

Medi sia 2010

The Asian Conference on Media & Mass Communication

October 2010, Osaka, Japan
Official Conference Programme



Letter of Welcome

**From the Chairman of the International Academic Forum's International Advisory Board
& The Chairman of IAFOR Japan**

Dear Colleagues,

Welcome to the inaugural Asian Conference on Media and Mass Communication.

The aim of this event is to provide an opportunity for academics and scholars to meet and exchange ideas and views in a forum encouraging respectful dialogue. This international event will bring together a number of university scholars working throughout Japan, Asia, and beyond to share their research.

We have been very impressed by the range and quality of submissions received from the open call for papers, from authors all over the world, and representing many disciplines and approaches. We are confident that everyone will find reason to be intellectually challenged and inspired by the work of fellow members of the global academic community.

We encourage you, as academics working throughout the world, to forge friendships and working relationships with other participants across national, religious and disciplinary borders.

It is in this spirit of friendship and international cooperation, that we express our warmest regards to every participant.

We hope you enjoy the conference,

Yours truly,

S.D.B. Picken

Takayuki Yamada



Rev. Professor Stuart D. B Picken
Order of the Sacred Treasure, B.D., Ph.D., F.R.A.S.
Chairman, Japan Society of Scotland
Founding Chairman of the IAFOR International Advisory Board

Mr Takayuki Yamada
Chairman of IAFOR Japan & International Advisory Board Member

Conference at a Glance

Thursday

Registration and Information Desk Open: 15:00-17:00
(2F Lobby)



Welcome Reception: 18:00-19:00 at the Lampada Restaurant & Bar (16F)

Come and join us for a complimentary glass of wine or soft drink, and the chance to meet fellow delegates at the Lampada on the sixteenth floor of the hotel

Friday

Registration and Information Desk Open:
8:30-17:30
(Sakura Room)

Welcome Address and Keynote Session:
9:00-10:30
(Sakura Room)

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10:30-11:00
Refreshment Break
Kiku Base Room

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Poster Session 1:
10:30 – 12:00: Kiku Base Room

Parallel Session 1
11:00-12:30

Parallel Session 2
13:30-15:00

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14:45-15:30
Refreshment Break
Kiku Base Room

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Parallel Session 3
15:15-16:45

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FILM Showing
17:00 – 18:00

Friday (continued)

Conference Dinner: 19:00-21:00

Ticketed Conference Dinner at the Neuf-Neuf (1F - Buffet Style)

Meet, Eat, Drink, Discuss at the Conference Dinner



Saturday

Parallel Session 1

9:00-10:30

*

10:15-11:00

Refreshment Break

Kiku Base Room

*

Parallel Session 2

10:45-12:15

Parallel Session 3

12:30-14:00

Parallel Session 4

14:15-15:45

Parallel Session 5 & Poster Session 2

16:00 – 17:30

*

17:15-18:15

Refreshment Break

Kiku Base Room

*

Closing Remarks

17:45-18:00

Kiku Base Room

MediAsia 2010 Topic Streams and Times

Advertising Poster	Friday 10:30-12:00
Communication Technology and Digital Media (1/2)	Friday 13:30 – 15:00
Communication Technology and Digital Media (2/2)	Friday 15:15 – 16:45
Communication Technology and Digital Media Poster	Friday 10:30-12:00
Critical and Cultural Studies, Gender and Communication (1/4)	Saturday 9:00 – 10:30
Critical and Cultural Studies, Gender and Communication (2/4)	Saturday 10:45 – 12:15
Critical and Cultural Studies, Gender and Communication (3/4)	Saturday 12:30 – 14:30
Critical and Cultural Studies, Gender and Communication (4/4)	Saturday 14:15 – 16:15
Film (1/4)	Friday 11:00 – 12:30
Film (2/4)	Friday 13:30 – 15:00
Film (3/4)	Friday 15:15 – 16:45
Film (4/4)	Saturday 14:15 – 15:45
History (1/1)	Saturday 16:00 – 17:30
Journalism (1/2)	Saturday 9:00 – 10:30
Journalism (2/2)	Saturday 10:45 – 12:15
Magazine (1/1)	Saturday 9:00 – 10:30
Mass Communication, Society and Globalization (1/5)	Friday 11:00 – 12:30
Mass Communication, Society and Globalization (2/5)	Friday 13:30 – 15:00
Mass Communication, Society and Globalization (3/5)	Friday 15:15 – 17:15
Mass Communication, Society and Globalization (4/5)	Saturday 9:00 – 10:30
Mass Communication, Society and Globalization (5/5)	Saturday 10:45 – 12:15
Mass Communication, Society and Globalization Posters	Saturday 16:00 – 17:30
Media Education (1/1)	Friday 11:00 – 12:30
Media Ethics (1/1)	Friday 13:30 – 15:00
Media Management (1/2)	Saturday 10:45 – 12:15
Media Management (2/2)	Saturday 12:30 – 14:00
Media Management Poster	Saturday 16:00 – 17:30
Newspaper (1/2)	Saturday 12:30 – 14:00
Newspaper (2/2)	Saturday 14:15 – 15:45
Political Communication and Media (1/1)	Saturday 12:30 – 14:30
Public Relations (1/1)	Saturday 14:15 – 16:15
Research and Education (1/1)	Saturday 16:00 – 17:30
Visual Communication (1/1)	Saturday 14:15 – 15:45

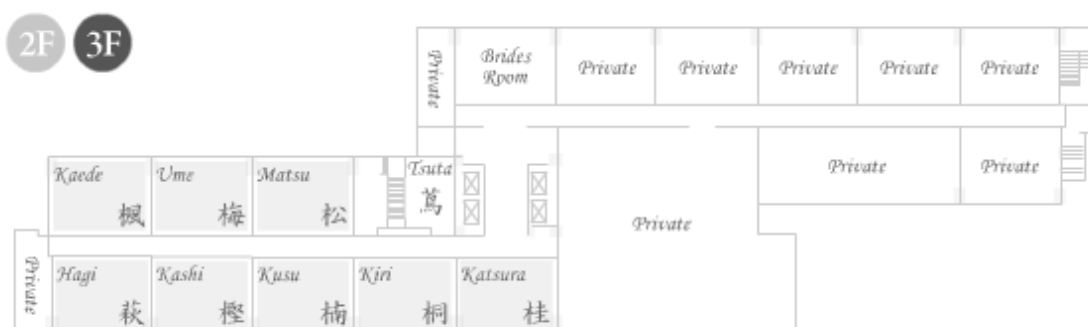
2F Room Guide

Kiku Base Room and Sakura Function Room



3F Room Guide

Kashi, Kusu, Ume, Matsu & Hana Rooms



General Information for Conference Participants

Information and Registration

The MediAsia 2010 Registration and Information Desk will be situated on the second floor lobby of the hotel on Thursday afternoon, and thereafter in the Kiku base room on the same floor.

The Registration and Information Desk will be open for the following hours:

Thursday, October 28	15:00-17:00
Friday, October 29	9:00-18:00
Saturday, June 19	9:00-18:00

For those people wishing to pay on the day, please note that we will not be able to process credit cards.

Conference Keynote Session: Friday 9:00-10:30

The Keynote session will be held on Friday morning, with the event beginning promptly at 9:00 in the Sakura function room. Please arrive in good time if you wish to attend the session. There will be an interval after the keynote address and complimentary beverages and light snacks will be served.

Concurrent Speaker Sessions: Friday and Saturday

Concurrent Sessions will run on Friday and Saturday, and are organized into topic streams. Sessions are usually 90 minutes in length, and normally include two or three presenters. Exceptionally there may be four presenters to a session, and the session length is increased accordingly to 120 minutes.

Presentations and Equipment

All rooms will be equipped with a MacBook laptop computer connected to a LCD projector. This is loaded with PowerPoint. If you prefer you will be able to connect your own PC laptop to the projector cable. If you plan on using your own Mac, please ensure that you have the requisite cable to link with the projector.

We recommend that you bring two copies of your presentation in the case that one fails.

Session Chairs

Session Chairs are expected to introduce themselves and other speakers (briefly), and ensure that the session begins and ends on time, and that the time is divided fairly between the presentations (see below). Each presenter should have no less than 30 minutes in which to present his or her paper, and respond to any questions. We recommend 20 minutes for your paper and 10 minutes for Q and A.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.

Poster Sessions & Poster Requirements

Poster Sessions will be held on Friday and Saturday in the Kiku base room.

The poster frames are B1 and so it is recommended that posters be no larger than B1 (707mm x 1000mm/27.8 inches x 39.4 inches). A1 (594mm x 841mm/23.4 inches x 39.4 inches) would also be fine. If your poster is outsized, then we will be able to provide double-sided tape.

Internet

There will be no internet connection in the presentation rooms, but there will be wireless connection in the communal areas and the 2F lobby of the Ramada Hotel. For your convenience, there will also be a limited number of computers wired up to the internet in the Kiku base room.

If you are staying at the Ramada hotel then all rooms are equipped with cable to which you can connect your laptop for complimentary broadband access.

Badges

When you check in, you will receive a conference package, which includes your name badge. Wearing your badge IS required for entrance to the sessions. If you lose your badge it can be replaced for a fee of JPY 5000. You must wear your badge at all times during the Conference.

If you are not wearing your badge, security will stop you and ask you to show your ID and evidence that you are registered. Those unable to show proof will be escorted from the Conference by security.

There are (4) colors of badges indicating the type of conference participant:

RED: Presenters and General Audience

BLACK: Conference Volunteer Staff

YELLOW: Keynote and Featured
Speakers

BLUE: Conference Exhibitors and
Affiliates

What to Wear & Bring

Attendees generally wear business casual attire. You may want to bring along a light jacket or sweater, as the temperature in meeting rooms is often difficult to control.

Security

The Japanese police have been enforcing random passport and identification checks. If you do not have identification when stopped, the police will detain you. There may also be a financial penalty. For the enjoyment of all participants, inappropriate behavior will not be tolerated and violators will be removed from the premises. Do not leave personal items or conference bags unattended anywhere in the Ramada Osaka as this will be taken away by security.

Smoking

The Ramada Osaka has implemented a Clean Indoor Air Act; therefore, smoking is not permitted in any of the conference rooms or the ballroom. Please smoke only in designated areas.

Photo/Recording Waiver

There may be photography, audio or video recording at the conference. By entering the event premises you give consent to the use of your photograph, likeness or video or audio recording in whole or in part without restriction or limitation for any educational, promotional, or any purpose for distribution.

Refreshment Breaks

Coffee, tea, and light snacks will be provided twice a day, in the morning, and the afternoon. All other meals, including lunch and dinner, can be purchased at any of the restaurants or convenience stores in and around the Ramada Osaka.

Meals & Drinks

As a conference registrant, and if you are staying at the Ramada Hotel, then your room includes breakfast. This is a good occasion to start the day and meet other delegates. You must book through the RAMADA OSAKA to enjoy this arrangement.

The Ramada hotel has arranged for a 20% discount on all food and drinks purchased in any of the hotel's facilities. To access this discount, please present your registration pass.

The Asian Conference on Media and Mass Communication 2010

Conference Chair 2010 & Keynote Speaker

Professor Gary E Swanson

“BRAVE NEW WORLD: CHALLENGES & OPPORTUNITIES”



Biography

Gary E. Swanson Gary E. Swanson is currently the Mildred S. Hansen Endowed Chair and Distinguished Journalist-in-Residence at the University of Northern Colorado, USA. From 2005-2007 Swanson was a Fulbright scholar to China and lectured at Tsinghua University and the Communication University of China. In 2008 he was Commentator for China Central Television International (CCTV-9) and their live coverage of the Beijing Olympic Games. Previously, Swanson was professor and director of television for nine years at the Medill School of Journalism at Northwestern University where he taught mostly graduate broadcast students on the Evanston, Chicago, and Washington D.C. campuses. He has been an educator for 23 years – 17 years spent teaching at the university level.

Swanson is an internationally recognized and highly acclaimed documentary producer, director, editor, consultant and educator. He has given speeches, presented workshops and lectured at conferences, festivals, and universities throughout China, India, Papua New Guinea, Thailand, Greece, South Africa, Jordan, Germany, Portugal, Great Britain and the United States. Swanson has compiled a distinguished professional broadcast career spanning 13 years: From 1978 to 1991, Swanson worked for the National Broadcasting Company where he was honored with national EMMY's for producing and editing: "The Silent Shame," a prime-time investigative documentary; "Military Medicine," a two-part investigative series on NBC News; and "Hotel Crime," an investigative news magazine piece. Swanson was an editor for "breaking news" and features for NBC Nightly News with Tom Brokaw, the Today Show, Sunrise, Sunday Today, NBC Overnight, A Closer Look, Monitor, and other prime time news magazines. Swanson covered "breaking news" in 26 states and Canada for the network including trips and campaigns of presidents Ronald Reagan, George Bush, and Bill Clinton.

Swanson was the Fulbright distinguished lecturer and consultant in television news to the government of Portugal in 1989. In 1992, he covered the XXV Olympics in Barcelona, Spain for NBC News as field producer and cameraman.

Swanson has earned more than 57 awards for broadcast excellence including three national EMMY's, the duPont Columbia Award, two CINE "Golden Eagles," 12 TELLY's, the Monte Carlo International Award, the Hamburg International Media Festival's Globe Award, the Videographer Award, The Communicator Award, the Ohio State Award, the CINDY Award, and many others. He graduated from the University of Illinois at Urbana with a Bachelor's degree in Education in 1974, and a Master's degree in Journalism in 1993.

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CONFERENCE PROGRAMME

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Friday 9:00 – 10:30

MediAsia 2010 Keynote Session

Keynote Professor Gary Swanson

Sakura Room

Professor Swanson's Keynote Address will be followed by a selection of complimentary beverages and light refreshments, served in the Kiku base room

10:30-12:30 Poster Session 1

Communication Technology and Digital Media Poster

Kiku Base Room

0085

Facebook : The Online Social Network for Political Consciousness Awakening of University Students in Thailand (Phase 1)

Phichate Phimcharoen, Kasembundit University, Thailand

Advertising Poster

0066

Product Placement in Sitcom Drama as the Challenged Marketing Communication Tools: A Case Study of "Pen Tor" Thailand

Tortrakool Ubolwattra, Kasembundit University, Thailand

Friday Session 1
11:00 – 12:30

Friday 11:00 – 12:30 Session 1
Mass Communication, Society and Globalization (1/5)
Session Chair: Roumen Dimitrov

Room: Sakura

0035

Signs and the state: imagining Malaysian identity through stereotypical graphic iconography
Nurul Rahmam, RMIT University, Australia

0045

Mediated Identities: Self through the eyes of the Other on Facebook
Celia Lam, University of Sydney, Australia

0011

Do the social media spell the end of journalism as a profession?
Roumen Dimitrov, University of Western Sydney, Australia

Friday 11:00 – 12:30 Session 1
Film (1/4)
Session Chair: Alla Yunis

Room: Kashi

0057

Building a Film Industry in United Arab Emirates (UAE): How does a nation become a global center for film production while trying to maintain a conservative cultural identity?
Gaelle Duthler, Zayed University, UAE
Alla Yunis, Zayed University, UAE

0072

Localization Strategies to Confront with Globalization: A Study on the National Research of Local Films in Mainland China
Yue Zhu, Universiti Sains Malaysia

Friday 11:00 – 12:30 Session 1
Media Education (1/1)
Session Chair: Bertie Loubser

Room: Ume

0126

Media in Health Promotion Activities: The New Definition
Abdul Latiff, National University of Malaysia, Malaysia

0146

English media literacy for Japanese students
Simon Cooke, Kanda University of International Studies, Japan
Ashley Moore, Kanda University of International Studies, Japan

0022

Brave New World in Crisis. Mediating meetings via new media technologies: The case of volcano Eyjafjallajökull and video conferencing
Bertie Loubser, North-West University, South Africa

Friday Session 2
13:30 – 15:00

Friday 13:30 – 15:00 Session 2
Mass Communication, Society and Globalization (2/5)
Session Chair: Ip Anthony Kin Ho

Room: Sakura

0195

The Explicit Portrayal of Obscenity in Television Series Towards the Current Trend of Viewing Patterns: A Context Analysis on the American TV Series 'Grey's Anatomy'

Mohd Shahnawi Muhmad, Universiti Teknologi MARA, Malaysia

Pirus Ibrahim, Universiti Teknologi MARA, Malaysia

0034

Between Tudung (headscarves) and TV Idols: Exploring Malaysian Youth Culture Online

Nasya Bahfen, RMIT University, Australia

0012

Globalization of Fans Community: A Case Study of Chinese Fans Community of Japanese Male Idols

Ip Anthony Kin Ho, The Chinese University of Hong Kong, Hong Kong

Friday 13:30 – 15:00 Session 2
Film (2/4)
Session Chair: Ozlem ÖZGÜR

Room: Kashi

0116

Different Worlds Constructed with Films: 'Rhapsody in August' and 'Pearl Harbor'

Ozlem ÖZGÜR, Selcuk University Communication Faculty, Konya, Turkey

Serhat Koca, Selcuk University Communication Faculty, Konya, Turkey

0130

The Rise of Far East Narration and Its Reflection on Current Turkish Cinema

Serhat Koca, Selcuk University Communication Faculty, Konya, Turkey

Meral Serarslan, Selcuk University Communication Faculty, Konya, Turkey

0118

'Saving The World' In The Cinema: The Man Who Saves The World And His Son In Turkish Cinema

Meral Serarslan, Selcuk University Communication Faculty, Konya, Turkey

Ozlem ÖZGÜR, Selcuk University Communication Faculty, Konya, Turkey

Friday Session 2
13:30 – 15:00

Friday 13:30 – 15:00 Session 2
Communication Technology and Digital Media (1/2)
Session Chair: Mahboub Hashem

Room: Kusu

0053

The Lessons I've been Learning Since I was twelve: The Role of MMORPG in Molding the Gamers' Knowledge

Benedict Agulto, Taylor's University College, Malaysia

0154

Digital Game Culture in Turkey: Sector Content and Players

Serkan Bicer, Anadolu University, Turkey

0039

Emirati (UAE) Youth Competency and Dependency on New Information Technology

Mahboub Hashem, American University of Sharjah, UAE

Susan Smith, American University of Sharjah, UAE

Friday 13:30 – 15:00 Session 2
Media Ethics (1/1)
Session Chair: Su Herng

Room: Ume

0062

Maintaining Integrity while Presenting Deception: Playing with Reality in the Media Mainstream

Hugh Davies, Monash University Australia

0084

Satellite Signals Ignore Sovereign Borders

Muhammad Abrar, University of Glasgow, UK

0202

The Media is not good enough: What Taiwanese Journalism Students Think about Journalism and Ethics

Su Herng, National Chengchi University, Taiwan

Meng-yen Hsu, National Chengchi University, Taiwan

Chia-lun Chen, National Chengchi University, Taiwan

Szu-yun Wang, National Chengchi University, Taiwan

**Friday Session 3
15:15 – 16:45**

**Friday 15:15 – 17:15 (Extended Session) Session 3
Mass Communication, Society and Globalization (3/5)**

Room: Sakura

Session Chair: Melissa Milton-Smith

0056

Cinema in the New World Order: The Apocalyptic Nexus between Aesthetics and Politics
Constance Goh, Nagoya University of Commerce & Business, Japan

0114

Homelessness in Japan: A frame analysis of Yomiuri and Asahi coverage
Tamara Swenson, Osaka Jogakuin College, Japan
Brad Visgatis, Osaka International University, Japan

0138

Ingroupp, Outgroup relations with Asian Indians in Australia
Indira Somani, Washington and Lee University, USA

0042

A Brave New World: Life in the Global Metropolis
Melissa Milton-Smith, University of Notre Dame, Australia

**Friday 15:15 – 16:45 Session 3
Film (3/4)
Session Chair: Eva Chen**

Room: Kashi

0136

Contrasting "Infernal Affairs" Hong Kong and "The Departed" Hollywood
Stephen Man Hung SZE, Kushan University of Technology, Taiwan
Inting Shen, Kushan University of Technology, Taiwan

0052

Examining Advertising Effects of New and Old Media among Theater Audiences
Angela Chang, University of Macau

0207

Agentic Women in Anglo-American Chick Flick
Eva Chen, National Cheng-Chi University, Taiwan

Friday Session 3
15:15 – 16:45

Friday 15:15 – 16:45 Session 3
Communication Technology and Digital Media (2/2)
Session Chair: Siti Zobidah Omar

Room: Kusu

0117

Convergence in everyday news production practice: The impacts of media convergence on journalists' works and news culture in Taiwan

Wing-Ping Kuo, Chinese Cultural University, Taiwan

0083

Electronic Media and Interpersonal Discourse: Mediation in Crises

Masrur Alam Khan, National University of Science & Technology Pakistan

Rehana Masrur Khan, Allama Iqbal Open University, Pakistan

0151

Farm Families and its challenges of using ICT in retrieving information on agriculture in Malaysia

Siti Zobidah Omar, Universiti Putra Malaysia

The logo for the International Association of Forum and Research (iafor) is centered on the page. It features the word "iafor" in a light blue, lowercase, sans-serif font. The text is enclosed within a circular graphic composed of two concentric arcs, one in a light blue color and the other in a light red color, creating a stylized circular frame around the text.

Friday Session 4
17:00 – 18:00

Media Education Foundation Film Screenings

The Codes of Gender: Identity and Performance in Pop Culture

Room: Kashi

Mean World Syndrome: Media Violence and the Cultivation of Fear

Room: Kusu

Saturday Session 1
9:00 – 10:30

Saturday 9:00 – 10:30 Session 1
Critical and Cultural Studies, Gender and Communication (1/4)
Session Chair: Jinhee Choi

Room: Sakura

0009

Global Media Product and Construction of Japanese Identity: A Case Study of Anime on Malaysian Television

Juliana Abdul Wahab, Universiti Sains Malaysia

Mustafa Kamal Anuar, Universiti Sains Malaysia

0142

Religion Without Faith: Use of Ancient Rhetorical Forms in World of Warcraft

Jose Vallikatt, RMIT University, Australia

0107

Boys Over Flowers! Intra-Regional Adaptations and Regional Sensibility

Jinhee Choi, University of Kent, UK

Saturday 9:00 – 10:30 Session 1
Mass Communication, Society and Globalization (4/5)
Session Chair: Bheemaiah Krishnan Ravi

Room: Kashi

0111

Media Usage of Turkic Diaspora: Homeland "So Called Nostalgia and Dream" of Meskhetian/Ahiska

Turks in Bishkek-Kyrgyzstan

Murat Iri, Istanbul University, Turkey

0189

Global publishing of the local culture: A content analysis on the village web sites in Turkey

Halil Ibrahim Gurcan, Anadolu University, Turkey

0112

Globalization & Internationalization

Bheemaiah Krishnan Ravi, Bangalore University, India

Saturday Session 1
9:00 – 10:30

Saturday 9:00 – 10:30 Session 1
Journalism (1/2)
Session Chair: Yumi Wilson

Room: Kusu

0094

News 2.0 : Adaptive Interactivity and knowledge communities
Ehsan Milani, Macquarie University, Australia

0188

Working for Professional Media without Professional Standard of Journalism (A Study of TV News Contributors in Indonesia)
Awang Ruswandi, University of Indonesia

0061

Shaping the future of journalism through mentorship
Yumi Wilson, San Francisco State University, USA

Saturday 9:00 – 10:30 Session 1
Magazine (1/1)
Session Chair: Rihyei Kang

Room: Ume

0071

Interpretation of localization in the era of globalization: How do people read those fashion magazines?
Mengyen Hsu, National Chengchi University, Taiwan

0211

Transformational Leadership Improves Magazine Performance-Quantitative Research for Magazine Editors in Japan
Rihyei Kang, Waseda University, Japan

Saturday Session 2
10:45 – 12:15

Saturday 10:45 – 12:15 Session 2
Critical and Cultural Studies, Gender and Communication (2/4)
Session Chair: Chiung Hwang Chen

Room: Sakura

0101

Globalization? Localization? Other possibilities? - Comparing male images in Japanese and western commercials

Agnieszka Pochyla, Hokkaido University, Japan

0069

Media discourse and the globalization of amateur prostitution

Mary Reisel, Rikkyo University, Japan

0038

Prioritizing Hyper-masculinity in the Pacific Region

Chiung Hwang Chen, Brigham Young University Hawaii, USA

Saturday 10:45 – 12:15 Session 2
Mass Communication, Society and Globalization (5/5)
Session Chair: Ghulam Shabir

Room: Kashi

0047

The Impact of Advertisements on Youths

Ghulam Shabir, Islamia university of Bahawalpur Pakistan

0096

The Role of Media on Democracy

Mui Joo Tang, Tunku Abdul Rahman College, Kuala Lumpur, Malaysia

Eang Teng Chan, Tunku Abdul Rahman College, Kuala Lumpur, Malaysia

Satwant Singh, Tunku Abdul Rahman College, Kuala Lumpur, Malaysia

Saturday Session 2
10:45 – 12:15

Saturday 10:45 – 12:15 Session 2
Journalism (2/2)
Session Chair: Erdal Dagtas

Room: Kusu

0220

Objective Journalism or Partisan Press? Approach of Sabah Newspaper to Political Parties on March 29, 2009: Local Elections Exemplifying The Partisan Press in Turkey.

Omer Ozer, Anadolu University, Turkey

Neda Ucer, Anadolu University, Turkey

0212

The Role of Media in Influencing Publics' Opinion: An Example from Cyprus

Elife Asude Tunca, Cyprus International University, Cyprus

0221

Evaluating Advertorial News Through the Magazine Supplements of Turkish Press in Terms of Critical Political Economy

Erdal Dagtas, Anadolu University, Turkey

Saturday 10:45 – 12:15 Session 2
Media Management (1/2)
Session Chair: Sabine Baumann

Room: Ume

0104

New Ethical Issues in Pakistani Media

Ahsan Akhtar Naz, University of the Punjab, Pakistan

0033

Who's afraid of the Future? Effects of Changes in Technology and Media Usage on the Competitive Landscape and Strategies of the Media

Sabine Baumann, Jade University in Wilhelmshaven, Germany

**Saturday Session 3
12:30 – 14:00**

Saturday 12:30 – 14:30 Session 3
Critical and Cultural Studies, Gender and Communication (3/4)
Session Chair: Minha Kim

Room: Sakura

0148

Singing to a different tune: The Malaysian singer songwriter movement and the contestation for an alternate cultural space

Azmyl Md Yusof, Sunway University College Malaysia

0178

Representation of Environmentalists in the Media: An Evaluation of Stereotypes of Environmentalists

Onur Bekiroglu, Anadolu University, Turkey

Sule Yuksel Ozturk, Anadolu University, Turkey

0215

Anthropology of News: Exploring Prototype of News Contents, Communication, and Media

Minha Kim, Sungkyunkwan University, South Korea

Saturday 12:30 – 14:00 Session 3
Newspaper (1/2)
Session Chair: Kayoko Hashimoto

Room: Kusu

0079

Crisis Reporting by Newspapers: A Study of the Malaysian and Nigerian Press

Samuel Ihediwa, Universiti Tunku Abdul Rahman, Malaysia

Wilayah Persekutuan, University of Malaya, Malaysia

0070

Collaboration and mutual dependency between Japanese newspaper media and government policies in constructing the public representation of the promotion of English Language Teaching

Kayoko Hashimoto, The University of Queensland, Australia

**Saturday Session 3
12:30 – 14:00**

Saturday 12:30 – 14:00 Session 3
Media Management (2/2)
Session Chair: Sheng Weng Doong

Room: Ume

0110

An analysis of signing contracts when the domestic Taiwanese industry purchases foreign programs' copyright

Sheng Weng Doong, National Taiwan Normal University, Taiwan
Min-ping Kang, Shih Hsin University, Taiwan

0205

New program projects selecting for TV companies

Kuei-Lun Chang, National Taipei University of Technology, Taiwan
Sen-Kuei Liao, National Taipei University of Technology, Taiwan
Kei-Teng Cheng, National Taipei University of Technology, Taiwan
Wan-Chun Duan, National Taipei University of Technology, Taiwan

0197

Powerful Force of the Media on Environmental Issues and its Contribution to Environmental Engineers

Esra Yel, Selcuk University, Turkey
Meral Serarslan, Selcuk University, Turkey

Saturday 12:30 – 14:30 Session 3 (Extended Session)
Political Communication and Media (1/1)
Session Chair: Haiqing Yu

Room: Matsu

0028

Culture of the Counter-Spectacle: Shanzhai Media Culture in China

Jian Xu, University of New South Wales, Australia

0092

An Institutional Approach to International News in the United States Elite Media: The Case of China's Status as Most Favored Nation

Troy Knudson, Waseda University, Japan

0046

The Rise of the Political Blogs: The Fracture of the Malaysian Hegemony

Mohd Amirul Akhbar Mohd Zulkifli, Universiti Teknologi MARA, Malaysia
Norsham Firdaus, Universiti Teknologi MARA, Malaysia

0059

The Spectre of Mao: Reportage Literature in the Playing Fields of Chinese Sports Media

Haiqing Yu, University of New South Wales, Australia

**Saturday Session 4
14:15 – 15:45**

**Saturday 14:15 – 16:15 Session 4 (Extended Sessions)
Critical and Cultural Studies, Gender and Communication (4/4)
Session Chair: Ahmad Murad Merican**

Room: Sakura

0097

Communication and Culture: Reflections on the Perspectives of Influence
Iqbal Zafar, International Islamic University, Pakistan

0005

Coming in from the Margins: Migrant Voices, Community Broadcasting and Social Inclusion
Fazal Malik, Higher Colleges of Technology, UAE

0236

Critical Success Factors in Digital Libraries
Fateme Lagzian, University of Malaya, Malaysia

0196

Journalizing Self and the Occident: Mahathir Mohamad, European Civilization and the Western Media
Ahmad Murad Merican, Universiti Teknologi Petronas, Malaysia

**Saturday 14:15 – 15:45 Session 4
Newspaper (2/2)
Session Chair: Kristy Hess**

Room: Kusu

0132

Textual Strategies of Distinction in Death Announcements in Turkish Newspapers, 1970-2009
Murat Ergin, Koc University, Turkey

0194

A complex connection: Commercial community newspapers and tiers of social capital
Kristy Hess, Deakin University, Australia

0122

How do we cope with Terrorism? The role of communication theories and research
Morrison Moris, University of Mercu Buana, Indonesia

Saturday Session 4
14:15 – 15:45

Saturday 14:15 – 16:15 (Extended Session) Session 4
Public Relations (1/1)
Session Chair: Jannet Pendleton

Room: Hana

0123

Cultural Conflicts and Communication Issues in International Mergers and Acquisitions: Lessons Learned from the BenQ Debacle

S. Sophy Cheng, Chaoyang University of Technology, Taiwan

Matthew Seeger, Wayne State University, USA

0073

Foreign entry strategy of the service industry: case studies of the resource advantages of the Taiwanese public relation consultants and their subsidiaries in China

Kang Min Ping, National Taiwan Normal University, Taiwan

Lin Shu-yu, Shih-Hsin University, Taiwan

Hsu Chen Han, Shih-Hsin University, Taiwan

0134

Corporate Social Responsibility (CSR): Analysis on the conduct of an international company in Malaysian environmental issues

Mui Joo Tang, Tunku Abdul Rahman College, Malaysia

Ean Teng Chan, Tunku Abdul Rahman College, Malaysia

0103

Public relations, Immunisation Campaigns and the Public Interest: Looking at the Big Picture

Jannet Pendleton, University of Technology, Sydney, Australia

Saturday 14:15 – 15:45 Session 4
Visual Communication (1/1)
Session Chair: Michael Wamposzyc

Room: Kashi

0001

Narrative motion on the two-dimensional plane: The “video-ization” of photography and characterization of reality

Murat Germen, Sabanci University, Turkey

0098

A Brave New Lebanon: The change in political branding

Dina Faour, American University in Dubai, UAE

0198

Aesthetics and Operativity of Journal Covers in Poland and Germany from 1945 to Ipad

Michael Wamposzyc, Freie Universität in Berlin, Germany

Saturday Session 4
14:15 – 15:45

Saturday 14:15 – 15:45 Session 4
Film (4/4)
Session Chair: Josko Petkovic

Room: Ume

0131

Images as Symptoms of Narrative Integration

Anni Namba, University of Tokyo, Japan

0086

Gadoh: Negotiating the politics of ethnic identification in Malaysian schools

Yuen Beng Lee, University of Melbourne, Australia

0049

Psychometrics Meets Creative Arts: Assessing Graduate Screen Production Outputs in Nineteen Australian Film Schools

Josko Petkovic, Murdoch University, Australia

The logo for the International Association for Film and Television Studies (iafor) is centered on the page. It features the word "iafor" in a lowercase, sans-serif font. The text is surrounded by two large, overlapping circular arcs. The upper arc is a light blue color, and the lower arc is a light red color. The arcs are positioned such that they appear to frame the text, with the blue arc on top and the red arc on the bottom.

Saturday Session 5
16:00 – 17:30

Saturday 16:00 – 17:30 Session 5
Research and Education (1/1)
Session Chair: Morris Brown Jr

Room: Kashi

0143

Teaching International Politics in Multinational Classroom: Popular Films as Pedagogical Aid

Shunichi Takekawa, Ritsumeikan Asia Pacific University, Japan

Takuro Kikkawa, Ritsumeikan Asia Pacific University, Japan

Utpal Vyas, Ritsumeikan Asia Pacific University, Japan

0115

Re-Read Research about Health and Communication in Turkey

Sule Yuksel Öztürk, Anadolu University, Turkey

0068

The Emotional Labor Influence on Writing Instructor Performance as a Factor in the Organization- Public Relationship

Morris Brown Jr., California State University – Chico Campus, USA

Saturday 16:00 – 17:30 Session 5
History (1/1)
Session Chair: Paul Brocklebank

Room: Kusu

0121

Media technologies and Modernity - Tracing the formation of a consumer society in 1930s Taiwan

Sumei Wang, National Chengchi University, Taiwan

0024

The Decline of Pakistani Cinema: The Government, Pakistan Electronic Media Authority (PEMRA), and the Interjection of VCRs, Pirated DVDs, and Cable Channels

Wajiha Raza Rizvi, University of the Punjab, Pakistan

0128

Corpus Stylistics and The Spectator

Paul Brocklebank, Tokyo University of Technology, Australia, Japan

Saturday Session 5
16:00 – 17:30

Saturday 16:00 – 17:30 Session 5

Room: Kiku

Mass Communication, Society and Globalization Posters

0179

Animation "With Chinese Characteristics"? The Case of "The Three Kingdoms"

Vincenzo De Masi, University of Zurich, Switzerland

Chwen Chwen Chen, China Media Observatory, University of Lugano, Switzerland

0169

Profiling the Challenges to be Different: BFM 89.9 Malaysia's First Business Radio

Faridah Noor Mohd Noor, University of Malaya, Malaysia

0201

Sense-Making Approach in Determining Information Seeking and Usage: A Case Study in Health Communication

Ismail Sualman, Universiti Teknologi MARA, Malaysia

Rosni Jaafar, Universiti Teknologi MARA, Malaysia

Media Management Poster

0120

The Network Strategy of New Entrants: the Case of Low and Medium Power Radio Stations in Taiwan

Chen-Han Hsu, Shih Hsin University, Taiwan, Taiwan

Min-Ping Kang, Shih Hsin University, Taiwan, Taiwan

Saturday 17:45 – 18:15

Kiku Base Room

Closing Remarks

Professor Gary Swanson

Virtual Presentations

Critical and Cultural Studies, Gender and Communication

0002

Cultural characteristics, social and political significance of online relationships in China

Yann-Ling Chin, Nottingham Trent University, UK

Olga Bailey, Nottingham Trent University, UK

Media Education

0204

Local Youth, Global Event: Examining the Celebrations and Controversies of the Vancouver 2010 Winter Olympics through the Lens of Media Education

Wendy Chen, New York University, USA

Newspaper

0157

Representation of Turkey in the European Press: Is it backward, cool, or...

Nilyufer Hamid, Erasmus University Rotterdam, The Netherlands

0164

The Development of Stereotypes in the Press: Linguistic Analysis of Political Texts on Georgia in the US Media

Nino Kopaleishvili, Tbilisi State University, Georgia

Ivane Javakhishvili, Tbilisi State University, Georgia

Media and Sport

0159

Core and Periphery in Sports News: An Application of World System Theory to Media Coverage of 2010 FIFA World Cup South Africa

Rin Woo, Kyung Hee University, South Korea

Sungming Kang, Kyung Hee University, South Korea

Media Management

0082

The Courage to Pursue User Generated Content Creation: Case Study of Video Sharing Website Management

Yoshikazu Suzuki, University of Minnesota, USA

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Upcoming 2011 iafor Conferences

MARCH 2011

March 20-22

ACERP: The Asian Conference on Ethics, Religion, and Philosophy

ACP: The Asian Conference on Psychology and Behavioral Sciences

March 23-25

ACAS: Asian Conference on Asian Studies

ACCS: Asian Conference on Cultural Studies

MAY 2011

May 27-30

ACAH: The Second Asian Conference on Arts and Humanities

LibrAsia: The Asian Conference on Literature & Librarianship

JUNE 2011

June 2-5

ACSS: The Second Asian Conference on the Social Sciences

ACSEE: The Asian Conference on Sustainability, Energy and the Environment

June 11-12

ACLL: The Asian Conference on Language Learning

ACTL: The Asian Conference on Technology in the Classroom

OCTOBER 2011

October 28-30

ACE: The Third Asian Conference on Education

ACTT: The Asian Conference on Teacher Training and Development

NOVEMBER 2011

November 5-6

MediAsia: The Second Asian Conference on Media & Mass Communication

ACAD: The Asian Conference on Art and Design

November 12-13

ABMC: The Second Business and Management Conference

ACSPA: The Asian Conference on Strategic Planning & Accreditation

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