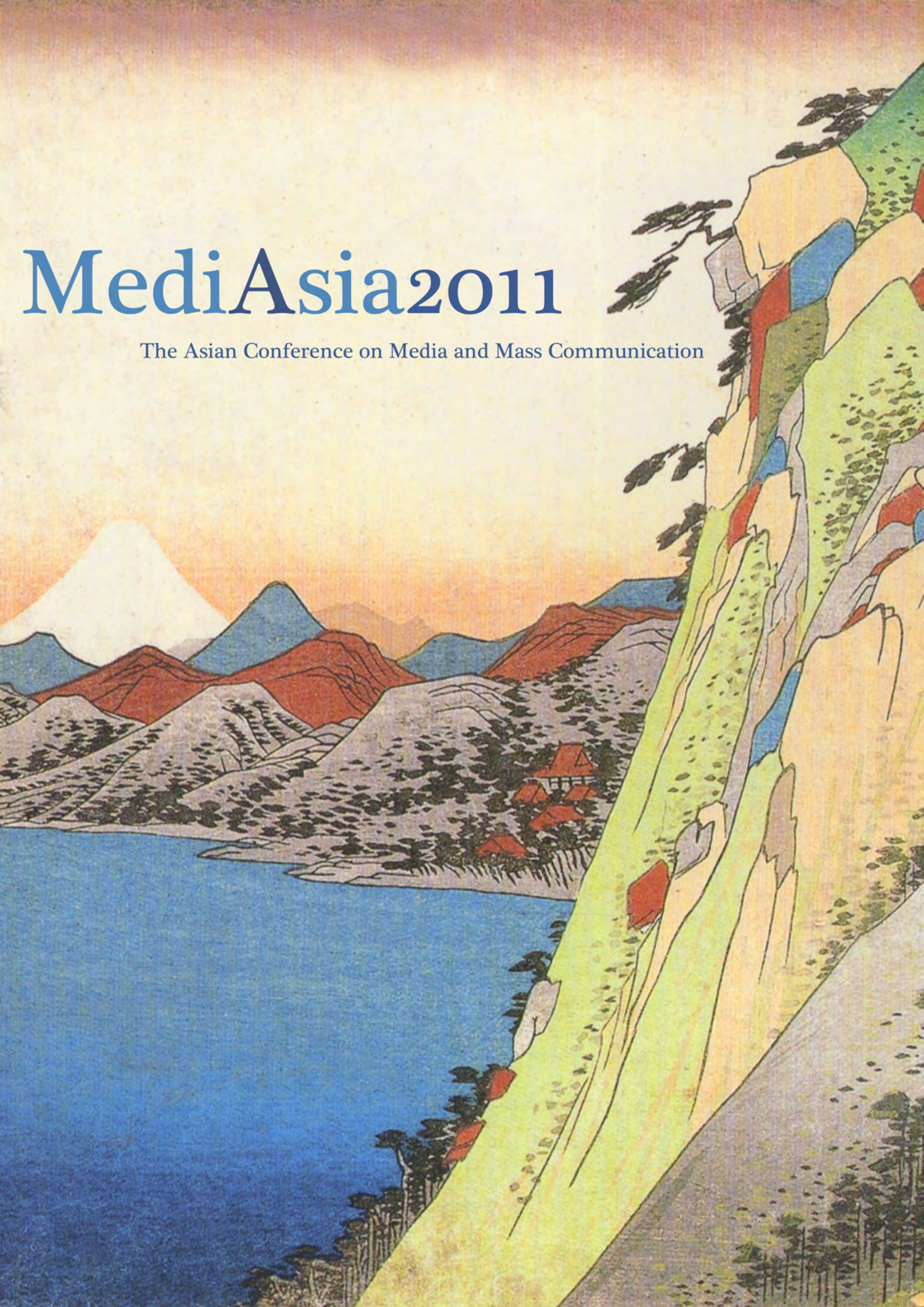


MediAsia2011

The Asian Conference on Media and Mass Communication





iafor

a global alliance

thinking for asia

MediAsia2011



Letter of Welcome

From the Executive Director of the International Academic Forum

Dear Friends and Colleagues,

Welcome to the Second Asian Conference on Media and Mass Communication, one of IAFOR's smaller events, but one of its most thought provoking and stimulating.

This year has been one of great change as we are living through interesting and unsettling times that both challenge and inspire us. The continued global economic crisis, the unsteady but meteoric rise of China and India, the (re)emerging powers elsewhere in the world, and the recent and ongoing events in the Middle East continue to create many questions for those whose role in society it is to keep us reliably informed.

Last year our keynote speaker, Gary Swanson, looked at how traditional media institutions and outlets have been forced into a world in which they are no longer necessarily going to be first on the scene, but instead often be compelled to distil, package and present news in a different way, and in competition with a new army of amateurs for whom a mobile phone and/or a web-based platform is enough for them to have their say. This issue will again be front and center of the debate at this year's event.

These enormous technology-driven changes have compelled a period of transformation in the way in which media professionals, governments, policy makers, and the general public interrelate. Questions concerning power and responsibility abound as ownership and control of the media is no longer a possibility in the way it once was.

My thanks goes to conference chair and featured speaker Professor Gary Swanson for his guidance and support, and to our keynote this year, Richard J. Roth. I would also like to thank Osaka Conference Chair Professor Steve Cornwell and his wife Yoshiko, who continue to be of great help both in preparation for, and during the event, and to the chairman of the IAFOR International Advisory Board, Stuart Picken, who as a colleague and friend has been of great and steadfast support in difficult times.

On behalf of IAFOR, and personally, I would like to thank you for making the effort to come to the conference, whether you are based in Japan, or the other side of the world. Over this long weekend, as we express divergent views, search for common ground, and look for the synergies that can inspire multi-disciplinary collaborations, I have every confidence that your active participation will reward your effort. I look forward to meeting you all.

Respectfully,



Joe Haldane

Dr Joseph Haldane,
B.A. Hons., Ph.D. (London), F.R.A.S.
Executive Director, The International Academic Forum



IAFOR

The International Academic Forum Academic Vision and Mission

By the Chairman, IAFOR International Advisory Board

The vision of iafor grew out of the perceived need to fill a vacuum in the communication and exchange activities of the academic world. Its mission arose out of examining that space and investigating why it existed. The vacuum existed because of the lack of opportunity for serious and thoughtful exchange between academics, members of the global business community, and practitioners in the fields of human endeavor that linked these groups together. In the field of education, for example, we have academic theorists, educational managers (political decision-makers and organizational directors) and classroom teachers with their support staff in IT, library work, exchange programs, and specialist fields. But how often do they have the opportunity to interact?

Moving beyond one particular field, larger questions arise. What function should universities prioritize in the 21st century? What do businesses see as their contribution to social and global wellbeing? How can people on the ground, trying to implement improvements that will transform human life, best be supported? And perhaps above all, what are the agendas that will drive mechanisms to enable these groups to interact effectively.

One piece of distilled thought that came from early exchanges at an iafor conference was the recognition that some of the rhetoric of concern about the problems of developing nations was perhaps over-focused on the term “poverty” because it can be defined only in a relative way. “Hunger” was put forward as being more immediate and itself a contributory factor to poverty, rather than the other way round. One key to the hunger issue could be the provision of safe drinking water, or water for irrigation in some contexts, while flood management might be necessary elsewhere. These, in and by themselves become valuable only insofar as they help to relieve hunger in specific contexts.

iafor is affording opportunities that do not exist elsewhere. The base is Osaka, Japan’s great commercial and manufacturing hub, one symbol of the emerging Pacific economy that in time will eclipse the long dominant Atlantic zone. iafor conferences present those taking part with three unique dimensions of experience. First of all, it encourages interdisciplinary activity to be expanded. Depending on the field, this can face varying degrees of difficulty, ranging from discouragement to downright prohibition. Those overly dependent on fixed academic structures often see lateral thinking as a threat. None of these negatives apply in iafor. Its purpose is to generate new approaches that cross any disciplinary lines. The principle employed is to let the imagination permit intuitive responses to

questions. There are no panels of critics. There are simply people who want to listen and reflect. The model of academic work as potholing is replaced by the metaphor of mountaineering. While respecting the need for solid and well-founded academic work, we feel the need to go beyond it from time to time to discover fresh approaches to old questions.

Secondly, it facilitates the heightening of intercultural awareness. Again, iafor encourages innovation through cross-cultural perception. Cultural roots influence people in their attitudes more than most would realize or admit. The need to see and internalize insights gained from other viewpoints is met by a process of steady illumination.

Thirdly, it promotes the broadening of international exchange. We may live in a globalized world, but in reality parochialism still holds sway. The collapse of the U.S.S.R and the break-up of Yugoslavia led to the re-establishment of numerous former countries. While this may be desirable for the peoples concerned, it merely adds to the world's cultural confusion. Exchange leads to explanation and that helps the growth of intercultural awareness.

iafor makes all of these developments possible in one gathering. An iafor conference is not a substitute for specialist conferences. It is intended to be an alternative that functions as a balance or even a corrective to the extreme tendencies that can arise from more narrowly defined research parameters. In short, iafor is promoting and facilitating a new multifaceted approach to one of the core issues of our time, namely globalization and its many forms of growth and expansion. Awareness of how it cuts across the worlds of business, and academia, along with its impact on societies and institutions is one of the driving forces that has given iafor its momentum and is making it a pioneer in this global age.



Rev. Professor Stuart DB Picken

Order of the Sacred Treasure (瑞宝中授章),

M.A. (Hons), B.D., Ph.D., F.R.A.S.

Chairman, Japan Society of Scotland & Chairman, IAFOR International Advisory Board



Conference at a Glance...

Registration and Information

The Registration and Information Desk will be open from 15:00-17:00 on Friday afternoon, 8:00-8:45, and 12:00-18:00 on Saturday, and 9:00-17:00 on Sunday. IAFOR staff and local volunteers will happily assist you in any way they can.

Refreshments

There will be twice daily complimentary refreshment breaks for delegates in the middle of the morning and the middle of the afternoon served in the Kiku base room (Coffees, teas, juices, water and a selection of biscuits and pastries).

Friday November 4, 2011 – Evening

18:00-19:30 **MediAsia 2011 Welcome Reception**

Come and enjoy a few glasses of beer, wine, or a choice of soft drinks if you wish, to open the conference. You can mix with fellow delegates, network, and enjoy the night view of Osaka from the 16F Lampada Bar.

No Need to Reserve: Everyone Welcome.

Saturday November 5, 2011 – Daytime

9:15-9:30 **Welcome Addresses – Sakura Room**

Dr Joseph Haldane, Executive Director, IAFOR

9:30-10:30 **Keynote 1 – Sakura Room**

Gary E. Swanson, University of Northern Colorado, USA

10:30-11:00 Refreshments Break

11:00-12:00 **Keynote 2 – Sakura Room**

Richard J. Roth, Jr., Medill School of Journalism, Northwestern University, Qatar

12:00-13:15 Break

13:15-14:45 **Parallel Session 1 (various rooms)**

15:00-16:30 **Parallel Session 2 (various rooms)**

16:30-17:30 Refreshments Break

16:45-17:45 **Film Screening: “Killing Us Softly 4”**

Saturday November 5, 2011 – Evening

18:30-21:00 **Official Conference Dinner**

The official conference dinner will be held in a downtown Osaka izakaya, and provide a relaxed and enjoyable environment to meet and network with other delegates. This is ticketed at JPY 5,000 and there are a limited number of places. For more information please ask at the registration desk.

Sunday November 6, 2011

9:00-10:30	Parallel Session 1 (various rooms)
10:15-11:15	Refreshments Break
10:45-12:15	Parallel Session 2 (various rooms)
12:15-13:30	Break
13:30-15:00	Parallel Session 3 (various rooms)
15:00-16:00:	Refreshments Break
16:00-16:30	Conference Closing Session (Kiku base room)

CONFERENCE PROCEEDINGS

The Conference Proceedings are published on the iafor website (www.iafor.org), and can be freely accessed as part of the research archive.

All authors may have their full paper published in the online conference proceedings. Full text submission is due by **December 1, 2011** through the online system. The proceedings will be published on **December 15**.

Authors will have pdf copies of their offprints mailed to them by the IAFOR office by the end of January 2012.

Title: The Asian Conference on Media & Mass Communication Official Conference Proceedings
ISSN: 2186-5906
URL: http://www.iafor.org/mediasia_proceedings.html

General Information for Conference Participants

Information and Registration

The MediAsia 2011 Registration and Information Desk will be situated in the Kiku base room on the second floor of the hotel throughout the conference. If you have already paid online, or by bank transfer, you will be able to pick up your registration pack. This will include a tote bag, the MediAsia 2011 programme, and your official certificate of attendance and receipt of payment (on the same sheet). At this time you will also be given a name card, and lanyard.

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

Conference Welcome and Keynote Session: Saturday 9:15-12:00

The Plenary session will be held on Saturday morning, with the event beginning at 9:15 in the Sakura Function Room (next to the Kiku base room on the second floor). Please arrive in good time if you wish to attend the session.

There will be an interval after the first keynote address and complimentary refreshments and light snacks will be served, as they will twice daily throughout the conference.

Concurrent Speaker Sessions

Concurrent Sessions will run on Saturday afternoon, and on Sunday until 15:00. They are generally organized into streams. Sessions are usually 90 minutes in length, and normally include three presenters. Each presenter has thirty minutes including Q and A time. Exceptionally there may be four presenters to a session, and the session length is increased accordingly.

Presentations and Equipment

All rooms will be equipped with a MacBook computer pre-installed with Powerpoint, as well as a screen and an LCD projector. If you wish, you may directly link your own PC laptop, although we advise you to use the computer provided by plugging in your USB.

We recommend that you bring two copies of your presentation in the case that one fails, and suggest sending yourself the presentation by email as a third and final precaution.

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. Please follow the order in the programme, and if for any reason a presenter fails to show, please keep to the original timeslots as delegates use the programme to plan their attendance.

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

All Poster Sessions will be held 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 and normal tape.

Internet

There will be no guaranteed Internet connection in the third floor presentation rooms, but there will be wireless connection throughout most of the second floor.

For your convenience, there will also be a limited number of computers wired up to the Internet in the Kiku base room.

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

BLUE: Conference Exhibitors and Affiliates

YELLOW: Keynote and Featured Speakers

BLACK: IAFOR Staff & Board Members

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 Hotel as this will be taken away by security.

Smoking

The Ramada 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. There is a smoking room on the second floor at the top of the escalators.

Photo/Recording Waiver

There will be photography, audio and 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.

Digital Archives

Participants wishing to have their pictures posted to the MediAsia webpage and archives are welcome to submit their pictures to thaldane@iafor.org. Pictures will be reviewed for quality and appropriateness. Those selected will be uploaded to the online archives and Facebook page.

Refreshment Breaks

Complimentary coffee, tea, and light snacks will be provided twice a day, for one hour periods in the middle of the morning and then again in 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, if you booked through the conference site and if you are staying at the Ramada then the buffet breakfast is included in your room price. This is a good occasion to start the day and meet other delegates. You must book through the Ramada to enjoy this arrangement.

20% Off Food and Drink

Conference Delegates are entitled to a 20% discount at the Neuf-Neuf Dining and Café (breakfast, lunch and dinner), The Tenzan teppan-yaki (lunch and dinner), the Lampada Restaurant (lunch and dinner) and très très bon (lunch and dinner). Just show your badge to receive this discount.



MediAsia 2011 Conference Chair and Featured Speaker: Saturday 9:30-10:30 (Sakura Room)

Gary Swanson

University of Northern Colorado, USA

Social Media: Its impact on Journalism, Communication and Society on the 21st Century



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 EMMYs, the duPont Columbia Award, two CINE Golden Eagles, 12 TELLYS, the Monte Carlo International Award, the Hamburg International Media Festivals 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.

MediAsia 2011 Keynote Speaker: Saturday 11:00-12:00 (Sakura Room)

Richard J. Roth, Jr.

Medill School of Journalism, Northwestern University, Qatar

The Spread of Journalism in the World: A Study of the Role of Mobile Technology in the Middle East



Richard J. Roth is currently the Senior Associate Dean for the Journalism Programme at Northwestern University in Qatar. As a reporter in Buffalo (NY), Roth earned a 1972 Pulitzer Prize nomination for his coverage of the bloody 1971 riot at Attica prison, where he was one of two newspaper reporters inside the prison yard, he has served as editor in chief of the newspaper at Terre Haute, IN, and he was a guest editor in the early days of The Wall Street Journal Interactive Edition, now called wsj.com. Roth has taught at DePauw University and has been a member of the Medill faculty since 1998. Roth has served as an officer of The Newspaper Guild; president of the Indiana Associated Press Managing Editors association; adviser to the U.S. Project for Excellence in Journalism; and a director of the Society of Professional Journalists. He has lectured on journalism issues in the US and abroad.

Ramada Osaka Conference Rooms





Saturday





Saturday Plenary Session: 9:15-12:00

Room: Sakura

Gary Swanson: 9:30-10:30

Interval: Coffee and Sweets

Richard J. Roth: 11:00-12:00

Saturday Session 1: 13:15-14:45

Saturday Session 1: 13:15-14:45

Room: Sakura A

Film

Session Chair: Rajeev Mohan

0089

Documentary Films as a Historical Research Method: A Study of Japanese Directors' Retrospection on Taiwanese History and Culture

Birdie Wei-Jung Chang, Fu-Jen Catholic University, Taiwan

0101

Islamic Movies: Propagating Islam to the Youth in Indonesia

Hariyadi, The University of Western Australia, Australia

0050

Film: Its Communication Potentials, Reach and Exposure - A Comparative Study Between the Latest Film of Prominent Directors Adoor Gopalakrishnan (India) and Yasmin Ahmad (Malaysia)

Rajeev Mohan, University of Mysore, Malaysia

Saturday Session 1: 13:15-14:45

Room: Sakura B

Mass Communication, Society and Globalization

Session Chair: Nick Perry

0055

From Convergence in Media to Specialisation in Audience: A Media Tendency in Vietnam

Duc M Luong, University of New South Wales, Australia

0106

Virtually Global and Resolutely Local: On Putting Urban Imaginaries in their Place

Nick Perry, University of Auckland, New Zealand

Saturday Session 1: 13:15-14:45

Room: Kashi

Advertising

Session Chair: Douglas Rhein

0073

Contested Meaning of Ethnic Advertising in Malaysia

Rozita Abdullah, The University of Queensland, Australia

0080

Visual Signification and Postmodernity in Thai Print Advertising

Anchalee Pichedpan, Chulalongkorn University, Thailand

0086

Gender Representation in Thai Television Advertising

Douglas Rhein, Mahidol University, Thailand



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Saturday Session 2: 15:00-16:30

Saturday Session 2: 15:00-16:30

Room: Sakura A

Interdisciplinary 1/3

Session Chair: Glenn Scott

0105

Online Anonymous Speech and Shield Laws in the United States

Adedayo Abah, Washinton and Lee University, United States

Toni Locy, Washinton and Lee University, United States

0082

Winning World Attention: Media Treatment of the Nadeshiko's Thank-you Banner at the 2011 Women's World Cup

Glenn Scott, Elon University/Ryukyus University, Japan

Saturday Session 2: 15:00-16:30

Room: Sakura B

Critical and Cultural Studies, Gender and Communication 1/3

Session Chair: Neunghathai Khopolklang

0035

Feminist and Traditional Muslim Women's Groups Represented in Printed Media Discourse in Malaysia

Sulastri Yahya, Tohoku University, Japan

0036

Where are the Women who Broke the Glass Ceiling? Media Bias Against Female Executives in U.S. Newspapers

Youjin Kelly Hur, Johns Hopkins University, United States

0005

LGBT Social Networking Sites in Thailand: Power Beyond Frontier

Neunghathai Khopolklang, Suranaree University of Technology, Thailand

Saturday Session 2: 15:00-16:30

Room: Kashi

Media Education 1/2

Session Chair: Anubhuti Yadav

0023

The Practices of Media Regulation in the Private Domain: Muslim Families Mediating Children's Television and Internet use in Indonesia

Rahayu, National University of Singapore, Singapore

0100

The Use of Social Learning Instruction Based on Social Media for Students in Faculty of Education at Naresuan University

Kittipong Phumpuang, Naresuan University, Thailand

0103

Running School Media Clubs: Guidelines for Media Educators

Anubhuti Yadav, Ncert, India

Saturday Session 3

16:45-15:45

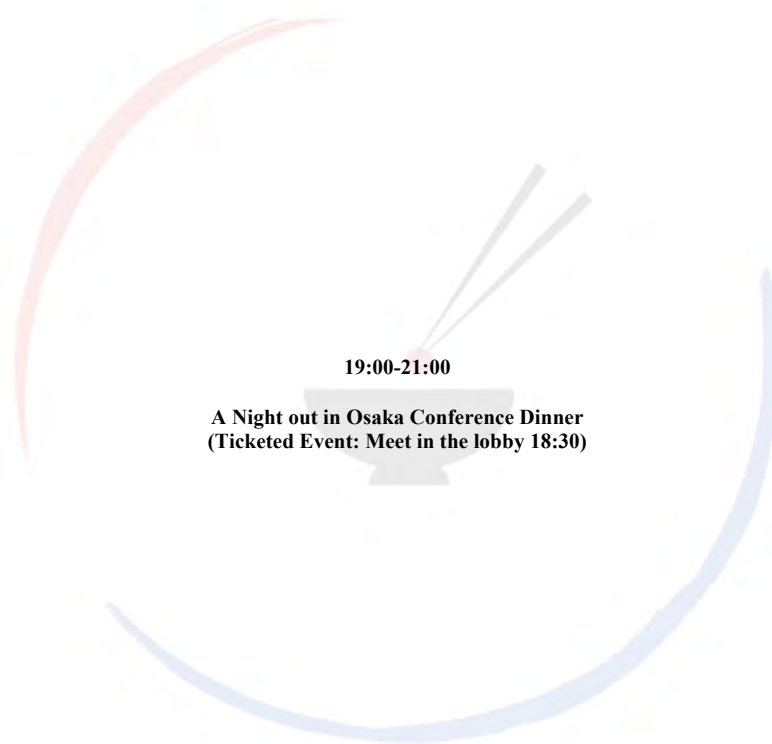
Media Education Foundation Film Screenings

"Killing Us Softly 4: Advertising's Image of Women"

Room: Sakura



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Sunday



Sunday Session 1: 9:00-10:30

Sunday Session 1: 9:00-10:30

Room: Kashi

Interdisciplinary 2/3

Session Chair: Olavi K Fält

0016

Growth of Print Media in Pakistan from the Perspective of Economic and Social Indicators
Shahzad Ali, Bahauddin Zakariya University, Pakistan

0117

Abstract New Media in Creating a Virtual Public Sphere
Alila Pramiyanti, Telkom Institute of Management, Indonesia

0059

Media as a Network of Globalization
Olavi K Fält, University of Oulu, Finland

Sunday Session 1: 9:00-10:30

Room: Kusu

Media Education 2/2

Session Chair: Passawan Korakotchamas

0037

An Application of Collaborative Learning Techniques: STAD with Media and Activity on the Internet
Passakorn Ruangrong, Naresuan University, Thailand

0097

The Satellite and Gender identity of Girls: A Case Study of High School Girl Students of Tehran's No 16
Ali Bolhasani, Payam-e Noor University, Iran

0022

Thai Film in the 21st Century: The Road from Censorship to Film Literacy
Passawan Korakotchamas, Naresuan University, Thailand

Sunday Session 1: 9:00-10:30

Room: Matsu

Communication Technology and Digital Media

Session Chair: Ti Wei

0102

Multitasking with Media in Korea: Prevalence, Types, and Patterns of Multitasking
Se-Hoon Jeong, Korea University, Republic of Korea
Yoori Hwang, Korea University, Republic of Korea

0046

The Value Appropriation of the 'New' Media by the 'Old' Media: The Case of Taiwan's TV News Channels
Ti Wei, National Chiao-Tung University, Taiwan



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Sunday Session 2: 10:45-12:15

Sunday Session 2: 10:45-12:15

Room: Kashi

Media Management

Session Chair: Taka Tessiri

0063

"Where The Growth of Creativity Brings the Rise of Creative Economy" Message Creation to Enhance Creative economy in Thailand: The Study of TCDC: Thailand Creative and Design Center
Prapassorn Chansatitporn, Chulalongkorn University, Thailand

0088

Corporate Social Responsibility Strategy Implementation of Listed Companies in the Stock Exchange of Thailand
Voraparn Eua-arporn, Chulalongkorn University, Thailand

0099

Communication for Innovation Development in Thai's MICE Industry through the Concept of Creative Economy
Taka Tessiri, Chulalongkorn University, Thailand

Sunday Session 2: 10:45-12:15

Room: Kusu

Critical and Cultural Studies, Gender and Communication 2/3

Session Chair: Chun-Yi Shih

0087

Media Influences on Male or Female Teens in Thailand
Wilawan Phornphatcharaphong, Mahasarakham University, Thailand

0093

The Globalization of Beauty: The Face of Indonesian Girls in Contemporary Indonesian Teen Magazines
Diah Ariani Arimbi, Airlangga University, Surabaya, Indonesia

0081

Presenting Bodies in Pain: Sarah Kane's Representation of War
Chun-Yi Shih, National Taiwan University, Taiwan

Sunday Extended Session 2: 10:45-12:45

Room: Matsu

Interdisciplinary 3/3

Session Chair: Nasya Bahfen

0057

Enterprise Social Network and Employees' Performance Improvement: An Empirical Investigation
Kitikhun Luanpreeda, Ritsumeikan University, Japan

0108

Health Communication Research on Television Advertisements in Indonesia
Suranti Trisnawati, Institute of Technology Bandung (ITB), Indonesia

0047

Stem Cell Awareness among Malaysians
Tamil Chellvan, INTI International University, Malaysia

0066

"Trojan Horses" and "Safe Zones": Islam, Identity and Negotiation Via Social Connectedness
Nasya Bahfen, RMIT, Australia



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Sunday Session 3: 13:30-15:00

Sunday Session 3: 13:30-15:00

Room: Kashi

Disaster Coverage in the Media

Session Chair: Ian Krimmer

0006

News Coverage of the Great East Japan Earthquake: A Framing Analysis of the Yomiuri Shimbun and the People's Daily
Akira Jing Zhang, The Chinese University of Hong Kong, Hong Kong

0017

Earthquakes and All Blacks: Reporting Natural Disasters Through a New Zealand Icon
Philip Cass, Unitec New Zealand, New Zealand
Jonathan Waugh, Unitec New Zealand, New Zealand

0125

The Japanese Tsunami - How the Australian Rescue Team's Media Officer Told Their Story to the World from Shizugawa in the Minamisanriku Precinct with no Access to Mobile Phones, Internet or Social Media
Ian Krimmer, Fire and Rescue New South Wales, Australia

Sunday Session 3: 13:30-15:00

Room: Kusu

Critical and Cultural Studies, Gender and Communication 3/3

Session Chair: Yi Hsuan Chen

0098

Social Construction of Humor in Thai Sitcom Television Programmes
Vithaya Panichlocharoen, Chulalongkorn University, Thailand

0113

Voice from Ground Zero: Ryoichi Wago's "Pebbles of Poetry" and the Poetic Survival/Revival
Yi Hsuan Chen, Fu Jen Catholic University, Taiwan

Sunday Session 3: 13:30-15:00

Room: Matsu

Media Ethics

Session Chair: Darussalam Bakar

0077

Media, Violence and Responsibility
Ilya Revianti Sunarwinadi, Universitas Indonesia, Indonesia

0104

Power Without Responsibility: Weblog, Facebook, Twitter and Youtube in 'Bersih 2.0' Rally
Darussalam Bakar, University of Malaysia, Malaysia
Nadiyah Aziz, Universiti Teknologi MARA, Malaysia

Closing Session: 16:00-16:30

Room: Kiku Base



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Virtual



Virtual Presentations

Mass Communication, Society and Globalization

0111

Refining Korean Vocal Styles and Maintaining Korean Chinese Dialect: Discourses about a Korean Chinese Winner in a Korean TV Audition Program

Soojin Kim, United States

Mass Communication, Society and Globalization

0058

Variation of Internet Public Opinion During State Visit: Take Obama's Visit to China as an Example

Yanqin Qin, Wuhan University, China

Yun Peng, Wuhan University, China

Wenting Zou, Wuhan University, China

Jiong Gong, Wuhan University, China

Linda Zhou, Wuhan University, China

Public Relations

0015

The Use of News Graphics and Infographics in Iran's Modern Public Relations

Maryam Salimi, Islamic Azad University/Sooreh University, Iran

Critical and Cultural Studies, Gender and Communication

0044

Daily Gaga: Stardom Intimacies and Authenticity Narratives on Twitter

Eduard Minobis, Internet Interdisciplinary Institute, Spain

Adam Rogers, University of Southern California, USA



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April 6-8 2012: **LibrAsia2012** - The Second Asian Conference on Literature & Librarianship

April 20-22 2012: **ACIST2012** - The First Asian Conference on Innovation, Science and Technology
April 20-22 2012: **ACCOMS2011** - The First Asian Conference on Computer Science

April 26-28 2012: **ACLL2012** - The Second Asian Conference Language Learning
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May 3-6 2012: **ACSS2012** - The Third Asian Conference on the Social Sciences
May 3-6 2012: **ACSEE2012** - The Second Asian Conference on Sustainability, Energy and the Environment

June 2-4 2012: **ACAS2012** - The Second Asian Conference on Asian Studies
June 2-4 2012: **ACCS2012** - The Second Asian Conference on Cultural Studies

June 15-17 2012: **ACCD2012** - The First Asian Conference on Corporate Development
June 15-17 2012: **ACM2012** - The First Asian Conference on Marketing and Social Media

October 26-28 2012: **ACE2012** - The Fourth Asian Conference on Education

November 2-4 2012: **MediAsia2012** - The Third Asian Conference on Media & Mass Communication
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November 16-18 2012: **ABMC2012** - The Third Asian Business & Management Conference
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