (Marostica, 2016). Cinema for the iconography study becomes significant as it acts as a conduit for visually imprinting Asian folklore and legends onto our collective consciousness (Shen, Wei & Xei, 2022).

The broader objective of this paper is to analyze the existing cultural narratives of Dragons and Nagas portrayed on-screen in Asian and American films and their merging into an archetype of 'serpentine beasts'. Further, it discusses how the representation of these entities evolved in cinema and eventually in the perception of audiences. So, it would ascertain the signifying elements of these symbols integrated into the films to shape the narratives, characterization, and plots. Hence, this paper conducts a comparative analysis of the symbols of Dragons and Nagas in the context and meanings of Asian intercultural narratives seeking similar patterns and their representation in films through the use of Narratology and Semiotic theories.

A set of films produced in India, China and Hollywood have been selected through purposive sampling technique based on the most popular films having Asian mythology, and Dragon and Naga imagery in the storylines. Nagin (1976), Nagina (1986), Sheshnaag (1990), Green Snake (1993), Spirited Away (2001), Harry Potter film series (2001-2011), Jaani Dushman: Ek Anokhi Kahani (2002), Kung Fu Panda film series (2008-2024), Hisss (2010), The Sorcerer and The White Snake (2011), The Hobbit: The Desolation of Smaug (2013), How to Train Your Dragon film series (2014-2019), Ne Zha (2019), and Shang-Chi and the Legend of the Ten Rings (2021), were analyzed. This exploratory study employed content and contextual analysis of both icons. Thus, this paper contributes to a nuanced recognition of Asian culture by illuminating the traditional/stereotypical representation and modern adaptation in the iconography of Dragons and Nagas as depicted in the films.

Keywords: *Dragons, Nagas, Asian Mythology, Cultural Communication, Cinema, Indian Cinema, Chinese Cinema, Film Analysis, Asian Cinema*

TRANSLATION STRATEGIES IN KOREAN-TO-ENGLISH SUBTITLES AND KOREAN-TO-FILIPINO DUBS OF SELECTED K-DRAMAS

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ABSTRACT

This study investigates the translation strategies used in the Netflix English subtitles and Viu Filipino dubs of dialogues from three selected K-dramas: Reply 1988, Weightlifting Fairy Kim Bok Joo, and Hotel del Luna and examines how culture influences these strategies. Drawing upon Vinay and Darbelnet's Methods of Translation (1958/2000), a translation assessment of the English subtitles and Filipino dubs was conducted to categorize the translation strategies into the following: borrowing, calque, literal translation, transposition, modulation, equivalence, and adaptation. The strategies used were explained through the intercultural communication dimensions of power distance and uncertainty avoidance proposed by Hofstede (2010) and face negotiation components of facework and individualism vs. collectivism suggested by Ting-Toomey (2005). The assessment revealed that the modulation method was the most prevalent translation strategy due to the incompatibilities between the source language (SL) and target languages (TLs). The Korean-to-English translation tends to be simplified, standardized, and monotonous. The distinguishable differences in the characters' utterances were hardly discernible in the translations which were supposed to differ depending on their backgrounds, personalities, hierarchical positions, and historical connotations. These findings may be explained by the collective and high-power distance Korean culture as opposed to the individualistic and low-power distance nature of the TL culture. In contrast, the Korean-to-Filipino translation used appropriate local nuances that highlight the cultural counterparts of the TL. A high frequency of the equivalence and adaptation methods were used to effectively convey the cultural counterparts of idioms and curse words that hold similar context in the TL as well as the accommodation of non-existing concepts in the target languages such as Korean addressing cultures, idiomatic expressions, and pronouns. These results may be supported by the similarities between Korean and Filipino culture in terms of high uncertainty avoidance, collectivism, and facework. Generally, the choices of strategies were due to cultural and linguistic differences between the SL and TLs; that is, most Korean expressions have no exact equivalent in English and Filipino target languages. Furthermore, the three languages have very different sentence structures. Finally, the findings of the study underscore the significance of cultural considerations in translating globally consumed media.

Keywords: *translation strategies, K-drama subtitles, translation assessment, linguistic diversity*

APOCALYPTIC NARRATIVES: A SEMIOTIC ANALYSIS OF THE DIVERSE VALUES PROPAGATED BY CHINESE AND HOLLYWOOD SCI-FI BLOCKBUSTERS

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ABSTRACT

In 2019, China made a significant leap in the global film industry by releasing its first science fiction (henceforth, sci-fi) blockbuster, “The Wandering Earth.” This milestone showcased the nation’s high-quality film production abilities and demonstrated China’s national soft power on the global stage. Meanwhile, “The Wandering Earth” is regarded as the Chinese main melody film, promoting official values to its spectators. In addition, the Hollywood film industry has already dominated the world’s cinema, as proven by global blockbuster successes. For comparative purposes, like “The Wandering Earth,” the Hollywood sci-fi blockbuster “2012,” featuring apocalyptic themes, was chosen as a research sample. Considering the research problem, this qualitative research aims to evaluate the diverse values propagated by China and the U.S. through their sci-fi blockbusters, “The Wandering Earth” and “2012,” respectively. Moreover, it analyzes how “The Wandering Earth” propagated the Chinese leadership’s intentions within the context of China’s official political discourse. The research samples are purposively selected. Employing Roland Barthes’ semiotics as the foundational framework of this research with textual analysis method, this research delves into the verbal and non-verbal elements of “The Wandering Earth” and “2012.” The findings show that the narratives of “The Wandering Earth” emphasize the values of collectivism, egalitarianism, and multilateralism, along with the virtues of self-sacrifice, devotion to duty, obedience, and indomitability. Meanwhile, “2012” demonstrates the values of individualism, elitism, and unilateralism. In addition, the depictions of the Chinese and Russian characters are stigmatized in the storytelling of “2012.” The United States and China are engaged in a binary system of divergent values that are reflected on the screen. This research conducts a comparative analysis of the dissemination of values by Chinese and Hollywood sci-fi blockbusters, providing an empirical perspective on the study of values and official discourse propaganda in film.

Keywords: *science fiction film, The Wandering Earth, 2012, semiotics; values*

APPLICATION OF ACCOMMODATION STRATEGIES ON THE TRANSLATION METHODS AND SHIFTS IN THE SUBTITLES OF 'HENERAL LUNA'

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ABSTRACT

Films are valuable mediums for preserving identity, sharing culture, and promoting diversity; hence, subtitling has also become a very important activity, facilitating the spread of various messages conveyed in films to a wider audience. One such film that showcases Philippine identity, history, and culture is “Heneral Luna,” which tells the story of General Antonio Luna’s heroic adventures. Being one of the highest-grossing Filipino films of all time, it has left a mark on various audiences as its message resonates even at present. This study investigates the strategies, methods, and shifts used in translating the Filipino lines of “Heneral Luna” into English subtitles. Grounded in Newmark’s (1988) translation model, the sentence structures in the English subtitles and Filipino lines were categorized into semantic or communicative translation. They were further classified into level shift or category shift based on the translation shifts proposed by Catford (1965/2000). Finally, the translation methods and shifts were explained using Giles and Ogay’s (2007) concepts of convergence and divergence as posited in their Communication Accommodation Theory. The analysis revealed that the subtitles of “Heneral Luna” widely utilized communicative translation strategies, allowing the words to align most closely with the culture and norms of the target language. Furthermore, the most used translation shift was category shift in the target language, under which the structural shift was prevalent since no two languages are structurally identical. Thus, in both methods and shifts, the commonly applied accommodation strategy was convergence. When there is no exact equivalence between the source language and the target language, convergence was the preferred strategy by the subtitlist to approximate the meaning and mood of the source text, making it more accessible to the audience in the target language. Although there are a few mistranslations and non-translations, the subtitles allowed for a better understanding of the tone and atmosphere of the original. Overall, the subtitles can be considered an effective translation since they adhere to the qualities of a good translation as suggested by the Summer Institute of Linguistics (SIL): clear, accurate, and natural.

Keywords: *Accommodation strategies, translation methods, translation shifts, film subtitles, communication and translation*

PARALLEL SESSION 11A:

CHINESE ABSTRACTS (GROUP A)

“IMAGE SIMULATION” OF THE DEAD: TECHNICAL SIMULATION AND ETHICAL RISKS OF VIRTUAL DIGITAL PEOPLE

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ABSTRACT

本研究以拟像理论为理论基础，采用文献研究法和案例分析法，探究虚拟数字人对逝者技术拟像实践的拟化维度、进步性和局限性，及其滋生的伦理风险和未来规制理念。研究认为，作为“数字灵媒”的虚拟数字人是有关逝者再生书写的媒介物实践。“拟像仿造”造就逝者音容与数字化身在神态、语态、姿态等方面的互文；“拟像生产”使“离场具身”的逝者借由虚拟数字人返场，同丧亲者达成身体方面的拟化共在；“拟像仿真”通过数据备份承继逝者生前“先赋性”情感，同丧亲者在人机交互中完成“后致性”情感的积聚，并实现人机生命之间的情感联结。从伦理层面再审视，或存在人工智能恐怖谷、数字复活权归属紊乱、沉溺技术幻觉、代码逻辑操纵下的模具黑箱和消费逝者等伦理问题。应秉持人本精神，依托代码规训技术物，引领虚拟数字人价值向善，推动其未来的良性发展。

Keywords: 虚拟数字人；技术拟像；技术伦理；逝者仿真；情感联结

ACCURATE INSIGHTS INTO REGIONAL AND COUNTRY-SPECIFIC COMMUNICATION —STARTING FROM THE COMMUNICATION PRACTICE IN CHINA’S BORDER PROVINCES

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ABSTRACT

区域国别传播是以洞悉区域国别现状为起点，赋能精准传播的前沿探索。凭借地缘优势、文化优势、情感优势，中国边疆省区较早开展了面向毗邻区域的精准传播，有待升华为体系化、常规化、理论性的自觉实践。运用大数据检索技术与个案分析法，分析中国边疆省区的区域精准传播实践，辨析其理论根源、现实基础与主要策略，回答“何以可能”“何以可为”“何以作为”。区域传播与精准传播具有“学以致用，用以强学”的互动关系，前者为后者提供适用场景，后者为前者提供理论借鉴。立足系统论视角，中国边疆省区注重平衡区位传播与全国布局、地方性传播与全球化融入关系，形成了理性精准传播能力培育、感性受众情感认同两类发展路径。未来，还需将媒介传播逻辑融入区域国别探索，创新议程设置、迭代传播话语、重塑地方情感，深化区域精准传播的应用空间。

Keywords: 区域国别传播、边疆、精准传播、国际传播能力建设、情感传播、议程设置

MULTIMODAL DISCOURSE ANALYSIS OF ADVERTISING TEXTS FOR EXTERNAL COMMUNICATION OF CHINESE TECHNOLOGY BRANDS - ——TAKE THE SWEEPING ROBOT AS AN EXAMPLE

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ABSTRACT

“科技强国”是我国国家形象对外传播的重点内容之一。本研究以YouTube平台上中国扫地机器人品牌的广告文本为分析对象，运用多模态话语分析框架考察了广告在表达、意义、语境和文化四个层面的叙事策略。研究显示，这些广告通过整合视觉、语言和声音元素，有效传递了产品信息，并塑造了积极的中国科技品牌形象。在表达层面，创新的视觉与声音设计极大提升了广告的吸引力；在意义层面，广告巧妙结合概念与叙事，深化了消费者对产品功能的认识，强化了其与品牌的情感联系；在语境层面，广告通过本地化策略，展示了对国际市场和多元文化环境的敏锐洞察；在文化层面，品牌理念与青年亚文化的有效融合吸引了全球年轻消费者。这一研究为提升中国科技品牌的全球话语权与竞争力提供了一定参考。

Keywords: 国际传播；对外传播；科技品牌；多模态话语分析；广告文本

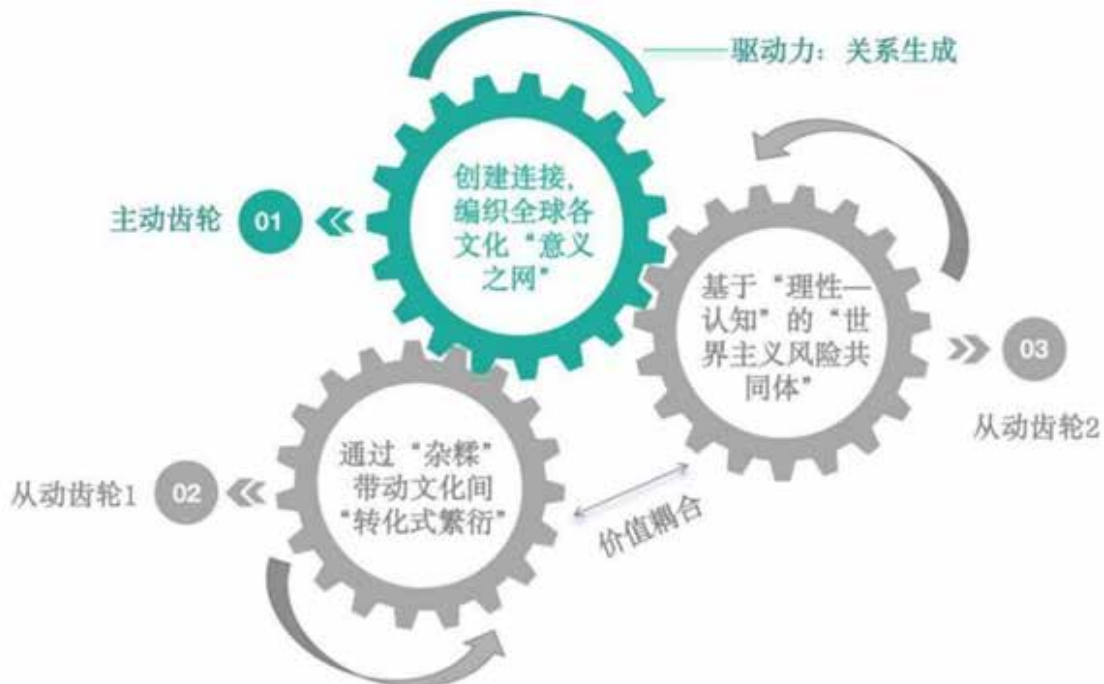
CONNECTION-WEAVING, TRANSFORMATIVE REPRODUCTION AND COSMOPOLITAN RISK COLLECTIVITY: TRANSCULTURAL APPROACHES FOR CHINA'S GLOBAL COMMUNICATION

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ABSTRACT

近年来，全球政治、文化、传播格局发生了深刻变化。新时代背景下，作为中国对外传播核心理念的“跨文化传播”（intercultural communication）面临着解释层面的困境。中国对外传播的核心理念应该由“跨文化传播”升级为“转文化传播”（transcultural communication）。本文从“转文化传播”的三大理论话语来源——媒介化传播参与全球化的结果、后殖民主义的批判传统、方法论的反思——出发，从三个面向分别进行理论溯源，并将其放入当下的全球传播语境中进行阐释，探讨“转文化传播”理论在新时代语境中彰显的价值内涵，接通其与中国对外传播实践的对话。在此基础上，探索出中国对外传播“转文化”路径的三个实践向度：一是以“关系性思维”创建多文化的连接，编织全球各文化间的“意义之网”。二是要在“批判性转文化主义”框架下，实现各文化主体在现实政治中的“解放性”，并通过“杂糅”带动自身与外来文化共同的“转化式繁衍”。三是以全球文化流动的整体视角，将“超民族国家”的多元文化主体纳入视野，在文化互动与变迁中构建基于“理性—认知”的“世界主义风险共同体”。以上三个向度犹如一组相互咬合的齿轮（如下图），它们在内在逻辑上相互关联、彼此促动、价值共振，在实践中共同形成良性的运转系统。中国对外传播“转文化”路径三个实践向度的关系

中国对外传播“转文化”路径三个实践向度的关系



Keywords: 转文化、对外传播、杂糅、方法论世界主义、后殖民、全球化

THE THEATRICAL LIFE OF INTERNATIONAL ORGANIZATION INTERNS OF CHINA'S GENERATION Z FROM THE PERSPECTIVE OF SELF-PRESENTATION

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ABSTRACT

面对异质文化接触所带来的认知差异和语境隔阂，Z世代国际组织实习生在人际交往中寻找理想化的自我呈现。本研究关注中国Z世代国际组织实习生的生存状况，考察其基于多重角色扮演所建构的自我价值认同与对外表演框架。研究发现，我国Z世代国际组织实习生通过一定程度的人设扮演和社交表演有效调节了现实生活中的自我表现力与文化适应性。在此过程中其国族身份认知影响下的中国价值导向的行为法则与不断凸显的个体化进程的张力之间实现了流动与重构，形成具有Z世代代际特色的剧场化生存模式，折射出我国国际组织实习生群体新的个体意义与集体优化路向。

Keywords: 国际组织 Z世代 自我呈现 剧场化生存 后戏剧

RHYTHMS FAST AND SLOW: AN EMPIRICAL STUDY ON THE DISSEMINATION OF SPED-UP MUSIC ON SHORT VIDEO PLATFORMS

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ABSTRACT

现如今，短视频平台已经成为人们进行视听娱乐的重要渠道。这些平台以其独特内容和传播机制，迅速吸引了全球数亿用户的关注。在这样的背景下，音乐的角色也随之发生了深刻的变化。它不再仅仅是作为背景音乐的听觉陪衬，而是作为信息传播的重要媒介，深度参与到视觉、情感和文化层面的信息传递和解读过程中。短视频平台的流行也催生了一种新的音乐模式——倍速音乐。这种音乐形式通过调整播放速度，创造出与众不同的节奏和情感效果，吸引了广泛的用户关注和参与。

本研究采用质化与量化相结合的研究方法，对抖音平台使用不同语言的倍速音乐视频样本进行了深入分析。研究从视觉、听觉、文字和互动四个维度对样本进行编码，以期揭示短视频平台上倍速音乐的传播特征和用户互动模式。研究发现，倍速音乐通过视听符号的编码，能够“制造”出特定的情绪反应，从而影响观众的情感体验。同时，倍速音乐的流行得益于抖音推荐算法的强化作用，算法通过识别并推广具有高用户参与度的新颖内容，加速了音乐符号的传播和变异，从而在平台上形成了一种文化现象。最后，倍速音乐通过解构传统音乐结构并重构其节奏与情感表达，打破了高低文化语境的界限，促进了跨文化融合和艺术表达的多样性。

Keywords: 短视频、倍速音乐、社交媒体、抖音、视听传播

ONLINE CLINIC: CHINESE PRACTICE OF MEDICAL REACTION VIDEOS—TAKE THE BILIBILI PLATFORM VIDEO CREATOR “DAWU SHIYE” AS AN EXAMPLE

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ABSTRACT

反应视频起源于球赛解说，在发展过程中逐渐娱乐化，然而以大物为代表的科普类反应视频实现了专业的回归。本文以Bilibili网站为例，选取2022年3月至2024年3月“大物是也”合计列表中播放量排行前5的医学类反应视频的视频文本内容作为样本。采用STM模型，进行R语言编码，引入身份（主持者非专业人士大物或参与讨论的专业医生）作为协变量进行主题模型构建，发现其主题围绕健康知识、就医须知以及医患关系三方面展开，通过专业的知识对话以及在场下的情绪价值交换，实现了表演背后的专业科普。

视频中多个反应主体提供了多样的叙事视角，包括主持人、科普者、吐槽者、共情者等。受众作为非专业人士，可以代入主持人的视角，通过准社会交往跨屏互动，参与专业交谈。这种方式不仅可以对原视频中健康知识进行解释、吐槽和纠错，还可以打破普通受众与专业知识的传播壁垒。健康科普类反应视频通过实时传递情绪，具象化共享情感状态，让受众更易理解接收健康知识，提高健康传播效果。Bilibili作为一个以青少年和年轻人为主要用户群体的在线视频平台，其在科普教育方面的潜力巨大。反应视频的多视角解读与重构形成了一个会诊所，是深度平台化的当下进行健康传播的良好尝试。

Keywords: 反应类视频 准社会交往 跨屏互动 健康传播 Bilibili

NORM DIFFUSION AND INTERNATIONAL COMMUNICATION IN THE GLOBAL SOUTH—AN EXAMINATION OF THE EVOLUTION OF THE INTERNATIONAL AGENDA BASED ON THE “FIVE PRINCIPLES OF PEACEFUL COEXISTENCE” (1954-2024)

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ABSTRACT

今年是“和平共处五项原则”提出70周年。本文将从规范扩散视角切入，追溯“和平共处五项原则”的全球传播图景，评估其全球扩散传播效果。研究搜集了外交部网站1559篇政策文本、1802篇全球主流媒体英文报道，采用社会网络分析与格兰杰因果分析的方法，考察了政策议程和媒体议程的特点与关系。研究发现，70年来，其政策议程的扩散传播不断加速，议题显著性从东亚国家向全球南方国家扩散，已从区域性议题发展成为全球性议题；其全球媒体议程则呈现出典型的不对称性，西方主流媒体的关注度相对较高但却认同度较低，全球南方国家的本土语境及“驯化”程度较高，但整体传播度较弱；政策议程与国际媒体议程之间存在显著的相互影响关系，且在近十年相关性最强。本研究将为中国为代表的全球南方国家围绕当前全球发展推广新规范倡议，提升规范传播效果提供借鉴。

Keywords: 和平共处五项原则、规范扩散、国际规范传播、议程设置、国际传播

CHALLENGES AND STRATEGIES OF INTERNATIONAL DISSEMINATION OF CHINESE COSTUME DRAMAS IN A CROSS-CULTURAL CONTEXT: A PERSPECTIVE OF AUDIENCE RECEPTION

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ABSTRACT

在全球化背景下，中国古装剧作为中华优秀传统文化在国际传播中的重要载体，对于讲好中国故事、传递中国声音具有重要影响力。据统计，2015—2021年，每年中国国际发行收入排名前十的共计70部剧集中，52部为古装剧，占比高达74%。然而由于语言转化、文化认同、价值观等的差异，中国古装剧在跨文化背景下的受众接受度和理解程度面临诸多挑战。本文选取在国际上有一定影响力的中国古装剧代表《陈情令》、《长月烬明》、《长相思》等，从文本语言、场景建构和情感表达三个维度出发，通过个案研究和内容分析的方式，综合研判古装剧在海外地区的受众接受情况，探讨跨文化背景下中国古装电视剧在国际传播中面临的价值观念理解差异、情感共鸣不到位等“文化折扣”的现状，并提出相应的策略，以促进其在国际市场的传播效果和影响力。研究发现，中国古装电视剧在国际传播中的受众接受情况主要受角色行为的文化认同问题、视觉效果解读差异、受众对于中国历史文化的理解程度等因素的影响。中国古装剧的创作实践应考虑不同文化背景的受众，注重文本翻译中的本土化，同时通过情感线索来加强国际受众对剧集的情感投入和情节情感共鸣，从而促进跨文化交流与理解，实现其在国际传播中的效益最大化。

Keywords: 中国古装剧；国际传播；跨文化交流；文化折扣；传播策略

FROM “COGNITIVE OBSTACLE” TO “SUBJECT EMPOWERMENT”: THE SYMBIOTIC INTEGRATION OF DIGITAL INTELLIGENCE TECHNOLOGY TOOL RATIONALITY AND VALUE RATIONALITY IN THE INNOVATIVE PATH OF CULTIVATING NEW TALENTS

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ABSTRACT

在数智技术深度嵌入社会的当下，培育适应新发展需求的高素质人才成为关键要务。新质人才凭借其独特思维契合新质生产力要求，为中国式现代化开拓新的发展路径。本研究基于技术文化理论，着眼数智技术工具理性与价值理性在媒介素养教育中的交融，从新质人才在技术驱动信息场域的行为展现、技术变革引发的社会文化结构变动、高等教育传播机制的数智转型进行切入。然而，数智技术自身的算法逻辑、数据处理方式，以及技术创造者的价值观、目标等，通过技术设计传递给使用者，导致使用者思维钝化，出现替代思考与决策的“无思”现象。技术变革带来的社会文化结构变化也致使新质人才面临信息筛选与价值判断的“认知迷障”，进而催生符合数智转型的新质人才“信息智觉”需求，形成“技术文化共生场”，最终实现技术与文化在个体媒介素养形成中的协同。如此，应当以“新质生产力”为基，构建“主体赋能”个体意识，形成技术环境中的主体性策略，旨在调和人工智能技术的工具理性，避免使用者在技术面前沦为屈从体，为高等教育与数智技术融合提供新思路，推动技术文化共生高质量发展。

Keywords: 数智技术；新质人才培育；技术文化共生；工具理性与价值理性；媒介素养教育

POSITIVE PARENTING BUT SIMPLE INTERVENTION: THE LIMITED MODERATING EFFECT OF PARENTING STYLE IN MEDIA INTERVENTION

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数字媒介助力青少年发展的过程中，家长的媒介干预是一个关键变量，对家庭文化资本传递有着重要影响。考察媒介干预的形成机制，有助于弥合不同阶层之间文化资本差异带来的数字鸿沟。此外，疫情期间“停课不停学”工作极大推动了教育信息化，可能进一步扭转家长的媒介认知与媒介干预行为，新近调查数据有助于发现其中的新变化。匹配2020年中国家庭追踪调查（CFPS 2020）亲子样本数据，通过补对数-对数模型分析发现，媒介干预的形成遵循“使用——认知——干预”的逻辑，即家长使用互联网的不同用途，为子女媒介使用问题的归因提供了重要依据，进而影响其媒介干预行为。此外，养育方式在时间干预而非内容干预中发挥正向调节作用。这是因为，养育方式的调节效应受制于经济限制、资源缺失等结构因素，积极养育的家长也可能被迫采取简单化的干预措施。因此，解决家庭文化资本带来的数字鸿沟问题，需要尽可能发挥数字文化“以非遗传的方式传递”的特性，强化“具身化”的家庭文化资本的能动性，以突破家庭系统传递的局限。

Keywords: 媒介干预、互联网使用、认知行为理论、家庭文化资本

PARALLEL SESSION 11B:

CHINESE ABSTRACTS (GROUP B)

ABSENCE AND PREJUDICE: A STUDY ON THE IMAGE CONSTRUCTION AND GENDER ABSENCE OF FEMALE SCIENTIFIC AND TECHNOLOGICAL PERSONNEL IN SCIENCE AND TECHNOLOGY DAILY FROM THE PERSPECTIVE OF VISUAL FRAME

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ABSTRACT

研究背景:

女性科技人员已日益成为当代科学发展的主要参与力量。但由于普遍存在的新闻偏见，媒体对处在职业边缘的女性科研人员的报道有所忽视，在新闻插图层面尤为显著。女性科研人员的图片更多地被用以提高新闻版面的美观性，图文不匹配程度远高于男性（徐素田，2022）。而现有女性科技形象研究聚焦新闻文本，少有研究引入框架的视角，忽视了媒介生产复杂性和新闻图像的叙述地位。

研究目的与方法:

《科技日报》是中国在国内外公开发行的唯一国家级科技媒体。本文选取《科技日报》2022-2024年所刊的含有女性科研人员的新闻插图为样本开展如下分析：

- 1) 借由视觉框架的视角，依据视觉语法与视觉修辞理论，从信息值、显著性、取景、情态等维度对样本开展编码，提炼女性科技人员形象构建的多种视觉框架。
- 3) 结合对后现代女权主义的相关文献考察，尝试探讨科技新闻的女性塑造实践现状及其性别缺席现象，并对更全面的女性形象塑造提出建议。

预期结果:

本文力图进一步延伸新闻框架分析的视觉向度，反思其潜藏的女性刻板印象与造成的性别缺席现象。在视觉框架视角下分析新闻插图运用何种框架塑造科技女性形象，对科技领域的新闻报道展示更真实、更自主、更立体的女性形象提出建议。

Keywords: 女性科技人员；新闻插图；视觉框架；女性形象塑造；性别缺席；新闻偏见；《科技日报》；媒介与性别

CLEVER “COMPROMISE”: THE TRANSCULTURAL NARRATIVE OF THE “BOSS BOSS” MICRO-SHORT DRAMA FROM THE PERSPECTIVE OF SEMIOTICS - TAKING REELSHORT AS AN EXAMPLE

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ABSTRACT

继网络文学、网剧之后，数智时代又产生了一种具有“文化杂糅”属性的新型流行文化形态——网络微短剧，并形成了全球风靡之势。在此浪潮下，以ReelShort为代表的中国流媒体平台凭借生产“霸道总裁”言情短剧而广受欢迎，日益成为影视产业“出海”的新增长极。基于此，本文从符号学视域出发，围绕中国传统言情符码与西方社会语境这一“类项”的合理替换、“爽文学观”和“二元对立”逻辑下“符序”的艺术编排、跨媒介的视听化呈现与互动式表达研究ReelShort平台“霸总”微短剧的转文化叙事。研究发现，ReelShort的微短剧将“打破世俗束缚、追求自由爱情”作为共享的文化内核，在地化地引入狼人、吸血鬼、农场主等西方经典元素，在类型、情节、人设层面进行“折中”处理，进一步降低了用户的观看和接受门槛，对改变当下“平台不平”的西方媒介市场主导现状，推动中华民族现代文明的海外传播具有重要意义。

Keywords: *Reelshort* 微短剧 转文化传播 符号学 符序 类项

ECONOMIC BOOST, CULTURAL CONTINUITY, AND SOCIAL GOVERNANCE: THE TRIPLE AFFORDANCES OF CHINA'S NEW INTANGIBLE CULTURAL HERITAGE MUSEUMS

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ABSTRACT

数字化和城市化的发展使得非遗赖以生存的乡土空间逐渐瓦解，“脱域”的非遗面临着重构与再嵌入的挑战。浙江省非遗馆的功能丰富、智慧化水平高，是中国新型非遗馆建设的重要范本。本研究以浙江省非遗馆作为个案，借助媒介社会学理论，通过参与式观察和半结构式访谈相结合的方法，分析作为空间媒介的新型非遗馆如何在城市中的传播与赓续建构新场域。研究发现，浙江省非遗馆通过独特的功能分区设计，使得非遗体验厅、陈列厅、展演厅等馆内空间深度互嵌，编织了文化体验、传播与消费的三重网络。此外，浙江省非遗馆还借助数智化的“非遗工作驾驶舱”和“浙江非遗大看台”促成实体空间与虚拟空间、“在手”空间与“上手”空间的和谐交融，推动场馆的“可见性”向“可沟通性”转变。最后，浙江省非遗馆通过策划非遗研学、购物节、成果展等活动，促进多元主体之间的勾连与交往，在实现非遗创新扩散的同时帮助建构地方文化认同。综上所述，浙江省非遗馆已经成为兼具居间性和背景性的“容器型媒介”，既是支撑非遗城市传播的文化基础设施，也是联结多元主体共同参与非遗实践的重要枢纽。

Keywords: 非物质文化遗产；新型非遗馆；媒介可供性；空间媒介；空间生产；文化认同

TRUST-BUILDING FACTORS AND PRACTICAL APPROACHES TO THE MEDIA IMAGE OF CHINESE SCIENTISTS

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ABSTRACT

科学家作为科学共同体重要成员之一，是科学传播的重要力量。中国科学家形象是国家科学传播形象的窗口，大众媒体构建的中国科学家形象，直接影响着国家媒体形象中科学家形象的生成与外化。本文以近几年科学纪录片优秀案例作为研究材料，通过深度访谈与问卷调查，讨论在科学传播视域下中国科学家形象如何被大众媒体建构。围绕科学传播的话语实践，提出信任话语机制建构的三种要素，包括知识与专业、开放和诚实、关注和关心。科学的复杂性和不确定性极大增加了公众对于科学知识的认知难度。打破对科学家形象的固有刻板印象，以开放的态度正确对待公众多样态的观点和表达。可在科学知识的基础上关注情感，以共情作为情感链接，引发公众情感共鸣，获得理解和信任。构建可沟通可理解的内容信任话语生态，并向国际化话语进行延伸。科学纪录片以共振共情形成科学价值共同体，以科学传播应对科学争议，把握话语主动权，逐步建立形塑国家媒体形象的信任话语体系。

Keywords: 科学纪录片 科学家形象 信任建构

COMMUNITY AS MEDIA: COMMUNITY PRACTICES AND SPACES OF DIGITAL NOMADS IN CHINA - PRODUCTION RESEARCH - TAKING N COMMUNITY IN D CITY AS AN EXAMPLE

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ABSTRACT

随着全球化和数字技术的发展，“边工作、边旅行”的数字游民逐渐走入公众视野。数字游民社区是这一群体游牧动态线上的重要锚点。作为依托于乡村而生成、又内嵌于乡村的新兴空间，中国数字游民社区有其自身的独特性。本文从空间生产的理论视角出发，以云南省D市N社区为例，基于田野调查等方法对这一实体空间以及个体在其中的活动进行观察，探讨数字游民社区生成的逻辑及空间生产机制。研究表明，数字游民通过自身的社区实践创建了融合的异质空间，这一空间是虚实结合的存在。数字游民社区涵盖了物理空间、情感空间和社会空间的三重生产过程，拓展了媒介的空间化内涵与外延。本文关注到作为承载数字游民生活、工作、交往的社区的媒介属性以及第三空间特征，为理解数字游民社区建构提供在地经验，并为优化中国本土化数字游民社区的治理面向提供实证依据。

Keywords: 数字游民，数字游牧，数字游民社区，空间生产，空间媒介

SMART CAMERAS IN THE HOME: MEDIA PRACTICE AND HOME SPACE PERCEPTION OF ELDERLY PEOPLE CARING FOR THEMSELVES AT HOME – A PERSPECTIVE BASED ON SPATIAL TRIAD THEORY

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ABSTRACT

近年来，中国社会老龄化趋势明显，流动人口增加，居家养老成为90%中国老年人的选择。家庭智能摄像头在这一背景下兴起。一方面，作为维持远距离家庭关系的技术中介，智能摄像头使外务工的子女与居家年老父母能够实现远程沟通和连接。另一方面，作为家庭中的媒介物，它也正在介入“家”这个对老年人有特殊意义的场域。本研究基于异地家庭增多和老龄化居家养老趋势加快的背景，从媒介空间的勾连视角出发，以列斐伏尔的空间三元组理论为框架，探讨中国老年人对智能摄像头嵌入家庭空间的感知，进而分析这一智能媒介对传统中国家庭文化和家庭代际关系的重塑。通过访谈12位老年人及若干在家中安装智能摄像头的子女，研究发现智能摄像头进入家庭后，老年人围绕这一媒介形成了特定的日常惯习和不同的隐私披露策略。老年人对“家”作为养老居所的空间感知在封闭性和安全性上不同于传统家庭空间，智能摄像头嵌入的家庭空间呈现出养老居所和监控场域的双重属性。老年人对“家”本质的理解离不开第一、第三空间的共同作用，子女、技术设计者、政府宣传在第二空间上起到重要构建作用，其话语情感传达影响老年人在第一、第三空间的家庭感知。（476字）

Keywords: 智能家庭摄像头，家庭监控，空间三元组理论，老年人，代际关系

BRAND ACTIVISM: COMPARATIVE INSIGHTS FROM ASIA AND EUROPE-AMERICA

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ABSTRACT

品牌行动主义，作为企业社会责任的一种新兴表现形式，强调品牌在社会议题上主动发声并采取实际行动，以此塑造品牌形象，增强消费者忠诚度，并对社会产生正面影响。本文旨在深入剖析品牌行动主义在全球两大核心区域——亚洲与欧美——的发展现状与实践差异，通过跨文化的视角为该领域的理论研究与实际应用提供新的洞见。首先，文章从理论框架出发，梳理品牌行动主义的概念演进及其在不同文化背景下的理论基础，探讨其在东西方价值观体系中的异同。通过对相关文献的综述，构建起一个比较分析的理论平台，为后续实证研究奠定基础。其次，本研究采用定性与定量相结合的方法，选取亚洲与欧美具有代表性的品牌案例，利用数据分析的方法对比分析两区域品牌在行动主义策略选择、议题关注偏好、执行力度及公众反馈等方面的差异。最后，本文将深入探讨品牌行动主义在促进企业社会责任、增强品牌信誉、以及推动社会进步方面的作用与局限，特别是在全球化背景下，品牌如何跨越地域界限，实现价值共鸣与社会责任的全球一致性，同时尊重并融入地方特色。基于比较研究的发现，本文提出了一系列针对品牌管理者、政策制定者及社会公众的策略建议，旨在促进品牌行动主义更加有效地在全球范围内实践。同时，也为未来学者在该领域开展更为深入的跨国比较研究提供了方向与启示，推动品牌行动主义理论与实践的持续发展与创新。

Keywords: 品牌行动主义、企业社会责任、比较分析、亚洲、欧美

THE EXPRESSION OF “NEW CHINESE STYLE” ELEMENTS IN SPORTS MARKETING OF CHINESE BRANDS--TAKING THE 19TH ASIAN GAMES HANGZHOU AS AN EXAMPLE

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ABSTRACT

杭州第19届亚运会锚定了体育营销的新趋势。对中国品牌而言，这是一次向亚洲市场展现中国品牌文化特色、打造差异化价值的重要节点。在这场2023年亚洲顶级的体育赛事中，“新中式”从最初的建筑学概念向品牌营销领域拓展，其文化属性与商业属性的融合成为中国品牌的一大亮点。

本文首先分析中国品牌营销中出现新中式元素的背景，以及杭州亚运会等体育赛事作为一种民族文化传播的新兴范式与新中式营销元素融合的合理性。

其次，以杭州亚运会期间中国品牌的体育营销事件为研究对象，分析新中式元素在中国品牌体育营销中的具体表达。主要表达方式包括人与自然和谐共生的景观元素的抽象演化、传统艺术作品与现代体育运动的新式融合、以及对美美与共等中华民族精神的创造性阐释等。

最后，本文论述新中式元素在中国品牌体育营销中的价值和发展趋势。从品牌角度而言，中式风格可以在亚洲乃至世界市场竞争中为中国品牌打造差异化价值，丰富品牌的文化内涵。从国际传播角度而言，中华优秀传统文化的传播能有效避免体育赛事中成绩带来的民族主义情感，与各国消费者建立正向的情感互动。

Keywords: 体育营销；中国品牌；新中式；杭州亚运会；传统文化

**“PEOPLE-TO-PEOPLE RELATIONS AND STATE-TO-STATE RELATIONS:
AN INTERACTIVE STUDY OF MUTUAL UNDERSTANDING,
OFFICIAL DIALOGUE AND JAPAN-RELATED REPORTS BETWEEN
CHINESE AND JAPANESE PEOPLE”**

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ABSTRACT

民众他国认知是国际关系的国内政治基石，而媒体报道则是民众获取他国信息和形成认知的主要渠道。本文基于2012–2022年的调查数据，比较了中日两国民众相互认知的互动、相互好感度、网民关注度与涉日媒介报道的关联性。研究揭示了中日两国民众对彼此的关注度与双边关系、中国主流媒体的涉日报道倾向与中国民众对日认知之间存在正相关关系。结果表明，中日双方的相互认知易受双边关系影响而波动，表现出两国民众相互认知的脆弱性和缺乏韧性。此外，涉日负面新闻更易受到中国网民的关注，《人民日报》作为中国公众对日认知的议程设置者，显著影响了中国网民对日关注度，反之则不然。总之，在中日关系处在新的十字路口的历史时期，本研究能为两国交流提供切实可行的、可操作化的建议，也揭示了从民众交往改善国际关系的实现路径。

Keywords: 议程设置；民众认知；中日关系；媒介情绪指数；关注度

RESEARCH ON THE THEME EVOLUTION OF GENDER AND ECONOMIC PUBLIC OPINION IN TIME SERIES ——THE “FAT CAT” INCIDENT IN BAIDU TIEBA

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ABSTRACT

【目的】了解在男性用户为主的社交平台下，用户对性别与经济议题社会舆情事件的讨论主题和态度，为维护性别平等、社会平等和进行网络舆情引导和干预提供实证检验和数据参考。【方法】本研究以“胖猫”事件在百度贴吧的舆论表现为对象，采用机器学习方法对百度贴吧文本数据进行向量化和聚类，分析平台中主要话题的时间序列网络，从而进一步揭示舆情形成和演化的规律。【发现】百度贴吧中对“胖猫”事件的讨论主题在时间序列上没有显著变化，经济问题讨论度最高，性别问题次之，事件原生讨论度最小。在时间序列上，三个主题的讨论在事件初期和通报发出后达到主高峰，随后逐渐回落并出现多个次峰，其中性别问题主高峰的出现早于其他主题。【局限】分析数据体量较小，不能完全反映真实情况，缺乏对不同社交平台数据的实验验证和分析比较。【结论】“胖猫”事件折射出社交媒体影响下的权力结构、性别关系以及公共治理等多重复杂的社会现象。百度贴吧舆论虽因男性用户占主导而面临性别偏见放大的挑战，但也孕育了探讨社会、政治、经济议题的土壤。其舆论特征反映出人们对于社会不公的敏感度以及寻求改变现状的意愿。

Keywords: 主题演化 网络舆情 时间序列分析 百度贴吧 性别平等 经济问题

FLOATING DIGITAL CEMETERIES: THE EMPATHETIC MEDIA SPACE OF DIGITAL MOURNING IN SHORT VIDEO CONTEXT

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ABSTRACT

石中钰 张成良

【摘要】 死亡受制于传播媒介与人类高度耦合的发展趋势，逐渐演变为了一种发生在介于私域和公域之间的透明事件。而短视频作为当下主流的传播媒介，以其特有的图像符号重新建构起了人类周围的拟态环境，渗透式地介入到人类对死亡的表征。为探究短视频场景所形成的哀悼空间，本研究透过 python 抓取抖音短视频评论区的文本数据，基于词频（TF）自建词表，对文本特征进行提取，利用文本卷积神经网络（TextCNN）对文本主题进行分类进而分析评论文本对共情媒介空间建构的影响。研究发现死亡后哀悼行为所发生的空间被媒介建构的数字空间所覆盖，短视频数字空间中的哀悼行为呈现出一种社群化、脱域化和游牧化特征。观看者生存于视频和评论文本双重媒介空间中，哀悼由个人的哀悼仪式转变为集体哀悼行为，在情感重叠下激发自身记忆，实现数字化哀悼的共情路径建构。

Keywords: 数字哀悼；短视频；文本分析；死亡

THE IMPACT OF SOCIAL MEDIA AND FAMILY CAPITAL ON EARLY READING IN FAMILIES

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ABSTRACT

中国家庭日渐重视早期阅读，但是和欧美“出生即阅读”的情况相比，中国家庭早期阅读开始的年龄较晚。本研究对30位0~6岁家长进行深度访谈，探索影响家庭早期阅读开展的原因。

研究发现，对于新手父母来说，早期阅读是一个新颖的概念。他们通常在育儿过程中接触到早期阅读的信息。其中，家庭社会关系网络和社交媒体是主要信源。与家庭社会关系网络相比，社交媒体在传播早期阅读信息方面发挥了更为广泛和持久的作用。首先，社交媒体打破了受教育程度和社会阶层形成的信息壁垒。使低学历和低阶层的家庭也能获取到早期阅读的信息。其次，社交媒体提供了丰富多样的早期阅读资源，缩小了父母受教育程度造成的认知差距和信息检索能力差距。

然而，社交媒体对早期阅读的推广并非完全积极。一方面，它使早期阅读的重要性被过度强调，导致一些父母产生过度焦虑和压力。他们可能会认为“大家都非常重视早期阅读”，从而增加对早期阅读的投入，甚至可能不顾孩子的兴趣和实际情况，强行推进阅读活动。另一方面，虽然社交媒体缩小了信息差，但家庭经济状况、父母受教育程度、家庭文化氛围等家庭资本对阅读投入和开展效果的影响仍然非常显著。

Keywords: 家庭早期阅读；社交媒体；家庭文化资本；家庭经济资本；家庭社会资本

RESEARCH ON MEDIA MULTITASKING BEHAVIOR AND INFLUENCING FACTORS OF GENERATION Z

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ABSTRACT

本研究调研了Z世代用户媒介多任务使用习惯、常见媒介组合形式及具体应用场景，探究技术对主动及被动媒介多任务行为选择的作用机制和影响路径，揭示错失焦虑（Fear of Missing Out, FoMO）作为一种心理因素对时空感知与媒介多任务使用之间关系的调节作用，并分析媒介多任务对个体及社会产生的影响。

研究结果显示，青少年常用媒介多任务组合呈现出“大屏端”+“小屏端”模式，以手机媒体与电脑端、平板电脑端组合为主。其中“大屏端”承担了媒介使用的“背景板”作用，视频软件、办公软件是青少年媒介使用中大屏端的主要选择。社交媒体、购物软件则成为“小屏端”的主要选择，成为填补媒介使用时间空隙的主流选择。在任务处理模式和任务相关性上，分为以社交属性为主要特征的相关型以及突出时间节约的弱相关型。

习惯、认知、情绪与社交四个维度的需求，是媒介多任务使用的常见归因，时空因素是Z世代用户媒介多任务行为的主要驱动因素。经过多媒介任务指数与错失焦虑的相关性检验，验证错失焦虑是Z世代媒介多任务处理的预测因子。

在用户调研与产品设计上考虑青少年媒介使用习惯，在分屏功能、内容节奏设计等方面采取相关措施，适应青少年媒介使用特征，吸引青少年持续注意力。在多元主体参与下，对于青少年媒介使用引导，采取相关措施。

Keywords: 媒介多任务；Z世代；影响因素；错失焦虑；信息素养

PARALLEL SESSION 11C:

CHINESE ABSTRACTS (GROUP C)

A STUDY ON THE IMPACT OF YOUNG PEOPLE'S HIGH SCHOOL MEDIA EXPOSURE ON ACADEMIC PLANNING PRACTICES IN EARLY COLLEGE

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ABSTRACT

大学的文化资本差距是广受社会与学界关注的议题。00后大学生是“互联网原住民”，媒介的使用贯穿他们的成长历程，影响青少年认识世界和改造世界的活动。媒介接触差异的阶段性影响在大学初期体现的尤为明显。

本研究旨在探讨青年群体高中时期媒介信息接触对大学初期学业规划实践的影响。研究采用质性方法，通过对31位大学一年级学生的深度访谈，结合参与式观察，发现高中时期的媒介信息接触会帮助学生塑造一种隐形的“能力”，这种能力是大学必备的文化知识和文化技能的一部分，能够帮助过渡期的大学生适应大学生活、获得优异成绩、合理规划未来。能力发挥作用依靠三条路径：认知路径、情感路径、社会化路径。认知路径包含媒介认知能力、媒介使用习惯的延续性、惯性思维，情感路径包含自我效能感与大学专业兴趣，社会化路径包含社会交往、环境适应、大学规则秩序。

研究将大学生分为信息领航者、信息追随者和信息精炼者三类，揭示了不同群体在媒介使用、学业成绩和生涯规划方面的差异。此外，研究还发现社会比较的外驱力和价值信念的内驱力能够促进媒介使用弱势的学生实现能力赶超。

Keywords: 媒介接触；大学认知；大学实践；媒介认知能力；自我效能感

EXPLORING THE PRACTICAL PATH OF CULTURAL SQUARES EMPOWERING RURAL REVITALIZATION UNDER THE BACKGROUND OF CULTURAL TOURISM COMMUNICATION—AN INVESTIGATION BASED ON THE NATIONAL RURAL TOURISM KEY VILLAGE FENGUN, GUANGXI

Huang Miaosen

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ABSTRACT

随着乡村振兴的提出与文旅产业的崛起，乡村形象建构和传播的需求日益凸显，乡村文化广场作为新型公共空间的重要内容，其发展与乡村振兴战略的密切关联以及在文旅传播中的角色尚未得到深入研究。本文以乡村文化广场为研究对象，考察全国乡村旅游示范村广西丰村发现，乡村文化广场在丰村已经逐渐成为主要的公共生活场所与文旅传播对象，丰富了村民的文化生活，为游客了解丰村文化提供了窗口。同时，文化广场建设中存在的权力表征和其不满足文旅传播需要的问题也值得注意。本文强调，要重视记忆赋能、活动赋能、数字赋能三个方面的策略，以提升文化广场的赋能水平。

Keywords: 文旅传播 文化广场 乡村振兴 空间生产理论 乡村公共空间 传播路径

THE CO-CONSTRUCTION OF “LUCID DREAMING”: THE CRACKING ATTEMPT OF YOUNG FEMALE GROUPS IN THE CONTEXT OF DIGITAL LONELINESS - TAKING “COS COMMISSION” AS AN EXAMPLE

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ABSTRACT

随着数媒时代的到来，人们开始在流动的数字空间中构建自我的社交网络。数字化孤独时代下，青年群体常常陷入渴望亲密关系却又社交倦怠的矛盾心理中，对亲密关系不信任，不愿在人际关系中付出过多的时间、情感是他们常见的表征。在精神消费、情绪消费成为新兴的消费形式的环境下，通过购买构建一段“亲密关系”并从中获得情绪价值，成为青年女性群体的一种独特消费行为。

“cos委托”，即“cosplay委托服务”，是发生在“单主”和“委托老师”之间的一种亲密关系交易：单主花钱雇委托老师扮演成恋爱游戏中的男主角，与自己完成一次约会。均为女性的双方会在委托期间构建起一段短暂的、具有高强度情感交流的亲密关系，在乙女游戏亚文化圈内较为流行。

通过网络民族志与深度访谈，本研究阐释了cos委托中双方完成身份构建与情绪劳动的过程，并分析发现：通过cos委托，单主“单向的数字化亲密关系”可以在现实中投射与复刻，转变为基于消费与金钱交易的“双向具身亲密关系”。对虚拟角色的喜爱、对现实中被爱的渴求以及对女性友谊的信任是青年女性群体愿意以cos委托来尝试破解数字化孤独的原因。

Keywords: cos委托；情绪劳动；身份构建；亲密关系；数字化孤独

DIVERSIFIED APPLICATIONS OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN JOURNALISM EDUCATION: EXPLORING NEW PATHWAYS FOR EDUCATIONAL TRANSFORMATION

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ABSTRACT

数字时代背景下，人工智能技术的快速发展正重塑新闻教育的格局。研究发现，人工智能技术的融合不仅加速了新闻教育的创新步伐，也对传统教育模式提出挑战。本研究的核心目标是深入分析生成式人工智能技术在新闻教育中的应用，并探索其对教育实践的具体影响，从而提出创新的教育转型路径。本文采用文献研究法和案例研究法，将理论与实践相结合，为新闻教育提供适应性转型策略，为培养适应数字时代的新闻传播专业人才提供教育模式和课程内容的创新路径。此外，本文还探讨了在这一转型过程中，如何保持新闻传播实务教育的专业性和前沿性，以及实现教育内容与技能培养的现代化重构。这些探索不仅对当前和未来的新闻教育具有重要的指导意义，还有助于新闻教育工作者理解人工智能技术在教育领域的潜力和挑战，从而制定更加有效的教育策略。

Keywords: 人工智能 数字时代 新闻教育 教育转型 技术应用

TRANSCULTURAL LOGIC AND MODEL RECONSTRUCTION OF OVERSEAS KNOWLEDGE PAYMENT PLATFORM DISSEMINATION—TAKING THE CHINESE LEARNING KNOWLEDGE PAYMENT TYPE ACCOUNT ON THE TIKTOK PLATFORM AS AN EXAMPLE

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ABSTRACT

在新全球化时代的平台知识付费场域，呈现出前所未有的文化传播热潮盛景，TikTok平台亦衍生出颇受海外用户青睐的中国文化相关短视频创制内容。由此催生出的知识付费商业模式与国内趋同，能够借助诸如“Series”等平台功能在短视频中挂载课程购物车链接以实现售卖。此类视频在宣传话术、内容创制、视觉效应等运营方略方面，显现出以国内成熟的营销范式为蓝本，进击海外知识付费市场的态势。

本文运用内容分析与案例研究相糅合的方法，从模式初涉、文化交融和深度传播这三个阶段，剖释此种中国式知识付费的海外传播模式的初现，及其何以成为文化传播的新议题，并进一步从文化适配、受众触达、范式转换、价值传递和生态构建五个维度，解析中国式知识付费在海外市场拓展的运营筹策。

研究发现，中国式知识付费模式的海外拓展对平台传播生态的海外文化接受结构、知识需求结构、传播途径结构和市场竞争结构均发生显著变化。然而，当前存在一种担忧，即海外传播中是否会因过度迎合市场和不成体系、素质参差不齐的内容生产者而削弱中国文化的内涵和形象。实则，传播者对文化深度的追求和海外受众对中国知识精髓的渴望，将促使海外中国化知识付费传播形成兼具广度与深度、传承与创新的文化景观，从而既能形成跨文化交流的活跃场域，也能造就具有独特价值和深远影响的知识高地。

Keywords: 知识付费；跨文化传播；TikTok 平台；传播模式；文化景观

WHERE TO GO FOR AIGC'S ANXIETY: RESEARCH ON ANXIETY OVER THE USE OF ARTIFICIAL INTELLIGENCE FROM THE PERSPECTIVE OF POST-HUMAN COMMUNICATION

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ABSTRACT

人工智能的迅猛发展不仅重塑了信息传播的模式，也引发了对人类主体性的深刻反思。本研究探究人工智能的使用对于人们职业焦虑的影响，把人工智能焦虑量表在中国语境下进行删改和优化，从后人类传播的视角，研究了人类在智能时代的生存焦虑，探讨了智能时代人机关系的正确看待方式。本研究采取问卷调查法和访谈法。本研究从三个部分：学习焦虑、人工智能配置焦虑、工作安置与社会技术盲区焦虑，分析人工智能焦虑的程度和来源。本研究探讨后人类传播视角下的人工智能使用焦虑问题，分析焦虑的来源，评估其对个体心理健康和社会结构的影响，并探讨可能的应对策略。通过跨学科的研究视角，本文旨在提供一个全面而深入的分析框架，以促进对人工智能使用焦虑问题的理解和解决，为构建一个更加和谐的人工智能社会提供理论支持和实践指导。

Keywords: 人工智能；技术焦虑；人工智能焦虑；后人类传播；职业焦虑

CONTENT ANALYSIS OF CHINESE AND FOREIGN TRANSNATIONAL FAMILY FOOD PRACTICES ON DOUYIN PLATFORM

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ABSTRACT

随着全球化程度加深，旅华外国人与海外华人的数量持续增加，成为当下全球社交媒体平台讲述中国故事的重要自媒体主体。近年来，海外华人抖音博主群体涌现，其中，跨国家家庭类视频是跨国视频中数量最多的类型。同时，中国美食在跨文化交往中扮演着越来越重要的角色，受到中外媒体和普通民众的广泛关注。美食制作具有较强的可操作性，因而选取中外家庭美食实践作为创作母题的跨国家家庭博主数量众多。他们的美食实践有何跨文化传播特征？外国家庭成员又对家庭制作的中国美食作何反应态度？不同文化背景的家庭成员是如何通过美食制作与分享这一行为化解沟通障碍，促进文化理解？本文选取跨国家家庭博主的中国美食视频作为研究对象，抓取抖音平台18位跨国家家庭中国美食视频生产者的所有视频，抽取其中1065条美食视频作为研究样本，通过运用内容分析法和文本分析法对其传播特征、美食实践、反应互动进行深入分析，厘清中外跨国家家庭的美食实践的传播特点，了解外国家庭成员对中式烹饪的意见态度，并借助美食记忆与情感的相关理论进一步探究跨文化背景下如何减少沟通障碍。

Keywords: 跨国家家庭；家庭美食实践；跨文化传播；美食记忆

SOCIAL BOTS IN THE PLATFORMIZATION ERA: THE AFFECTIVE LABOR PRACTICES OF COMMENTING ROBERT AND THE CONSTRUCTION OF PUBLIC VALUE

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ABSTRACT

摘要：平台化作为当下互联网经济的强势力量，深刻影响着以社交机器人为代表的人工智能的技术逻辑和发展方向。本文选取微博平台上的“评论罗伯特”作为研究案例，采用内容分析法对其近一年内生成的话题及其相关流量数据进行了深入分析。研究发现，“评论罗伯特”在迎合用户偏好的功能定位和技术驱动下，镜像式呈现了平台生态的混沌与琐碎性。此外，其情动劳动生产实践一方面弥补了AIGC“理性至上”的技术偏狭，另一方面，其“理性缺位”的技术缺陷引发了用户的应激反应。研究认为，“评论罗伯特”作为微博在平台化进程中对AIGC应用的一次尝试，尽管看似失败，但在平台化流量逻辑的推动下，成为一种现象级传播产物，实现了另类意义上的商业化成功，而这也导致了互联网群体体验的解体和公共价值的碎片化。本研究为理解平台化背景下的技术权力操控、社群建构、人工智能与平台融合以及公共性的实现提供了重要的思考维度。

Keywords: 平台化；社交机器人；AIGC；情动劳动；公共性

STUDY ON FAMILY INTERGENERATIONAL NEGOTIATION AND EMOTIONAL SUPPORT OF “FULL-TIME CHILDREN” FROM THE PERSPECTIVE OF EMOTIONAL TRANSFORMATION

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ABSTRACT

随着当下就业环境的变化，青年慢就业群体数量日渐增长。“全职儿女”现象获得了社会广泛关注。该群体与长辈共居，有着与传统“啃老”模式不同的代际沟通模式。本研究采用深度采访和扎根分析的方法，挖掘和梳理青年慢就业群体家庭中的代际协商和情感沟通模式。研究发现，在不同的慢就业阶段，家庭成员对慢就业决策的协商呈现不同的传播特征。长辈通过情感支持来缓解子女的精神压力、消除代际情感隔阂；子女则通过情感劳动进行情感“反哺”，作为对长辈支持的回报。家庭代际双方以情感的双向传播来建构新型的“孝养—供养”模式，共同面对青年慢就业过渡期。本研究对这一特殊的家庭共生传播模式进行探索，以期青年群体平稳度过就业压力期提供情感支持的新形态。

Keywords: 全职儿女；家庭传播；代际协商；情感支持；情感劳动

Day 3

PARALLEL SESSIONS

PARALLEL SESSION 12:

**STUDENT – OUR ONLINE AND DIGITAL LEARNING SPACE:
WHAT WORKS AND DOES NOT WORK PER LEARNERS' EXPERIENCES**

STUDY WITH ME: ASSESSING THE ROLE OF STUDYGRAM IN SELF-REGULATED LEARNING AMONG FILIPINO SENIOR HIGH SCHOOL STUDENTS

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Ralph M. de Chavez, and Chiello O. Fernandez
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ABSTRACT

The availability of digital technology among younger generations has transformed how learning takes place nowadays, with the emergence of internet-based learning on social media platforms. Studygram is an online community on the social media platform Instagram, where students share and exchange academic-related information. Studygram gained popularity during the COVID-19 pandemic when online classes became the norm, stressing the importance of self-regulated learning (SRL)—the students' autonomy and self-control in efficiently monitoring their learning processes and evaluating their academic performance. The study examines Studygram's role as an interactive online community, specifically exploring its role in the SRL of Filipino senior high school students. Guided by Latour's (1987) Actor Network Theory and Bandura's (1986) Social Cognitive Theory, the study investigates the socio-technological interactions between the students (as human actors), Studygram (as a non-human actor), and their learning environment. Employing a qualitative case study, data were collected through one-on-one in-depth interviews with fourteen (14) Filipino senior high school students regarding their experiences with Studygram, its relation to their SRL, and its impact on the students' learning environment. The study's findings indicate that Filipino senior high school students utilize Instagram's affordances to actively engage and participate in Studygram, aiming to discover and share helpful content that aids them in their academic tasks. Additionally, Studygram caters to students' needs through its information exchange aspect. The study found that students considered engaging content to be visually appealing yet containing substantial information. Studygram's content could be classified as follows: (1) subject-specific, aligning with their academic interests and career aspirations, (2) routine-specific content, aimed at improving their studying routines, and (3) skill-based, focusing on enhancing their techniques and skills. These students who use Studygram have reported curating and tailoring the information they encounter based on their preferences and learning objectives. Consequently, they adjust their learning environment through SRL with the aid of Studygram. Overall, Studygram proved to be a helpful tool for these students in pursuing their academic endeavors. However, it is important to note that the online community itself is not solely responsible for facilitating SRL, as there are other external factors in their learning environment.

Keywords: *Studygram, self-regulated learning, online learning, social media, Filipino senior high school students, Actor Network Theory, Social Cognitive Theory*

THE MODUS OPERANDI OF INTERNET DEPENDENCY AND ITS ETHICAL USAGE

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ABSTRACT

Dependency is often perceived as having a negative connotation. Most internet users may be reluctant to admit in public whether they are internet-dependent or not. The outcome of a self-evaluation may presumably differ from that of another individual's observation. In Mizoram, one of the smallest states in India, there are more mobile internet connections than inhabitants. Thus, using a mixed-methods approach, this study examines the level of internet dependency in Mizoram and looks at the ethical internet use pattern among Mizo internet users. Survey questionnaires (online and offline) and semi-structured interviews were employed. The sample size of this study is 600. The respondents are digital natives and digital immigrants selected from three districts which have high population and mobile internet connection using Purposive Sampling technique. Village Council office bearers and NGO leaders of the selected regions as well as the Junior Cyber Forensic Consultant of the Government of Mizoram's Cyber Crime, Aizawl Police Station, participated in semi-structured interviews. A 5-point Likert scale is used to create the Diurnal Internet Dependency Scale (DIDS), whose internal consistency is 0.835 according to Cronbach's Alpha Reliability. A minimum score of 30 and a maximum score of 150 are used by the respondents to assess their own internet dependency. Theories and concepts like Media Dependency Theory, Media as an Extension of Self, and Technological Determinism vs. Social Determinism support the DIDS scale. The 30 options on this scale are further classified into six categories: Practice, Enhancement, Familiarity, Socialization, Constraints, and Dependency. After determining that the data is normally distributed ($p = 0.071$) using the Shapiro-Wilk test, an ANOVA test was performed to see whether there are any differences amongst these six groups, and the difference between the scores of the digital immigrants and digital natives was also measured using a t-test. Media Dependency Theory laid the foundation of this study.

Keywords: *Cybercrime, digital immigrants, digital natives, ethical use, internet dependency*

SAFE SEARCH ON: FILIPINO YOUNG ADULTS' EVALUATIONS OF SEEKING CONTRACEPTIVE INFORMATION ON SOCIAL MEDIA

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ABSTRACT

With the stigma surrounding premarital sex in the Philippines, unmarried sexually active Filipino young adults have limited sources of contraceptive information to consult. While their common recourse for contraceptive information is online sources, there is a growing need to understand how they navigate online spaces they flock to for contraceptive information. Guided by the Theory of Motivated Information Management (TMIM), this study sought to uncover the strongest predictors of contraceptive information-seeking on social media using online survey data collected from 154 unmarried, sexually active Filipino young adults aged 18 to 24. Moreover, since the TMIM model was originally conceptualized in speech-communication settings, the model was retrofitted to be more appropriate to social media information-seeking on sensitive topics such as contraception; hence, the current study's alteration adds (a) perceived anonymity and (b) operator-related, design-related, and content-related credibility from the Web Credibility Framework as predictor variables. Among all six models tested in the study via multiple regression, a combination of perceived anonymity and design-related credibility best predicted the decision to seek contraceptive information on social media. These variables, however, only very weakly predicted respondents' contraceptive information-seeking on social media.

Moreover, to further characterize the respondents' information-seeking decision, this study also sought to identify the (a) platforms they accessed for contraceptive information, (b) types of social media accounts they visited for contraceptive information, and (c) kinds of contraceptive information they sought in the past six months. Ultimately, the results revealed that respondents accessed Reddit most for contraceptive information, while the types of accounts they visited varied per social media platform. Most respondents also tended to search for information about oral contraceptive pills and condoms, specifically about their side effects.

While this study tested the TMIM model in the context of contraceptive information-seeking on social media, the weak strength of the tested predictors suggests a need for further investigations on the TMIM's applicability to contraceptive information-seeking on social media using larger-scale, representative samples.

Keywords: *Filipino youth, contraceptives, social media credibility, perceived anonymity, Theory of Motivated Information Management (TMIM)*

HEALING THROUGH NARRATIVES ON SOCIAL MEDIA: EXPLORING MUSICAL OBSESSIONS AMONG YOUTH

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ABSTRACT

Earworms identified as intrusive and with compulsive characteristics may develop into musical obsessions, affecting the health of contemporary Chinese youth, particularly those in their final years of study. However, this issue and relevant psychological health education, including counseling and public awareness activities, has been neglected. Social media, instead, have become crucial mediums for young people to express health concerns. This paper adopts Kleiman's framework for illness narrative theory, focusing on RQ of "how youth with 'Musical Obsessions' engage in illness narratives and collective healing through social media platforms." A QQ group chat was selected, with 6334 valid texts collected. A grounded theory approach was used for analysis.

The study finds that these youth engage in illness narratives through social media platforms for "expression" and "support." We extend from the relationship between individuals and illness to the relationship between individuals bearing illness experiences, identifying social media illness narrative categories. Furthermore, the unique dual "two-step flow of communication" pathways have fostered community identity, memory, and imagination among them. The positive correlation between illness narratives shared through two-step communication and their persuasiveness was confirmed.

Moreover, "getting in" events such as college entrance exams, postgraduate entrance exams, and civil servant exams are becoming catalysts prompting these youth to move towards reconciliation and actively engage in collective healing, with celebratory behaviors also having a significant positive impact on group healing. Finally, the process of collective healing involves perspectives from both the "self" and the "other," where shared narratives, and access to treatment case materials and experiences can help individuals better distinguish between various options, thus promoting emotional regulation.

A comprehensive examination of the narrative content distribution, types, and healing processes would provide valuable insights for the medical field into the behavioral motivations, psychological states, and characteristics of this group. On one hand, it offers a reference for educational efforts addressing health issues in both physical and mental domains. On the other hand, it enables the development of tailored treatment plans. We summarized five potential effective treatment methods, including CBT approaches including Morita therapy, psychotherapy combined with medication, distraction techniques, listening to white noise, and self-directed cognitive restructuring.

Keywords: *Musical obsessions, social media, illness narratives, collective healing, health communication*

MAKING SENSE FROM THE NONSENSE: A CONTENT ANALYSIS OF HUMAN-ROBOT INTERACTION ON WEIBO WITH COMMENT SOCIAL ROBOT

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ABSTRACT

Social robots that autonomously operate on social media platforms, posting information and interacting with users (Boshmaf et al., 2011), have turned platforms like Twitter and China's Weibo into spaces for human-robot coexistence. Weibo recently launched "Comment Robert," a social robot using generative AI technologies to understand and respond to user posts. Despite training on user-generated content, Comment Robert occasionally produces unreadable nonsense due to the inherent uncertainty of the transformer model.

Research in human-robot interaction (HRI) spans three main areas: robot-centric studies, human-centric studies, and studies focused on robotic cognition. (Dautenhahn, 2007) Traditionally, HRI research has leaned towards robot-centric approaches, emphasizing social robots' roles in public opinion (Chi et al., 2021; Shi & Chen, 2020). Conversely, human-centric research, guided by the Media Equation Theory, which posits that people treat media content as real and media itself as human, focuses on making robots meet human needs naturally and comfortably (Reeves & Nass, 1996).

These paradigms often position humans against social robots, lacking a detailed portrayal of their complex relationships. This study, under the Media Equation Theory, aims to offer an in-depth analysis of human-social robot interactions on social media.

Question and Method:

This study aims to address three specific questions within the context of human-robot interaction on social media:

1. What types of content do users post when they "@Comment Robert"?
2. How does Comment Robert respond to these posts?
3. What is the role of these interactions in shaping group culture on social media platforms?

To investigate these questions, a discourse analysis approach was employed. Firstly, data was collected using Python scripts to scrape a total of 124,347 Weibo posts that mentioned "@Comment Robert" along with the corresponding responses from Comment Robert from April 2024 to June 2024. The raw data underwent a rigorous cleaning process to remove duplicates, posts with fewer than four characters, and posts that did not receive a response from Robert, resulting in a high-quality dataset of 89,540 posts for analysis.

The cleaned dataset was then analyzed using Latent Dirichlet Allocation (LDA) for topic modeling and SnowNLP for sentiment analysis on both the posts and the comments. This allowed for a detailed examination of the thematic content and emotional tone of the interactions. By comparing the topics and sentiments of the posts and comments, the study assessed the extent to which Comment Robert accurately responded to users in both content and sentiment. This evaluation provided insights into the effectiveness of Comment Robert in fulfilling its role as a social robot on Weibo.

Results and Discussions:

Theme analysis of Weibo posts revealed that users shared life records, expressed closeness, joked with, and sought advice from Comment Robert. In response, Robert's replies mainly included apologies, encouragement, and advice, showing low diversity in discourse. Sentiment analysis indicated that Weibo posts generally had a more positive sentiment than Robert's comments. Common emotional words in posts included "smart" ("聪明"), "comfort" ("安慰"), "annoyed" ("好烦"), "bored" ("无聊"), and "smooth" ("顺利"), while those in comments were "forgive" ("原谅"), "interesting" ("有意思"), "great" ("好棒"), "presumptuous" ("冒昧"), and "regret" ("遗憾"). Comment Robert often fails to respond accurately to user emotions despite its interactive capabilities.

Semantic similarity analysis using the BRET model showed a high cosine similarity score of 0.88 between Weibo posts and Robert's comments, indicating that Robert closely mimics real user interactions. Comment Robert's social cues, such as the female gender marker and nicknames like "Radish Head" ("萝卜头"), "Baby" ("宝宝") and "Boy" ("小子"), along with an average response time of 17 minutes, highlight its human-like behavior. This pattern aligns with the Media Equation Theory, demonstrating that AI can learn, summarize, and reinforce users' impressions of their group's discourse and emotional expression patterns. Therefore, Comment Robert has the potential to enhance user engagement and foster a sense of community on social media platforms. This study expands the application of the Media Equation Theory in the era of smart media, showing that social bots utilizing generative AI technology can reshape group interactions on social media, transcending traditional boundaries and enhancing social experiences.

Keywords: *human-robot interaction, media equation theory, social robot, discourse analysis*

THE CLICKTIVISM CONUNDRUM: INVESTIGATING LINKS BETWEEN CONSUMPTION OF ONLINE POLITICAL SATIRE AND POLITICAL ENGAGEMENT OF YOUTH IN INDIA

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ABSTRACT

The persistent corporatization of news media and the concomitant waning of public trust in mainstream journalism have prepared suitable grounds for the proliferation of alternative yet engaging news sources, including online political satire. While the allure of online political satire stems from its capacity to tickle the audience's funny bones, its functions are conjectured to go beyond mere amusement. The contemporary scholarly debates on the impact of online political satire continues. Some dismiss it as mere entertainment, while others advocate its potential to shape political knowledge, opinion, and activism. Besides, with a dearth of India-specific research, a deeper exploration is vital to understand its role in fostering political engagement within the world's largest democracy.

Amid this general lack of consensus and deficiency of reliable studies, the current study intends to measure the relationship between the consumption of online political satire and the political engagement of the youth of India. The study relies on the tenets of the Uses and Gratification Theory that provide supremacy to the audience's needs over the content in determining the media effects. The study incorporates the correlational research design and adopts a quantitative approach to find the association between the two. The consumption habit of online political satire was gauged based on indicators like 'access to online political satire,' 'frequency of consumption,' 'preferred formats and social media platforms for consumption,' 'intentional/unintentional access,' 'length of content consumed,' and 'interaction with contents (like, comment, and share)'. Besides, the relevant statements regarding the five major indicators, (i.e. political awareness, political opinion, political expression, political activism and political decisions) were formulated to measure its implications on political engagement. The data was collected from 800 youths (18-35 years) of four first-tier metropolitan cities of India i.e., New Delhi, Kolkata, Bengaluru and Pune (considering the high internet penetration and accumulation of youths in urban cities) and was analyzed using SPSS. Also, the model demonstrating a correlation between consumption habits and political engagement of youths was designed and tested using the software PLS-SEM. The findings of the study reveal that there is a statistically significant and positive effect of the consumption of online political satire on the political engagement of the youth.

Keywords: *Online political satire, political engagement, consumption habits, political awareness, political opinion*

PERCEIVED EFFECTS OF ARTIFICIAL INTELLIGENCE ON JOURNALISM TO THE CITY OF MALABON UNIVERSITY'S JOURNALISM STUDENTS

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ABSTRACT

The study explores the perspectives of City of Malabon University (CMU) journalism students in artificial intelligence (AI), and its effect on journalism. There is a rising integration of AI in journalism, and AI tools continue to improve and integrate into many programs such as ChatGPT, Quillbot, and Grammarly. Their impact on journalism students has become a matter of great interest and worry.

This study forms a qualitative descriptive technique through focus group discussions (FGD), employing open-ended questions to acquire data from a carefully selected group of journalism students. The research strategy is a case study, emphasizing the individual experiences and interpretations of participants. To understand and provide a detailed study, the researchers used the Diffusion of Innovation model by Rogers (2003) and General Systems Theory by Ludwig von Bertalanffy (1968).

The study intends to understand how CMU journalism students view the issues of artificial intelligence and its perceived effects, identify how to resolve them, and propose plans and programs for the journalism department at CMU.

The results reveal that the use of artificial intelligence tools and applications can help to reduce the amount of time spent finishing a work, but the accuracy of news gathering is questionable. The study highlighted the need for a balanced approach to AI usage, combining its benefits with critical human oversight to maintain journalistic integrity and creativity. The findings of this study can help define future journalism curriculum and lead to legislative conversations about the integration of AI in the journalism sector and media industry.

Keywords: *Artificial Intelligence, City of Malabon University, Journalism, Journalism students*

DIGITAL COMPETENCIES IN GOVERNMENT-TO-CITIZEN SERVICES (G2C) IN RURAL BHUTAN

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ABSTRACT

In 2010, the Bhutan government undertook an ambitious mission under the 'Accelerating Bhutan's Socio-Economic Development' (ABSD) initiatives, providing 110 Government-to-Citizen (G2C) services online through the one-window facility in the Community Centers towards e-governance. The Government-to-Citizen (G2C) service initiative in Bhutan was also introduced as a website and a mobile app (Citizen Services Portal, n.d.).

As a citizen services initiative, G2C serves as the pivotal communication link between the government and individuals for last mile access to all government services in Bhutan. It aims at improving public service delivery (GovToCitizen, n.d.).

Nearly 56 per cent of the population in Bhutan lives in rural areas (World Bank Open Data, n.d.). The study seeks to find out the reach, benefit and issues related to the G2C program in rural Bhutan.

Using the Diffusion of Innovations Theory by Everett Rogers, the study looks at how the digital divide, or the gap between rural and urban communities in terms of access to digital technology and services, poses a significant challenge to G2C initiatives in developing countries like Bhutan. A survey was conducted among the residents of Panbari village under the Tading Gewog in Bhutan with 180 families who have access to electricity, internet, a motor-able road, with a middle secondary school and a basic health care unit. Primary vocation of the villagers was agriculture.

The study found that although 92 per cent of the respondents were aware of G2C services available in their village, over 80 per cent of respondents admitted to only rarely or occasionally using these services, and an additional 7 per cent abstained from utilizing them entirely. This glaring disparity between awareness and adoption underscores a noteworthy challenge in the transition from knowledge to active engagement or citizens' knowledge and their practical involvement with these services.

This research contributes to the broader discourse on the role of digitalization in fostering development, particularly in regions where internet adoption has been relatively recent. The Bhutanese experience can serve as a valuable lesson in harnessing digital technologies to bridge the gap between government and citizens, ultimately leading to more inclusive and efficient service delivery.

Keywords: *Bhutan, Government-to-citizen (G2C), E-governance, Diffusion of Innovations Theory*

PARALLEL SESSION 13:

STUDENT - COMMUNICATION AND SUSTAINABLE DEVELOPMENT: ARE WE MAKING A DIFFERENCE?

COMMUNICATIVE LINKAGES: CHINA'S INVOLVEMENT IN CLIMATE GOVERNANCE AND NATIONAL IMAGE BUILDING: A SURVEY STUDY BASED ON THE PUBLICS OF SIX ASEAN COUNTRIES

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ABSTRACT

China, as an effective force in global climate governance in recent years, has undertaken significant actions across political, economic, technological, and cultural fields. It has integrated proactive climate change responses into its national development strategy, making it an essential aspect of building an ecological civilization with Chinese characteristics in the new era. However, research on the relationship between these actions and the national image is relatively limited. ASEAN countries, as a critical focus of China's international cooperation on climate governance, play a crucial role in promoting the construction of a new national image for China and driving changes in the geopolitical economic landscape of the Asian region. This study centers on the perspectives of the public in ASEAN countries, selecting 132 respondents from six countries for interviews. It engages with Klaus Kuntzman's communicability theory and adopts the Colaizzi 7 method to summarize two key concepts—diachronic communicable connection and synchronic communicable connection—and five themes.

The main findings are:

First, there is a potential implicit communicable connection between China's participation in climate governance and its national image. The study suggests strategies to enhance communicable connections in various everyday contexts such as community life, media coverage, school education, travel, daily consumption, advertisements, and social activities, based on the public's daily scene demands.

Second, the intensity of China's climate governance actions and the construction of its national image exhibit a "bell-shaped" relationship with the positive degree of national image and communication effects. This relationship is dynamic, with an equilibrium point described by respondents as an "appropriate" or "moderate" state. Based on this "bell-shaped" relationship, the study proposes linear and planar communication models, suggesting a shift from the original targeted, precise point-based communication model to a more dispersed approach, except in special cases.

Third, ASEAN public perception of China's climate governance actions is more positive than its national image, with 61.36% of respondents believing that China's "intensive" actions have a profit-oriented inclination, associating it with China's "business acumen" or even "political dominance."

Finally, "Technology" and "economy" remain key areas for enhancing China's visibility in climate governance and improving its national image in ASEAN countries.

Keywords: *Climate Governance, National Image, Regional Communication, Communicative Linkages, Communicability Theory*

IMPACT OF PROACTIVE CSR ON THE SUSTAINABLE COMPETITIVE ADVANTAGE OF MSMES IN HO CHI MINH CITY, VIETNAM

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ABSTRACT

In the global context of implementing sustainable development goals (SDGs), businesses are significant contributors based on their available resources, through which they implement corporate social responsibility (CSR) proactively. Proactive CSR (prCSR) are business activities that are implemented voluntarily and strategically, exceed regulatory compliance, and simultaneously address the expectations of internal and external stakeholders. They aim to achieve long-term business goals that contribute to sustainable economic, social, and environmental development. By prCSR, firms appear to address value-driven SDG goals, also achieve their sustainable competitive advantages (SCA) – the value of the strategy of convergence of asset, process and structure, preventing duplication by other firms and competitors. Due to the inherent flexibility and personal power of firm leaders, micro, small and medium sized enterprises (MSMEs) in general and MSMEs in developing countries in particular are groups with many opportunities to adapt new business models and of doing business differently—more sustainably and more ethically – therefore effectively practicing prCSR and contributing to the journey of implementing the SDGs. Based on the RBV (resource-based view) and VRIO (value-rarity-imitability-organization) framework, this study explores the effects of prCSR, intellectual capital and reputational capital on sustainable competitive advantage of MSMEs. Smart-PLS 4.0 was employed to assess the relationship between the variables with cross-sectional survey data of 137 respondents from MSME managers in Ho Chi Minh City, Vietnam. The quantitative empirical results showed 8 out of 11 supported the hypothesis and confirmed the impact of the economic and social dimension of proactive CSR on each model suffix, in which intangible resources play the mediator role. Moreover, the finding indicated no significant impact from the environmental aspect of proactive CSR. This is one of the few studies that simultaneously applied a proactive CSR framework with the distinctive organizational characteristics of MSMEs, contributing to better understanding of the factors that play an important role in enhancing the firms' sustainable competitive advantages in the volatile competitive context of the SDGs era. An increased sample size and random sampling method are recommended to be employed instead of the currently applied convenient sampling method for statistical results to be presented more accurately in further studies.

Keywords: *Sustainable Development Goals; Corporate Social Responsibility; Micro-, Small and Medium-sized Enterprises; Intangible resources; Sustainable competitive advantage*

LURK OR PARTICIPATE: HOW SOCIAL CAPITAL INFLUENCES SOCIAL MEDIA USERS' ONLINE INTERACTION

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ABSTRACT

Observations of a WeChat group containing 446 Chinese students studying at UC Berkeley found that those who participated in the discussion were in the minority, most of whom were lurkers. This paper explores 1) why social media users participate/do not participate in online discussions, and 2) how to evaluate their behaviors critically. Existing studies have pointed out that social capital is a key theory to explain reasons for people's engagement. However, the theory has been less frequently utilized to analyze online phenomena. Through several in-depth interviews with lurkers, participants, and activists in the group, the paper argues that a core reason to lurk is to get social capital effortlessly. Still, this behavior should not be taken as free riding, because lurkers can be seen as latent social capital with undeveloped value for heterogeneous virtual communities. When these capitals are activated, they can be converted into bridging social capital and benefit all members. The paper also points out that users with higher levels of engagement can relatively gain more advantages. When lurkers are no longer silent but change their identities into participants or activists, they establish a group interaction culture with a gift economy principle. With that culture, they can obtain bridging social capital like information resources more efficiently and increase cohesive social capital such as self-esteem and emotional support more effectively. Moreover, they can even transform social capital into economic capital, turning intangible assets into physical wealth. Since being active can bring far more benefits than being silent, the paper strongly calls on lurkers to participate more in virtual community affairs.

Keywords: *Lurking, participation, social capital, latent social capital, group interaction culture, bridging social capital, cohesive social capital, capital transformation*

A STUDY ON THE RELATIONSHIP BETWEEN MEDIA USE AND SOCIAL PARTICIPATION OF COLLEGE STUDENTS IN BEIJING DURING THE 7-31 TORRENTIAL RAIN DISASTER

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ABSTRACT

The July 31st torrential rainstorm caused serious damage to Beijing, and the social engagement of college students became an important issue. Existing studies have provided mainly theoretical explanations and data presentations on this topic at a macro level, lacking in-depth descriptions of specific events and detailed analyses of the reasons for participation. This study is based on the social behavior occurrence model and aims to explore the impact of media use on social participation. Through a two-week questionnaire survey (n=210) and in-depth interviews (n=30), the study found that 1) social media became the primary channel for Beijing college students to learn about the disaster, and its multiple sources of information, rich visual information, and algorithmic recommending mechanism spawned a higher degree of attention to the event; whereas 2) the algorithmic recommending mechanism and the feature of anonymity also interfered with the expression of online opinions; 3) the low cost of online participation and the lack of channels for offline participation also contributed to the lack of offline participation. In the context of the remarkable willingness of young people to participate, multiple social actors should cooperate to enhance the advantages of social media in promoting engagement and improving the channels of social actions.

Keywords: 7-31 torrential rain disaster, Beijing college student, social engagement, media use, social behavior occurrence model

IN PURSUIT OF ACHIEVING THE UN SUSTAINABLE DEVELOPMENT GOALS: A CASE STUDY DEMONSTRATING THE ROLE AND PATH ADOPTED BY AN ACADEMIC INSTITUTION

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ABSTRACT

This case study examines the role of the Mudra Institute of Communications, Ahmedabad (MICA), in aligning its educational initiatives with the United Nations Sustainable Development Goals (UN SDGs). Since its inception, MICA has focused on integrating social responsibility into its core mission. In the early 2000s, recognizing the critical role of communication in driving social change, MICA's Governing Council sought to redefine the institution's vision, emphasizing development communication. This led to the establishment of the Centre for Social and Development Communication (CSDC), which later evolved into the Centre for Development Management and Communication (CDMC).

The CDMC aimed to address the gap between government development programs and the public, contributing to broader societal impact while fulfilling MICA's educational mission. Despite initial challenges, including financial sustainability and student enrollment issues, the Centre has made significant strides in fostering partnerships with national and international organizations. These collaborations have enabled CDMC to conduct impactful research, capacity-building programs, and strategic communication initiatives aligned with several UN SDGs, including education, health, and environmental sustainability.

A critical turning point came with the appointment of Dr. Preeti Shroff as MICA's Dean, who revitalized CDMC's focus by restructuring its operations and enhancing its strategic partnerships. Under her leadership, the Centre expanded its global footprint and began aligning more closely with the SDGs, recognizing that academic institutions, businesses, and SDG goals are interconnected. CDMC's efforts are exemplified through various initiatives, such as the UN SDG Connect, which integrates academic expertise with practical solutions to address real-world challenges.

Through this journey, MICA demonstrates that an academic institution can achieve a sustainable social impact while maintaining educational excellence, thus contributing to the global agenda of the UN SDGs. The case study offers insights into the complexities and successes of balancing institutional goals with broader societal needs.

Keywords: *UN SDGs, sustainable social impact, institutional goals, MICA (academic institution), leadership role*

ARE THEY TRULY HAPPY VENDORS? MEDIA REPRESENTATION AND SURVIVAL REALITIES OF FEMALE INFORMAL ECONOMY WORKERS: AN EMPIRICAL STUDY ON THE FEMALE VENDOR GROUP IN CHINA

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ABSTRACT

Women often comprise a large proportion of street vendors in developing countries, except where social restrictions prevail. There is the intersection of gender and class in determining where women and men are employed in the labor force. The mobile vendor industry is a typical example of the informal economy in China.

This group has received extensive attention from both official and unofficial media over the past three years. They are often labeled as “happy female vendors” and similar terms to glorify women’s suffering in official media reports, while unofficial ones heavily stigmatize them. For example, female noodle vendors are depicted as being improperly dressed or exposing their bodies, and using any means necessary to attract customers. These reports obscure their survival realities and make them “the other” to be gazed at. Reports profoundly affect public perception, attitudes, and even emotions toward this group.

RQ1: What are the differences in media representations of the female vendor group in China between official and unofficial media?

RQ2: How do the representations of the female vendor group in these two types of media deviate from the group’s actual living conditions?

The empirical data come from 209 media reports from the past three years, selected through purposive sampling, and from 29 female vendors. The study was analyzed using Colaizzi’s seven-step method, and three core concepts were identified: image deviation, policy perception, and identity identification. Gender inclusive framework and theory was adopted.

Findings:

- (1) Official media tend to have positive deviations, while unofficial reports exhibit negative deviations. Both deviate from the true living conditions of the female vendor group, with unofficial reports showing a higher degree of deviation than official reports.
- (2) Female vendors cannot effectively identify the protection of their rights from either type of media. Instead, interpersonal communication within the group becomes the key channel for them to understand policies and safeguard their rights. Media outlets should be encouraged to adopt a more balanced and realistic portrayal of them.
- (3) Female vendors face dual exploitation from society and family and encounter challenges in affirming their self-identity in different contexts. However, media representations tend to overlook this aspect.

Keywords: *Feminist Study, female vendors, media representation, image deviation, gender equality, social inclusion*

AWARENESS AND IMPLEMENTATION OF THE SOLID WASTE MANAGEMENT PRACTICES IN SELECT BARANGAYS IN THE CITY OF MALABON

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Maria Ysabella L. Matito, Ferdy Dominic I. Santos**
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ABSTRACT

Effective solid waste management (SWM) is crucial for sustainable urban development and environmental protection. This study investigates the awareness and implementation of solid waste management practices in select barangays in the City of Malabon, focusing on the role of communication in promoting these practices. The research aims to assess the level of community awareness regarding SWM, the effectiveness of current waste management strategies, and the impact of communication efforts on enhancing public participation and compliance. Using a mixed-methods approach, the study combines quantitative surveys of residents and qualitative interviews with local officials, waste management personnel, and communication experts. The findings highlight the gaps in knowledge and practices related to SWM, the challenges faced by the barangays, and the effectiveness of various communication channels and strategies in disseminating information and encouraging community engagement. Results indicate that while there is a general awareness of SWM practices, implementation is often inconsistent due to lack of resources, inadequate infrastructure, and insufficient public education. The study underscores the importance of tailored communication campaigns that address local needs, leverage multiple media platforms, and foster community involvement. By enhancing communication strategies, the City of Malabon can improve its SWM practices, leading to a cleaner, healthier environment and more sustainable urban living. This research provides actionable insights for local government units, environmental organizations, and communication practitioners aiming to enhance SWM awareness and implementation through effective communication.

Keywords: *Solid Waste management practices, 5Rs (Refuse, Reduce, Reuse, Repurpose, Recycle), Catmon, Longos, and Potrero*

POWER AND RESISTANCE THROUGH FEMALE APPROACH BY INDIAN WOMEN JOURNALISTS

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ABSTRACT

Women journalists in South Asia joined the media in large numbers during the 1990s. Yet they still bear the brunt of inequality in many newsrooms (Seshu & Worthington, 2014). One of them is the lack of equal opportunities for reporting news. Men are always given preference for covering hard news, while women are entrusted with soft news coverage. The questions that arise are: What subjects do women journalists prefer to report on and why? and Do they challenge the current discourse or the status quo with their writings?

Looking through the Feminist Media Theory (Van Zoonen, 1994), and applying (Foucault, 1980) Theory of Power and Discourse to the context of women journalists in media (Maher, 1996), the paper looks into the subjects of interest that award winning women journalists have taken up and how it has challenged the media discourse in the country.

The study through Critical Discourse Analysis (Fairclough, 2013) of the writings of women journalists attempts to determine whether they use Female Approach (Ziamo, 2000) and the power of discourse to challenge the power dynamics.

In 1981, Media Foundation instituted the Chameli Devi Jain Award for Outstanding Woman Media Person of the Year (The Hoot, n.d.). The book 'Making News, Breaking News, Her Own Way: Stories by Winners of the Chameli Devi Jain Award for Outstanding Women Media persons' (Padgaonkar, 2012) is based on the stories of award winning journalists awarded between (1981-2009). The researcher analyzed in an authorial context the personal writings of three winners, one from each decade, Neerja Chowdhury (1980s), Pushpa Girimaji (1990s), and Nirupama Subramaniam (2000s). The study found that women journalists are very adventurous in the topics they choose to report and write about. They selected beats neglected by male colleagues and mainstream media and created credible change.

Keywords: *Indian women journalists, female approach, Women Journalists Award, Chameli Devi Jain Award, Michel Foucault, Theory of Power and Discourse*

THE IMPACTS OF SOCIAL MEDIA USAGE ON THE ACADEMIC PERFORMANCE AMONG STUDENTS AT HIGHER EDUCATION INSTITUTIONS USING SOCIAL MEDIA INFLUENCE FACTOR MODEL

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ABSTRACT

The proliferation of social media has significantly impacted the academic lives of university students, presenting both opportunities and challenges. This study introduces a refined Social Media Influence Factor (SMIF) model, grounded in the Uses and Gratifications Theory (UGT), to investigate these dynamics more comprehensively. The SMIF model incorporates several key factors that influence how students engage with and are affected by social media, including self-discovery value, maintaining interpersonal connectivity, entertainment value, and social enhancement. Importantly, the model also considers the broader “Conditions of Student Academic Life,” such as physical and mental health, academic activities, and extracurricular involvement, and how these contextual factors shape the relationship between social media usage and academic performance.

To empirically examine this updated SMIF framework, the researchers surveyed a sample of 400 university students in science-oriented programs versus those in arts-oriented programs. The findings suggest that promoting the effective integration of social media, while accounting for the diverse needs and circumstances of the student population, can support improved academic outcomes for all learners. This research provides a holistic, evidence-based model for understanding the complex interplay between social media, the broader academic environment, and students’ educational experiences. The revised SMIF framework offers valuable insights to guide the strategic incorporation of social media into university settings, enabling students to leverage the benefits while mitigating potential drawbacks. By adopting a contextual approach that addresses the unique needs of different academic disciplines, institutions can empower students to maximize the advantages of social media without compromising their overall academic success.

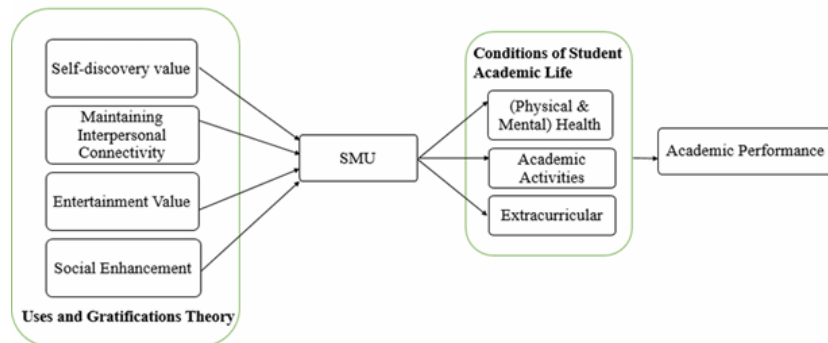


Figure: Social Media Influence Factor (SMIF) model grounded in the Uses and Gratifications Theory (UGT)
(Source: Hanh Minh Le & Huy Bao Nguyen)

Keywords: user and gratification theory, social media usage, academic performance, social media influence factors, students, higher education

PARALLEL SESSION 14:

**PROMOTION OF INCLUSIVE AND ADAPTIVE COMMUNICATION
TOWARD BETTER USER EXPERIENCE**

MAHENDRA SINGH DHONI'S CHENNAI SUPER KINGS: FANDOM, DIASPORA, AND NEGOTIATING IDENTITIES

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ABSTRACT

Cricket and the Indian spectatorship have been inseparable for more than a decade since the sport was promoted by the Indian Premier League (IPL) in 2008, with an elite cricket tournament that features professional cricketers from many nations. The 17th edition of IPL, held between 22 March and 26 May 2024, recorded 450 million viewers on television, which is one-third of India's population. The digital streaming of the first-day match of IPL 2024 had 113 million viewers, marking a massive 51% increase compared to the first day of the IPL 2023, thus becoming the most popular cricket league in the world. This year IPL was streamed in 12 languages and featured 10 Indian city-based franchise teams, among them is Chennai Super King (CSK), a franchise based in Chennai, Tamilnadu, southern India. CSK has a significant fan following and is referred to as Yellow Army. The team has the highest social media following among IPL teams with over 33 million followers across X (formerly Twitter), Facebook and Instagram as of March 2023.

From the inaugural IPL edition, Mahendra Singh Dhoni (MSD), who then was the captain of the Indian cricket team, is playing for CSK. Over the years, MSD has become the face of CSK, led the team for many seasons and is currently 42 years old, retired from all formats of cricket, but actively playing only IPL for CSK. Because of his consistency, performance, leadership, and love towards fans, he is called Thala (transl. Leader). It is speculated that he may be retired soon from IPL, so Indian fans as well as the Tamil diaspora are crazy to see him playing for CSK and they refer to it as Thala Dharisanam (meaning - auspicious sight of a deity).

With the above-mentioned premises, the proposed study will explore the fandom of MSD and CSK by the Asian diaspora, and their identities by examining Daniel Funk and Jeff James's psychological continuum model, Schachter and Singer's excitation transfer theory and Henry Jenkins fandom theory through netnography. The findings may supplement the body of knowledge in fandom and cultural studies with practical implications and recommendations that may help Asians and their diaspora.

Keywords: Cricket; fandom; Indian Premier League; Chennai Super King; Mahendra Singh Dhoni; Diaspora

HEALTH COMMUNICATION AND FUNCTIONAL HEALTH LITERACY

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ABSTRACT

This study is about the Functional Health Literacy Levels (FHL) of individuals in the context of health information communication. Health literacy is a critical determinant of health outcomes, as it influences an individual's ability to access, understand, and use health information effectively. Functional Health Literacy is the skill to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions.

The purpose of this research is to identify the Functional Health Literacy of the population, using a mixed method approach. Questionnaires were used to collect quantitative data from two hundred participants. According to the Test of Functional Health Literacy in Adults (TOFHLA) prepared the questionnaire. Don Nutbeam's Health Literacy model provided the theoretical framework for this study. Descriptive Statistics Analyze was used to analyze quantitative data to identify health literacy levels among different demographic groups. Qualitative data were gathered through interviews with healthcare providers. Thematic analysis was used to analyze qualitative data. There are three themes used to analysis qualitative data. Ability to find good quality health information, having sufficient information to manage health and understanding health information, are the themes of this analysis.

The results Indicate that Functional Health Literacy are in three levels among the people. According to Inadequate, Marginal and Adequate health literacy level most people are in inadequate level. The findings of this study underscore the urgent need improving Functional Health Literacy is essential for understanding health information. Additionally, there is a need for ongoing monitoring and evaluation of FHL levels to ensure that interventions are effective and sustainable. Expanding future research to include broader demographics and longitudinal studies could provide further insights into the evolution of FHL and its impact on health outcomes.

Keywords: *Functional health literacy, health communication, health information*

FACT-CHECKING AND DIGITAL VIGILANCE: EXPLORING THE USER ENGAGEMENT PRACTICES AND ORGANIZATIONAL CHALLENGES IN THE INDIAN CONTEXT

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ABSTRACT

The present time is marked by rampant mis/disinformation, but fact-checking groups play a crucial role in upholding the truth and safeguarding the veracity of information in the digital landscape. Literature pertaining to fact-checking in India suggests that fact-checking organizations follow a proper methodological approach and that fact-checking is conducted in a transparent manner (Kumar, 2022). However, it also emphasizes notable challenges, including limited resources, obsolete technology, and political pressure (Haque, 2018). Moreover, the increased use of social media in rural regions has increased people's susceptibility to false information (Seelam et al., 2024). These findings highlight a significant knowledge gap on how fact-checking efforts may successfully engage users amid these hindrances.

Addressing the gap, this research delves into the user engagement strategies (UES) employed and challenges faced by fact-checking organizations in India, focusing specifically on those based in the National Capital Region (NCR). This study draws on Strategic Communication Theory (Hallahan et al., 2007) and Interactivity Theory (McMillan & Hwang, 2002) as it combines strategic planning and message design with interactive user experiences. These theories confirm that well-crafted, targeted messages, when disseminated through engaging, user-controlled platforms, maximize the UES' output.

This research used the following indicators to evaluate the effectiveness of UES: social media platforms (Facebook, Twitter, WhatsApp, etc.), interactive tools featuring polls and quizzes, media literacy initiatives that critically evaluate information, and educational initiatives including workshops and seminars that enhance users' understanding of fact-checking processes. The study operates on a qualitative methodology, relying on 14 in-depth interviews done face-to-face with either founder or editor of 14 prominent fact-checking organizations (one each), of which 11 are signatories to the International Fact-Checking Network (IFCN) code of principles. The study also comprehensively analyzed the information demonstrated on the websites of these organizations.

The findings suggest that UES techniques like workshops, seminars, polls, and media literacy initiatives are effective in engaging users, but challenges like funding limitations and public skepticism hinder their efficacy. This research stresses the need for increased cooperation among stakeholders, such as policymakers, tech platforms, and civil society, to enhance the fact-checking ecosystem. The results add to the conversation about media and information literacy, providing suggestions for fact-checking groups to strengthen their interaction methods.

Keywords: *Fact-checking, Misinformation, Disinformation, User Engagement, Media Information Literacy*

CULTURAL COMMUNICATION OF TRADITIONAL CHINESE MEDICINE IN SOCIAL MEDIA UNDER THE BACKGROUND OF GLOBALIZATION: RESEARCH ON CHARACTERISTIC NARRATIVE CONSTRUCTION, COMMUNICATION PATH AND EFFECT

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ABSTRACT

This paper explores the construction, interpretation, and dissemination of Traditional Chinese Medicine (TCM) within the context of globalization and social media's transnational public sphere. It examines how TCM, as a representation of Chinese cultural essence, is perceived and understood by overseas audiences, aiming to develop a narrative framework that aligns with Chinese modernization characteristics.

Historical Context and Spatial Differences

The study traces the evolution of TCM dissemination over the past three decades, focusing on cultural and social changes. It analyzes historical developments in both time and regional dimensions, highlighting how TCM's global integration has been influenced by various socio-cultural factors.

Analysis of TCM Dissemination on Social Media Platforms

Using Framework Theory, the paper conducts a detailed analysis of high-volume TCM-related videos on YouTube from the last five years. This involves the following:

- 1) High-level framework: Classifying themes and emotional tendencies of videos
 - 2) Middle-level framework: Analyzing video types, publisher attributes, and core elements
 - 3) Low-level framework: Examining language symbols, video specifics (duration, scenes), and style.
- NVivo software aids in data management and analysis.

The Logic and Modernization Path of TCM Cultural Communication

Qualitative analysis, employing Grounded Theory, extracts three core dimensions of TCM cultural communication—temporality, materiality, and subjectivity. Insights from in-depth interviews with the head of the National Official TCM International Communication Center's new media team inform the following: 1) Interpretation of content across cultures; 2) Strategic cooperation with authoritative institutions; and 3) Localization and innovation strategies tailored for target markets.

Characteristic Narrative Strategies and Effect Evaluation Models

This section focuses on developing a distinctive narrative strategy for global TCM communication that reflects Chinese cultural traits. It proposes a preliminary communication effect evaluation model, combining quantitative metrics and qualitative feedback regarding the following:

- Narrative strategy: Emphasizing Chinese cultural elements to enhance global appeal, and
- Effect evaluation: Objective assessment of communication impact using integrated quantitative and qualitative approaches.

By structuring the paper around these four parts—historical context, social media analysis, cultural communication logic, and narrative strategies—this study aims to provide a comprehensive understanding of how TCM is communicated globally in contemporary digital spaces.

Keywords: *Traditional Chinese Medicine; International Social Media; Grounded Theory; Cross Cultural Communication; Global Communication*

INDIA'S YOGA, A VEHICLE OF UN SDG 3: TIME TO INTERNATIONALIZE LIFESTYLE JOURNALISM

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ABSTRACT

The article delves into the intersection of yoga, lifestyle journalism, and global trends, highlighting the timeliness, relevance and necessity of internationalizing lifestyle journalism studies through the lens of yoga's global impact. It discusses the evolution of lifestyle journalism in the context of expanding perspectives and the global rise of yoga, particularly in India. The paper examines the cultural, commercial, and public relations aspects of lifestyle journalism, emphasizing its growing importance and profitability in contemporary journalism. It explores the impact of technology, social media, and fake news on lifestyle journalism, underscoring the need for a re-evaluation of journalistic practices.

The narrative intertwines the historical evolution of yoga, from ancient Indian traditions to its modern-day global reach, focusing on its integration into the United Nations Sustainable Development Goals (SDGs) and its transformation into a global movement. The article delves into the commercialization of yoga by Western multinational companies and the emergence of yoga-related products in the global market. It also explores the influence of popular culture, such as K-pop, on the promotion of yoga and its impact on lifestyle choices.

Furthermore, the paper analyses the political, economic, and social dimensions of yoga in India, particularly in the context of Baba Ramdev's entrepreneurial endeavours and his alignment with the ruling Bharatiya Janata Party (BJP). It examines the controversies surrounding Patanjali Ayurved Ltd., Ramdev's business empire, and its implications for public health, business ethics, and political dynamics in India. The article concludes by discussing the potential of yoga to promote sustainable lifestyles, foster global connections, and contribute to the UN SDG on health and well-being.

Keywords: *Yoga, Lifestyle Journalism, Globalization, UN SDGs, Commercialization, Baba Ramdev, Soft Power, Public Diplomacy, Cultural Exchange, Sustainability*

SELF-ORIENTALISM AND COLONIAL MENTALITY IN THE DIGITAL CURATION OF ONLINE TRANSNATIONAL RELATIONSHIP-SEEKING FILIPINO WOMEN

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ABSTRACT

As advancements in technology enable a heightened digital world, transnational interactions have become easily accessible; furthermore, the introduction of dating platforms has dismantled barriers in relationship-seeking among its users (Ludwig, 2017). However, in transnational relationship-seeking, there is a presence of gendered discourses which may be byproducts of either Orientalism or colonial mentality—both being postcolonial concepts that reflect how the West continually exercises its superiority, which subjects the East even in the present (Decena, 2014; Kobayashi et al., 2019; Liddle & Rai, 1998; Said, 1978). An instance of these gendered discourses rooted in such inequalities is the perception that women who engage in transnational relationship-seeking aspire upward mobility, both in economic and geographical viewpoints (Kim, 2012). In this study, we analyzed how self-Orientalism and colonial mentality manifest in the digital curation of dating profiles among Filipino women in the online dating websites *filipinocupid.com* and *pinalove.com*, guided by Norman Fairclough's (1995) critical discourse analysis and Jenny Davis' (2016) Curation as theoretical underpinnings. A case study method was utilized in interviewing 12 Filipino women, with their dating profiles subject to complementary analysis. The production and consumption of dating profiles initially reveal how self-Orientalism and colonial mentality underpin Filipino women's online dating practices, but a post-structuralist feminist lens further allowed us to dive into deeper critique the forces which allow these discourses to exist. As such, this surfaces how inequalities and culture play considerable roles in enabling and shaping these discourses. Social and economic inequalities permit Filipino women to strategically position themselves within discourses. Contingent to this is how Filipino women's exercise of their agency allows them to strategically move within discourses that are subjected to them. Moreover, it is through cultural differences that set the expectations and underlie the interactions between Filipino women and Western men. Therefore, online transnational relationship-seeking Filipino women, through dating websites, manifest their transnational desires. In turn, this engagement unintentionally manifests the two postcolonial concepts in their process of producing and consuming online dating profiles. Yet even with this mediated interplay, Filipino women remain empowered in surfacing their agency to choose their lifelong Western companion.

Keywords: *transnational relations; postcolonialism; Orientalism; post-structuralist feminism; critical discourse analysis; digital curation*

A THEMATIC ANALYSIS OF THE NEWS COVERAGE OF ROHINGYA REFUGEES IN BANGLADESHI NEWSPAPERS

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ABSTRACT

Bangladesh currently hosts one of the world's largest refugee populations, having embraced nearly a million Rohingya people. Despite not being a signatory to the 1951 Refugee Convention, it has made efforts to align with international refugee standards (Janmyr, 2021). According to Bhattacharjee (2017), the extensive coverage by mass media outlets have highly praised the government of Bangladesh and its people for the magnanimity extended to the Rohingyas. The narratives in Bangladesh newspapers pertaining to the Rohingya crisis depicted their harrowing ordeal and subjugation, highlighting the application of brutal force. Along with the newspapers, public discourses also called for prompt international intervention in response to the situation. Bangladesh has been seeking for international engagement to help in the repatriation process. The Daily Star (2024) wrote "Bangladesh has sought China's support in creating a 'conducive environment' and engaging with Myanmar government for early repatriation of the Rohingya refugees to their ancestral land." The study aims to analyze the primary narrative surrounding the Rohingya crisis as reflected in the Bangladeshi national newspapers. The analysis focuses on examining the news from Bangladeshi national newspapers that have covered the significant events and incidents. The study examines the key themes in the news stories that have changed since the arrival of the Rohingyas in Bangladesh in 2017. This research has adopted a qualitative approach utilizing the thematic analysis technique to examine the stories associated with the Rohingyas and their representation in Bangladeshi newspapers from 2017 to 2023. The study looks into newspapers' coverage on China's role in the Rohingya repatriation process. It explores the framing of Rohingya related issues in the mentioned daily newspapers to understand the significant aspects of continuity and change in the key themes in the news coverage.

Keywords: *Rohingya crisis, media framing, thematic analysis, news media, repatriation, refugees*

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Master's Degree student
Macau University of Science and Technology

Junyu Jiang

Student
Communication University of China

Shuyi Li

Student
Communication University of China

Jiixin Li

Student
University of International Business and Economics

Meiqing Shao

PhD student - Media Studies
University Malaya, Malaysia

Session 9B

Yu Zhaoxuan

Student - Internet Communication
Communication University of China

Li Jiahui

Student - Multimedia Journalism Practices
Communication University of China

Rhia Mae C. Aquino

Student - Communication Research
University of the Philippines Diliman

Allena Therese G. Juguilon

Student - Communication Research
University of the Philippines Diliman

Sofia Marie F. Ortega

Student - Communication Research
University of the Philippines Diliman

Coleen A. Garcia

Student - Communication
Laguna University, Philippines

Audrey Lou Dimasaca

Student - Communication
Laguna University, Philippines

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Student - Communication Studies
Communication University of China

Danica Jill C. Arienda

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University of the Philippines Diliman

Lanxuan Chen

Master's Degree student
Macau University of Science and Technology

Baolong Chen

Master's Degree student
Communication University of China

Joana Lalia Rescel R. Ocampo

Student - BS Development Communication
University of the Philippines Los Baños

Yifan Wang

Student - Media Creativity
Communication University of China

Xinyu Cheng

Student - Bilingual Broadcasting and Anchoring
Communication University of China

Session 9C

Hung-Yen Hsu

PhD student - College of Communication
National Chengchi University, Taiwan

Yao Yan

PhD student - Media Studies
School of Communication, Universiti Sains Malaysia

Dr. Juliana Abdul Wahab

Associate Professor; Deputy Dean (Research, Innovation and Industry-Community Engagement) School of Communication, Universiti Sains Malaysia

Zhiqiang Wei

Student - International Journalism and Communication, School of Journalism and Communication University of China

Zixi Yang

Master's Degree student - Journalism
Communication University of China

Jia Hu

Student
Universiti Sains Malaysia

Shuhaida Md Noor

Association Professor
Universiti Sains Malaysia

Wang Yue

PhD student - College of Communication
National Chengchi University, Taiwan and China

Siyu Yu

Student - Fine Art
School of the Art Institute of Chicago, Illinois

Zhangyan Li

PhD candidate
School of Media and International Culture
Zhejiang University, China

Zhou Xing

Student - Communication
School of Journalism
Communication University of China

Jing Zhao

PhD student
Taiwan Chengchi University

Session 10A

Zhang Yue

Research Team member
School of Journalism and Communication
of Xiamen University

Tian Jiao

Research Team member
School of Journalism and Communication
of Xiamen University

Isni Hindriaty Hindarto

PhD Candidate & Communication Consultant
Universitas Indonesia

Inco Hary Perdana

PhD student - Communication Science
Multimedia Nusantara University

Nutthapon Jitprapai

Lecturer
Rajamangala University of Technology Rattanakosin
Thailand

Dr. Aahana Chopra

Assistant Professor
Kalindi College, University of Delhi, India

Ananya Bansal

Student
Kalindi College, University of Delhi, India

Liu Hanyi

PhD student - AV Communication and Advertising
Universitat Autònoma of Barcelona

Dr. Christina A. Gabrillo

Professor
Visayas State University, Philippines

Dr. Jude Nonie A. Sales

Associate Professor
Visayas State University, Philippines

Kuwi Hoi New

Assistant Professor, Department of Journalism
& Communication Studies
Southern University College, Malaysia

Shuet Li Lee

Southern University College, Malaysia

Dr. Jessada Salathong

Assistant Professor, Faculty of Communication Arts
Chulalongkorn University, Bangkok, Thailand

Session 10B

Yujie Xie

Student, Master's Degree
Journalism and Communication School
of Guangxi University, China

Nur Haniz Mohd Nor

PhD Programme Director, School of Media and
Communication, Taylor's University, Malaysia

Azian Muhamad Adzmi

Senior Lecturer, School of Multimedia, Technology,
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Xu Ying Qing

Lecturer
Hubei Normal University in China

Luziel A. Gutierrez-Balajadia, MPA

PESO
City Government of Malabon, Philippines

Carlo A. Aquino, REA, MREA

OIC-City Assessor
City Government of Malabon, Philippines

Uyen Thuyen Nha Quach

Lecturer
Van Lang University, Vietnam

W.Mahesha Piyumali

Assistant Lecturer, Public Relations
Department of Mass Communication,
University of Kelaniya, Sri Lanka

Runde Yu

Professor
Communication University of China

Siyu Yu

Student - Fine Art
School of the Art Institute of Chicago, Illinois

Zhangyan Li

PhD candidate School of Media and International
Culture, Zhejiang University, China

Ananya Behera

Writer, Independent Researcher
Central University of Jharkhand, India

Fely Rose Manaois

Faculty, Far Eastern University, Philippines

**Mycah Amelita Chavez (presented 2 papers
within the same session)**

Faculty, Far Eastern University, Philippines

Session 11A

Li Hao

PhD candidate
School of Journalism and Communication
Beijing Sport University

Sun Lin

Assistant Researcher; Doctoral student
School of Government and Public Affairs
Communication University of China

Han Ni

Chen Shushu

Sun Wanru

Associate Professor, School of Journalism
and Communication
Jinan University School of Journalism and
Communication, China

Zhou Jiaqi

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Wang Ruijia

Class of 2021, majoring in Chinese Language and Literature, Sichuan International Studies University

Liao Chenglin

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School of International Journalism and Communication, Beijing Foreign Studies University*

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*Communication Studies, Junior School of International Relations
Institute of International Relations*

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*Class of 2022 - Communication Studies
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*Assistant Researcher
Communication University of China*

Wang Yaohan

*2024 Master's Degree in Media Practice
University of Sydney*

Li Weisen

*Communication Studies, Second Year Graduate
Communication University of China*

Session 11B

Rui Xinyi

*Class of 2022
Communication University of China*

Yan Chenjun

*Class of 2021 majoring in Communication
Communication University of China*

Wang Yinghua

*Journalism
Minzu University of China*

Tan Siyuan

*Publishing, Graduate School
Communication University of China Institute of Communication*

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*Doctoral Candidate in Radio and Television
Class of 2022
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*Journalism and Communication Major
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Communication University of China*

Yuan Yingliang

*Graduate student - Communication Studies
Communication University of China*

Lu Zhenzhen

*Ph.D. Candidate, Advertising College
Communication University of China*

Han Ruobing

*Post-Graduate Student
Communication University of China*

Yang Mohan

*Doctoral supervisor at the School of Language and Communication
University of Chinese Academy of Social Sciences*

Huang Miaosen

*School of Journalism Class 1 of 2021
Communication University of China*

Shi Zhong Yu

*Assistant Researcher; Journalism and Communication, Second-year graduate student
Institute of Integrated Media of Ludong University*

Cheng Jingjing

*Deputy editor; PhD student of the Class of 2023
School of Journalism and Communication
Beijing Normal University*

Chen Feiyang

*PhD Student - Journalism and Communication, first year, School of Journalism and Communication
Beijing Normal University*

Session 11C

Xu Siyue

*Student
Communication University of China*

Huang Miaosen

*School of Journalism Class 1 of 2021
Communication University of China*

Xu Siqi

*Student - Journalism
Communication University of China*

Shi Jiahao

Student - Journalism
Communication University of China

Yuehan Yang

Assistant Researcher, School of Journalism
Communication University of China

Yuchan Hu

Assistant Researcher, School of Journalism
Communication University of China

Wang Yaohan

2024 Master's Degree in Media Practice
University of Sydney

Wang Xinrui

Postgraduate - Internet Communication Major
First Year Master's Degree
Communication University of China

Lai Xifan

Student - Network and New Media
Sichuan University

Li Yaokun

Graduate student
Communication University of China

Huang Jinqiong

Graduate student
Communication University of China

Zhang Li

Lecturer
Xiamen Institute of Technology College of Liberal Arts
Education and Arts Media, China

Session 12

Hywel M. Jintalan

Student - Communication Research
University of the Philippines Diliman

Chiello O. Fernandez

Student - Communication Research
University of the Philippines Diliman

Ralph M. de Chavez

Student - Communication Research
University of the Philippines Diliman

Vanlal Chhanchhuahi

PhD student
Tezpur University, India

Dr. Junali Deka

Professor
Tezpur University, India

Anne Gabrielle S. Dulay

Student
University of the Philippines Diliman

Samantha Audrey L. Evangelista

Student
University of the Philippines Diliman

Anne Gabrielle A. Maniago

Student
University of the Philippines Diliman

Raphael L. Saria

Student
University of the Philippines Diliman

Jiayi LI

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Nanjing University

Peng Liu

Graduate student
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Communication University of China

Jiahang Xu

Student
Communication University of China

Pratibha Rani

PhD student - Mass Communication
Central University of Jharkhand, India

Jania Tecson

Student
City of Malabon University, Philippines

Ruby Nanda

Assistant Professor
School of Mass Communication, KIIT University
Bhubaneswar, India

Session 13

Peng Liu

Graduate student
Institute of Communication Studies
Communication University of China

Jiayi Li

Graduate student
School of Journalism and Communication
Nanjing University

Hang Su

Student
School of Cultural Industries Management
Communication University of China

Thanh Thi Le Pham

*Student - Public Relations and Communications
Van Lang University, Vietnam*

Yen Hai Le

*Deputy Head | Major of Public Relations | Faculty of
Public Relations and Communications
Van Lang University, Vietnam*

Yuxuan Li (presented 2 papers in same session)

*Student – Journalism-School of Journalism
Communication University of China*

Jasmeen Kaur Guliani

*PhD Student
MICA, India*

Huiying Zhang

*Student
Fudan University*

Jingming Yang

*Student
The Experimental High School
Attached to Beijing Normal University*

Carlo Luis M. Candelaria

*Student
City of Malabon University, Philippines*

Ruby Nanda

*Assistant Professor
School of Mass Communication
KIIT University, Bhubaneswar, India*

Huy Bao Nguyen

*Student - International Communication
Diplomatic Academy of Vietnam*

Hanh Minh Le

*Student - International Communication
Diplomatic Academy of Vietnam*

Session 14

Dr. Vijay Kumar. V

*Associate Professor & Dean
School of Communications, XIM University
Bhubaneswar, Odisha, India.*

Maheshwari H

*Doctoral Research Scholar
Institute of Business and Computer Studies, Siksha 'O'
Anusandhan (Deemed to be University)
Bhubaneswar, Odisha, India*

Yang Yilin

*Graduate Student – International Communication
Communication University of China*

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*PhD student
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University of the Philippines Diliman*

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