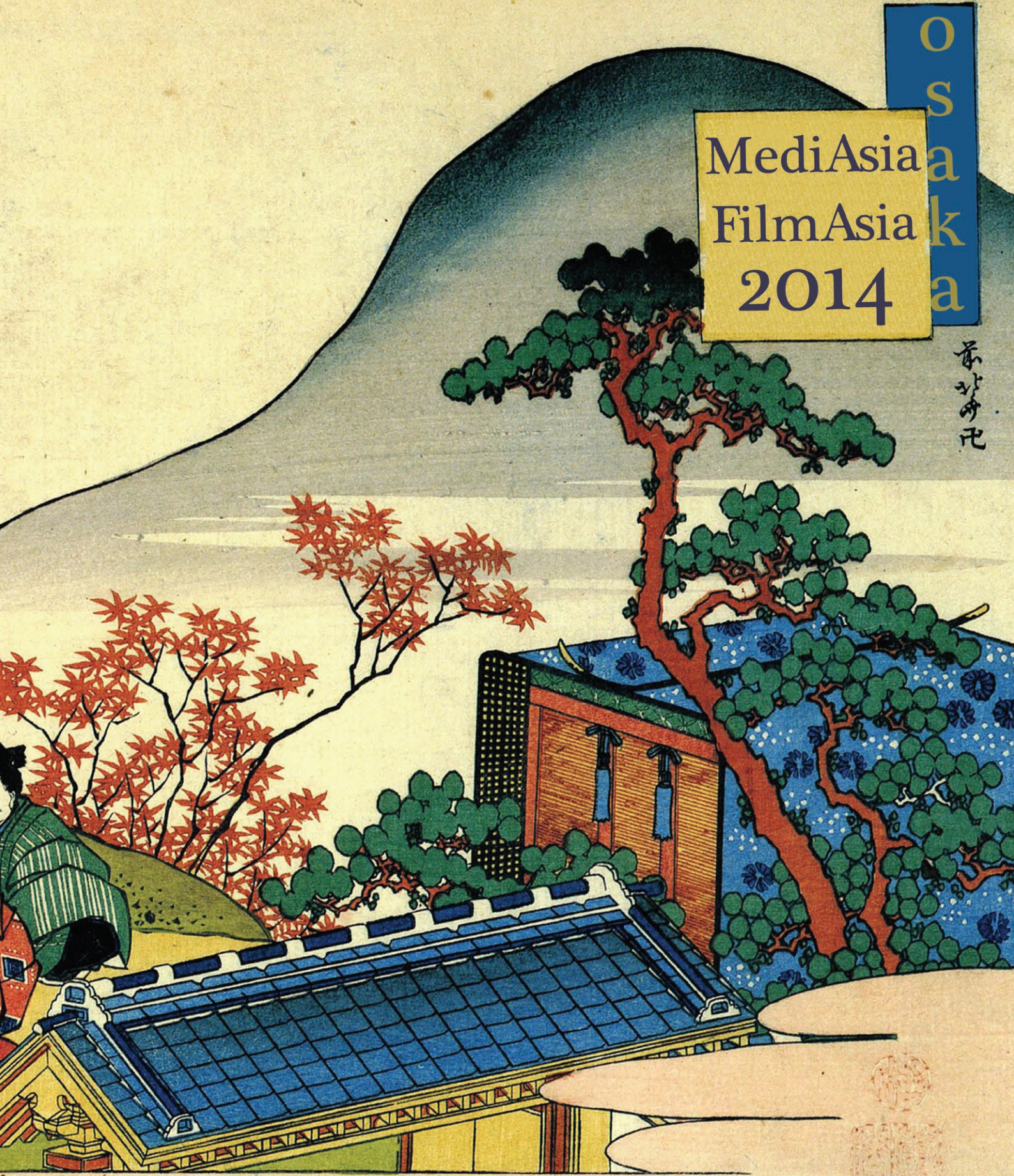


MediAsia
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MediAsia2014

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MediAsia FilmAsia 2014 Programme Cover Image:
"Teishin Ko"

The image used for the cover of the MediAsia FilmAsia 2014 Conference Programme is from a woodblock print by Hokusai, Katsushika (1760-1849), and dates from around 1835 (Edo period). The print is from the series *One Hundred Poems Explained by the Nurse* (Hyakunin isshu uba ga etoki), and is inspired by the following poem, attributed to Fujiwara no Tadahira, a poet active in the eighth century. (early Heian period).

小倉山

Ogurayama

峰のもみじ葉

Mine no momijiba

心あらば

Kokoro araba

今ひとたびの

Ima hitotabi no

みゆきまたなむ

Miyuki matanamu

If the maple leaves
On Ogura mountain
Could only have hearts,
They would longingly await
The emperor's pilgrimage.

Translation by MacCauley, Clay.
Hyakunin-Isshu (Single Songs of a Hundred Poets)
Yokohama: Kelly and Walsh, 1917

welcome to mediasia / filmasia 2014

Dear Colleagues,

Welcome to the great city of Osaka, and to the Fifth Asian Conference on Media and Communication (MediAsia) and the Third Asian Conference on Film and Documentary (FilmAsia), which will again be held jointly this year, and will include the IAFOR International Documentary Film Awards.

The MediAsia and FilmAsia conference is an international conference that invites academics, practitioners, and researchers from around the world to meet and exchange ideas, to share in the development of intellectual discoveries, and to challenge dominant paradigms.

Although this conference is one of the smaller events held by IAFOR, the weekend will see 150 participants representing more than thirty countries, and I have every confidence that we will again see an amazing celebration of the very best in international, intercultural and interdisciplinary discussion, debate and research synergies.

I would like to thank the IAFOR International Director of Programme for Media and Film and 2014 conference chair, Professor Gary Swanson, for his work in making the 2014 media conference programmes in Asia, Europe and North America such a success, as well as our plenary speakers: keynote speaker Professor Alec Klein of the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University (USA), and plenary panelists Professor Richard Roth of the same institution and Dr Fatima Al Salem of Kuwait University. I would also like to thank featured speakers Professor Barry Natusch of Nihon University (Japan) and Beryl Hawkins of Temple University (Japan), as well as our spotlight speakers: Professor Joel Campbell of Troy University (Japan), Professor Stephen Ryan of Yamagata University (Japan), Tim Pollock of Haboromo University of International Studies (Japan), and Dr Jamie Matthews of Bournemouth University (UK).

I have no doubt that we will all be able to use the time spent at this conference for intellectual discovery and the development of collaborative links and connections between the researchers, academics, scholars and practitioners who are attending, and I strongly encourage your active engagement throughout the event.

I look forward to meeting you all.

Dr Joseph Haldane, Ph.D. (London), F.R.A.S.
Executive Director, IAFOR



letter of welcome



Getting to the Conference Venue

The Osaka International Convention Center is:

- a 1 minute walk from exit 2 of Keihan Nakanoshima Station (Keihan Nakanoshima Line)
- a 10 minute walk from exit 1 of Awaza Subway Station (Sennichimae Line)
- a 10 minute shuttle bus ride from JR Osaka Station

Shuttle Bus Access

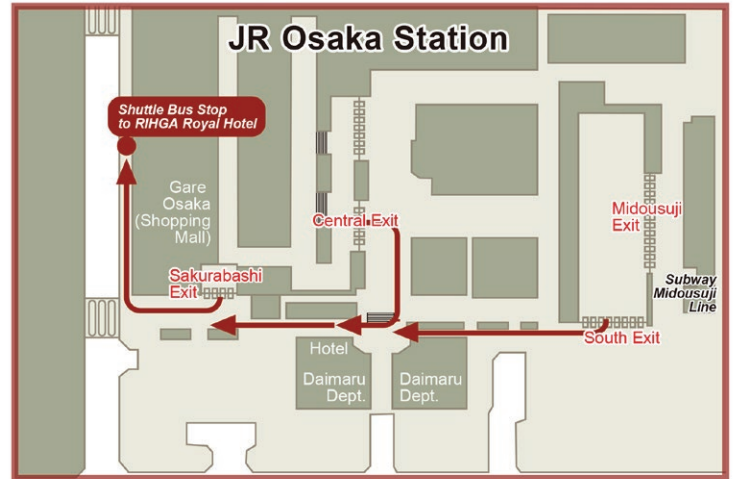
The adjacent Rihga Royal Hotel operates a free shuttle bus service between the city's main rail hub - JR Osaka Station* - and the hotel. The bus departs from the west side of the station, close to the Sakura-bashi exit. The journey takes 10 minutes, however, as there are limited seats on the bus, there may be a wait to board the bus at peak times.

Operating Hours: 07:45 to 22:15

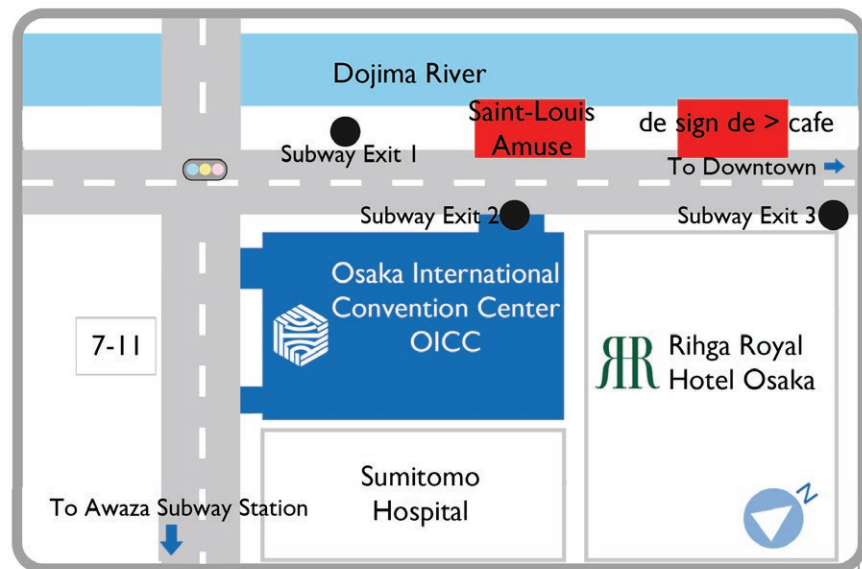
07:45 - 10:00 every 15 minutes

10:00 - 21:00 every 6 minutes

21:00 - 22:15 every 15 minutes



*JR Kansai Airport Rapid Service trains between Kansai International Airport and Osaka run every 30 minutes



Information and Registration

If you have already paid online or by bank transfer, you will be able to pick up your registration pack at the Conference Registration and Information Desk. At this time you will also be given a name card. For those wishing to pay on the day, please note that we are able to accept credit cards, however, we cannot accept payment in foreign currencies.

The **Conference Registration and Information Desk** will be located at the following locations during the conference:

Thursday	15:00-17:00	- 1F Lobby of the Rihga Royal Hotel
Friday	08:00-12:00	- 10F Osaka International Convention Center
Friday	12:30-17:00	- Suehiro Room - Rihga Royal Hotel 6F
Saturday	08:30-17:00	- Kaede Room - Rihga Royal Hotel 2F
Sunday	08:30-15:30	- Kaede Room - Rihga Royal Hotel 2F

If you have any questions or concerns, IAFOR staff and local volunteers will happily assist you in any way they can..



Conference Map

Floor Guide

Rihga Royal Hotel (West Wing)

Osaka International Convention Center (OICC)

15F	
~	
~	
~	
6F	[Suehiro] [Koubai] [Hagoromo] [Ohgi] [Takara] [Nishiki]
5F	
4F	
3F	
2F	Kaede
1F	Remone Restaurant Lobby Reception
B1F	Shops & Restaurants
B2F	Shops & Restaurants

12F	
11F	Business Center
10F	[1001]
9F	
8F	
7F	
5F	Maido Okini Cafeteria
3F	
2F	OIC Cafe
1F	Plaza Stage



Thursday, November 13, 2014

8:30-17:30: Pre-Conference Tour of Osaka

This is ticketed at 9,000 JPY and is by advanced reservation only.

For more information, please email us at conferences@iafor.org.

If you are registered for the tour, please meet in the Rihga Royal Hotel IF lobby at 8:15 AM for a prompt 8:45 AM departure.

15:00-17:00: Conference Registration & Information Desk Open (IF Lobby)

18:00-19:30: Conference Welcome Reception (Saint-Louis Amuse IF)

To open the conference, come and enjoy a few glasses of beer, wine, sake, or a choice of soft drinks if you prefer. You can meet with fellow delegates, network, and enjoy the night view of Osaka.

The reception venue is located on the riverside across the street from the Rihga Royal Hotel (see map). All registered attendees are welcome. Join us directly at the venue or meet us in the lobby of the Rihga Royal Hotel at 17:50.

Friday, November 14, 2014

9:00-12:00: Welcome, Keynote Speaker, and Featured Speaker Session (OICC 10F)

9:00-9:15: Welcome & Introductory Addresses (OICC 10F)

Kiyoshi Mana, IAFOR 2014 Director of Events

Joseph Haldane, IAFOR Executive Director

9:15-10:00: MediaAsia FilmAsia Keynote Speaker (OICC 10F)

Alec Klein, Medill School of Journalism, Northwestern University, USA

10:00-10:50: Featured Panel: Mainstream Media vs the Citizen Journalist - What is the impact of new and emerging digital formats and the rise of social media on the role of the traditional journalist or broadcaster? (OICC 10F)

Gary E. Swanson, The University of Northern Colorado, USA

Alec Klein, Medill School of Journalism, Northwestern University, USA

Richard J. Roth, Medill School of Journalism, Northwestern University, USA

Fatima AlSalem, Kuwait University, Kuwait

10:50-11:15: Coffee Break

11:15-12:00: IAFOR International Documentary Film Awards (OICC 10F)

Gary E. Swanson, The University of Northern Colorado, USA

12:00-12:10 Conference Photograph (OICC 1F)

12:10-13:00: Lunch Break

13:00-14:30: Parallel Session I (various rooms Rihga Royal Hotel 6F)

14:30-14:45: Break

14:45-16:45 Parallel Session II (various rooms Rihga Royal Hotel 6F)

18:30-21:30: A Night Out in Osaka: Official Conference Dinner

The official conference dinner will be held in a downtown Osaka izakaya, and provides a relaxed and enjoyable environment to meet and network with other delegates. This is ticketed at 5,000 JPY and there are a limited number of places; pre-reservation is required. The party will leave the Rihga Royal Hotel lobby at 18:30, so please be there in good time. The venue is a 15 minute walk away. The conference dinner will begin at 19:00 at the venue and will finish at 21:00. Afterwards, a group will be lead back to the hotel or you can continue the party with other delegates.



conference at a glance

Saturday, November 15, 2014

9:00-10:30: Parallel Session I (various rooms Rihga Royal Hotel 6F)

10:30-10:45: Break

10:45-12:15: Parallel Session II & Poster Session I (various rooms Rihga Royal Hotel 2F & 6F)

12:15-13:00: Lunch Break

12:15-13:00: Calligraphy Workshop (Kaede Room - Rihga Royal Hotel 2F)

Japanese Calligraphy Workshop by students from Ritsumeikan University

13:00-14:30: Parallel Session III (various rooms Rihga Royal Hotel 6F)

14:30-14:45: Break

14:45-15:45 Saturday Spotlight Sessions (Suehiro & Ohgi Rooms - Rihga Royal Hotel 6F)

15:45-16:00: Break

16:00-16:45 Saturday Featured Presentation (Kaede Room - Rihga Royal Hotel 2F)

Barry Natusch, Nihon University, Japan

Beryl Hawkins, Temple University, Japan

Sunday, November 16, 2014

9:00-10:30: Parallel Session I (various rooms Rihga Royal Hotel 6F)

10:30-10:45: Break

10:45-12:15: Parallel Session II (various rooms Rihga Royal Hotel 6F)

12:15-13:00: Lunch Break

13:00-14:30: Parallel Session III (various rooms Rihga Royal Hotel 6F)

14:30-14:45: Break

14:45-15:15: MediaAsia FilmAsia 2014 Conference Closing Address (Kaede Room - Rihga Royal Hotel 2F)

Join us for a conference highlights photography slideshow and closing remarks from IAFOR Executive Director, Dr. Joseph Haldane and Conference Chair Professor Gary E. Swanson.

Monday, November 17, 2014

8:00-18:30 Post-Conference Tour of Kyoto

This is ticketed at 12,000 JPY and is by advanced reservation only. For more information, please check with the Registration and Information Desk. If you are registered for the tour, please meet in the Rihga Royal Hotel lobby at 8:00 AM for a prompt 8:30 AM departure.



conference guide

What to Wear & Bring

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

Smoking

The Rihga Royal Hotel and Osaka International Convention Center have implemented a Clean Indoor Air Act; therefore, smoking is not permitted in any of the conference rooms. Please smoke only in designated areas.

Internet Access

There will be a free WiFi internet connection throughout the conference areas. However, this can be unreliable and we would strongly suggest that you do not rely on a live connection for your presentation.

To access the WiFi the following accounts can be accessed:

In the Rihga Royal Hotel (1F, 2F): RIHGARoyal - password: 20145368

In the OICC: FREE-OICC - password: grandcube

For your convenience, there will also be a limited number of computers at the Conference Information Desk.

Printing

There will be a printer behind the Conference Information Desk, and we are able to offer a complimentary printing service of up to ten A4 sheets should you need this. Please be advised that printing may not be available at peak times. For additional printing needs the Osaka International Convention Center IIF Business Center offers a wide range of copy and printing services at reasonable prices.

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 may stop you and ask you to show your ID and evidence that you are registered. Those unable to show proof may be escorted from the Conference by security.

There are 4 colours of badges indicating the type of conference participant:

RED: Presenters and General Audience

YELLOW: Keynote and Featured Speakers

BLUE: Conference Exhibitors and Affiliates

BLACK: IAFOR Staff & Board Members

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.

Refreshment Breaks

Complimentary coffee, tea, and water will be available at the plenary session throughout Friday morning on the 10F, on Friday afternoon in Suehiro Room (6F Rihga Royal Hotel), and Saturday & Sunday in Kaede Room (2F Rihga Royal Hotel). Light snacks will be provided once in the morning and once in the afternoon. Meals are not included in the conference registration fee, however, 10% discount vouchers for the following restaurants are available from the registration desk:

Chambord (French) - Tower Wing 29F

Bella Costa (Italian) - Annex 7F

Remone (Buffet) - West Wing 1F

Royal Ryuho (Chinese) - West Wing 15F

Naniwa (BBQ) - B1F

Nakanoshima (Japanese) - Tower Wing 30F

Meals can also be purchased at any of the restaurants in the Osaka International Convention Center (2F, 5F) or at restaurants or convenience stores in and around the local area.



conference guide

Conference Welcome, Keynote Speaker & Featured Speaker Session: Friday 9:00-12:40

The plenary session will be held on Friday morning, with the event beginning at 9:00 AM on the Osaka International Convention Center 10F. 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 snacks will be served. The plenary session will be followed by the official conference photograph. Please arrive in good time if you wish to attend the session.

Parallel Speaker Sessions

Parallel Sessions will run from 13:30 on Friday afternoon, and from 9:00 AM on Saturday & Sunday morning. They are generally organized into streams. Sessions include two, three or sometimes four presenters. Each presenter has thirty minutes including Q and A time. The session length reflects the number of presenters.

Presentations and Equipment

All rooms will be equipped with a MacBook computer pre-installed with PowerPoint and Keynote, 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 flash drive.

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), hand out presentation certificates at the end of the session, and ensure that the session begins and ends on time, and that the time is divided fairly between the presentations. Each presenter should have no less than 30 minutes in which to present his or her paper, and respond to any questions.

The session chair is asked to assume this timekeeping role, and to this end, a yellow and red timekeeping card is used as a visual cue for presenters, letting them know when they have 5 minutes remaining, and when they must stop.

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.

Presentation Certificates

Poster presenters can pick up a certificate of presentation from the Information Desk. All other presenters will receive a certificate of presentation from their session chair or a member of staff at the end of their session.

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.

We recommend that the 30 minutes presentation timeslot be divided as follows: 20 minutes for the paper and 10 minutes for Q and A.

Poster Sessions & Poster Requirements

The poster display boards are 1800mm high x 900mm wide. We are able to provide tape and pins. Please be aware that there are no on-site poster facilities for printing posters.

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 January 1, 2015 through the online system. The proceedings will be published on February 1, 2015.

Authors will have PDF copies of their offprints emailed to them by the IAFOR office by March 15, 2015.

Returning Delegate Discount

Every year we have a growing number of delegates who have presented at previous IAFOR conferences. To show our appreciation IAFOR would now like to offer you a 10% discount off your next IAFOR conference registration.

This offer is valid for the next 12 months and covers any IAFOR conference in Asia, Dubai, Europe, or North America that you may choose to attend.

The IAFOR YouTube Channel

New videos uploaded weekly featuring interviews and presentations with IAFOR Speakers from our conferences in Asia, North America Europe and Dubai.

Prof. Svetlana Ter-Minasova

President of the Faculty of Foreign Languages and Area Studies

Lomonosov Moscow State University

Subscribe at
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Conference Chairs, Keynote Speakers & Featured Speakers



mediasia filmasia 2014 conference chair & featured panelist



Gary E. Swanson

Mildred S. Hansen Endowed Chair in Journalism
The University of Northern Colorado, USA



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 Professor Swanson was a Fulbright scholar to China and lectured at Tsinghua University and the Communication University of China. In summer 2008 he was Commentator for China Central Television International (CCTV-9) and their live coverage of the Beijing Olympic Games. Swanson repeated his assignment covering the London Olympics for CCTV-4 in the summer of 2012. Previously, he 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. He has been an educator for 26 years; 20 years spent teaching at the university level.

Swanson is an internationally recognized and highly acclaimed documentary producer; director; editor; photojournalist, consultant and educator. He has given keynote speeches, presented workshops and lectured at embassies, conferences, festivals, and universities in over 20 countries.

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 Emmys 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, and in 1992, he covered the XXV Olympics in Barcelona, Spain for NBC News as field producer and cameraman.

Swanson has earned more than 75 awards for broadcast excellence and photojournalism including three national Emmy's, the duPont Columbia Award, two CINE 'Golden Eagles,' 16 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, the 2011 Communitas Outstanding Professor and Educator award, the 2013 Professor of the Year 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.

Featured Panel

Friday, November 14

10:00-10:50

Room 1001 - OICC 10F

Alec Klein

Medill School of Journalism, Northwestern University, USA



Alec Klein is an award-winning investigative journalist, bestselling author and professor at Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications. Klein is also the director of The Medill Justice Project (www.medilljusticeproject.org) and the founder of the Journalism Justice Network (www.journalismjusticenetwork.org). Klein, a Phi Beta Kappa graduate of Brown University, is the author of several plays, a novel and the foreword to the 2011 edition of *Show Me The Money: Writing Business and Economics Stories for Mass Communication*, a textbook adopted at universities across the US.

For two decades, Klein worked as a newspaper reporter, including several years as an investigative reporter at the Washington Post, until the summer of 2008 when he joined the Medill faculty as a professor. He previously worked at the Wall Street Journal, the Baltimore Sun and the Virginian-Pilot. His investigations have led to significant reforms, congressional hearings, federal law, criminal convictions and more than half a billion dollars in government fines. He gives speeches and conducts workshops throughout the country and abroad on investigative reporting and other issues.

At Medill, where he has been honoured for his teaching, Klein was named director of the Medill Innocence Project in spring 2011, revamping its operations across the board. Under Klein's leadership, the Medill Innocence Project, now called The Medill Justice Project, has uncovered revelatory information, influenced legal proceedings and successfully challenged government agencies to abide by the First Amendment. With Klein's guidance, The Medill Justice Project has won several journalism honours.

At The Medill Justice Project, Klein also has won Freedom of Information Act appeals and access to records in federal court. Klein created The Medill Justice Project's first board of advisers, its first series of publications, including an innovative safety manual for student journalists, as well as its first fellowship, internship and visiting scholar programs. Klein has spoken at the National Press Foundation, the American Press Institute, the Society of Professional Journalists, Investigative Reporters and Editors, the Society of American Business Editors and Writers, Unity: Journalists of Color, and various newspapers and other media outlets, schools, associations, clubs and education groups. Klein has been a guest lecturer at several colleges, including the University of California at Berkeley, George Washington University and New York University. Klein has appeared on several television and radio programs, including CNN, CNBC, CBS and NPR as well as the BBC and TV Asahi.

Keynote Address: Investigating Wrongful Convictions around the World - Building an International Network to Examine Miscarriages of Justice

Historically, journalists and other members of the media have played an important role in uncovering and airing miscarriages of justice through published investigations, documentaries and other media forms. Since 1999, The Medill Justice Project has investigated potentially wrongful murder convictions in the United States, uncovering revelatory information that has impacted people's lives and the criminal justice system. Wrongful convictions aren't exclusive to the United States; they occur in every country. Recognizing a need for an international community of people and organizations focused on uncovering injustices in the criminal justice system, The Medill Justice Project has built the Journalism Justice Network to foster connections among those who examine law enforcement, the courts and correctional institutions. The Journalism Justice Network embraces the multitude of ideas and approaches the network's members discuss as each tackles its own investigation related to the universal issues involving miscarriages of justice.



mediasia filmasia 2014 keynote speaker & featured panelist



Keynote Speech

Friday, November 14

9:15-10:00

Room 1001 - OICC 10F

Featured Panel

Friday, November 14

10:00-10:50

Room 1001 - OICC 10F

mediasia filmasia 2014 featured panelists



Richard J. Roth

Medill School of Journalism,
Northwestern University, USA



Fatima AlSalem

College of Arts,
Kuwait University, Kuwait



Richard J. Roth returned in Fall 2014 to Northwestern's Evanston campus after six years at the Northwestern campus in Doha, Qatar; where he served as the school's senior associate dean. Before going to Qatar to launch the journalism degree program there, he was senior associate dean of the Medill School of Journalism in Evanston for six years and associate dean for four years before that. Roth has been an educator since 1990, except for a brief stint as a guest editor at The Wall Street Journal in New York at the time that publication launched its online edition, then called wsjje.com, now wsj.com. Before going to The Journal, Roth was a tenured member of the English faculty at DePauw University in Greencastle, Ind., where he also served as the adviser to the award-winning student newspaper. Before academe, Roth was a newspaperman, having been editor-in-chief of the Tribune-Star in Terre Haute, Ind., and a reporter at the late, lamented Buffalo (N.Y.) Courier-Express. He has won dozens of awards for his reporting and writing. Roth is a member of the international advisory board of the International Academic Forum, which sponsors the annual MediAsia conference in Japan. In the past, Roth has served on the national board of directors of the Society of Professional Journalists, was an international vice president of The Newspaper Guild, president of the Indiana Associated Press Managing Editors association, and academic adviser to the U.S. Project for Excellence in Journalism. He has taught or made major presentations about journalism in India, Japan, Kuwait, Lesoto, Norway, South Korea, Spain and, of course, Qatar and the United States.

Fatima AlSalem is an Assistant Professor of Mass Communication at Kuwait University. She received her M.S. degree in Global Strategic Communication from Florida International University in 2010 and then her PhD from Indiana University in 2013 with her thesis examining political communication and new media. Fatima has received extensive journalism training at Asharq Alawsat newspaper in London and has completed several other training programs in the United States in digital media, data analysis and new advertising techniques. In 2012 Fatima participated at both United Nations and the U.S Department of State programs in New York City focusing on the use of technology during conflicts. Currently, she is involved in several public opinion research projects with Alqabas newspaper as well as several research institutes. Academically, Fatima's own research focus is centred around the effect of digital media on political participation in the Middle East, agenda-setting, Arab's public opinion, and digital media use analysis.

Featured Panel: Mainstream Media vs the Citizen Journalist - What is the impact of new and emerging digital formats and the rise of social media on the role of the traditional journalist or broadcaster?

Featured Panel

Friday, November 14

10:00-10:50

Room 1001 - OICC 10F

Led by Conference Chair Gary E. Swanson and discussed through the lens of the conference theme "Individual, Community & Society: Conflict, Resolution & Synergy" the 2014 MediAsia Panel will engage and debate the ongoing challenges, implications and responses by the mainstream media and media educators, to the rapid rise of new digital forms and their effect on the international media landscape. This decade in particular has seen the emergence through social media of the citizen journalist. Whether by using blogs, Twitter, Facebook or other forms of new media or digital technology, the increasing role of the private citizen as journalist is seen by some as a 'game-changer' that threatens the professional media and traditional investigative journalism. How can the professional react? Do we fight back or embrace the rise of the citizen journalist? What are the tensions involved in this change?

Barry Natusch
Nihon University, Japan



Beryl Hawkins
Temple University, Japan



mediasia 2014 featured presenters

Barry Natusch is a professor at the College of Economics, Nihon University in Tokyo, who specializes in international relations, economics and sociolinguistics. He has taught linguistics at universities and now teaches undergraduate and graduate seminars in communication theory, management theory, language learning theory, and technology enhanced language learning. His publications relate to news analysis of economics and political stories, language used in films, lexicography, translation, visual media, sociolinguistics, stylistic analysis, museology, and language in technology. His current interests also lie in documentary filmmaking, particularly in stories of people who make contributions to international negotiations, the environment, technology and the arts.

Beryl Hawkins is an adjunct professor in the Communications Department at Temple University Japan and also lectures at Waseda University and Nihon University, where she teaches journalism, media and cultural theories. Previously she has worked as a radio journalist, talk show host, and producer for NBC's radio station in Washington D.C. As a media strategist in New York City, she developed national media campaigns, press events and advertising campaigns through her public relations career, working with national leaders and cultural and advocacy groups. Her research interests and publications include international news coverage of Asian affairs, stylistic analysis of media stories, performance and cultural theories.

Featured Presentation A Corpus Stylistics News Story Analysis of a Japan-China Faceoff - The Senkaku-Diaoyu Territorial Dispute

News coverage of the Japan-China territorial confrontation (Senkaku/Diaoyu Islands) reveals marked differences in the way the two countries present their claims. This study explores this issue by showing that Japanese descriptions of the argument are more neutrally presented, through restrained and hedged lexical choices without metaphorical allusions, resulting in a rational, somewhat abstract, and arguably weaker case being put forward. Chinese descriptions tend to be more hawkish in their choice of aggressive lexis and employ forceful metaphors resulting in a more emotive presentation of the issue. Japanese concerns about Chinese representations of the Senkaku/Diaoyu issue being more vivid are supported by the results of this study, but a less inflammatory, more reasoned approach, as followed by the Japanese news agencies, also has its merits.

The research question, drawing on a corpus of Japanese and Chinese news agency articles, such as those written by Kyodo and Xinhua, and other press articles was, "Do Japanese and Chinese news stories differ stylistically in their coverage of the Senkaku/Diaoyu dispute?" To examine this question, news agency articles written in English were collected using LexisNexis. Following the approach to analyzing journalism stylistics of Broersma (2010) and corpus stylistics principles of Mahlberg (2012), analysis of English language news stories targeted at an international readership was carried out focusing on tagged lexical and metaphorical items. Discussion is scaffolded using the stylistic concepts of foregrounding and deviance (Leech, 2008). The study advances the case for using corpus stylistics to parse journalistic texts.



Featured Speech

Saturday, November 15

16:00-16:45

Kaede Room
Rihga Royal Hotel 2F



Saturday Spotlight Session I (14:45-15:15) Room: Ohgi - Rihga Royal Hotel 6F

Positioning the Audience? Social Semiotic Theory and Japanese Cinema

Tim Pollock, Hagoromo University of International Studies, Japan

About the Presenter: Tim Pollock is currently a lecturer at the Hagoromo University of International Studies, in southern Osaka, Japan. He has taught English, visual literacy and film studies at the university for more than 7 years. He received his Bachelors degree in Religious Studies from the College of William & Mary, and a Masters degree in Applied Linguistics from Monash University. His research is focused on the development of standards and practices in classic Japanese cinema in general, and on the later films of Ozu Yasujiro in particular. A long-time resident of Japan, Mr. Pollock also worked as an assistant editor on the 2nd edition of the Genius Japanese-English Dictionary.

Abstract: The applicability of social semiotics to the study of cinema appears to be limited by its own theoretical foundations, as it posits that signs can only be understood by those who belong to the same cultural group as the sign-maker. Given that this theoretical approach was developed within the discursive fields of Western academia, it would seem irrelevant to the understanding of any non-Western cinemas.

This paper will argue that it is indeed possible to apply specific analytical tools and assumptions from social semiotic theory to the understanding of some non-Western cinemas, and to Japanese cinema in particular. The first step will be to deconstruct the "classical Hollywood mode" / "Japanese Cinema" dichotomy as defined in Western academic discourse.

The next step will be to look at two specific examples of film codes: The close-up code, and the encoding of temporal information in screen direction, and how they are used in both the contexts under discussion. This paper will not argue for the existence of transcultural universals, but rather offer a detailed analysis of the history and development of Japanese cinema and its connection to Hollywood film culture.

By detailing the influence of the Japanese Pure Film Movement (Jun'eiga geki undō) and the early transnational Japanese star Sessue Hayakawa, we can historicise and contextualise the development of classic Japanese cinema, and thereby develop a better understanding of the codes utilized by Japanese filmmakers, and how they were interpreted and understood by contemporary Japanese audiences.

Saturday Spotlight Session II (14:45-15:15)

Room: Suehiro - Rihga Royal Hotel 6F

Cultural Stereotypes and Media Coverage of Disaster: Analysis and Implications of International Media Framing of the 2011 Japan Disaster

Jamie Matthews, Bournemouth University, UK

About the Presenter: Jamie Matthews is Lecturer in Communication and Media in the Media School, Bournemouth University. Jamie holds an MA in International Relations from the University of Sussex and a PhD in Public Communication from Bournemouth University. He is Fellow of the Higher Education Academy.

His research interests centre on the mediation of conflict and crisis and the influence of particular media representations on the dynamics of public opinion. He has published and presented research on framing and discourses of terrorism and counterterrorism policy, news sources and audience perception. He is currently conducting research on international news coverage of the 2011 disaster in Japan, exploring the discursive construction of this event and the intersection of global discourses with public constitution of the disaster.

Abstract: The news media allow people to bear witness to disaster, enhancing emotional proximity and opening up collective spaces which enable publics to process and make sense of complex events. The representation of disasters, therefore, has the potential to resonate beyond the sovereign nation states and the immediate locales in which they occur, enabling audiences to identify and form strong emotional bonds with distant others (Corpus Ong, 2006 cited in Pantti, 2012).

International news coverage of the earthquake and tsunami that devastated Japan's North East coast on March 11, 2011 and the subsequent nuclear accident at Fukushima was criticised for drawing on established metanarratives of disaster. Some have argued that the discursive construction of this event emphasised the indiscriminate power of nature (Pantti, Wahl-Jorgensen, & Cottle, 2012, p. 52) or contributed to an othering metanarrative by highlighting the stoicism and resilience in the Japanese response to the disaster (Huang, 2011; Rees, 2011).

By combining mapping analysis with a critical discourse analysis across three international news outlets' coverage of the 2011 disaster, this paper will consider how representation of the disaster drew on embedded cultural stereotypes of Japan and the Japanese. It will argue that, in part, such representations were facilitated by the professional and ideological imperatives of journalism, which serve to construct disasters through 'emotionally-powerful' narratives (Liebes, 1998).

Saturday Spotlight Session I (15:15-15:45)
Room: Ohgi - Rihga Royal Hotel 6F

The Force is Strong with this One - Using Star Wars to Illustrate Concepts of International Relations and Politics

Joel R. Campbell, Troy University, Japan

About the Presenter: Joel Campbell is an Associate Professor of Political Science in the Pacific Region (Japan and Korea) of the Global Campus program of Troy University, a United States University in Japan. He teaches in the Masters of Science in International Relations (MSIR) program and has had a life-long interest in East Asia and International Politics. Dr. Campbell was born in Ohio, grew up in Texas, and has lived in Arizona, Missouri, and Tennessee. He was awarded a doctorate in political science from Miami University (Ohio), and a Masters of Public Affairs (M.P.A.) from the Lyndon B. Johnson School of Public Affairs at the University of Texas at Austin. Following this he worked in several governmental offices, including the Texas House Speaker's office and the Tennessee Valley Authority.

Dr. Campbell has taught at Tohoku University, Miyazaki International College and Kansai Gaidai University in Japan, three universities in Korea as well as previously being an editor for a Japanese securities firm. He has also published extensively on his principal research interests, the politics and political economy of Northeast Asia, along with technology policy and international security. Dr. Campbell has written numerous articles for academic journals on topics ranging from combating terrorism and money laundering to European Union economic integration and technology policy. The bulk of his publications have focused on the politics and political economy of East Asia, especially in Japan, South Korea, and China. Dr. Campbell is also a contributor to IAFOR's Eye Magazine.

Abstract: The "Star Wars" film franchise has been one of the most successful in movie history. George Lucas's film universe is an intriguing blend of mythological and multi-genre film plot devices, but also combines various elements that illustrate key international relations and political concepts. The first trilogy, which was released between 1977 and 1983, dealt with themes of political rebellion, authoritarianism/totalitarianism, and the state/religion relations. Lucas described the essential message of the second trilogy, between 1999 and 2005, as how republics decay to empires, and how peoples lose their freedoms. Both trilogies also dealt with important themes of intercultural relations, diplomacy, human rights, rights of indigenous peoples, feminism, the efficacy of military force, and the nature of state organizations. Examination of the franchise also allows us to examine the relative claims of realist, liberal, and constructivist theories of international relations.

Saturday Spotlight Session II (15:15-15:45)
Room: Suehiro - Rihga Royal Hotel 6F

Recognizing Hidden Bias in Cross-Cultural Diplomacy
Stephen Ryan, Yamagata University, Japan

About the Presenter: Stephen Ryan is a Professor at Yamagata University, Japan. He is a long term resident of Japan and is currently researching the areas of Intercultural Communication and Cross-Cultural Psychology. He is most interested in how unconscious cultural background knowledge affects communication and decision-making in cross-cultural contexts.

Abstract: Diplomats and those in the field of Intercultural Communication (IC) are both concerned with international relations as well as communicating and interpreting information across distinct national cultures. Those in public diplomacy attempt to inform, influence and communicate effectively with foreign government officials. An understanding of IC theory can make these tasks easier because IC seeks to understand how and why people from different cultures communicate differently and interpret the same events in unique ways. This presentation will cover three areas before presenting cross-cultural research data. First, IC theory can provide diplomats with a clear starting point for understanding their counterpart's worldview. Second, recognizing national cultural differences, even at the risk of stereotyping, is an area worthy of study because this is an environment where a diplomat assigned abroad for a short time is required to work and make consequential decisions. Third, unconscious cultural background knowledge, or schema, often holds hidden bias that, when applied to cross-cultural contexts, may be highly significant to those in diplomacy. After discussing these three areas above, an example of cultural background knowledge related to diplomacy will be given from the author's cross-cultural research with the aim of showing how deep cultural knowledge can unconsciously influence our world view and judgment of someone from a different national culture. Research data collected from Japanese and Americans will be given as an example.



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The International Academic Forum provides new perspectives to the thought-leaders and decision-makers of today and tomorrow by offering constructive environments for dialogue and interchange at the intersections of nation, culture, and discipline. Headquartered in Nagoya, Japan, and registered as a Non-Profit Organization (一般社団法人), IAFOR is an independent think tank committed to the deeper understanding of contemporary geo-political transformation, particularly in the Asia Pacific Region.

For more information about the International Academic Forum and its activities,
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IAFOR
The International Academic Forum
Academic Vision and Mission

“To Open Minds, To Educate Intelligence, To Inform Decisions”

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 well being? 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 one of our conferences 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 is already eclipsing the long dominant Atlantic zone. Our 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, we encourage 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. Our conferences are not a substitute for specialist conferences. We intend our events 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 the organization its momentum, and is making it a pioneer in this global age.

Rev. Professor Stuart DB Picken
Order of the Sacred Treasure (瑞宝章), M.A. (Hons), BD., Ph.D., F.R.A.S.
Chairman, Japan Society of Scotland
Chairman, IAFOR Advisory Board

Dr Joseph Haldane
B.A. (Hons), Ph.D FRAS.
Executive Director, IAFOR

Chairman of the International Advisory Board

The Reverend Professor Stuart D. B. Picken, Order of the Sacred Treasure, M.A. (Hons), B.D., Ph.D. (Glasgow), F.R.A.S.

Professor Picken is the Chairman of the IAFOR International Advisory Board. The author of a dozen books and over 130 articles and papers, he is considered one of the foremost scholars on Japan, China, and Globalization in East Asia. As an academic, Professor Picken has devoted more than 30 years to scholarship in Japan, notably as a Professor of Philosophy at the International Christian University in Tokyo, where he specialized in ethics and Japanese thought, and as International Adviser to the High Priest of Tsubaki Grand Shrine (Mie prefecture). He has also served as a consultant to various businesses, including Jun Ashida Ltd., Mitsui Mining & Smelting Corp., Kobe Steel, and Japan Air Lines. In November 2008, the Government of Japan awarded Professor Picken the Order of the Sacred Treasure for his pioneering research, and outstanding contribution to the promotion of friendship and mutual understanding between Japan and the UK. The honour is normally reserved for Japanese citizens and is a mark of the utmost respect in which Professor Picken is held by the Japanese Government. More recently, in 2012 he was invited to London to attend a reception at the Japanese Embassy, hosted by Emperor Akihito and Empress Michiko as an expression of their gratitude towards Britons who had helped support Japan after the 2011 Tohoku earthquake and tsunami. Professor Picken helped organize fundraising efforts through both the Japan Society of Scotland, of which he is the chair, in the UK, and IAFOR in Japan. As Chairman of the IAB, Professor Picken is responsible for the academic affairs and direction of the organization. He is also responsible for the development of the IAFOR Research Institute. Although now resident in Scotland, Professor Picken maintains his interests in Japan, as Chair of the Japan Society of Scotland, and through the IAFOR IAB. He is also the Chairman of the Academic Board of New College, Birmingham. He lives near Glasgow with his wife and two children.



Vice-Chairman of the International Advisory Board

Professor Jerry Platt, B.S. (Michigan State), MBA (Wayne State), MA, PhD (Ohio State), MS (Stanford)

Jerry Platt is Professor of Global Business at Akita International University, Japan and Professor Emeritus at San Francisco State University. Professor Platt holds a B.S. in Multidisciplinary Social Sciences from Michigan State University, an MBA from Wayne State University, an M.A. in Public Administration, and a Ph.D. in Public Policy and Management from the John Glenn School of Public Affairs at Ohio State University, and an M.S. Statistics Post-Doctoral Degree from Stanford University. His research interests span business, technology and public policy and he is the author of over 85 peer-reviewed papers in these and associated fields. Balancing industry with academic interests, Jerry also served as head of financial analysis for a Bay Area Fortune 500 company, and as CEO of an aviation firm. He has been Principal Investigator on more than twenty U.S. federal research grants. From 1976-2004, Professor Platt was on the faculty of the School of Business at San Francisco State University, and was named Dean in 2001. From 2004 he was Senecal Endowed Dean of the Business School at the University of Redlands, California, before holding concurrent professorships at Redlands and Akita International University, Japan from 2010 until 2012. As Vice-Chair of the IAFOR International Advisory Board, Professor Platt advises the organization on matters pertaining to IAFOR's development and strategy, as it faces the challenge of sustainable growth as both a regional and global organization.



Executive Director

Dr Joseph Haldane, B.A., Ph.D. (London), F.R.A.S

Joseph Haldane is the Executive Director of the International Academic Forum. He was Academic Director from IAFOR's inception in 2009 until January 2011, when he assumed his current enlarged role. He is responsible for setting policies, forging institutional partnerships, implementing projects, and overseeing the research and publications of the organization, as well as maintaining responsibility for overseeing IAFOR's growing global operations. Joe's academic interests include politics and international affairs, literature, history, and the history of ideas, and he holds a PhD from the University of London in French Studies. He has taught at the University of Paris XII [2002-2004], at the French Press Institute in the University of Paris II - Pantheon-Assas [2003-2004] and was a full-time lecturer at Sciences Po in Paris, where he directed a postgraduate course on British Politics and Media in the School of Journalism [2004-2005]. In 2005 he moved to Japan, and immediately prior to this post was an Associate Professor at Nagoya University of Commerce and Business in both the undergraduate and graduate schools, teaching the Ethics course in the graduate school. He is a fellow of the Royal Asiatic Society.



people - The Executive Council of the International Advisory Board

IAB Chair: Professor Stuart D.B. Picken

IAB Vice-Chair: Professor Jerry Platt

The IAB Executive Council is composed of distinguished academics, business executives, former and current government officials, and community leaders of international standing. Its role is to provide counsel and direction in the business and affairs of IAFOR, suggest and approve the areas of scholarly investigation, and safeguard the independence of the Forum's work. International Directors of Program and Research Institute Directors are ex-officio members of the Executive Council of the International Advisory Board. Membership of the Executive Council of the International Advisory Board is by invitation only.

Mr Mitsumasa Aoyama

Director; The Yufuku Gallery, Tokyo, Japan

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Professor Emeritus and Former Dean of the Faculty of Education, Monash University, Australia
Visiting Fellow, St Edmund's College, Cambridge University, UK

Professor Don Brash

Former Governor of the Reserve Bank, New Zealand
Former Leader of the New National Party, New Zealand
Adjunct Professor, AUT, New Zealand & La Trobe University, Australia

Lord Charles Bruce

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Visiting Fellow, St Edmund's College, Cambridge University, UK
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Osaka Local Conference Chair

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The International Advisory Board is composed of distinguished academics, business executives, former and current government officials, and community leaders. Its role is to consult and provide counsel on the business and affairs of IAFOR, and suggest areas of scholarly investigation. Membership of the International Advisory Board is by invitation only. For a full list please see the IAFOR website.

The Japan Liaison Committee (JLC)

The Japan Liaison Committee is a consultative committee that provides support in the form of advice and guidance in specific aspects of the planning and projects of the Forum held in Japan. The Chairman of the International Advisory Board is also chair of the JLC. Members of the JLC are ex-officio members of the International Advisory Board.

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Mr Mitsumasa Aoyama, Founder of the PHP Institute, Kyoto, Japan & Director; the Yufuku Gallery, Tokyo, Japan

Prof Kuniko Miyanaga, Director; the Human Potential Institute, Tokyo, Japan and Fellow, Reischauer Institute, Harvard University, USA

Prof Michiko Nakano, Professor & Director of the Distance Learning Center; Waseda University, Tokyo, Japan

Prof Yozo Yokota, Director of the Center for Human Rights Affairs, Japan & Former UN Special Rapporteur on Myanmar

Dr Joseph Haldane, Executive Director; IAFOR

people - IAFOR Journal Editors

Editors of IAFOR Journals are ex-officio Members of the International Advisory Board

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Dr Richard Donovan, Doshisha University, Japan

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Dr Andrea Molle, Chapman University, USA

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Dr Michael O'Sullivan, The Chinese University of Hong Kong, Hong Kong SAR

IAFOR Journal of Sustainability, Energy and the Environment

Dr Alexandru-Ionut Petrisor, The National Institute for Research and Development in Construction, Urban Planning and Sustainable Spatial Development (URBAN=INCERC), Romania

IAFOR Journal of Media, Communication & Film

Dr James Rowllins, Singapore University of Design and Technology

IAFOR Journal of Asian Studies

Dr Seiko Yasumoto, The University of Sydney, Australia

IAFOR Journal of Language Learning

Dr Ebru Melek Koç, Izmir Institute of Technology, Turkey

IAFOR Journal of Politics, Economics & Law

Dr Craig Mark, Kwansei Gakuin University, Japan

people - IAFOR Key Staff



Mr Kiyoshi Mana - Director of Operations & Business Development

Kiyoshi Mana is the Director of Business Development as well as project director for the 2014 Events Team, overseeing IAFOR's conferences in Asia, Europe, and North America. An American of Japanese descent, Kiyoshi has long been fascinated by the country of his ancestors, studying both Japanese language and culture at San Francisco State.



Ms Mai Hasuno - Events, Marketing and Domestic Relations Manager

Mai oversees the organisation's conferences in Japan, and is responsible for developing and implementing IAFOR's marketing strategy within Japan. She also acts as special assistant to the Executive Director and the IAB Chairman in the administration of the Japan International Liaison Committee. Previous to joining IAFOR, Mai worked for the Aioi Nissay Dowa Insurance Corporation. She is also the project manager for IAFOR's Asian Events.



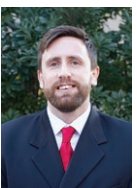
Mr Michael Kedzlie - Research and Policy Manager

Michael Liam Kedzlie is a New Zealander who currently works as the Research and Policy Manager. He is responsible for formulating legal policy as well as liaising with the organisation's university partners and the International Directors of Program. He is also editor of Eye Magazine. He has a Master's degree in Education from Massey University as well as a Law degree from the University of Waikato Law School. He is an enrolled Barrister and Solicitor of the High Court of New Zealand.



Mr Alexander Pratt - Business Development Manager

A civil engineering graduate from the University of Nottingham, UK and a self-confessed jack of all trades, Alex first came to Japan in 1997. At IAFOR he helps with the general administration and operation of conferences, as well as with the website, and works alongside the Director of Business Development to expand IAFOR's operations in Japan and internationally. He is also the project manager for IAFOR's European Events.



Mr Thaddeus Pope - Media and Design Manager

Born and raised in Brighton, UK, Thaddeus is an experienced commercial and editorial photographer with a BA in Photography from the London College of Communication (University of the Arts London). Thaddeus's duties at IAFOR include overseeing the design and media output of the organisation.



Mr Bryce Platt - Technology & Operations Manager

After growing up in the Silicon Valley in California, Bryce graduated from Gustavus Adolphus College (Saint Peter, Minnesota) with a degree in sociology, and in 2013 earned a Master's degree in Global Communication from Akita International University in Japan. As well as coordinating IAFOR's technology strategy, he is also responsible for managing the organisations' internal and systems operations, and is the project manager for IAFOR's North American events.



Mr David George - Coordinator: Events and Marketing

Raised in Brisbane, Australia, Dave graduated from the University of Queensland with a Bachelor of Arts specialised in Psychology. Dave has a background in project based media and public relations work with experience at events in Australia, India, Singapore and Dubai.



Mr Takumi Saito - Coordinator: Finance and Administration

Born and raised in Yamagata, Japan, Takumi studied English literature at Waseda University. A language lover, he has also studied German, Spanish, French and Polish and can also speak Italian. Takumi recently joined IAFOR to handle its finance and administration.



Ms Lindsay Lafreniere - Coordinator: Publications and Communications

Originally from Canada, Lindsay Lafreniere came to Japan in 2012. She holds a Bachelor of Arts degree in Psychology and English and a graduate diploma in Journalism. Lindsay brings her experience of media, publishing, and broadcast work in Canada to IAFOR.



Mr Shawn Mahler - Coordinator: Video and Media

Los Angeles native Shawn Mahler has a wealth of experience working on film, video, and theater productions in the United States and Japan. He holds a Bachelor of Arts in Film Theory and Production from the University of California, Irvine. Shawn has spent over ten years in Japan where he has worked with numerous industry professionals to develop television shows, movies, and theatrical productions.

JAPANESE CALLIGRAPHY WORKSHOP

Saturday, November 15

12:15-13:00

Rihga Royal Hotel

2F - Kaede Room

Art students from Kyoto's Ritsumeikan University will run a workshop for delegates to try the ancient art of Japanese Calligraphy.

All are welcome. No reservations are required. Participants will receive a calligraphy brush as a souvenir.





iafor conference highlights: the past 12 months

global
thought
leaders

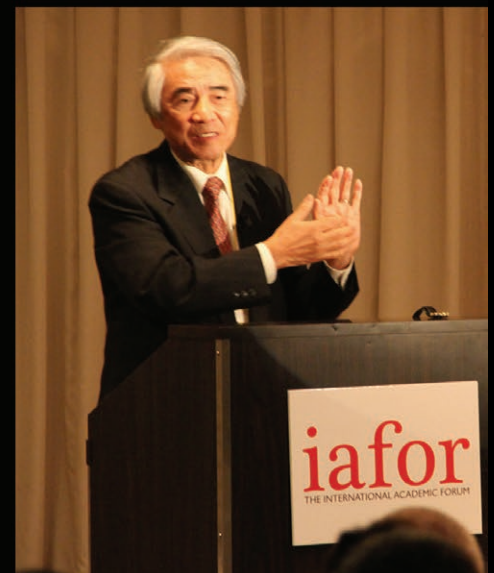
Since 2009, IAFOR has welcomed university presidents, faculty deans, award-winning journalists, national politicians, government ministers, diplomats, charity leaders, think tank directors, documentary makers, movie directors, members of the armed forces, lawyers, doctors, jurists, artists, poets, writers, clergy, scientists, philosophers...



Top left: Professor Frank S. Ravitch, Walter H. Stowers Chair in Law and Religion at the Michigan State University College of Law, delivers his Asian Conference on Ethics, Religion and Philosophy (ACERP) 2014 keynote speech titled, "Government Officials' Visits to the Yasukuni Shrine: Constitutional and Ethical Struggles". **Top right:** Professor Edward Yagi, a business faculty leader at Nanzan University, Japan, presents 'When Problem Solvers Never Solve the Problem' at the Asian Business and Management Conference 2013 (ABMC2013).

Above left: ACP/ACERP 2014 Keynote presenter Professor Minoru Karasawa of Nagoya University, Japan, addresses the conference with a speech titled "Blameworthy Character Invites Harsher Punishment: A Social Psychological Approach to Punitive Motives against Individuals and Groups". **Above right:** Conference Co-Chair, Professor Jiro Takai of Nagoya University, Japan delivers a featured speech at the ACP/ACERP 2014 plenary session.

Below left: Professor Nicholas Benes of The Board Director Training Institute of Japan, presents "Director Training: The Easiest, Most Obvious Way to Improve Japanese Boards" at ABMC2013. **Below center:** Bradley J. Hamm, Dean of the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University delivers his keynote speech at MediaAsia/FilmAsia 2013 on "The Power of Journalism in a Post-Mass Media Age". **Below right:** ABMC2013 Keynote Speaker Professor Yozo Yokota, President of the Japanese Center for Human Rights, speaks on the relationship between business and human rights.





Top left: Professor Georges Depeyrot, monetary historian at the French National Center for Scientific Research, introduces the DAMIN Program at the Asian Conference on Arts and Humanities (ACAH) and the Asian Conference on Literature and Librarianship (LibrAsia) 2014. **Top right: Paul Lowe**, University of the Arts London, addresses ACAH/LibrAsia 2014 with his featured speech, "Testimony of Light: Using Photography to Bear Witness to Genocide in the Former Yugoslavia"

Above left: Featured Speaker Professor Donald E. Hall, Dean of the College of Arts and Sciences at Lehigh University, USA, presents at ACCS/ACAS2014: "Looking Beyond Our Horizons: Interdisciplinary Education as Our Best Hope for the Future." **Above right: His Excellency Dr Lars Vargö**, Ambassador of Sweden, announcing the winners of the 4th Vladimir Devidé Haiku Award at ACAH/LibrAsia 2014.

Below left: Professor Bill Ashcroft, University of New South Wales, Australia and author of "The Empire Writes back", delivers his ACAH/LibrAsia 2014 keynote speech "Revolution, Transformation and Utopia: the Function of Literature". **Below center: Professor Koichi Iwabuchi**, Director of Monash University's Asian Institute, Australia, delivers his Keynote Speech at ACAS/ACCS 2014, "On the Predicament of the Borderland Imagination". **Below right: Dr John Hope**, Dean of International Relations from the University of Auckland, New Zealand, delivers his keynote address at ACTC2014 titled "Improving School/Home Communication With Online Blogs".





Top left: Professor Arthur J.A. Stockwin from the University of Oxford, UK (left) and Jun Arima, Director General of JETRO London (right) discuss the emerging defence and international relations posture of Japan at the 2014 European Conference Series. **Top right:** Professor Baden Offord, Professor of Cultural Studies and Human Rights at Southern Cross University, Australia, and Vice-President of the Cultural Studies Association of Australasia, addresses delegates at the ACAS/ACCS 2014 closing session.

Above left: Dr Amy Szarkowski & Dr Yukinori Komine from Harvard Medical School, USA, address the Asian Conference on the Social Sciences and the Asian Conference on Sustainability, Energy & the Environment (ACSS/ACSEE2014) plenary session with "Conceptualizing Soft Power in the U.S.: Decision to Implement the Convention on the Rights of Persons with Disabilities". **Above right:** Lowell Sheppard, Asia Pacific Director of the HOPE International Development Agency, presents his powerful featured speech, "Individual, Community and Society: Conflict, Resolution and Synergy" at the ACSS/ACSEE 2014 plenary session.

Below left: Conference Chair Professor Sue Jackson, Professor of Lifelong Learning and Gender & Pro-Vice Master of Teaching and Learning, Birkbeck, University of London, welcomes delegates to the European Conference on Education 2014 (ECE2014). **Bottom centre:** Professor Heidi Safia Mirza from Goldsmiths College, University of London, during her keynote address at ECE2014. Professor Mirza spoke on "Decolonizing Pedagogies: Black feminist reflections on teaching race, faith and culture in higher education". **Bottom right:** Professor Penny Jane Burke, Roehampton University, London, speaking during the plenary session of ECE2014 on "Transforming Pedagogical Spaces: Knowledge, Becoming and Belonging."





Top left: Lord Charles Bruce, the keynote speaker at the European Conference on Arts and Humanities 2014 (ECAH2014), during his address "In Between The Occident And The Orient," traced the encounters of Europeans and Asians during the colonial period. **Top right:** Professor Joe Elliott from Durham University, UK, presents his featured speech, "The Dyslexia Debate" at the European Conference on Psychology and Behavioral Sciences 2014. Professor Elliott outlined the nature of the dyslexia debate and called for an end to the use of the dyslexia label.

Above left: ECLL2014 Keynote speaker Ken Wilson, prominent ELT author and trainer, during his featured speech "Motivating the unmotivated - Ten ways to get your students to DO something." **Above right:** Professor Michael A. Cusumano, the Sloan Management Review Distinguished Professor of Management at the Massachusetts Institute of Technology, addresses the North American Conference on the Social Sciences (NACSS2014) on the topic of "Japanese Firms and Staying Power".

Below left: Professor Yuriko Saito, from the Rhode Island School of Design, speaks during the North American Conference on Media, Film, and Cultural Studies (NACMFCS2014) plenary session on "Everyday Aesthetics and World-Making". **Bottom centre:** Linda Toyo Obayashi, the Senior Mediation Officer at The World Bank Group's Internal Justice System speaks at NACSS2014 on the topic of conflict resolution in the workplace. **Bottom right:** Professor Svetlana Ter Minasova, from Moscow State University, during her keynote presentation, "The Influence of National Classical Literature on Moulding National Identity," discussed to what extent national classical literature can be regarded as a source and a pivot of national identity.



The International Academic Forum's Journals conform to the highest academic standards of international peer review, and are published in accordance with the IAFOR publishing commitment to make all of our published materials available online.

Journals FAQ

How are journal editors appointed?

Journal Editors are appointed by the International Academic Forum's leadership, under the guidance of the Chairman of the International Advisory Board. The term of appointment is for one issue, to be renewed by mutual consent.

How do we ensure academic integrity?

Once appointed, the editor is free to appoint his or her own editorial team and advisory members. All papers published in the journal have been subjected to the rigorous and accepted processes of academic peer review. Neither editors nor members of the editorial team are remunerated for their work. Authors will never be asked to "contribute" towards publication costs.

How are papers selected?

Journal Editors may accept papers through an open call, and proposed articles may be sent directly to the respective editors. A small number of papers from the associated IAFOR conference proceedings may also be selected by the journal editor(s) for reworking and revising subject to normal processes of review. It is expected that between 5 and 10 percent of papers included in any given conference proceedings will be developed for inclusion in the associated conference journal.

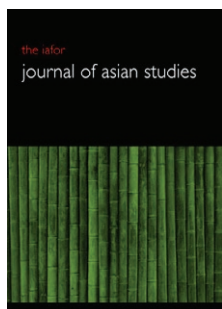
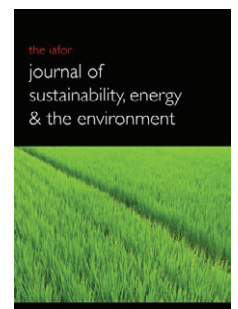
How are IAFOR Journals related to IAFOR conferences?

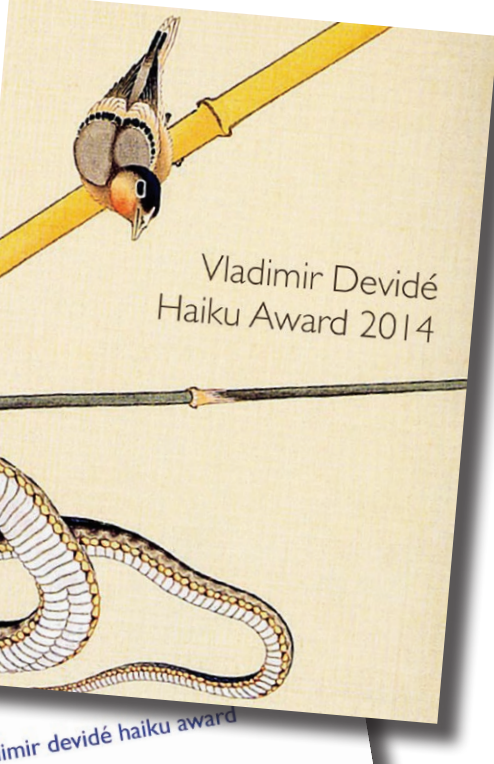
IAFOR's journals reflect the interdisciplinary and international nature of our conferences and are organized thematically. Papers included in the associated conference proceedings may be considered for reworking by the editor(s), and would then be subjected to the same processes of peer review as papers submitted by other means.

IAFOR is committed to providing ALL of its publications in online form for no fee.

Researchers and scholars, regardless of institutional affiliation and status, can access our academic journals, monographs, magazine, conference materials and special publications for no charge, wherever there is internet access.

IAFOR will never ask authors to contribute towards publication costs, or engage in other such publishing practices which we believe undermine academic independence and integrity.





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IAFOR Keynotes

The IAFOR Keynotes Series is a collection of keynote addresses, or associated papers given at our conferences. Presented as a part of the open research archive, the Keynotes series provides an example of the range and quality of speakers at IAFOR events. These keynotes are lightly reworked, and contain references, but are otherwise true to the original address. Many can also be seen in video format on our YouTube page. Whether you were present at the conference or not, the keynotes are thoughtful addresses by senior academics, the content of which may help your research.

Special Series & Monographs

The International Academic Forum is publishing a number of special monographs in print and online form. One such publication is a selection of haiku from the Annual Vladimir Devidé Haiku Award.

Eye Magazine

Through Eye Magazine, the International Academic Forum's own in-house e-magazine publication, we hope to enlighten you to various views and opinions of our contributors, many of whom have presented full research papers at our various conferences.

The Autumn 2014 edition of Eye magazine has several articles that focus "on the fringes", as well as some other great articles, op-eds and essays.

Eye Magazine is available on the IAFOR website (iafor.org/eye) and through the ISSUU reader on your browser or mobile device.



Friday



Friday Morning Events

08:00-09:00
Conference Registration
10F OICC

09:00-09:15
Welcome Address
10F OICC

09:15-10:05
MediaAsia2014 Keynote Address: Professor Alec Klein
10F OICC

10:05-10:55
Featured Panel: Mainstream Media vs the Citizen Journalist
10F OICC

10:55-11:15
Coffee Break

11:15-12:00
IAFOR International Documentary Film Awards
10F OICC

12:00-12:10
Official Conference Photo
1F OICC

12:10-13:00
Lunch Break



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Friday Session I: 13:00-14:30

Friday Session I: 13:00-14:30
MediAsia - Interdisciplinary Journalism
Session Chair: Melanie Vilorio-Briones

Room: Ohgi

6667 13:00-13:30

Training Journalists in Newsroom Management: An Illustration of Conflict between Individual and Organizational Concerns

Matthieu Lardeau, Clermont University, France

4084 13:30-14:00

Narratives and Experiences of Journalists in the Face of Disaster

Anna Ruby P. Gapasin, Polytechnic University of the Philippines, Philippines

Cecilia M Suerte-Felipe, The Philippine Star, Philippines

5489 14:00-14:30

Article 19 of the Universal Declaration on Human Rights (UDHR): Does it Reach Philippine Campuses?

Melanie Vilorio-Briones, University of the Assumption, Philippines

Friday Session I: 13:00-14:30
MediAsia - Social Media & Communication Technology
Session Chair: Christine Anne R. Cox

Room: Takara

6323 13:00-13:30

Leisure and E-Leisure: An Exploration of the Changes Internet has Made in the Life of Youth

Shubha H S, Manipal University, India

4825 13:30-14:00

Empowerment or Restriction: Young Indigenous Peoples as the Subject Access to Communication Technologies

YuPei Chang, National Chiao Tung University, Taiwan

Jui-Kai Yang, National Chiao Tung University, Taiwan

3847 14:00-14:30

Food Fight! Cross-cultural Conflict in a Polish Blogger's Post about Filipino Food

Christine Anne R. Cox, University of the Philippines Diliman, Philippines

Friday Session I: 13:00-14:00
FilmAsia - Film Criticism & Theory
Session Chair: Jose Montaña

Room: Nishiki

4072 13:00-13:30

Stray Dog, A Gun, The Individual and Society in Shinji Aoyama's "An Obsession"

Patrick D. McCoy, Meiji University, Japan

4567 13:30-14:00

Rebellion and Despair: Children and Adolescents in Recent Japanese Films

Jose Montaña, Universitat Pompeu Fabra, Spain



Friday Session I: 13:00-14:30

Friday Session I: 13:00-14:30
MediAsia - International Communication
Session Chair: Bruno Lovric

Room: Koubai

4062 13:00-13:30

Social Media Modi-Fication: Narendra Modi's Use of Social Media in Indian Elections 2014

Shirin Abbas, Shri Ramswaroop Memorial University, India

AK Singh, Shri Ramswaroop Memorial University, India

4996 13:30-14:00

Cable as Tool of Communication: An Analytical Study of Indo-US Relations between 1973 and 1976

Shreeraj Gudi, Manipal University, India

4661 14:00-14:30

Communicating Japan's Identity: Popular Films and Soft Power

Bruno Lovric, City University of Hong Kong, Hong Kong

14:30-14:45

Coffee Break



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Friday Session II: 14:45-16:45

Friday Extended Session II: 14:45-16:45
MediAsia - Broadcast Media & Globalization
Session Chair: Marco Pellitteri

Room: Ohgi

6761 14:45-15:15

Public Service Broadcasting in South Korea

Ki-Sung Kwak, University of Sydney, Australia

6346 15:15-15:45

The Globalization of Philippine Mass Media and the Creation of the Filipino Diaspora as an Audience

Cherish Aileen A. Brillón, Far Eastern University Manila, Philippines

3825 15:45-16:15

The "Soft Power" Paradox: The Commercial and Cultural Decline of Japanese Animation's Popularity in Italy and France

Marco Pellitteri, Kobe University, Japan

0042 16:15-16:45

The "Stock Refugee." Marginalization, Video and Commerce: Changing Lives Recycling Technology

Scott D. Erlinder, DePaul University, USA

Friday Session II: 14:45-16:15
FilmAsia - Film Criticism & Theory
Session Chair: Tsung-yi Michelle Huang

Room: Koubai

6793 14:45-15:15

Film Theory, Subject and Community: How Does Film Theory Relate to the Idea of Community Building?

Jakub Morawski, City University of Hong Kong, Hong Kong

6399 15:15-15:45

Anime, A Universal Language Defying Boundaries: An Applied Study on a Sample of Egyptian Youth

Salma Medhat, Cairo University, Egypt

6728 15:45-16:15

Male-Bonding and Cronyism: The Intimate Economies of Vulgaria

Tsung-Yi Michelle Huang, Chinese University of Hong Kong, Hong Kong

Friday Session II: 14:45-16:15
FilmAsia - Film History & Theory
Session Chair: Steven Peacock

Room: Nishiki

6493 14:45-15:15

"What a Cool Liar You Are, Melly": Olivia De Havilland as Bad Girl

Victoria Amador, American University of Sharjah, UAE

5691 15:15-15:45

Bosozoku: Disenfranchised Youth and Generational Conflict: A Contemporary Cultural Study of God Speed You!

Black Emperor (Yanagimachi, 1976)

Paul Spicer, Hiroshima Jogakuin University, Japan

4896 15:45-16:15

The Personal and Communal in Edvard Munch (Peter Watkins, 1973)

Steven Peacock, University of Hertfordshire, UK



Friday Session II: 14:45-16:45

Friday Extended Session II: 14:45-16:45 Room: Takara
MediAsia - Social Media & Communication Technology
Session Chair: Janelle Ward

4654 14:45-15:15
New Generation Meet the Old: New Media Used in Community Communication
Kanyika Shaw, University of Thai Chamber of Commerce, Thailand

3606 15:15-15:45
An Examination of the Interaction between Cyberqueer Techno-Practice and Offline Gay Male Experience in Contemporary China
Tianyang Zhou, University of Sussex, UK

6755 15:45-16:15
Social Media, Social Movements and Disinformation: An Analysis of the Genzi Park Movement in Turkey
Mehmet Ramazan Yildizgorur, Anadolu University, Turkey

4472 16:15-16:45
All the World's a Stage: Strategies of Self-Presentation on Tinder
Janelle Ward, Erasmus University Rotterdam, Netherlands



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19:00-21:00

A Night Out in Osaka: Conference Dinner (Ticketed and Optional)

Come and join your fellow delegates on an evening out in Osaka
Please meet in the Rihga Royal Hotel Lobby at 18:30.

This is ticketed at 5000 JPY and there are a limited number of spaces.
If you would like to join, please register on the conference website by Monday, November 10.

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Saturday



Saturday Session I: 9:00-10:30

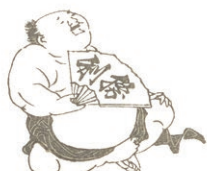
Saturday Session I: 9:00-10:30
MediAsia - Journalism
Session Chair: Alaaddin F. Paksoy

Room: Ohgi

6067 9:00-9:30
Ethical Use of Online and Social Media in News Reporting of Thai Newsrooms
Sakulsri Srisaracam, Panyapiwat Institute of Management, Thailand

5899 9:30-10:00
Convergence Journalism
Songyot Buaphuean, Burapha University, Thailand

6828 10:00-10:30
The Irrelevancy between Headline and Content in Online Journalism
Alaaddin F. Paksoy, Anadolu University, Turkey



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Saturday Session I: 9:00-10:30
MediAsia - Political Communication & Satire
Session Chair: Abdulaziz H Alabdullah

Room: Takara

6651 9:00-9:30
Media Reform and Ideological Conflict: An Analytical Study on the Egyptian Media Scene
Eman Mohamed Soliman, Cairo University, Egypt
Heba Ahmed Morsy, Cairo University, Egypt

5544 9:30-10:00
The "Innocence of Muslims" in the US Media: An Analysis of the Media Discourses on Islam and Muslims
Zafar Iqbal, International Islamic University, Pakistan
Fazal Rahim Khan, Umm Al-Qura University, Saudi Arabia
Osman Gazzaz, Umm Al-Qura University, Saudi Arabia
Munawar Iqbal Ahmad, International Islamic University, Pakistan

6690 10:00-10:30
Modern Arab Theatre as a Tool for Social Criticism
Abdulaziz H Alabdullah, Kuwait University, Kuwait

Saturday Session I: 9:00-10:30
MediAsia - Digital & Social Media Technologies
Session Chair: Miguel Felipe Valenzuela

Room: Koubai

6779 9:00-9:30
Develop the Mobile Augmented Reality Service on Entrance Ticket
Chien-Hsu Chen, National Cheng Kung University, Taiwan
Chun-Yun Su, National Cheng Kung University, Taiwan

5610 9:30-10:00
Social Media and Online Journalism in Kuwait: Credibility Judgement among Politically Interested Internet Users
Fatima Alsalem, Kuwait University, Kuwait

5540 10:00-10:30
Human/Machine: Technology, Social Media, War and the Human Machine
Miguel Felipe Valenzuela, University of New South Wales, Australia

Saturday Session I: 9:00-10:30

Saturday Session I: 9:00-10:00

Room: Suehiro

FilmAsia - Film Direction & Production

Session Chair: Chih-Hsien Li

6851 9:00-9:30

A Research Study of the Application of Digital Music in Taiwanese Films

Chun-Wen Fang, Chung Chou University of Science and Technology, Taiwan

Yu Di Huang, Chung Chou University of Science and Technology, Taiwan

Min-Chih Lee, Chung Chou University of Science and Technology, Taiwan

6723 9:30-10:00

Extreme Sports Films: Conflicts of Risk, Individual Achievement, and Sponsored Entertainment

Joe Carter, Queensland University of Technology, Australia

4330 10:00-10:30

Investigation on Historical Representation by the Case Study of Taiwan Historical Drama Films

Chih-Hsien Li, National Cheng Kung University, Taiwan

10:30-10:45

Coffee Break

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Saturday Session II: 10:45-12:15

Saturday Session II: 10:45-11:45
FilmAsia - Documentary History
Session Chair: Robert Cross

Room: Suehiro

4930 10:45-11:15

Interiorizing Collision: Trauma and Subjectivity in Jafar Panahi's Autobiographical Documentary "This is Not a Film"
Apama Shukla, National University of Singapore, Singapore

3523 11:15-11:45

Rajesh S. Jala's "Children of the Pyre": Documenting Life at the Bottom of India's Caste System
Robert Cross, Doshisha University, Japan



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Saturday Session II: 10:45-12:15
MediAsia - Journalism & Media Management
Session Chair: Fábio Henrique Pereira

Room: Ohgi

6663 10:45-11:15

Editorial Values vs Management Goals. The Iron Cage of Journalist-Managers?
Matthieu Lardeau, Clermont Université, France

5886 11:15-11:45

How Citizen Journalism Empowers People and Communities
Matana Charoenwongsa, Silpakorn University, Thailand
Sawitree Panatung, Independent Researcher, Thailand
Paitoon Turaphan, Independent Researcher, Thailand

4207 11:45-12:15

Is That So Different to Become a Journalist? A Study of Journalism Professional Careers in Brazil
Fábio Henrique Pereira, University of Brasilia, Brazil

Saturday Session II: 10:45-12:15
MediAsia - Mass Communication
Session Chair: Peixin Cao

Room: Takara

5855 10:45-11:15

Tabloid Journalism in Indonesia
Diyah Hayu Rahmitasari, University of Atma Jaya Yogyakarta, Indonesia

4991 11:15-11:45

The Stereotype of Female Roles in TV Drama of Taiwan and Japan
Ya Ting Tang, National Taiwan University of Arts, Taiwan

4740 11:45-12:15

Self-Created Media Incidents: Reporting Terrorism in China's Mass Media
Peixin Cao, Communication University of China, China

Saturday Session II: 10:45-12:15

Saturday Extended Session II: 10:45-12:15 Room: Koubai
MediAsia - Social Media & Communication Technology
Session Chair: Nikol Konstante

4972 10:45-11:15

The Characteristics of the Narrative of Digital Games: The Study Based on Audiences' Experiences of Watching Games

Chen Huan Chao, National Chiao Tung University, Taiwan

Yupei Chang, National Chiao Tung University, Taiwan

4957 11:15-11:45

Online Learning in New Media Age: How Ted-Talks Help People to Access Information in Global Taiwan

Yi-Chi Huang, National Chiao Tung University, Taiwan

Yupei Chang, National Chiao Tung University, Taiwan

6558 11:45-12:15

Mediating Sociomemes: Panopticism and Habitus of the Sociomemetic Middle Class Workers in Makati City

Cindy G. Padilla, University of the Philippines Diliman, Philippines

4683 12:15-12:45

Mobiles to the Rescue: The Potential of Mobile Phone Learning for Increasing the Quality of Life in Developing Countries

Nikol Konstante, Oslo and Akershus University College of Applied Sciences, Norway

Saturday Poster Session I: 10:45-11:45

Room: Kaede (2F)
MediAsia-Interdisciplinary

6676

How Kuwaitis Use Social Media

Yousef Al Failakawi, Kuwait University, Kuwait

4733

A Study on the Communicative Efficacy of Korean High School Students on the Internet

Inhye Choi, National Youth Policy Institute, Korea

Seo Jung Yoon, Daewon Foreign Language High School, Korea

Soo Min Ahn, Daewon Foreign Language High School, Korea

12:15-13:00

Lunch Break

12:15-13:00

Calligraphy Workshop

Room: Kaede (2F)

Japanese Calligraphy Workshop by students from Ritsumeikan University



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Saturday Session III: 13:00-14:30

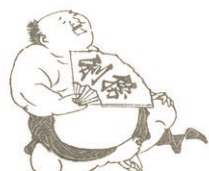
Saturday Session III: 13:00-14:30
MediAsia - Critical & Cultural Studies
Session Chair: Jithiwadee Wilailoy

Room: Ohgi

4971 13:00-13:30
Korean Dramas Construct the Tourist Imaginings of Korea: Audiences' Experiences of Viewing and Tourism
Ruei-Sing Chang, National Chiao Tung University, Taiwan
Yu-Pei Chang, National Chiao Tung University, Taiwan

4592 13:30-14:00
Media Product of International Youth Camp: Analysis Context of East Asia and ASEAN
Pichit Thi-In, Chandrakasem Rajabhat University, Thailand

4577 14:00-14:30
The Transformative Meanings of Ghosts in Thai Soap Operas
Jithiwadee Wilailoy, National Institute of Development Administration (NIDA), Thailand



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Saturday Session III: 13:00-14:30
MediAsia - Mass Communication
Session Chair: Satria Kusuma

Room: Koubai

4571 13:00-13:30
Effects of Political Orientations, Religion and Demographic Backgrounds on Lebanese Mass Media Consumption: Confirmatory Quantitative Analysis
Imad Bou-Hamad, American University of Beirut, Lebanon

4236 13:30-14:00
Expectations for Delivering Entertainment News through Television
Sanpach Jiarananon, Bansomdejchaopraya Rajabhat University, Thailand

6181 14:00-14:30
The Adolescents' Habitual Use of New Media: The Mapping of New Media Habits in Indonesian Adolescents
Satria Kusuma, Atma Jaya Catholic University, Indonesia
Dorien Kartikawangi, Atma Jaya Catholic University, Indonesia
Isabella Astrid, Atma Jaya Catholic University, Indonesia

Saturday Session III: 13:00-14:30
FilmAsia - Film Criticism & Theory
Session Chair: Marc Yamada

Room: Takara

5727 13:00-13:30
The 'Trans' of Transnational Cinema: Films Crossing Borders or Filmmakers?
Denis William Quinn, Griffith University, Australia

4873 13:30-14:00
Conflicting Values in the Representations of Aging and Mental Disorders in Italian Film
Roberta Di Carmine, Western Illinois University, USA

3814 14:00-14:30
The Post-Aum Films of Kurosawa Kiyoshi
Marc Yamada, Brigham Young University, USA

Saturday Session III: 13:00-14:30

Saturday Session III: 13:00-14:30
FilmAsia - Film Criticism & Literature
Session Chair: Xuelin Zhou

Room: Suehiro

6844 13:00-13:30

Posthumanism in the Film Adaptation of "Never Let Me Go"

Chi-She Li, National Taiwan University, Taiwan

4799 13:30-14:00

A Geocritical Reading of Wei Te-Sheng's "Warriors of the Rainbow: Seediq Bale"

Fang-Jeng Liu, National Sun Yat-sen University, Taiwan

4284 14:00-14:30

Conflicts and Genres

Xuelin Zhou, University of Auckland, New Zealand

14:30-14:45
Coffee Break



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Saturday Spotlight Session: 14:45-15:45

Saturday Spotlight Session I: 14:45-15:45

Room: Ohgi

6816 14:45-15:15

Positioning the Audience? Social Semiotic Theory and Japanese Cinema

Timothy W. Pollock, Haboromo University of International Studies, Japan

IAB Member 15:15-15:45

The Force is Strong with this One: Using "Star Wars" to Illustrate Concepts of International Relations and Politics

Joel Campbell, Troy University, Japan



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Saturday Spotlight Session II: 14:45-15:45

Room: Suehiro

4698 14:45-15:15

Cultural Stereotypes and Media Coverage of Disaster: Analysis and Implications of International Media Framing of the 2011 Japan Disaster

Jamie Matthews, Bournemouth University, UK

4912 15:15-15:45

Recognizing Hidden Bias in Cross-Cultural Diplomacy

Stephen B. Ryan, Yamagata University, Japan

15:45-16:00

Coffee Break

16:00-16:45

MediAsia Featured Speaker Session: Barry Natusch & Beryl Hawkins

Room: Kaede (2F)

Sunday



Sunday Session I: 9:00-10:30

Sunday Session I: 9:00-10:30
MediAsia - Interdisciplinary
Session Chair: Mario Rodriguez

Room: Ohgi

6849 9:00-9:30

The Role of Culture in Communication: How Cultures Influence the Way People Perceive Information
 Can Cemal Cingi, Anadolu University, Turkey

4222 9:30-10:00

On Using Machinima as 'Found' in Animation
 Huang Jifeng, RMIT University, Australia

4502 10:00-10:30

"Enjoy the Burn": Civic Potential at Burning Man
 Mario Rodriguez, Stetson University, USA

Sunday Session I: 9:00-10:30
MediAsia - Social Media & Communication
Session Chair: Marsha Berry

Room: Takara

2730 9:00-9:30

What's on Your Mind? Rhetorics of Identity Construction on Facebook
 Joan Macapagal Dizon, Southern Luzon State University, Philippines

4382 9:30-10:00

Microblogging and Life Changes: An Ethnographic and Statistical Analysis of Young Adults
 Marsha Berry, RMIT University, Australia
 Xinru Chen, RMIT University, Australia
 Vance L. Martin, University of Melbourne, Australia

Sunday Session I: 9:00-10:00
MediAsia - Interdisciplinary Asian Media
Session Chair: Aylanda Hidayati Dwi-Nugroho

Room: Koubai

6717 9:00-9:30

Media Exposure, Social Relation, Knowledge, Attitude and Behavior of Tourism Management at Satul
 Patchanee Cheuyjunya, National Institute of Development Administration, Thailand
 Pichit Thi-in, National Institute of Development Administration, Thailand
 Thatsanawadi Kaeosanit, National Institute of Development Administration, Thailand
 Pitak Chumngkol, National Institute of Development Administration, Thailand
 Panurit Sarasombat, National Institute of Development Administration, Thailand
 Jithiwadee Wilailoy, National Institute of Development Administration, Thailand
 Apichat Puksawadde, National Institute of Development Administration, Thailand
 Satakorn Hongjanya, National Institute of Development Administration, Thailand
 Chomchanai Bunluesintu, National Institute of Development Administration, Thailand

4979 9:30-10:00

Cultural Adaptation of Print Media Management in Indonesia Facing the Development of Cyber Journalism
 Sri Mustika, University of Muhammadiyah, Indonesia

4440 10:00-10:30

News Representations of Political Parties and Presidential Candidates in Jawa Pos During Indonesia's 2014 General Election
 Aylanda Hidayati Dwi-Nugroho, Petra Christian University, Indonesia



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Sunday Session I: 9:00-10:30

Sunday Session I: 9:00-10:30
MediAsia - Interdisciplinary
Session Chair: Sammiti Sukbunjhong

Room: Suehiro

4320 9:00-9:30
Suratthani Rajabhat University Branding
Nattawut Suwantip, Suratthani Rajabhat University, Thailand

4770 9:30-10:00
Semiotic Analysis of Lifestyle Indices in Persian Magazines Advertisings in the Second Half of the 80s in Iran
Sahar Dadjoo, University of Tehran, Iran
Zahra Shabestari Zadeh, Allameh Tabatabai University, Iran

6451 10:00-10:30
The Study of the Use of Performing Arts in Communications and Expressions through Television Media by News Announcers in Thailand
Sammiti Sukbunjhong, Srinakharinwirot University, Thailand

10:30-10:45
Coffee Break

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y

Sunday Session II: 10:45-12:15

Sunday Session II: 10:45-12:15

Room: Ohgi

MediAsia/FilmAsia - Film Theory & Gender

Session Chair: Mary Catherine E. Lawler

6827 10:45-11:15

Female Filmmakers in the Middle East: Movies as Their New Voice

Maha El-Wazir, Cairo University, Egypt

4743 11:15-11:45

Depiction of the Good and Evil Conflict through Female Characters in Turkish Cinema from Kezban to Ilklimler

Nermin Orta, Selcuk University, Turkey

5042 11:45-12:15

Intermedial Processes of Gender Negotiation: On the Construction of Gender Images in Richard Linklater's "A Scanner Darkly"

Mary Catherine E. Lawler, University of Alberta, Canada

Sunday Session II: 10:45-12:15

Room: Takara

MediAsia - Critical & Cultural Studies

Session Chair: Shu-Hui Huang

4956 10:45-11:15

Embracing Arts for Soft-Power Recipes: The Iranian National Power and its Emerging Discourses

Fatemeh Hosseini-Shakib, Tehran University of Arts, Iran

4389 11:15-11:45

Communication for Maintaining Ethnic Identity of the Siamese-Malaysian Community in Malaysia

Thatsanawadi Kaeosanit, National Institute of Development Administration, Thailand

4342 11:45-12:15

Gender and Communication: A Study on the Factors Affecting the Career Choices of Taiwanese Women

Shu-Hui Huang, Hsuan Chuang University, Taiwan

Sunday Session II: 10:45-12:15

Room: Koubai

MediAsia - Social Media & Community Communication

Session Chair: Nattapong Yamcharoen

4166 10:45-11:15

Is the @Indonesia Twitter Account Representing Indonesia?

Yohanes Widodo, Universitas Atma Jaya Yogyakarta, Indonesia

3875 11:15-11:45

Communication Process of Community in the Conservation of Biodiversity: A Case Study of the Doi Saket Chiang Rai Province Community

Singh Singkhajorn, Bansomdejchaopraya Rajabhat University, Thailand

6455 11:45-12:15

Buddhist Communication Styles for New Generation in Present-Day Thailand

Nattapong Yamcharoen, Kasembundit University, Thailand



S
u
n
d
a
y

Sunday Session II: 10:45-12:15

Sunday Session II: 10:45-12:15

Room: Suehiro

MediAsia - Journalism

Session Chair: Olivia Lewi Pramesti

4741 10:45-11:15

Potential and Concerns: Chinese Journalism in the Big Data Era

Zhang Li, Communication University of China, China

Sheng Yitao, Communication University of China, China

4992 11:15-11:45

The Annexation of Crimea in the Latin American Press: A New Round of Argentina's Fight for the Falklands

Yuliya Goshkina, Saint-Petersburg State University, Russian Federation

4338 11:45-12:15

The Structure of Bribery Practices among Journalists and its Causes: A Case Study on Bribery Practices among Journalists in Special Region of Yogyakarta, Indonesia

Olivia Lewi Pramesti, University of Atma Jaya Yogyakarta, Indonesia

12:15-13:00
Lunch Break



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Sunday Session III: 13:00-14:30

Sunday Session III: 13:00-14:30
MediAsia - Interdisciplinary Media
Session Chair: Johannes Degenaar Froneman

Room: Ohgi

6099 13:00-13:30
Linplexity: A Closer Look at How One Asian is a Representative for an Entire Race
Ryan Kitaro Kwai-ming Hata, San Francisco State University, USA

3126 13:30-14:00
Conviviality and New Imagined Communities: Competing Imagination of Muslim Ummah in Islamic Online Media in Indonesia
Taufiqur Rahman, University of Western Australia, Australia

4165 14:00-14:30
Peace through Conflict: Media Case Studies from South Africa
Johannes Degenaar Froneman, North-West University, South Africa

Sunday Session III: 13:00-14:30
MediAsia - Critical & Cultural Studies
Session Chair: Raymond B. Galang

Room: Takara

4763 13:00-13:30
I Love You, Bro: The [Mis]Representation of Male-Bonding in Boy Bands through their Music
Mary Jane S. Camarador, Southern Luzon State University, Philippines

4697 13:30-14:00
Female Masculinity and the Image of Women in the Chinese Cultural Revolution
Zhuying Li, University of RMIT, Australia

4136 14:00-14:30
Analyzing Body Image in Media: The Case of the Television Series "Gossip Girl"
Raymond B. Galang, University of the East - Manila, Philippines

Sunday Session III: 13:00-14:30
MediAsia - Advertising
Session Chair: Duygu Aydın

Room: Koubai

5891 13:00-13:30
Shamelebrity: Scandal and Self-Shame As Marketing Strategies in the Commercial Blogosphere
Crystal Abidin, University of Western Australia, Australia

4998 13:30-14:00
The Effect of Visual Metaphors in Advertising on Ad Likeability
Naim Çınar, Anadolu University, Turkey

5947 14:00-14:30
The Profile of Sharing through Social Media: The Coca Cola Case
Duygu Aydın, Selcuk University, Turkey



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Sunday Session III: 13:00-14:00

Sunday Session III: 13:00-14:00
FilmAsia/MediaAsia - Interdisciplinary Film
Session Chair: Theron Fairchild

Room: Suehiro

4560 13:00-13:30

Peripheral Perspectives: Philippine Independent Film Festivals As a Subaltern Public Sphere
Jayson Fajarda, University of the Philippines Diliman, Philippines

4779 13:30-14:00

Artificial Consciousness: Where Does Science Fact Break from Science Fiction, and How Do We Know?
Theron Fairchild, Kanagawa University, Japan

14:30-14:45

Coffee Break

Closing Session

14:45-15:15

Room: Kaede (2F)

Join us for a conference highlights photography slideshow and closing remarks from IAFOR Executive Director, Dr. Joseph Haldane and MediaAsia FilmAsia 2014 Conference Chair, Professor Gary E. Swanson.



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Virtual



Virtual Presentations

2370

Crowdsourcing through Social Media: The Case of ABS-CBN's Bayan Mo, iPatrol Mo
Zsa Zsa M. Bacaling, West Visayas State University, Philippines

3588

Designing Optimal Viewpoints in Technical Illustrations
Debopriyo Roy, University of Aizu, Japan

3589

Efficacy of Technical Illustrations in a Technical Communication Environment
Debopriyo Roy, University of Aizu, Japan

3936

Television Documentary on the Threshold of the 21st Century
Abolhasan Ghasemi, Islamic Republic of Iran Broadcasting University, Iran

4188

Islam and Mosque Developments in the Australian Media: A Literature Review
Caitlin McGregor, University of Newcastle, Australia

4221

Strengthening the Quality of "Public Sphere" in Digitalized Indonesia: A Case Study about Public and Community Broadcasting in Indonesia during the Digital Transition Era
Hermin Indah Wahyuni, Universitas Gadjah Mada, Indonesia

4452

Village Voiced, Village Empowered: A Case Study of the Citizen Journalism Practice Using New Media as a Medium of Empowering the Villagers at Banyumas Regency in 2012-2013
Lisa Lindawati, Universitas Gadjah Mada, Indonesia

4496

A Virtual Ethnography Study on Relational Closeness Among Pencak Silat Practitioners on Facebook
Dindin Dimiyati, President University, Indonesia
Adlina Nufikha, President University, Indonesia

4563

The Converging Influence of Media in Today's Youth: Retrospecting Academic Performance and Media Exposure
Ramir Philip Jones V. Sonsona, Mindanao University of Science and Technology, Philippines

4674

City's Visual Communication Strategy in the Digital Context: A Case Study of Wuhan's Image Videos
Han Liu, Wuhan Donghu University, China
Liam Ward, RMIT University, Australia

6116

Seeing like a Feminist: Representations of Societal Realities in Women-Centric Bollywood Films
Sutapa Chaudhuri, University of Calcutta, India

6206

Whither the News: Problematizing the Gendered Limits of Coverage on Women's Wartime Labour in Canadian Newspapers, 1939-1945
Tracy Moniz, Mount Saint Vincent University, Canada

6420

Discontentment among the Indian Media Professionals: Meager Pay Scale Concerns
Neha Miglani Vadhera, Panjab University, India

6756

Conflict in Egypt as Depicted in Asian Cartoons: An Analysis During 2011-2014
Sara S. Elmaghraby, Cairo University, Egypt



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i
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t
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a
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Virtual Presentations

6757

Covering the Egyptian Presidential Election of 2014 in the Asian Press

Yasmine Abu el Ela, Cairo University, Egypt

6806

The Analysis on the Documentary, "The Big Picture": The Moment of Sympathetic Connection as a Rupture

Chung Jae Lee, The University of Chicago, USA

6834

The Key to Survival: A Content and Reception Analysis of Batangas, Philippines' 50-Year-Old Community Newspaper "Sun Star People's Courier"

Sunshine Blanco, Philippines



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V
i
r
t
u
a
l

Index



A-Z Index of Authors

Abbas, Shirin	4062	p. 4	Huang, Yu-Di	6851	p. 9
Abidin, Crystal	5891	p. 20	Indah Wahyuni, Hermin	4221	p. 22
Abu el Ela, Yasmine	6757	p. 23	Iqbal Ahmad, Munawar	5544	p. 8
Ahmed Morsy, Heba	6651	p. 8	Iqbal, Zafar	5544	p. 8
Ahn, Soo Min	4733	p. 11	Jiarananon, Sanpach	4236	p. 12
Al Failakawi, Yousef	6676	p. 11	Jifeng, Huang	4222	p. 16
Alabdullah, Abdulaziz H	6690	p. 8	Kaeosanit, Thatsanawadi	6717	p. 16
Alsalem, Fatima	5610	p. 8	Kaeosanit, Thatsanawadi	4389	p. 18
Amador, Victoria	6493	p. 5	Kartikawangi, Dorien	6181	p. 12
Astrid, Isabella	6181	p. 12	Khan, Fazal Rahim	5544	p. 8
Aydin, Duygu	5947	p. 20	Konstante, Nikol	4683	p. 11
Bacaling, Zsa Zsa M.	2370	p. 22	Kusuma, Satria	6181	p. 12
Berry, Marsha	4382	p. 16	Kwak, Ki-Sung	6761	p. 5
Blanco, Sunshine	6834	p. 23	Lardeau, Matthieu	6667	p. 3
Bou-Hamad, Imad	4571	p. 12	Lardeau, Matthieu	6663	p. 10
Brillon, Cherish Aileen A.	6346	p. 5	Lawler, Mary Catherine E.	5042	p. 18
Buaphuean, Songyot	5899	p. 8	Lee, Chung Jae	6806	p. 23
Camarador, Mary Jane S.	4763	p. 20	Lee, Min-Chih	6851	p. 9
Campbell, Joel	IAB	p. 14	Li, Chi-She	6844	p. 13
Cao, Peixin	4740	p. 10	Li, Chih-Hsien	4330	p. 9
Carter, Joe	6723	p. 9	Li, Zhang	4741	p. 19
Cemal Cingi, Can	6849	p. 16	Li, Zhuying	4697	p. 20
Chang, Ruei-Sing	4971	p. 12	Lindawati, Lisa	4452	p. 22
Chang, Yu-Pei	4971	p. 12	Liu, Fang-Jeng	4799	p. 13
Chang, YuPei	4825	p. 3	Liu, Han	4674	p. 22
Chang, Yupei	4972	p. 11	Lovric, Bruno	4661	p. 4
Chang, Yupei	4957	p. 11	Martin, Vance L.	4382	p. 16
Chao, Chen Huan	4972	p. 11	Matthews, Jamie	4698	p. 14
Charoenwongsa, Matana	5886	p. 10	McCoy, Patrick D.	4072	p. 3
Chaudhuri, Sutapa	6616	p. 22	McGregor, Caitlin	4188	p. 22
Chen, Chien-Hsu	6779	p. 8	Medhat, Salma	6399	p. 5
Chen, Xinru	4382	p. 16	Moniz, Tracy	6206	p. 22
Cheuyjunya, Patchanee	6717	p. 16	Montaño, Jose	4567	p. 3
Choi, Inhye	4733	p. 11	Morawski, Jakub	6793	p. 5
Çinar, Naim	4998	p. 20	Mustika, Sri	4979	p. 16
Cox, Christine Anne R.	3847	p. 3	Nufikha, Adlina	4496	p. 22
Cross, Robert	3523	p. 10	Orta, Nermin	4743	p. 18
Dadjoo, Sahar	4770	p. 17	Padilla, Cindy G.	6558	p. 11
Di Carmine, Roberta	4873	p. 12	Paksoy, Alaaddin F.	6828	p. 8
Dimiyati, Dindin	4496	p. 22	Panatung, Sawitree	5886	p. 10
Dizon, Joan Macapagal	2730	p. 16	Peacock, Steven	4896	p. 5
Dwi-Nugroho, Aylanda Hidayati	4440	p. 16	Pellitteri, Marco	3825	p. 5
El-Wazir, Maha	6827	p. 18	Pereira, Fábio Henrique	4207	p. 10
Elmaghraby, Sara S.	6756	p. 22	Pollock, Timothy W.	6816	p. 14
Erlinder, Scott D.	0042	p. 5	Pramesti, Olivia Lewi	4338	p. 19
Fairchild, Theron	4779	p. 21	Quinn, Denis William	5727	p. 12
Fajarda, Jayson	4560	p. 21	Rahman, Taufiqur	3126	p. 20
Fang, Chun-Wen	6851	p. 9	Rahmitasari, Diyah Hayu	5855	p. 10
Froneman, Johannes Degenaar	4165	p. 20	Rodriguez, Mario	4502	p. 16
Galang, Raymond B.	4136	p. 20	Roy, Debopriyo	3588	p. 22
Gapasin, Anna Ruby P.	4084	p. 3	Roy, Debopriyo	3589	p. 22
Gazzaz, Osman	5544	p. 8	Ryan, Stephen B.	4912	p. 14
Ghasemi, Abolhasan	3936	p. 22	Shabestari Zahra, Zadeh	4770	p. 17
Goshkina, Yuliya	4992	p. 19	Shaw, Kanyika	4654	p. 6
Gudi, Shreeraj	4996	p. 4	Shubha, H S	6323	p. 3
Hata, Ryan Kitaro Kwai-ming	6099	p. 20	Shukla, Apama	4930	p. 10
Hosseini-Shakib, Fatemeh	4956	p. 18	Singh, A.K.	4062	p. 4
Huang, Shu-Hui	4342	p. 18	Singkhajorn, Singh	3875	p. 18
Huang, Tsung-Yi Michelle	6728	p. 5	Soliman, Eman Mohamed	6651	p. 8
			Sonsona, Ramir Philip Jones V.	4563	p. 22

A-Z Index of Authors

Spicer, Paul	5691	p. 5
Srisaracam, Sakulsri	6067	p. 8
Su, Chun-Yun	6779	p. 8
Suerte-Felipe, Cecilia M	4084	p. 3
Sukbunjhong, Sammiti	6451	p. 17
Suwantip, Nattawut	4320	p. 17
Thi-in, Pichit	6717	p. 16
Thi-In, Pichit	4592	p. 12
Ting Tang, Ya	4991	p. 10
Turaphan, Paitoon	5886	p. 10
Vadhera, Neha Miglani	6420	p. 22
Valenzuela, Miguel Felipe	5540	p. 8
Viloria-Briones, Melanie	5489	p. 3
Ward, Janelle	4472	p. 6
Ward, Liam	4674	p. 22
Widodo, Yohanes	4166	p. 18
Wilailoy, Jithiwadee	4577	p. 12
Yamada, Marc	3814	p. 12
Yamcharoen, Nattapong	6455	p. 18
Yang, Jui-Kai	4825	p. 3
Yildizgorur, Mehmet Ramazan	6755	p. 6
Yitao, Sheng	4741	p. 19
Yoon, Seo Jung	4733	p. 11
Zhou, Tianyang	3606	p. 6
Zhou, Xuelin	4284	p. 13

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Notes



Notes



Notes



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