

# KAMC/MediAsia

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The 2024 IAFOR Autumn Conference Series in Kyoto

The 5th Kyoto Conference on Arts, Media & Culture (KAMC2024)

The 15th Asian Conference on Media, Communication & Film (MediAsia2024)

October 15–19, 2024 | Kyoto, Japan & Online

## PROGRAMME & ABSTRACT BOOK

Organised by The International Academic Forum (IAFOR) in partnership with the IAFOR Research Centre at the Osaka School of International Public Policy (OSIPP) at Osaka University, Japan, and IAFOR's Global Partners

ISSN: 2433-7544 (Online) ISSN: 2433-7587 (Print)



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# IAFOR Global Partners



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Professor Padma Rani, Manipal Academy of Higher Education, India  
Dr Paul Spicer, Hokkaido University, Japan



# Letter of Welcome



Dear Friends and Colleagues,

Welcome to the wonderful city of Kyoto, a cultural, historical and religious centre that has long inspired the imagination, both within Japan and much further afield. The capital of Japan from the eighth century until 1868, Kyoto boasts an extraordinary heritage where the ancient drives the modern, and traditions of excellence centuries-old continue to inspire innovation today; in the intersecting fields of the arts, media, and culture around which KAMC and MediAsia focus, but also in great centres of learning and world-leading businesses.

This year's conference brings together over 330 delegates from 46 countries, in an extraordinarily rich intellectual space for comparative and contrastive discussions and research across the lines of nation, culture, and discipline for which IAFOR has come to be known.

I would like to thank the IAFOR International Academic Board and the conference committee for their role in shaping the programme for what promises to be a great event, as well as the invited plenary and featured speakers, and the many academics from around the world. I encourage your active participation in the conference: we have a lot to learn from each other.

I look forward to meeting you all,

Warmest regards,

A handwritten signature in blue ink that reads "Joseph L. Haldane". The signature is written in a cursive style and is underlined with a long, horizontal stroke.

**Dr Joseph Haldane**

Chairman & CEO, The International Academic Forum (IAFOR)

Professor, European Center for Peace and Development (ECPD), United Nations University for Peace

Guest Professor, Osaka School of International Public Policy, Osaka University, Japan

Visiting Professor, Doshisha University, Japan

Visiting Professor, The University of Belgrade, Serbia

Honorary Professor, University College London (UCL), United Kingdom

Member, Expert Network, World Economic Forum





## Become an IAFOR Member

IAFOR provides an enriching personal and professional environment for academics and scholars of all ages and backgrounds to exchange and contribute to interdisciplinary and intercultural dialogue that informs and is informed by their own cultural and disciplinary background and experiences. We are able to do this thanks to our extraordinary network of individuals and institutions around the world who support our work and help shape our events globally. We particularly emphasise the nurturing and support for emerging academics from an array of different backgrounds, and aim to provide opportunities for them to seek advice, support and guidance, as well as offering mid-career and more established academics opportunities to forge working relationships beyond their traditional disciplinary ambitions.

In our current world where division and strife are often reinforced and played out in national and local contexts, and political posturing frequently seeks to ostracise and demonise, IAFOR is committed to working across cultural and national borders, and to work to bring people together through dialogue. We believe that mature human interaction and academic and cultural exchange are essential to offering positive versions of the future, where cooperation happens between individuals and institutions who share a commitment to listen, to reach out and bridge divides, and to contribute to good global citizenship, and to making the world a better place.

By becoming a member of IAFOR, you will become part of an extraordinary network and a stakeholder in shaping the IAFOR mission and facilitating international exchange, encouraging intercultural awareness, and promoting interdisciplinary discussion in the hope and expectation of generating and sharing new knowledge. Join us now in this growing global organisation, and help make a difference today.

To learn more about IAFOR membership, please visit:

[iafor.org/membership](https://iafor.org/membership)



# KAMC/MediAsia2024 Key Statistics

international  
intercultural  
interdisciplinary

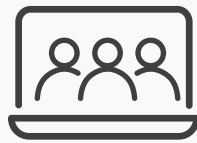
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Date of creation: September 9, 2024

# 336 DELEGATES FROM 46 COUNTRIES



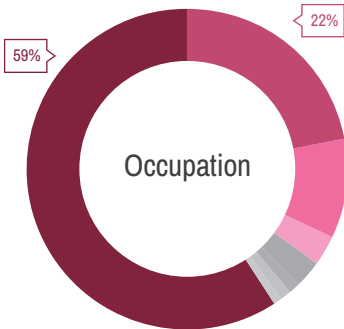
**235**  
Onsite  
Presentations



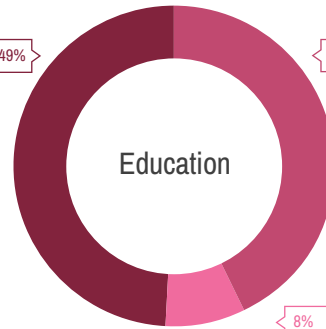
**81**  
Online  
Presentations



**231**  
Institutions and  
Organisations



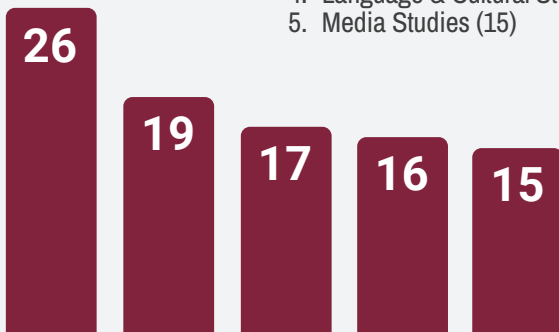
59% University Faculty  
22% Doctoral Student  
10% Postgraduate Student  
3% Postdoctoral Fellow or Instructor  
3% Other  
1% Independent Scholar  
1% Private Sector  
1% Public Sector/Practitioner



49% Doctoral Degree  
43% Masters Degree  
8% Bachelors Degree

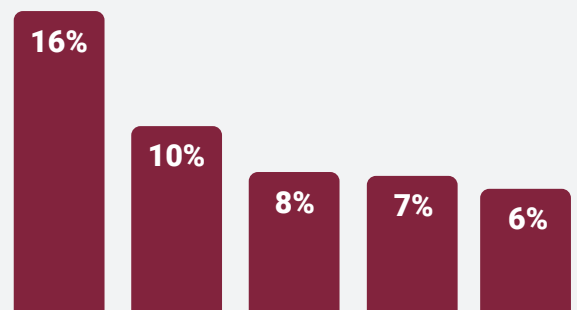
## Top Streams

1. Cultural Studies (26)
2. Social Media & Communication Technology (19)
3. Advertising, Marketing & Public Relations (17)
4. Language & Cultural Studies (16)
5. Media Studies (15)



## Top Countries by Delegate Attendance

1. Indonesia (16%)
2. Thailand (10%)
3. Taiwan (8%)
4. Japan (7%)
5. United States (6%)



**305**  
Total  
Presentations



**134**  
Hours of  
Content

## Multiple Authored vs. Single Authored Submissions



international | intercultural | interdisciplinary

# Inspiring Global Collaborations

*Date of creation: September 9, 2024*



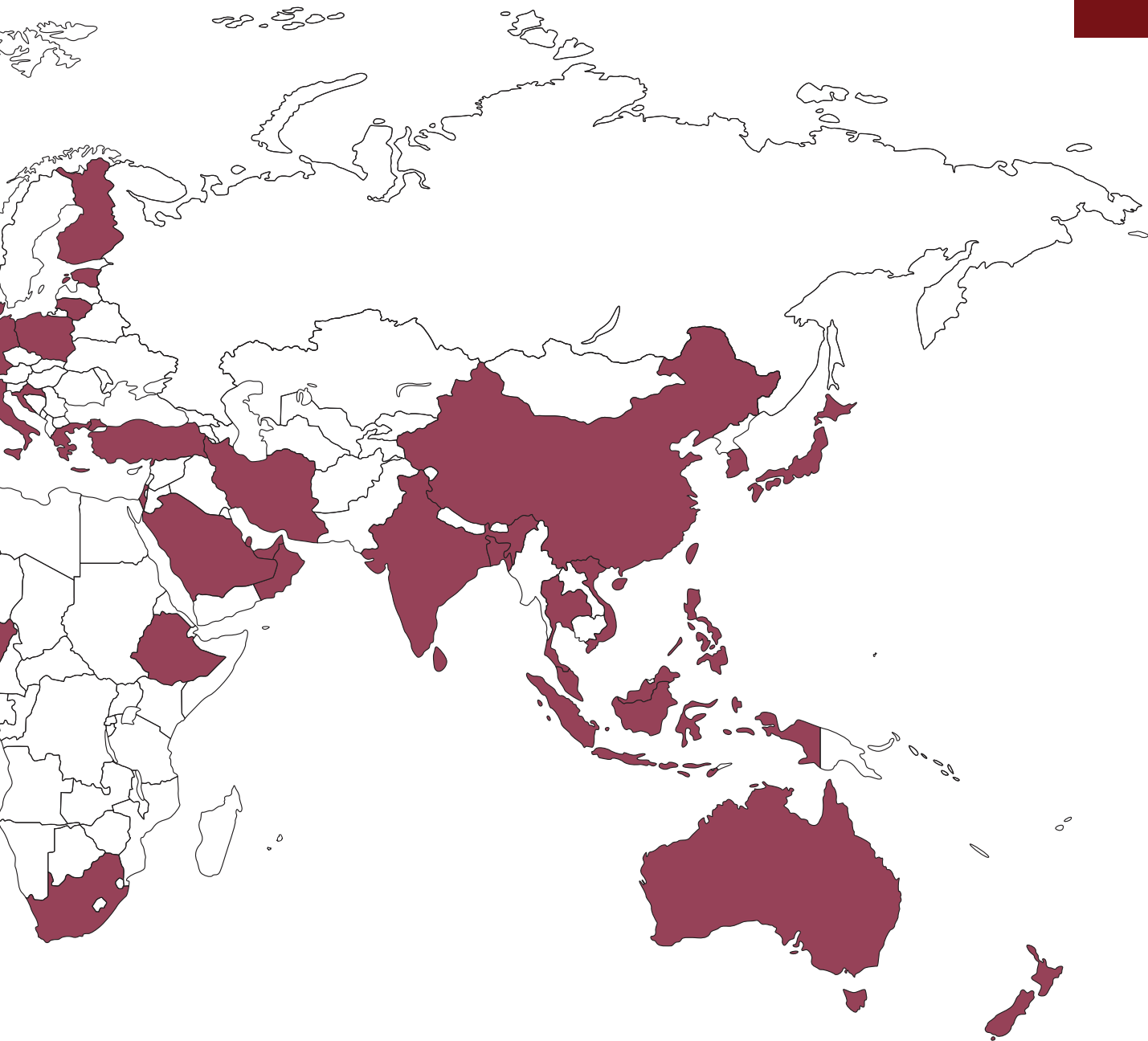
## international intercultural interdisciplinary

One of the greatest strengths of IAFOR's international conferences is their international and intercultural diversity.

KAMC/MediAsia2024 has attracted 336 delegates from 46 countries

Indonesia	54	Australia	7	Turkey
Thailand	34	Canada	7	Denmark
Japan	25	South Africa	7	Ghana
Taiwan	25	Singapore	6	New Zealand
United States	22	Lithuania	5	Portugal
Philippines	21	Israel	4	Qatar
United Kingdom	17	United Arab Emirates	4	Bangladesh
Malaysia	14	Vietnam	4	Brazil
Hong Kong	11	Belgium	3	Croatia
China	10	Germany	3	Estonia
India	9	Italy	3	Ethiopia
South Korea	8	Poland	3	Finland





3	Greece	1	<b>Total Attendees</b>	336
2	Iran	1	<b>Total Onsite Presentations</b>	223
2	Ireland	1	<b>Total Online Presentations</b>	84
2	Macau	1	<b>Total Countries</b>	46
2	Mexico	1		
2	Nigeria	1		
1	Oman	1		
1	Saudi Arabia	1		
1	Spain	1		
1	Sri Lanka	1		
1				
1				

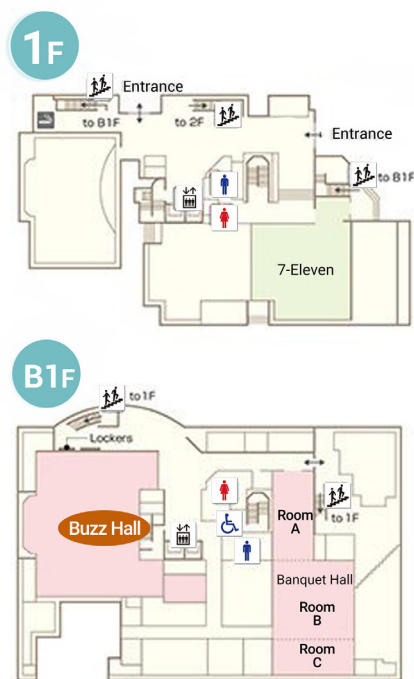
# Conference Venue: Wednesday, October 16 to Friday, October 18

## Kyoto Research Park

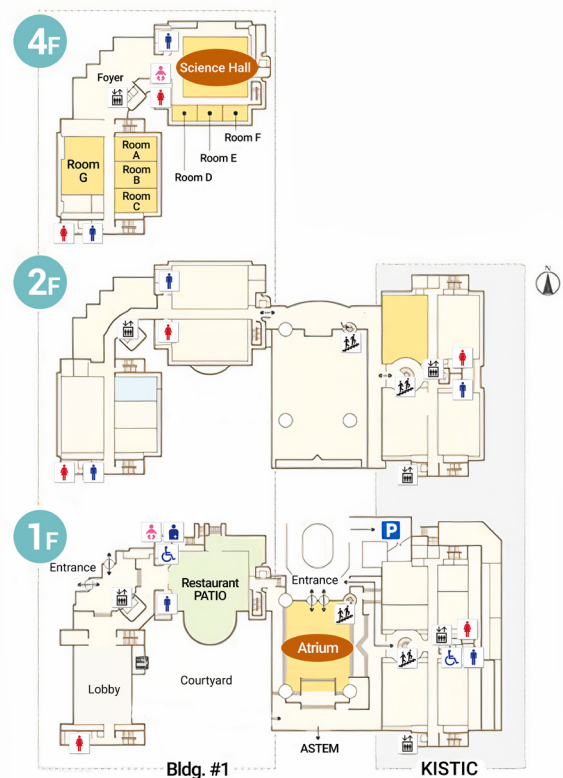
Address: Chudoji Minamicho 134, Shimogyo Ward, Kyoto



### Building 4



### Building 1



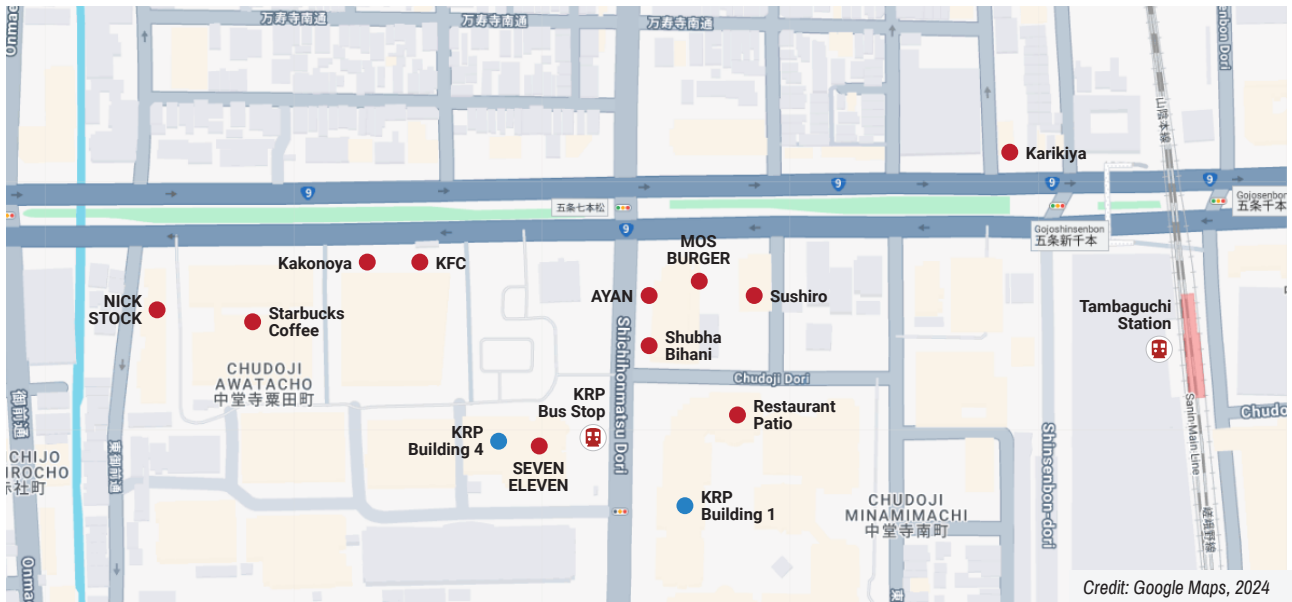


# Conference Venue: Wednesday, October 16 to Friday, October 18

## Kyoto Research Park

### Suggested Lunch Options

Please note that lunch is not provided.  
This lunch map offers suggestions on where you can eat around Kyoto Research Park.



**SEVEN ELEVEN**  
Type: Convenience Store  
Walking Distance: 2 minutes



**Restaurant Patio**  
Type: Japanese Restaurant  
Walking Distance: 2 minutes



**Shubha Bihani**  
Type: Indian Restaurant  
Walking Distance: 2 minutes



**AYAN**  
Type: Korean Restaurant  
Walking Distance: 2 minutes



**KFC**  
Type: American Fried Chicken  
Walking Distance: 2 minutes



**Kakonoya**  
Type: Japanese Restaurant  
Walking Distance: 3 minutes



**MOS BURGER**  
Type: Hamburger Restaurant  
Walking Distance: 3 minutes



**Sushiro**  
Type: Sushi Restaurant  
Walking Distance: 3 minutes



**Starbucks Coffeee**  
Type: Coffee Shop  
Walking Distance: 5 minutes



**NICK STOCK**  
Type: Cafe & Meat Bar  
Walking Distance: 5 minutes



**Karikiya**  
Type: Japanese Ramen  
Walking Distance: 6 minutes

Scan the QR code for more detailed restaurant information and Google Map directions





# Yokoso!

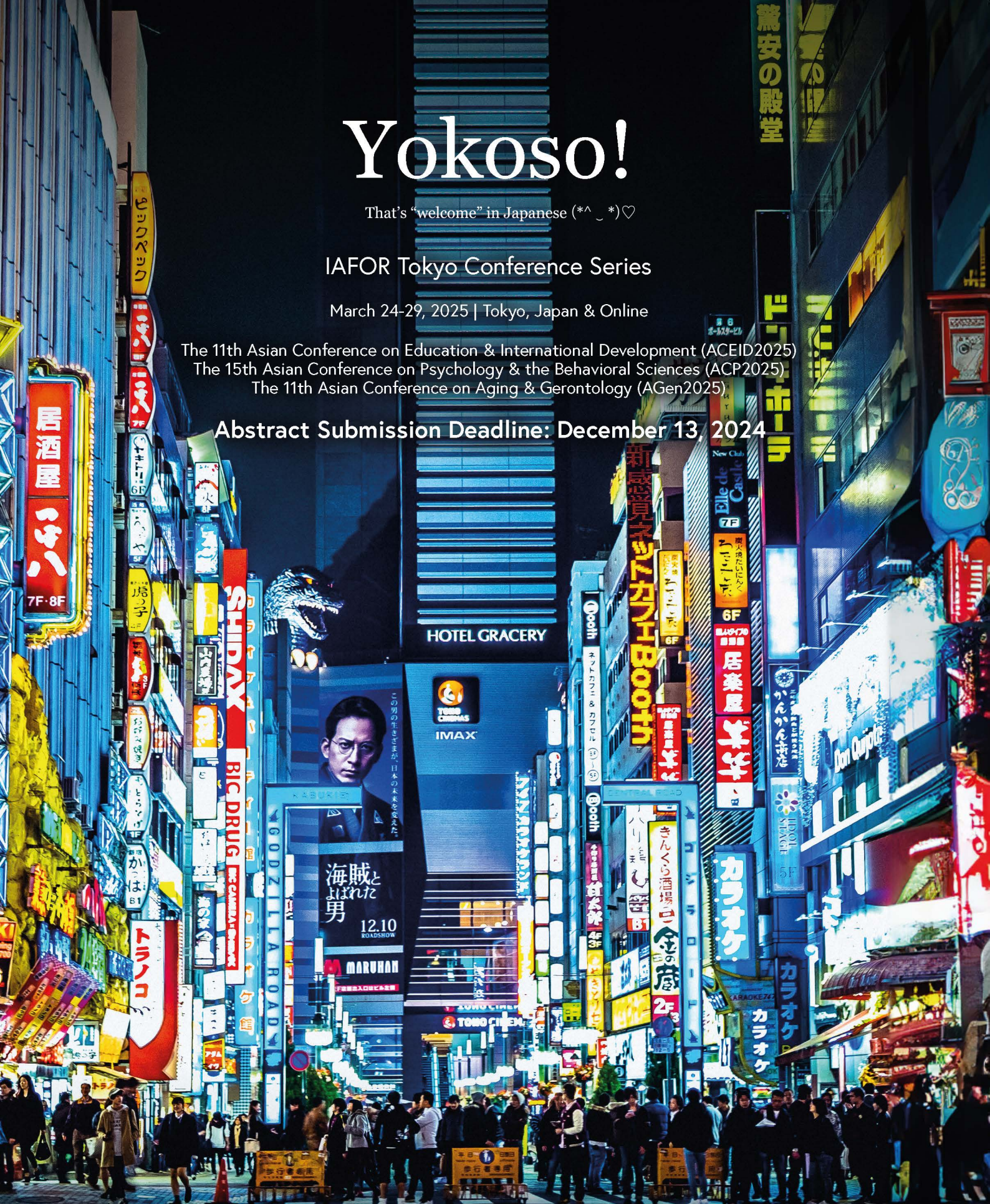
That's "welcome" in Japanese (\*^\_^\*)♡

IAFOR Tokyo Conference Series

March 24-29, 2025 | Tokyo, Japan & Online

The 11th Asian Conference on Education & International Development (ACEID2025)  
The 15th Asian Conference on Psychology & the Behavioral Sciences (ACP2025)  
The 11th Asian Conference on Aging & Gerontology (AGen2025)

**Abstract Submission Deadline: December 13, 2024**



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## October 15 | All times are Japan Standard Time (UTC+9) Tuesday at a Glance

### 13:00-17:30 Conference Cultural Tour | A Day in Historic Kyoto

Delegates attending the conference are invited to join an exclusive walking tour to some of Kyoto's most historic and revered sites, each a testament to the city's profound spiritual heritage and architectural mastery. From the tranquil ambience of Yasaka Shrine to the panoramic vistas of Kiyomizu-dera Temple, this tour is an intimate immersion into Kyoto's vibrant past, shaping an inspired start to the conference.

The visit will be led by Professor Brian Victoria of the Oxford Centre for Buddhist Studies, whose in-depth historical and cultural knowledge of the sites will bring an academic edge to this already unique and exciting experience.

*This ticketed event is sold out.*



## October 16 | All times are Japan Standard Time (UTC+9) Wednesday at a Glance

### Conference Venue: Kyoto Research Park, Building 1

- 09:30-10:30 Conference Check-in & Coffee | Foyer (Bldg 1, 4F)
- 10:30-10:35 Announcements | Science Hall (Bldg 1, 4F) & Online
- 10:35-10:55 Welcome Addresses & Recognition of IAFOR Scholarship Winners | Science Hall (Bldg 1, 4F) & Online**  
Joseph Haldane, IAFOR, Japan
- 11:00-11:25 Keynote Presentation | Science Hall (Bldg 1, 4F) & Online**  
*The Meaning and Message of Indigenous and Fourth Media: With a Focus on Media Created by the Ainu*  
Jeffrey Gayman, Hokkaido University, Japan
- 11:25-11:35 Q&A Session
- 11:40-12:05 Keynote Presentation | Science Hall (Bldg 1, 4F) & Online**  
*Alberti, Stendhal, HNWI, and Asian Art*  
James S. Moy, University of South Florida, United States
- 12:05-12:15 Q&A Session
- 12:15-12:25 Conference Photograph**
- 12:25-13:30 Lunch Break





## October 16 | All times are Japan Standard Time (UTC+9) Wednesday at a Glance

**Conference Venue: Kyoto Research Park, Building 1**

**13:30-14:30 Panel Discussion: IAFOR Global Fellows and IAFOR Research Centre | Science Hall (Bldg 1, 4F) & Online**

*Media and Power in the Asia-Pacific*

Azusa Iwane, IAFOR Global Fellow, Japan

Sonja Viktorija Anić, Osaka University, Japan

Shuqi Wang, IAFOR Global Fellow, Japan

Virgil Hawkins, Osaka University & IAFOR Research Centre, Japan (Moderator)

14:30-14:45 Coffee Break

**14:45-15:45 The Forum | Science Hall (Bldg 1, 4F) & Online**

*Global Citizenship: Media and Digital Citizenship*

Virgil Hawkins, Osaka University & IAFOR Research Centre, Japan (Moderator)

Melina Neophytou, IAFOR, Japan (Moderator)

**16:00-17:00 Conference Poster Session & Welcome Reception | Atrium (Bldg 1, 1F)**

**19:00-21:00 Conference Dinner | Yachiyo Nanzenji**

*This is a ticketed event*



## October 17 | All times are Japan Standard Time (UTC+9) Thursday at a Glance

### Conference Venue: Kyoto Research Park, Buildings 1 & 4

09:15-09:45 Conference Check-in | Building 1, 4F Foyer

#### 09:45-11:25 Onsite Parallel Session 1

Banquet Hall A (Bldg 4): MediAsia | Broadcast Media & Globalisation

Banquet Hall B (Bldg 4): KAMC | Pop Culture, Subculture & Identities

Banquet Hall C (Bldg 4): KAMC | Lifelong Engagement in Digital Media

Room A (Bldg 1): KAMC | Language and Cultural Studies

Room B (Bldg 1): KAMC | Inter/Multicultural Perspectives in Cultural Studies

Room C (Bldg 1): MediAsia | Social Media and Communication Technology

Room E (Bldg 1): KAMC | Film & Media Studies

Room G (Bldg 1): KAMC | Comparative Issues in Education

11:25-11:40 Coffee Break

#### 11:40-12:55 Onsite Parallel Session 2

Banquet Hall A (Bldg 4): MediAsia | Art, Culture & Technology

Banquet Hall B (Bldg 4): MediAsia | Interdisciplinary Film Studies

Banquet Hall C (Bldg 4): KAMC | AI, Gaming, and E-Sports

Room A (Bldg 1): KAMC | Poetry & Literature in Cultural Studies

Room B (Bldg 1): KAMC | Cultural Studies

Room C (Bldg 1): MediAsia | Media & Social Issues

Room E (Bldg 1): KAMC | Film Studies

Room G (Bldg 1): KAMC | Myths in Film Studies

12:55-13:10 Coffee Break





## October 17 | All times are Japan Standard Time (UTC+9) Thursday at a Glance

**Conference Venue: Kyoto Research Park, Buildings 1 & 4**

### **13:10-14:50 Onsite Parallel Session 3**

Banquet Hall A (Bldg 4): MediAsia | Media & Culture

Banquet Hall B (Bldg 4): MediAsia | Film Criticism and Theory

Banquet Hall C (Bldg 4): MediAsia | Social Media and Communication Technology

Room A (Bldg 1): KAMC | Comparative Discourse Analysis

Room B (Bldg 1): KAMC | Identities in Cultural Studies

Room C (Bldg 1): KAMC | Politics & Sociology

Room E (Bldg 1): KAMC | AI & Digital Technologies in Education

Room G (Bldg 1): KAMC | Education/Pedagogy

14:50-15:05 Coffee Break

### **15:05-16:45 Onsite Parallel Session 4**

Banquet Hall A (Bldg 4): MediAsia | News Media and Use of New Technology

Banquet Hall B (Bldg 4): No Session

Banquet Hall C (Bldg 4): KAMC | Design & Media in Cultural Studies

Room A (Bldg 1): KAMC | Literature, Literary Studies and Theory

Room B (Bldg 1): MediAsia | Media, Laws & Politics

Room C (Bldg 1): KAMC | Media & Politics

Room E (Bldg 1): Featured Workshop | Media Literacy and Independent Media

Room G (Bldg 1): No Session





## October 18 | All times are Japan Standard Time (UTC+9) Friday at a Glance

### Conference Venue: Kyoto Research Park, Buildings 1 & 4

09:00-09:15 Conference Check-in | Building 1, 4F Foyer

#### 09:15-10:55 Onsite Parallel Session 1

Banquet Hall A (Bldg 4): KAMC | Social Media & Digital Humanities

Banquet Hall B (Bldg 4): MediAsia | Advertising, Marketing, & Public Relations

Banquet Hall C (Bldg 4): MediAsia | Media Literacy

Room A (Bldg 1): KAMC | Cross-cultural Approach in Literature & Cultural Studies

Room B (Bldg 1): KAMC | Indigenous Arts & Performances

Room C (Bldg 1): MediAsia | Film, Colonialism & Inclusion

Room G (Bldg 1): KAMC | Architecture, Geography, & Urban Studies

10:55-11:10 Coffee Break

#### 11:10-12:25 Onsite Parallel Session 2

Banquet Hall A (Bldg 4): MediAsia | Social Media & Communication Technology

Banquet Hall B (Bldg 4): MediAsia | Visual Communications

Banquet Hall C (Bldg 4): KAMC | Television & Journalism

Room A (Bldg 1): KAMC | Gender in Film and Literature

Room B (Bldg 1): KAMC | Arts Practices

Room C (Bldg 1): MediAsia | Film Criticism and Theory

Room G (Bldg 1): KAMC | Media & Disasters

12:25-12:40 Coffee Break



## October 18 | All times are Japan Standard Time (UTC+9) Friday at a Glance

### Conference Venue: Kyoto Research Park, Buildings 1 & 4

#### 12:40-14:20 Onsite Parallel Session 3

Banquet Hall A (Bldg 4): KAMC | Social Media & Health Information

Banquet Hall B (Bldg 4): KAMC | Advertising, Marketing, & Public Relations

Banquet Hall C (Bldg 4): KAMC | Media Studies

Room A (Bldg 1): MediAsia | Critical and Cultural Studies, Gender and Communication

Room B (Bldg 1): KAMC | Development of Performing Arts

Room C (Bldg 1): KAMC | Marginal Identities in Films & Media

Room G (Bldg 1): MediAsia | International Communication

14:20-14:35 Coffee Break

#### 14:35-16:15 Onsite Parallel Session 4

Banquet Hall A (Bldg 4): KAMC | Media in Contemporary Issues

Banquet Hall B (Bldg 4): MediAsia | Visual Communications

Banquet Hall C (Bldg 4): MediAsia | Journalism

Room A (Bldg 1): KAMC | Comparative Gender Issues in Cultural Studies

Room B (Bldg 1): KAMC | Arts Exhibition & Trade

Room C (Bldg 1): MediAsia | Film & Social Justice

Room G (Bldg 1): KAMC | Climate Change and Arts, Media, & Culture

16:20-16:30 Onsite Closing Session | Room G (Bldg 1)

#### 16:30-17:30 Cultural Event | Room G (Bldg 1)

*Kimono Workshop*

This is a free event open to all registered delegates

Delegates are invited to a special session focusing on the art of kimono dressing, featuring live demonstrations by kimono teacher Satoko Yamada



# Did you know...

Over 100 languages are spoken in Malaysia?

To greet people, you can say...

"Selamat pagi"	"Hai"
"Nǐ hǎo"	"Namaskaram"
"Néih hóu"	"Sat Sri Akal"
"Lí-hó"	"Namaste"
"Vanakkam"	"Salaam"
"Selamat datai"	"Terebai"
"Kopivosian"	"Ketaak"
"Tabe"	"Ho"

But

**"Hello"**  
is fine, too.

The 5th Southeast Asian Conference on Education (SEACE2025)

February 21-25, 2025 | Kuala Lumpur, Malaysia & Online

Abstract Submission Deadline: November 8, 2024

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Malaysia  
BE Greater, Together.

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## October 19 | All times are Japan Standard Time (UTC+9) Saturday at a Glance

### Conference Venue: Online via Zoom

08:55-09:00 Message from IAFOR

#### 09:00-10:40 Online Parallel Session 1

Live-Stream Room 1: KAMC | Cultural Studies

Live-Stream Room 2: KAMC | Digital Humanities & Interior Design

Live-Stream Room 3: MediAsia | Film Criticism, Theory & Production

10:40-10:50 Break

#### 10:50-12:30 Online Parallel Session 2

Live-Stream Room 1: MediAsia | Critical & Cultural Studies

Live-Stream Room 2: KAMC | Media & Cultural Studies

Live-Stream Room 3: KAMC | Film Studies

12:30-12:40 Break

#### 12:40-14:20 Online Parallel Session 3

Live-Stream Room 1: KAMC | Law, Politics & Society

Live-Stream Room 2: KAMC | Music, Culture & Communication

Live-Stream Room 3: MediAsia | Film Criticism, Theory & Production

14:20-14:30 Break

#### 14:30-15:45 Online Parallel Session 4

Live-Stream Room 1: KAMC | Difference/Identity/Ethnicity

Live-Stream Room 2: KAMC | Space & Movement in Art and Film

Live-Stream Room 3: MediAsia | Cultural & Political Studies in Film

15:45-15:55 Break

#### 15:55-17:35 Online Parallel Session 5

Live-Stream Room 1: MediAsia | Media & Communication

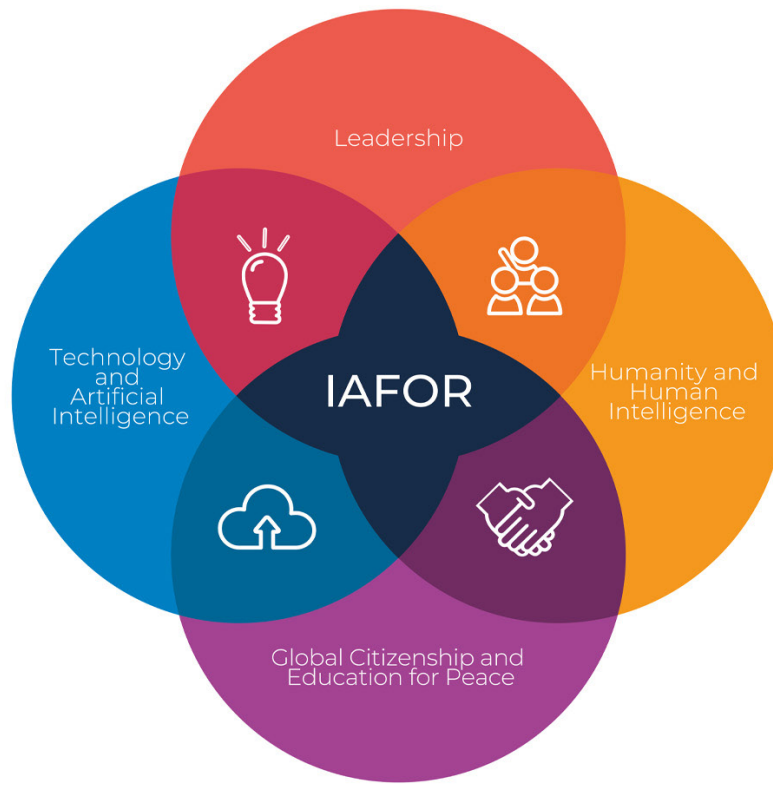
Live-Stream Room 2: No Session

Live-Stream Room 3: No Session

17:35-17:40 Closing Message from IAFOR

# Introducing IAFOR's Conference Themes for 2025-2029

International | Intercultural | Interdisciplinary



IAFOR's conference programme provides an essential comparative and contrastive space for people to engage in multidisciplinary research across borders of nation, culture, discipline, and professions. We encourage mixed approaches and methodologies, combining theory and practice between and across the disciplines, and we look to harness the collective intelligence of our International Academic Forum in addressing some of the most pressing issues of our time. Through the implementation of new formats in our conference programme over the last year, including Intelligence Briefings, Keynote Interviews, and The Forum, we gathered insights into what has been discussed at the theoretical and policy levels, identify the challenges, and the outlook for best practices in tackling global contemporary issues, which we have identified as the themes for 2025-2029. Our four themes can be seen as standalone themes, but they are also very much in conversation with each other. Themes may be seen as corollaries, complementary, or in opposition/juxtaposition with each other. The themes can be considered as widely as possible and are designed, in keeping with our mission, to encourage ideas across the disciplines.



## **1. Technology and Artificial Intelligence**

Our first theme examines the rapid pace of technological advancements, aided most particularly by those driven by artificial intelligence and its enormous and growing impact in all fields.

## **2. Humanity and Human Intelligence**

Our second theme asks us which principles, values, and attributes we wish to encourage, protect, and nurture and how we accomplish this. Technological advancements constantly ask us to reconsider and reimagine what it means to be human, including questions regarding communication, creativity, inclusivity, ethics, and care.

## **3. Global Citizenship and Education for Peace**

This theme prompts us to consider our existence and coexistence with each other, within our communities and places of belonging, and with peoples of different countries, cultures, and backgrounds, as well as with our environment and our planet. It includes engagement with enormous issues facing us beyond borders, such as peace and human security, climate change, etc.

## **4. Leadership**

The final theme recognises the continuing importance of leadership as a skill, particularly in light of difficult times, where recognising and encouraging best practices in leadership at all levels of society is critical. Encouraging leadership at the government level, in businesses, and within institutions of all sizes represents the engine of change.

## **Conference Themes in Theory, Policy, and Practice**

Many theories are born and initially tested in the academy, informing discussions in the public sphere that influence policy. IAFOR represents a unique combination of engagement emerging from the collaborative efforts of senior policymakers, administrators, and individuals working on the ground or in the field. IAFOR has made this rare combination of equitable theoretical and practical exchanges the standard for our organisation and represents a valuable model for how science should be done.

We will develop conference and institutional programmes and publications around these themes as well as capacity building sessions for our conference programme over the next five years. It is our aim with the implementation of these themes, alongside the implementation and continuing refinement of new formats, to best harness the unique arena IAFOR and its network have built in regards to pressing issues of today and the future.



# General Information

## Check-in & Information Desk

You will be able to pick up your name badge at the Conference Check-in & Information Desk at the times listed below.

Wednesday, October 16 | 09:30-15:30 - Kyoto Research Park, Building 1, 4F Foyer

Thursday, October 17 | 09:15-16:15 - Kyoto Research Park, Building 1, 4F Foyer

Friday, October 18 | 09:00-16:00 - Kyoto Research Park, Building 1, 4F Foyer

Saturday, October 19 | No in-person check-in

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

## Name Badges

Wearing your badge is required for entrance to the sessions. You must wear your badge at all times.

## Conference Schedule

The full conference schedule (including abstracts) and conference programme are available on the conference website.

## Online Sessions

Be sure to join us online on **Saturday, October 19** for our live-stream presentation sessions.

## Conference Survey

Please take a few moments to fill out our conference survey at the end of the conference.







# General Information

## Refreshment Breaks

Complimentary coffee, tea, water, and light snacks will be available during the scheduled coffee breaks. Please note that lunch is not provided. Please refer to our Lunch Map for suggestions on where you can eat lunch around the Kyoto Research Park.

## Connecting to WiFi

Free WiFi is provided at the Kyoto Research Park for light use like reading emails and web browsing is available at the conference venues. Streaming video will not be possible. If your presentation includes video, please bring it on a file that can be played without an internet connection.

Building 1  
Network: CONV-EG  
Password: 75382krp

Building 4  
Network: CONV-WG  
Password: 75382krp

## Photo/Recording Waiver

Human interaction through networking, and dissemination of this knowledge, is at the core of what IAFOR does as an academic research organisation, conference organiser and publisher. As part of the archiving of the conference event, IAFOR takes photos in and around the conference venue, and uses the photos to document the event. This also includes the filming of certain sessions. We consider this documentation important and it provides evidence of our activities to members, partners and stakeholders all over the world, as well as to current and potential attendees like you. Some of these photos will therefore appear online and in print, including on social media. The above are the legitimate interests of the organisation that we assert under the European Union law on General Data Protection Regulation (GDPR). Under this legislation, you have an absolute right to opt out of any photo. We are committed to protecting and respecting your privacy.

Read our full privacy policy – [iafor.org/about/privacy-policy](https://iafor.org/about/privacy-policy)

# Conference Networking Events

## Welcome Reception

Join fellow delegates for a drink or two at the conference Welcome Reception. This event provides a great opportunity for delegates to network and get to know each other.

Time & Date: Wednesday, October 16, 2024 | 16:00-17:00

Location: Kyoto Research Park, Building 1, Atrium 1F

Ticket Price: *Free to attend*

Admission is included in the conference registration fee and is only open to registered conference delegates and audience members

## Conference Dinner | Yachiyo Nanzenji

The Conference Dinner will be held at Yachiyo Nanzenji, a historical and cultural gem in Kyoto. Nestled near the famed Nanzenji Temple, Yachiyo is renowned for its traditional kaiseki cuisine, which pays homage to Japan's seasonal beauty through artful presentation and delicate flavours. Designed by famed gardener Jihei Ogawa, the traditional, century-old building is surrounded by a lush garden featuring a tranquil pond. Delegates can enjoy a quiet evening together in the storied Nanzenji garden, carrying on conversations and connections from the conference plenaries to the table.

Time & Date: Wednesday, October 16, 2024 | 19:00-21:00

Location: Nanzenji Garden Ryokan Yachiyo, Sakyo Ward, Kyoto

Ticket Price: *13,000 Yen*

This is a ticketed event. Only delegates with pre-purchased tickets are able to attend the Conference Dinner

## Cultural Event | Kimono Dressing Demonstration

Delegates are invited to a special session focusing on the art of kimono dressing, featuring live demonstrations by kimono teacher Satoko Yamada. This interactive session will guide attendees through the precise process of dressing in a kimono, using live models to illustrate each step. Yamada Sensei will provide explanations on the techniques used, as well as the cultural rationale and traditions behind these practices.

Time & Date: Friday, October 18, 2024 | 16:30-17:30

Location: Kyoto Research Park, Building 1, Room G

Ticket Price: *Free to attend*

Admission is included in the conference registration fee and is only open to registered conference delegates and audience members



# Conference Proceedings

IAFOR Conference Proceedings are Open Access research repositories that act as permanent records of the research generated by IAFOR conferences. The Conference Proceedings are published on the IAFOR Research Archive (papers.iafor.org). All accepted authors who present at the conference may have their full paper published in the online Conference Proceedings. Full text submission is due by **Saturday, November 16, 2024**, through the online system. The proceedings will be published on **Friday, December 27, 2024**.

## Certification

Corresponding authors will be able to download Certificates of Presentation for all presenters by logging in to the submission page. Certificates of Presentation will be available from **Tuesday, October 29, 2024**. Session Chair certification, Certificates of Attendance, as well as reviewer certification, will be sent out by email in a PDF format after the conference.

## Conference Catch-up

All Keynote Presentations and live-streamed sessions will be recorded and uploaded to the Conference Catch-up page (video-on-demand) via Vimeo. The catch-up page will be publicly available after the conference until **Friday, November 29, 2024**.

## Pre-recorded Virtual Presentations & Virtual Poster Presentations

A full list of pre-recorded virtual video presentations and virtual poster presentations will be on the conference website during and after the conference. We encourage you to watch these presentations and provide feedback through the video comments.



# Groundbreaking Ideas

IAFOR Spring Conference Series in Tokyo

May 11–16, 2025 | Tokyo, Japan & Online

The 16th Asian Conference on Arts & Humanities (ACAH2025)  
The 15th Asian Conference on Cultural Studies (ACCS2025)  
The 16th Asian Conference on the Social Sciences (ACSS2025)

**Abstract Submission Deadline:  
February 14, 2025**

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take you next?

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# iafor.org/publications

# IAFOR Journals

IAFOR publishes several editorially independent, Open Access journals across a variety of disciplines. They conform to the highest academic standards of international peer review, and are published in accordance with IAFOR's commitment to make all of our published materials available online.

## How are papers submitted?

Submissions should be original, previously unpublished papers which are not under consideration for publication in any other journal. All articles are submitted through the submission portal on the journal website and must conform to the journal submission guidelines.

## How does IAFOR ensure academic integrity?

Once appointed by IAFOR's Publications Committee, the Journal Editor is free to appoint his or her own editorial team and advisory members, who help to rework and revise papers as appropriate, according to internationally accepted standards. 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.

## Where are the journals indexed?

IAFOR Journals are indexed in Scopus, DOAJ, ERIC, MIAR, TROVE, CiteFactor and EBSCO, SHERPA/ROMEO and Google Scholar. DOIs are assigned to each published issue and article via Crossref. Please note that indexing varies from journal to journal.

## What's the reach?

Each of our journal issues is viewed thousands of times a month and the articles are frequently cited by researchers worldwide, largely due to our dedicated marketing efforts. Each issue is promoted across our social media platforms and to our tailored email marketing lists. On average, each journal publishes biannually.

## What's the cost?

IAFOR Journals are Open Access publications, available online completely free of charge and without delay or embargo. Authors are not required to pay charges of any sort towards the publication of IAFOR Journals and neither editors nor members of the editorial boards are remunerated for their work.

## How are IAFOR Journals related to IAFOR Conferences and Conference Proceedings?

IAFOR Journals reflect the interdisciplinary and international nature of our conferences and are organised thematically. A presenter can choose to publish either in Conference Proceedings or submit their manuscript to the corresponding IAFOR Journal for review.

## Current IAFOR Journal titles include

*IAFOR Journal of Arts & Humanities*

*IAFOR Journal of Cultural Studies* (Scopus indexed)

*IAFOR Journal of Education* (Scopus indexed)

*IAFOR Journal of Literature & Librarianship* (Scopus indexed)

**If you would like more information about any of IAFOR's publications, please visit [iafor.org/publications](http://iafor.org/publications)**

# Academic Grant & Scholarship Recipients

IAFOR's grants and scholarships programme provides financial support to PhD students and early career academics, with the aim of helping them pursue research excellence and achieve their academic goals through interdisciplinary study and interaction. Our warmest congratulations go to the following scholarship recipients who have been selected to receive grants and scholarships to present their research at the conference.

## KAMC2024 Scholarship Recipients

### **Nadhira Asiyah Arrin (Virtual Presentation)**

83877 | *Hegemonic Mimicry in South Korean Division Blockbusters: Sunshine Policy within Compressed Modernity*

Ms Nadhira Asiyah Arrin is an International Cooperation Specialist at Diniyah Puteri, Indonesia.

### **Marsha Dizitha (Virtual Presentation)**

84520 | *New Comedy Paradigm: The Ascendancy of Stand-Up Comics in Indonesian Film*

Ms Marsha Dizitha is a postgraduate student in anthropology at the University of Indonesia, Indonesia.

## MediAsia2024 Scholarship Recipients

### **Nilotpal Bhattacharjee (Oral Presentation)**

83653 | *Public Diplomacy on Facebook: A Comparative Analysis of Digital Diplomatic Strategies of the United States, China in Bangladesh*

Mr Nilotpal Bhattacharjee is currently pursuing his PhD in digital diplomacy at Assam University, Silchar, India.

### **Chenri Xia (Virtual Presentation)**

83854 | *Unmasking Hate: A Critical Analysis of Anti-LGBTQ+ Discourse in Malaysian Social Media*

Mr Chenri Xia is an MA student at the Faculty of Languages and Linguistics, University of Malaya, Malaysia.



# IAFOR Global Fellows 2024/2025

IAFOR is delighted to announce the IAFOR Global Fellows for 2024/2025 as a part of its Global Fellowship Programme initiative. This fellowship programme is a wonderful opportunity for researchers to engage with IAFOR and its international network and collaborate together as fellows themselves to strengthen their research capacity and broaden their connections. In the inaugural 2024/2025 Programme, we proposed a theme of 'independent voices' with a focus on East Asian topics, selecting a cohort of up-and-coming researchers in the field to contribute to building a broader knowledge within the region where IAFOR operates. The selected fellows have shown their outstanding capacity and commitment to represent independent voices from various perspectives, be it the arts, culture, or politics. Members of the IAFOR community can look forward to engaging with the fellows through upcoming conferences and their publications.

IAFOR Global Fellows will be correspondingly appointed Fellows in the IAFOR Research Centre at Osaka University's School of International Public Policy (OSIPP) for the duration of their Fellowship.

We received a large number of applications and are proud to introduce the five successful fellows for the 2024/2025 cohort as follows:

## **Hongmin Ahn, South Korea**

Hongmin Ahn holds a Master of Theological Studies in Buddhism from Harvard Divinity School and a Bachelor of Arts in Religion from Bard College, United States. As an interdisciplinary scholar, Hongmin's research focuses on modern transnational Buddhism in Korea and Japan, exploring their history, culture, practices, gender dynamics, and institutions such as clerical marriage and the popularisation of Buddhism through military chaplaincy.

## **Azusa Iwane, Japan**

Azusa Iwane is the vice-project manager and editor at Global News View (GNV), an independent media outlet introducing the Japanese audience to international news overlooked by domestic mainstream media. She conducted a series of field studies in Zambia to better grasp the effective poverty experienced by mining communities with the collaboration of the Dag Hammarskjöld Institute for Peace and Conflict Studies, Copperbelt University.

## **Sheng-Hsiang Lance Peng, Taiwan**

With his recent PhD completion from Cambridge University's Education Faculty, Dr Sheng-Hsiang Lance Peng is an early career research fellow at IAFOR. In his current monster(s) project, Lance uses monstrous perspectives of othering to reimagine narratives from the periphery of Japanese society.

## **Shuqi Wang, China**

Dr Shuqi Wang just earned her doctorate degree from Nanyang Technological University, Singapore. Her research focuses on international relations and foreign policy analysis. She currently explores the historical influences on foreign policy preferences within US alliance systems.

## **Yanhua Zhou, China**

Dr Yanhua Zhou is currently a Professor of Art History at the Research Center for Visual Art, Sichuan Fine Arts Institute, China. She is also affiliated as a Professor with the Department of East Asian Studies at University of Arizona, United States. Her research focuses on the issue of art and geographic politics of contemporary art in Asia, global socially engaged art in a transnational context, affective infrastructural studies, and non-human agency in art.

Find out more about the IAFOR Global Fellowship Programme at <https://iafor.org/iafor-global-fellowship-programme/>



The Eiffel Tower is illuminated with warm yellow lights against a deep blue twilight sky. The tower's intricate lattice structure is clearly visible, and its spire reaches towards the top of the frame. The background shows the faint outlines of Parisian buildings at the bottom right.

# *Ooh-La-La!*

IAFOR Paris Conference Series

June 10-14, 2025 | Paris, France & Online

The 4th Paris Conference on Education (PCE2025)

The 4th Paris Conference on Arts & Humanities (PCAH2025)

**Abstract Submission Deadline: March 14, 2025**

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# Keynote & Featured Presentations

**All times are Japan Standard Time (UTC+9)**

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

**Keynote Presentation: Jeffrey Gayman**

# **The Meaning and Message of Indigenous and Fourth Media: With a Focus on Media Created by the Ainu**

**Wednesday, October 16, 2024 | 11:00-11:25 | Science Hall (Building 1, 4F) & Online**

Groups and populations known as Indigenous people comprise some of the most marginalised populations on the planet. Their cultures and languages are threatened with extinction due to prejudice, discrimination, and the widespread exploitation and destruction of the environment. These processes are often fueled by the discriminatory attitudes and racism of privileged members of mainstream society. Indigenous peoples themselves have responded to these challenging circumstances and sought to improve their situation proactively through legal recourse, direct action, and activism, including using media and the arts as advocacy tools. Correct knowledge of these conditions is a necessary prerequisite to actions toward social justice, and the author considers it incumbent to work for consciousness-raising and the dissemination of knowledge geared toward the empowerment of minoritised groups. In this way, media literacy, or critical understanding of media and its consumption is a key agenda for the betterment of contemporary society. The question of how we as media consumers can make wise choices in support of Indigenous and minority empowerment is a crucial one.

On the other hand, what has been referred to as Indigenous Media or Fourth Media calls us to go beyond ordinary conceptions of social justice to radically re-examine our very own ontologies and senses of time. This presentation seeks to recap the conditions surrounding the creation and consumption of Indigenous media, and, through sharing examples of Indigenous and Ainu-created media, to consider its meaning and message to us all as 21st century citizens.



## **Jeffrey Gayman**

Jeffrey (Jeff) Gayman is Professor of Education at the Graduate School of Education and the Research Faculty of Media and Communication at Hokkaido University, Japan. An American by nationality, he has been living and working in Japan for over 30 years, with approximately 20 of those in support of the Ainu people. He obtained his MA in Cross-Cultural Studies in 2005 from the University of Alaska Fairbanks, United States, and his PhD in Education from Kyushu University, Japan, in 2012. His research centres on Indigenous Education and Collaborative Research Methodologies with a special interest in the indigenous Ainu of Japan, a research focus he has honed over twenty years teaching

at Hokkaido University. Professor Gayman also has strong interests in Indigenous-mainstream relations, education for intercultural understanding, and human rights education. His most recent publications include *Education and Ethnicity of the Ainu People* in the *Routledge Handbook of Race and Ethnicity in Asia* in 2021 and *The Ainu Policy Promotion Act and Culture-Centered Indigenous Policies in Japan* in the *Georgetown Journal of International Affairs* in 2024. Alongside his research activities, Professor Gayman teaches English to first-year undergraduate students in the Liberal Arts Division of Hokkaido University. In his spare time he enjoys running, hiking, and skiing to stay fit.

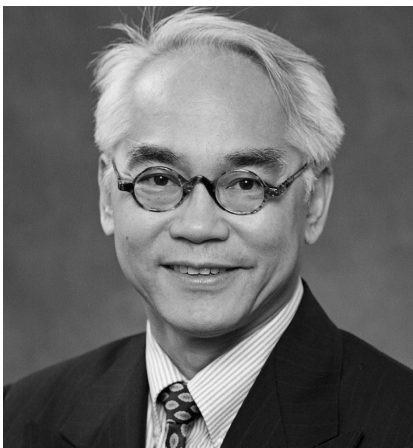


# Keynote Presentation: James S. Moy

## Alberti, Stendhal, HNWI, and Asian Art

Wednesday, October 16, 2024 | 11:40-12:05 | Science Hall (Building 1, 4F) & Online

Since the 15th century Italian Renaissance and onward, the notion of perspectival painting by the likes of Alberti and daVinci has held sway on the evolving western art scene. Then, just as today, name-branded artists received patronage and salaries from the wealthiest art collectors of their times. With the perfection of this painterly technique and the invention of photography in the late 18th century, it could be said that the numerous hermeneutically driven trajectories of the relentless modernist pursuit of the new, latest thing, came into play. This drive for the latest fashion gave rise to the speculative art market that dominates today. This study will lay out some of the developmental steps that lead to the current state of the art market, including the consideration of what the market will look like as western hegemony fractionalizes and the world evolves into multipolar sovereign trajectories. This presentation will lead into a concluding discussion where Asian Art and its impact on the decentralisation of the global art scene will be examined.



### James S. Moy

James S. Moy is Professor of Theatre and former Dean of the College of the Arts at the University of South Florida, United States. After training as a studio artist, Professor Moy went on to graduate study at The California Institute of the Arts (CalArts), United States, where he became interested in happenings and performance art. He completed advanced studies in stage direction during his time at CalArts and eventually a PhD in Theatre History and Playwriting with a dual focus on playwriting and performance history at The University of Illinois at Urbana-Champaign, United States.

Professor Moy has held teaching posts at various American institutions, including The University of Texas (Austin), The University of Oregon, Northwestern University, and The University of Wisconsin—Madison, where he served as Chair of the Department of Theater and Drama. Professor Moy left The University of Wisconsin and served several decanal posts in various institutions worldwide, including the College of Fine Arts at the University of New Mexico, United States; the School of Creative Media at the City University of Hong Kong, Hong Kong; and the School of Fine Art at Ontario College of Art & Design University, Canada. Professor Moy was a Provost and Vice President at the Nova Scotia College of Art and Design, Canada, before returning to a professorship and decanal post at the University of South Florida.

Author of *Marginal Sights: Staging the Chinese in America* and editor of several volumes of *Theatre Journal*, Professor Moy has published over forty scholarly articles and reviews in a variety of refereed journals. A specialist in racial representation, he has lectured internationally from Nanjing and Kuala Lumpur to Ulan Ude, Stockholm, Venice, Edinburgh, Thessaloniki, Aberystwyth, Tampere, and London.

Panel Discussion: Azusa Iwane, Sonja Viktorija Anić, Shuqi Wang, Virgil Hawkins (Moderator)

## Media and Power in the Asia-Pacific

Wednesday, October 16, 2024 | 13:30-14:30 | Science Hall (Building 1, 4F) & Online

The Asia-Pacific region hosts a diverse range of political systems and perspectives, and complex international relations. Similarly, there is diversity in media and political communications systems of this sector. While there are certainly key differences in how the media functions within countries in this region, state power in any country has an interest in exerting influence, if not control, over the news media, depending on the level of democracy and media freedoms legally allowed. In the case of Japan, for example, which maintains a democratic political system and a vibrant private media ecosystem, ostensible freedom of the press does not necessarily mean freedom from powerful influence by the political and economic elites of the country. Projections of power cross borders as well: the Asia-Pacific is a region in which relations between countries can be tense and one that is marked by a complex web of relations and rivalries. In this environment, governments in each country work to strengthen media narratives that are perceived to serve their national interests. This panel will discuss the relationship between the media and power in the Asia-Pacific region, in both domestic and international arenas, with a focus on Japan and China specifically. Two presentations will focus on domestic media-state relations in Japan, and one will concentrate on states utilising media narratives from a regional perspective.



### Virgil Hawkins (Moderator)

Virgil Hawkins is a professor specialising in world affairs and the news media, and is based at the Osaka School of International Public Policy (OSIPP), Osaka University, Japan. He obtained his PhD in international public policy from OSIPP, where he focused on international politics, conflict, the UN Security Council, and the news media. He proceeded to work for five years for a non-governmental aid organisation, primarily in Cambodia and Zambia, before returning to the university as a faculty member. He has written and edited a number of books, including *Stealth Conflicts: How the World's Worst Violence is Ignored* (2008), and *Communication and Peace: Mapping an Emerging Field* (co-edited, 2015). His work focuses on furthering

our understanding of how and why the vast majority of the world remains relatively uncovered by the news media. To these ends, he has since shifted his focus to work at a more practical level. He co-established the Southern African Centre for Collaboration on Peace and Security (SACCPS) in 2010, which is a network that has brought together researchers and practitioners working on these issues throughout the region. He went on to establish Global News View (GNV), a large-scale media project that 1) analyses trends and deficiencies in the coverage of the world by the Japanese news media, and 2) attempts to compensate for those deficiencies by providing analysis of the state of the world in places that are undercovered.



Panel Presenter: Azusa Iwane

# The Relationship Between Political/Economic Elites and the News Media in Japan

Wednesday, October 16, 2024 | 13:30-14:30 | Science Hall (Building 1, 4F) & Online

In theory, free and independent media plays a crucial role in a democratic society by serving as a watchdog. In this role, the media highlights public issues, informs citizens, and fosters greater public awareness. This, in turn, encourages people to demand higher levels of accountability and transparency from those in power. In practice, however, the media are often perceived to be following the lead of political/economic elites. This presentation will explore such instances, identifying issues of global concern that, although initially unreported by the news media, are widely reported after acknowledgement of their importance by political or economic elites through specific international gatherings and conferences. The presentation will analyse how the agenda on global issues is set by these elites in this manner, using the Japanese media as a case study. The findings highlight how media coverage is influenced by elite interests and the extent of their convergence or divergence.



## Azusa Iwane

Ms Azusa Iwane is the vice-project manager, editor, and a main podcast host at Global News View (GNV), an independent media outlet introducing the Japanese audience to international news overlooked by domestic mainstream media. She is also a researcher specialising in international media coverage and the role of independent media, focusing on raising awareness on poverty issues. Her master's thesis dealt with how African poverty issues are represented in the Japanese media. Ms Iwane has worked extensively with international development NGOs, including a series of field studies in Zambia to better grasp the effective poverty experienced by mining communities present in the region with the

collaboration of the Dag Hammarskjöld Institute for Peace and Conflict Studies, Copperbelt University, Zambia.

Panel Presenter: Sonja Viktorija Anić

# Do Japanese Newspapers Fulfil Their Watchdog Role: The Aftermath of the Fukushima Nuclear Disaster

Wednesday, October 16, 2024 | 13:30-14:30 | Science Hall (Building 1, 4F) & Online

In March 2011, a devastating tsunami ravaged the shore of the Tohoku area in Japan, causing an unprecedented disaster at the Fukushima Daiichi nuclear plant. Following this disaster, Japan battled the consequences, from radioactive wastewater to the resettlement of Tohoku residents. A year later in 2012, Shinzo Abe began his second term as Prime Minister of Japan, ushering in a significant crackdown on media freedom and media criticism of the Japanese government reported in foreign media under his tenure. In this study, this claim was tested by analysing editorials concerning the Fukushima nuclear disaster from the three main country-wide newspapers: the *Asahi Shimbun*, the *Mainichi Shimbun*, and the *Yomiuri Shimbun* during the period between 2012 and 2017. Editorials were analysed for topics, angles, and levels of criticism of the government's response, and any changes thereof. No significant changes were observed in the *Mainichi Shimbun*, while the *Yomiuri Shimbun* was positive towards the government's actions. In the case of the *Asahi Shimbun*, the newspaper took a firmly critical stance against the government until 2015, after which the critical tone towards the government drastically decreased. This coincided with public pressure and loss of reputation resulting from an incident where the *Asahi Shimbun* was forced to retract a series of articles, which may have encouraged self-censorship in its coverage of the Fukushima incident.



## Sonja Viktorija Anić

Sonja Viktorija Anić is a PhD candidate at the Osaka School of International Public Policy, Osaka University, Japan. Originally from Zagreb, Croatia, Ms Anić completed her BA in Japanese Studies at Osaka University, followed by a master's degree at the Osaka School of International Public Policy within the same institution. She worked in English language education for five years before commencing her doctorate degree. She is currently conducting research on media with a focus on misinformation, as well as Japanese Media and East Asian international Relations.



Panel Presenter: Shuqi Wang

# 'Indo-Pacific' or 'Asia-Pacific': Competing Media Narratives Among Major Powers

Wednesday, October 16, 2024 | 13:30-14:30 | Science Hall (Building 1, 4F) & Online

In the context of 'Media and Power', this presentation will examine the competing narratives among major powers concerning the 'Indo-Pacific' concept. The great power rivalry extends beyond the security and economic spheres to media narratives that shape agenda-setting and status-seeking behaviours. This presentation will focus on the competition between China, the United States, and its major allies, such as Japan and Australia, highlighting China's rejection of the Indo-Pacific geopolitical framework and its active promotion by others. By analysing public media representations, official statements, and strategic communications, this presentation will explore how these states utilise media narratives to strategically frame their regional visions and geopolitical objectives, thereby influencing public perception and understanding. In the competition among major powers, media not only plays a crucial role in constructing and disseminating regional geopolitical discourse but also contributes to broader implications for power dynamics.



## Shuqi Wang

Dr Shuqi Wang recently completed her doctoral degree in Public Policy and Global Affairs from Nanyang Technological University, Singapore. Born and raised in China, she completed her undergraduate studies in International Politics and a master's degree in Diplomacy at Peking University, China. Her research focuses on international relations, foreign policy analysis, and alliance politics, with a regional specialisation in the Asia-Pacific. She currently conducts research on the historical influences on foreign policy preferences within the United States' alliance systems, with a particular focus on Japan and South Korea.







# The Forum

## Global Citizenship: Media and Digital Citizenship

Moderators: Virgil Hawkins and Melina Neophytou

Wednesday, October 16, 2024 | 14:45-15:45 | Science Hall (Building 1, 4F) & Online

After successful Forum discussions in Tokyo, London, and Paris, IAFOR is bringing this intellectual caravan to Kyoto.

IAFOR invites delegates to participate in The Forum, an ongoing discussion-style session during the conference plenaries, to discuss on-the-cusp topics derived from our conference programmes. At this conference, The Forum will pose and discuss questions about global citizenship and the responsible production and consumption of information, knowledge, and art in the new digital age.

Globalisation and the rise of information technology have significantly altered how people, goods, services, and money move transnationally, and how we produce and consume information, knowledge, and entertainment. Today, digital media has democratised access to and consumption of information and art from all over the world, fostering empathy and understanding, creating a sense of global social responsibility. This has led to debates around global and digital citizenship, as the digital age has made it possible for individuals to engage with the social, economic, and political systems of far-away countries, by raising awareness of global issues, participating in civic activities such as volunteering and donating, and advocating for sustainable development on social media.

Despite the positive influence of social media on global citizenship, there remains a present danger of perpetuating already existing global sociopolitical injustices shaped by narratives driven by colonialism, capitalism, and conflict. The digital divide further exacerbates these issues, threatening democracy by marginalising certain groups who lack access to digital information and communication.

Discussions today on social media and global citizenship heavily focus on critical media literacy. How to foster critical thinking skills and care in what we (re)share online to combat the spread of misinformation, but also agonistic negotiation and public engagement skills to ensure that we act towards mitigating injustice, are questions that remain unanswered in practice. Touching upon issues of representation, power, colonialism, capitalism, Artificial Intelligence, freedom of speech, and critical media literacy, we ask delegates to discuss the following questions:

- What is digital citizenship?
- What does socially responsible (social) media look like?
- What are global citizens' responsibilities towards ethical and conscious consumption and reproduction of information, entertainment, and art?



# IAFOR events are among the most **diverse** on earth

Bridging divides of **nation**, **culture**, and **discipline**; informing and shaping ideas, research, practice, and policy in a comparative and contrastive space, IAFOR encourages the sharing and nurturing of diverse ideas.

Over the past year, more than 5,000 delegates from more than 120 countries have participated in an IAFOR event.



**5,000+**  
Delegates



**120+**  
Countries

Inspiring global collaborations, this diversity of peoples, nations, voices, cultures, and ideas is at the heart of what we do.

**It is our greatest strength. Join us.**





# Featured Workshop Presentation: Azusa Iwane and Virgil Hawkins Media Literacy and Independent Media

Thursday, October 17, 2024 | 15:15-16:05 | Kyoto Research Park, Building 1, Room E

In recent years, the term 'media literacy' has been frequently used in the context of countering misinformation and propaganda spread primarily online by mal-intentioned actors (both domestic and foreign). However, the need to counter misinformation and propaganda spread through official channels by domestic and allied governments is rarely seen as an issue. This workshop aims to address this need, providing new perspectives on media literacy and tools to read mainstream media in a critical manner. The workshop will consist of a short introductory case study and group work among the participants. Participants will re-evaluate their critical reading skills for media content and the importance of independent media. The goals of this workshop are to:

1. Enable participants to enhance and re-evaluate their critical reading skills
2. Provide an opportunity for participants to re-evaluate the importance of independent media and independent voices
3. Provide networking opportunities for participants

## Workshop Schedule

15:15-15:20	Opening and Introduction
15:20-15:35	Case Study
15:35-15:50	Group Work
15:50-16:00	Sharing Outcomes of Group Work
16:00-16:05	Wrap up and Closing

## Azusa Iwane

See page 37 for biography

## Virgil Hawkins

See page 36 for biography

# Introducing the IAFOR Research Centre at Osaka University, Japan

The IAFOR Research Centre (IRC) is a politically independent, international and interdisciplinary think tank based at the Osaka School of International Public Policy (OSIPP), at Japan's Osaka University, that conducts and facilitates international and interdisciplinary research projects. The main focus is to encourage mutual international and intercultural understanding and cooperation in line with IAFOR's mission of encouraging interdisciplinary discussion, facilitating heightened intercultural awareness, promoting international exchange, and generating and sharing new knowledge.

The IRC helps to nurture and capacity build by encouraging students to take part in international conferences and research projects, in line with the Osaka University's Global 30 commitments from Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT).

For more information about the IAFOR Research Centre visit:  
[www.osipp.osaka-u.ac.jp/iaforresearchcentre/](http://www.osipp.osaka-u.ac.jp/iaforresearchcentre/)



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IAFOR研究センター





# Wednesday Poster Presentations

16:00-17:00 | Atrium (Bldg 1, 1F)  
Wednesday Poster Session

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

# 16:00-17:00 | Atrium (Bldg 1, 1F)

## Wednesday Poster Session

### Architecture, Geography and Urban Studies

86324 | *Designing Cat-Friendly Urban Spaces: Exploring Environmental and Architectural Influences on Stray Cat Behavior in Kuan-ka-ma, Chiang Mai*

Chompoonoot Chompoorath, Chiang Mai University, Thailand

The relationship between stray cats and human communities is a complex interplay involving aspects such as urban animal ecology, animal behavior, and human-animal interactions. Based on the previous study, "The Interplay Between Stray Cats and the Kuan-ka-ma Community, Chiang Mai, Thailand," which found that the spatial configuration of the community significantly enhances the safety and freedom of cats and that positive attitudes from residents towards cats impact their presence in the community, the follow-up study aims to: 1) Identify and analyze hotspots with high stray cat populations: Investigate the environmental, social, and architectural characteristics of these areas, and collect data on rooftops to observe and analyze cat behavior. 2) Conduct in-depth studies on the daily and seasonal movement patterns of stray cats: Understand how stray cats navigate and utilize complex urban environments, providing insights into their interaction with the urban landscape and human activities. 3) Investigate the specific architectural features preferred by stray cats for shelter and movement: Examine types of buildings, the availability of green spaces, and the complexity of urban layouts to determine preferred shelter and movement pathways. These investigations will lead to pilot projects designed to integrate cat-friendly architectural features and community-based management strategies. The impact of these interventions on both cat welfare and community well-being will be evaluated.

86259 | *Adaptive Dynamics of the Urban Environment: The Network of Pigeons, Tourists, and Locals*

Pitchawut Virutamawongse, Chiang Mai University, Thailand

This research focuses on the dynamic network of pigeons, tourists, and locals at the historically significant site of Tha Phae Gate, Chiang Mai. The area's urban activities change throughout the day, especially on Sunday nights when a flea market takes place. During the day, Tha Phae Gate is regularly overwhelmed with a large population of pigeons, creating an inevitable connection between the birds, locals, and tourists. These interactions form a vibrant and intricate network that is both beneficial and problematic for the urban environment. To explore these dynamics, this study employed field observations and site investigations. The primary goal was to understand how these interactions contribute to the social and environmental landscape of Tha Phae Gate. By mapping the activities and behaviors of pigeons, tourists, and locals, we aimed to identify key interaction points, crucial spaces, and assess their impact on the urban environment. The findings reveal an intricate network of relationships among pigeons, tourists, and locals. This urban environment relies on these three actors, which benefit the city while also raising concerns about hygiene, safety, and illegal activities. Understanding the interconnected relationships between pigeons, tourists, and locals helps address emerging urban issues gradually. Mapping these activities provides insights into the interaction points and their spatial and dynamic relevance throughout the day. This research highlights the importance of considering these interactions in urban environment to provide harmonious coexistence between humans and urban animals.

### Climate Change and Arts, Media, Culture

85911 | *An Overview of Post-1990s Chinese Climate Change Science Fiction*

Yue Zhou, Xi'an Jiaotong-Liverpool University, China

This study addresses a fundamental question—what does climate fiction look like in China? The 1990s was a critical point when Chinese science fiction writers began to engage extensively with climate change as the real-world anxieties about its disastrous effects escalated, and the Chinese state began to act upon environmental protection with the strategic implementation of "sustainable development." I will identify forty post-1990s sci-fi texts concerned with climate change and examine how they offer imaginative portrayals, bringing Chinese understanding of and response to climate change. I find a predominant flooding trope in post-1990s Chinese cli-fi. Flooding narratives are often human-induced or anthropogenic, in which the climate problem is articulated as an apocalyptic species self-destruction and can only be averted through revolutionary cultural change from anthropocentrism to post-anthropocentrism. However, the critique has become untenable because the writers collectively give an easy way out for problem-solving through technological advances. There is also a trace of the extensive use of warming metaphors in Chinese cli-fi, such as drought and desertification. Similarly, it is evident that contemporary Chinese sci-fi writers favor techno-fixes of terraforming and geoeengineering to solve climate emergencies. Meanwhile, Chinese cli-fi seems to have been uninterested in cooling, and the representation of a frozen world is often geogenic rather than anthropogenic. The inevitable geogenic processes are potent in representing how such a "hyper-object" as climate change impacts individual life and social fabric. The finding comes to contradict Milner and Burgmann's famous claim that "China registers little or no significant climate or Anthropocene fiction."

### Cultural Studies

83843 | *An Exploration Study on the Development of Cultural Legacy of Olympic Games: Through Olympic Themed Films*

Yuhui Lu, Waseda University, Japan

This study explores the relationship between Olympic themed films and the cultural legacy of the Olympic Games, and proposes a model to elucidate their interaction. Since the inclusion of cultural legacy in the Olympic Charter in the early 2000s, the concept has evolved into an entity with structured organization, development plans, and economic impacts. However, research on Olympic legacy remains nascent, particularly regarding its cultural aspects, which are challenging to quantify. Moreover, the recent rise of Olympic themed films offers new material for analysis, yet existing studies are rudimentary and lack comprehensive frameworks. Thus, this study combines film techniques and Masumoto's (1998) framework for sports films to create a framework for interpreting Olympic related films. The framework focusing on three elements: Meta-text, Context, and Text, providing a more comprehensive analysis of the film. With the case study methodology of three selected Olympic themed films, this study reveals three key relationships between these films and the Olympic cultural legacy. First, films achieve educational objectives by depicting vivid characters and compelling stories. Second, films evoke nostalgia for past eras by authentically reconstruct history and legacy through screenwriting and production design. Third, films forge connections between audiences and the legacy via dramatized filmmaking techniques. In conclusion, Olympic themed films play a crucial role in preserving and creating the cultural legacy of the Olympic Games.



# 16:00-17:00 | Atrium (Bldg 1, 1F)

## Wednesday Poster Session

### Education / Pedagogy

83463 | *Exploring YouTube Usage Among EFL University Students in Indonesia*  
Maryani Maryani, Universitas Kristen Maranatha, Indonesia

In the technological era, students can learn English from numerous sources available online. More individuals watch YouTube videos in their daily lives compared to the old days, as one of the most visited websites in the world is Youtube (Alexa, 2024); moreover, Dizon (2022) stated that Youtube is already used in both formal and informal learning environments. Focusing on the growing usage of online sources for language learning; therefore, it is necessary to discover the role of Youtube in an informal learning environment. This qualitative study explored the use of YouTube among Indonesian university students as a way of self-regulated English language learning which is done at their disposal outside of the classroom. Data were collected from 30 second-semester university students in the English Department in Indonesia by using an online open-ended questionnaire. Besides, three top students were interviewed for case study sampling. Content analysis was used to analyze the data. Findings show that the participants relied on YouTube not only to learn English but also to entertain themselves. However, several participants faced the main challenge when using Youtube, namely difficult vocabularies. It is recommended that YouTube be integrated in any English classroom due to its various benefits to English language learning, especially in foreign language contexts.

### Gender, Sexuality and Culture

84556 | *Gender Roles Perceptions Among Preteen in Bali: A Phenomenological Study*  
Ivana Gunawan, Udayana University, Indonesia  
Putu Nugrahaeni Widiasavitri, Udayana University, Indonesia

Gender roles are one of the constructs within gender that are typically socialised during childhood through various sides such as family, social environment, culture and media. Balinese culture holds distinctive concepts of gender roles known as purusa and pradana, where a misunderstanding of these constructs has led to a perception that males are more dominant than females in their cultural and social environment. The preteen stage marks the transitional phase from childhood to teenage, which involves biological, psychological, and social shifts. Due to the limited research focusing on preteens in Indonesia, this study aims to explore the preteens' understanding of gender roles within the context of Balinese culture. This research employs qualitative methods using interviews with drawing instructions assigned to four preteens born in Balinese Hindu families. The Interpretative Phenomenological Analysis is utilised to analyse the research findings. This study finds diverse perspectives on gender roles among preteens, influenced by their environment. The influence of parents was the most dominant in shaping the views and experiences of preteens, although peer socialisation also played a role in shaping gender role perceptions. Besides that, preteens hold their views on gender roles that are different from their parents, and they interpret their cultural tasks as a duty and identity. In conclusion, parents have the most dominant influence on how preteens shape their perceptions about gender roles, but each preteen has and already holds their own beliefs on gender roles and actively engages gender roles in their daily, social, and cultural lives.

### Language and Cultural Studies

83726 | *Motivation and Contexts in English Learning: Multilingual Immigrants in an International School in Japan*  
Harun Bin Johari, Swinburne University of Technology, Malaysia

This paper presents a comprehensive investigation into the motivational orientations and contextual factors influencing English language learning among multilingual immigrant students in an International School in Japan. Despite significant investments in English proficiency initiatives, fluency levels in Japan remain low, prompting a need for a deeper understanding of motivational dynamics in language acquisition. Drawing on theories of motivation in second language acquisition and instructional communication research, this study adopts a qualitative case study on 8 participants with diverse backgrounds to explore the motivating and demotivating factors shaping students' English language learning experiences within a multilingual setting. Through individual interviews, data collection encompassed participants' language backgrounds, perceptions of English proficiency and their multilingual repertoire, and experiences with language learning. The analysis reveals distinct motivational patterns among multilingual students, with English L1 users demonstrating higher levels of self-determination and internalized factors, while English L3 users exhibit lower levels of motivation and higher levels of L2 anxiety. Contextual factors influencing motivation include the quality of lesson content, teacher feedback, school policies, and social and cultural influences. Recommendations for enhancing student motivation include teacher preparation of engaging lesson content, prioritizing English as the main medium of instruction, and professional development activities focused on pedagogical skills. This study offers insights into the motivational orientations and contextual factors impacting English language learning in an International School setting, contributing to a deeper understanding of language learning motivation and providing practical implications for educators and policymakers seeking to enhance English proficiency among multilingual immigrant student populations.

# 16:00-17:00 | Atrium (Bldg 1, 1F)

## Wednesday Poster Session

### Media Studies

85159 | *Be Free and Be Governed: Shared Patterns of Rule-making in Online Communities: A Case Study of Weibo Supertopics*  
Yanlin Yu, The University of Tsukuba, Japan

This study investigates rule-making processes and patterns within online communities, with a specific focus on Weibo Supertopics. Online communities are often perceived as spaces of unrestrained expression; however, they are in reality regulated environments governed by specific rules to maintain order and ensure positive user experiences. Weibo, a prominent social media platform in China, offers a distinctive case study through its Supertopics feature—these thematic hubs are moderated by both official and user moderators who enforce community-specific rules. This research aims to address gaps in existing literature by analyzing the rule-making processes and their implications within Weibo Supertopics, thereby enhancing our understanding of contemporary online communities. Methodologically, the study involves detailed data collection from selected Supertopics, including sampling methods and criteria, and utilizes an analytical framework to examine the data. The findings reveal key patterns and themes related to rule-making, which are presented with supporting visual aids. The discussion interprets these results in the context of existing literature, exploring their implications for online community governance and platform design. The study concludes by acknowledging its limitations and suggesting directions for future research to build on these findings.

### Other

86317 | *Achieving Sustainable Performance for SMEs: Integration of Resource-Based View Theory and Pro-Environmental Behavior Model*  
Luluk Atim Mafidhah, Brawijaya University, Indonesia  
Ananda Sabil Hussein, Brawijaya University, Indonesia  
Ida Yulianti, Brawijaya University, Indonesia

Dynamic market characteristics and environmental conditions present challenges for business actors. Business actors are required to be able to adapt to environmental changes while meeting demands to be more environmentally friendly. Besides that, companies must also be able to meet demands for continuously growing performance. However, not all companies can implement environmentally friendly business practices and achieve sustainable performance, especially for Small and Medium Enterprises (SMEs) business actors. The quality of resources, both human and capital resources, causes SMEs to be limited. Even though, in general, SMEs are one of the main contributors to the economy, there are still questions regarding the efforts of SMEs to implement environmentally friendly business practices and have a sustainable performance. According to this research gap, this study aims to develop sustainability performance by integrating the resource-based view theory and pro-environmental behavior model. Two hundred sixty-three respondents SMEs in the creative industry sector in Malang City, Indonesia were involved in the present study. This study used covariance-based structural equation modeling (SEM) with confirmatory factor analysis (CFA) to analyze the data. The hypothesis test indicated that market orientation, green innovation, and pro-environmental behavior are the determinants of sustainable performance. In addition, this study found that green innovation and pro-environmental behavior mediated the effect of market orientation on sustainable performance. This study contributes to theoretical and practical perspectives upon completing the research objectives.

86480 | *Practical Case Study on the Conservation of Shikishi Paperboard Artwork by Replacing the Core Material with Acid-Free Materials*  
Miao-Hung Shu, Cheng Shiu University, Taiwan  
Chun-Shan Tai, Cheng Shiu University, Taiwan  
Yu-Ting Huang, Cheng Shiu University, Taiwan  
L-Cheng Li, Cheng Shiu University, Taiwan

Shikishi Paperboard is one of the materials frequently used by Eastern painters, especially early Taiwanese painters when creating outdoor sketches. The structure of this paperboard is made by pressing multiple layers of different papers together. In the past, the core layer was mostly made of mechanical paper, which, over time, could lead to the formation of brown spots (foxing) on the surface and the back layer, raising concerns about the deterioration of the artifact. This deterioration will also decrease the willingness to collect and make it difficult to preserve. Using the artist Guo Xuehu's work "View of Xiamen Harbor" as a restoration case study, we will focus on replacing the mechanical paper in the core layer of the paperboard with acid-free materials. This restoration aims to improve the material quality and visual harmony of the artwork, thereby extending its future preservation and collection.

82578 | *The Interplay of Temporal Distance and Construal Level in Autobiographical Event Narration: Implications for Post-narration Mood and Well-being*

Chi-Shing Tse, The Chinese University of Hong Kong, Hong Kong  
Xuan Gu, Shandong University, China  
Ho-Chung Tsang, Chinese University of Hong Kong, Hong Kong  
Taoran Zeng, Chinese University of Hong Kong, Hong Kong

We conducted an experiment, with 128 participants in total, to explore how temporal distance and construal level during the narration of negative autobiographical events influenced participants' post-narration mood and psychological well-being. Temporal distance was manipulated by having participants narrated events that occurred either in the last year or at least eight years ago. To manipulated construal level, participants were asked to elaborate on the event either at a high construal level, considering its meaning for their life, or at a low construal level, focusing on contextual details like location. Following each event narration, participants assessed the event's mnemonic characteristics (e.g., emotional intensity, imagery vividness, and ease of narration) and completed measures of positive and negative mood and psychological well-being. We also collected data about participants' depression symptoms, subjective vitality, and self-esteem. We found that (a) participants who narrated events at higher construal level (i.e., focusing on meaning) reported worse psychological well-being than those who narrated events at lower construal level (i.e., focusing on contextual details) and (b) narrating events that occurred at least eight years ago (i.e., with longer temporal distance) yielded lower post-narration negative mood than narrating those that occurred in the last year (i.e., with shorter temporal distance). The current study was the first to reveal the independent effects of construal level and psychological distance on autobiographical event narration, which have significant implications on the Construal Level Theory and the use of expressive writing.



# 16:00-17:00 | Atrium (Bldg 1, 1F)

## Wednesday Poster Session

### Advertising, Marketing, & Public Relations

83835 | *The Effect of Food Image Proximity in Advertisements on Consumers' Purchase Intentions*  
Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan  
Sheng-Ting Ho, National Sun Yat-sen University, Taiwan

With the rise of online ordering platform models, consumers can now obtain their ordered food in a short time simply by selecting food images and placing orders through their mobile devices. This study uses the mental simulation theory and the conceptual metaphor "distance equals safety" as its core to explore whether food image proximity in advertisements on ordering platforms influences consumers' purchase intentions through the mechanisms of taste perception and calorie estimation. Additionally, it examines how food types (virtue vs. vice) and decision episodes (single consumption vs. joint consumption) moderate the impact of food image proximity. The results of the three experiments indicate that: (1) a spatially close (vs. distant) food image results in higher taste perception and calorie estimations; (2) food image proximity affects purchase intentions through the positive mediation of taste perception, whereas the mediating effect of calorie estimations is unstable; (3) for virtue foods, a spatially closer food image increases taste perception and calorie estimation; for vice foods, a spatially closer food image increases taste perception and purchase intentions; (4) in a joint consumption episode, a spatially closer food image increases taste perception, calorie estimation, and purchase intentions, while in single consumption episode evoking feelings of loneliness, food image proximity has no impact. The study is the first to combine food images with the conceptual metaphors related to spatial distance. The results provide a new perspective in food marketing research and offer practical implications for food manufacturers, marketers, and consumers.

### Film Criticism and Theory

83774 | *Suppressing Media Dysfunction Impacted by Commodification of Viral Content: A Case Study of Indonesian Horror Film Trends*  
Vidya Ariestya, University Atma Jaya Yogyakarta, Indonesia

This research aims to find out how content creators and producers can reduce media dysfunction affected by the commodification of viral content using the case study method of Indonesian horror film trends. Horror films are reviled but have a large share. The dominance of local horror films that occurred in the period 2019–2024 has caused problems in the Indonesian film industry ecosystem. Starting from the deviant elements of culture, religion, and tragedy being exploited, the loss of creativity in storytelling, the lack of diversity in film stories, and the low quality of films give rise to harsh criticism and even calls for a boycott from the audience. It is feared that the Indonesian film industry will experience suspended animation again, as happened in the 1990s. Adapted viral content cannot guarantee the success of a film. Efforts to suppress media dysfunction are made by referring to Vincent Mosco's commodification theory. Content commodification can be implemented by developing a combination of horror and comedy genres, which are the two best genres in the ranks of best-selling films in Indonesia. Audience commodification is carried out by utilizing collaboration with a community of film lovers and influencers who credibly review the field of film to reach more audiences to discuss organically. Commodification of labor is implemented by selecting a crew ensemble that has a good reputation and a good portfolio. Producers also need to have indicators of the success of a film apart from financial profits.

### Social Media and Communication Technology

84059 | *The Role of Social Media In Government Communication During COVID-19 Pandemic: The Case of KSA*  
Maha Shafer, University of Sharjah, United Arab Emirates  
Ahmed Farouk Radwan, University of Sharjah, United Arab Emirates

The objective of this study was to examine the role of official government social media accounts as a reliable source of information during the COVID-19 epidemic. This thesis was developed and refined to understand the significance of social media in enabling government communication in Saudi Arabia during the pandemic crisis. The investigation examined the nature of the material shared on these accounts, as well as the methods employed to communicate the content to the users. Government officials utilized social media platforms to efficiently communicate information about the different levels of risk by closely monitoring the situation. The study evaluated the measures implemented across different fields to manage the pandemic and develop solutions to sustain daily activities. These measures were strategically devised by the Saudi government to reduce the adverse effects of the pandemic. The Kingdom of Saudi Arabia got involved to improve the crisis situation and make it more favorable for the population. A web-based survey was carried out in order to address the research inquiries, with a total of 350 participants from the Kingdom of Saudi Arabia. The study uncovered that the COVID-19 epidemic caused changes in the strategies and objectives of government communication with the public, aiming to actively involve them in the process and facilitate their interaction with the information and the communicator.

# 16:00-17:00 | Atrium (Bldg 1, 1F)

## Wednesday Poster Session

86640 | *The Psychological Impacts of Engagement in K-pop Fandom Activities: Artist and Fandom Identification, Loneliness, and Depression*  
Miran Pyun, Seoul National University, South Korea  
Lu Fang, Yonsei University, South Korea  
Yunjin Pi, Yonsei University, South Korea

With the international success of K-pop artists like BTS and BLACKPINK, K-pop has become a global phenomenon, largely due to digital platforms and social media. These platforms enable information sharing, content reproduction, and direct communication among fans, blurring boundaries between artists and their global audience. Unlike local Korean fans, international fans primarily use digital platforms to engage with K-pop, forming online fandoms. This study explores the psychological impacts of K-pop fandom activities, focusing on identification with artists/fandoms, loneliness, and depression. Social media plays a crucial role in fostering cultural sentiment and forming collective communities known as fandoms. These communities create psychological bonds among members. Social media interactions within these fandoms enhance social skills, facilitate K-pop content consumption and creation, and shape relationships within online communities. Platforms like Weibo in China promote acceptance of the K-wave and foster a sense of belonging among fans. According to Social Identity Theory, group affiliations lead to positive psychological outcomes like self-esteem. This study hypothesizes that active fandom engagement reduces loneliness and depression and enhances identification with artists/fandoms. An online survey on Weibo collected 331 valid responses, primarily from young female fans. Results showed that active engagement positively influenced identification and reduced loneliness but did not significantly affect depression. This suggests that identification and loneliness are influenced by social connections, while depression remains an internal condition. In conclusion, K-pop fandom activities on social media positively impact relationship-related psychological conditions, highlighting the role of social media in shaping modern entertainment culture. Future studies should expand across.

## Visual Communication

86410 | *Exploring Gen Z's User Experience with Digital Newspapers: An Exploratory Study*  
Eman Alkhamees, La Trobe University, Australia

Exploring Gen Z's User Experience with Digital Newspapers: An Exploratory Study. Generation Z (Gen Z), born between the mid-1990s and early 2010s, is a digitally native group that has been interacting with technology from a young age. This exploratory study investigates Gen Z's user experience with digital newspapers, focusing on Saudi Arabian users. Specifically, it looks at how participants from Generation Z in Saudi Arabia engage with Sabq, a prominent digital news outlet in the region. Utilizing screen recording technology, we captured real-time user interactions to gain insights into the usability of Sabq's digital interface, its content accessibility, engagement levels, and the impact of multimedia elements on their reading experience. Our findings highlight several important points. Gen Z users in Saudi Arabia (SA) prioritize intuitive design, quick access to relevant information, and interactive features that enhance their engagement with digital newspapers. However, many participants faced challenges due to the digital newspapers' unfamiliar design, which required considerable time to navigate effectively. This indicates a need for better alignment between the design of digital newspapers and the expectations of Saudi Gen Z users. We also provide practical recommendations for digital newspaper publishers aiming to reach Generation Z (Gen Z) audiences in Saudi Arabia (SA). These suggestions involve simplifying interface design, optimizing content delivery, and leveraging technology to create a more intuitive and personalized reading experience. By addressing these challenges, media outlets can more effectively engage Saudi Gen Z audiences and adapt to the changing landscape of digital news consumption in the region.



# Thursday, October 17

## Parallel Sessions

All times are Japan Standard Time (UTC+9)

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

09:45-11:25 | Banquet Hall A (Bldg 4)

# Thursday Onsite Parallel Session 1

Broadcast Media & Globalisation

Session Chair: William Kunz

**09:45-10:10**

85848 | *Transcultural Adaptation of Korean TV Formats: Localizing Variety Show 'Produce 101 Season 2' in China and Japan*

Alice Lee, Seoul National University, South Korea

HongJian Lin, Seoul National University, South Korea

The Korean Wave (Hallyu) has significantly impacted global culture since the 1990s, with K-pop and TV format exports being particularly influential. This paper analyzes the adaptations of Korea's variety show "Produce 101" in China and Japan, employing Bae Jin-ah et al.'s TV format typology and Albert Moran's adaptation codes for a focused comparative study of linguistic, inter-textual, and cultural modifications. The analysis reveals that Japan's preference for preserving the original format, while China adopts and incorporates new elements. The study further identifies the pivotal role of institutional frameworks in China and the entrenched idol industry in Japan as influential factors in the programs' format adaptations. Cultural codes analysis demonstrates that each adaptation targets distinct audience preferences: competitive entertainment in Korea, harmonious content in China, and growth-oriented narratives in Japan. The findings indicate a universal audience inclination towards culturally resonant, "familiar" media products. They also suggest that Moran's adaptation codes provide a robust methodological tool for systematic content analysis in transnational format adaptations. The strategic adaptation of television formats is thus essential in the localization process, ensuring that the entertainment offered aligns with the cultural predilections of each target audience. This research contributes to the understanding of Korean television format exports and holds implications for the strategic expansion and diversification of international cultural content dissemination.

**10:10-10:35**

83800 | *Korean-Japanese Collaboration Dramas under Japan-Korea Relations*

Junyan Shi, Tohoku University, Japan

The reception of Korean dramas in Japan is well known for the recent worldwide popularity of "Crash Landing on You" and "Squid Game", as well as for such 2000s hits as "Winter Sonata" and "Jewel in the Palace". In addition to the acceptance of these Korean dramas, Korean-Japanese collaboration dramas are unique in that works such as "Friends" and "Bad Guy" attracted attention during the Korean Wave of various periods. In contrast, studies on Korean-Japanese collaboration dramas have been limited to content analysis of specific dramas such as "Friends," and have focused on the period of favorable Japan-Korea relations before the first Korean Wave. In recent years, Japan-Korea relations have been on the rise again, and a series of Korean-Japanese collaboration dramas such as "What Comes After Love" have been frequently produced, which is assumed to be connected to Japan-Korea relations and the Korean Wave in Japan. This study, focusing on Korean-Japanese collaboration dramas, examined the characteristics of Korean-Japanese collaboration dramas in each period and examined the relationship between changes in Japan-Korea relations and Korean-Japanese collaboration dramas. As a result, the study found that Korean-Japanese collaboration dramas dealt with a wide variety of subjects and were concentrated in two time periods: the early 2000s and the post-2020s period. Furthermore, it revealed that favorable Japan-Korea relations are linked to the production of Korean-Japanese collaboration dramas.

**10:35-11:00**

84530 | *Opportunities and Challenges for the Thai Content Industry Penetrating Maritime South East Asia Market*

Jessada Salathong, Chulalongkorn University, Thailand

Thanayod Lopattananont, Chulalongkorn University, Thailand

This study aims to gather in-depth insights into the Maritime Southeast Asia market, including Brunei, Indonesia, Malaysia, the Philippines, and Singapore, focusing on the economic, social, and cultural dimensions, as well as other aspects related to the export of Thailand's content industry, which is central to the Thai government's "Soft Power" policy. The research findings can be resources for the public and business sectors to enhance the development of Thai content, improving quality and standards, and facilitating exports to these markets. Utilizing a qualitative research approach with mixed methods, the study examines secondary data through documentary research, analyzing information from academic papers, articles, government documents, journals, textbooks, and relevant online publications. The data is presented in a descriptive format, culminating in a summary and policy recommendations. These findings are reviewed by a panel of experts, including two scholars and a representative from a relevant government agency, who provide critiques through in-depth interviews. The analysis employs the Business Model Canvas and Michael Porter's Diamond Model to evaluate 4 dimensions: Strategy, Structure and Rivalry; Factor Conditions; Demand Conditions; and Related and Supporting Industries. The study identifies that while the market holds vast potential, challenges arise from cultural, religious, and regulatory diversity. The rising popularity of Thai Boys Love (BL) series, or "Y Series," illustrates high potential. Successful access to the market necessitates collaborative efforts between government, private sectors, and relevant agencies, emphasizing the need for a comprehensive strategic framework to overcome entry barriers and leverage Soft Power effectively.

**11:00-11:25**

86516 | *Peak TV and the Rise of Original Scripted Television on Basic and Premium Services in the United States*

William Kunz, University of Washington Tacoma, United States

In the summer of 2015, FX Networks executive John Landgraf coined the term "peak TV" to describe the unprecedented increase of original scripted series for basic cable, premium cable, and, in time, streaming services in the United States. The increase in programming was not just a domestic topic, since these original series, in turn, became ever present on television platforms around the world. Landgraf's original argument was that the content market was saturated and would "peak" in 2016, and that the previous decade had witnessed a move away from broadcast networks to basic and premium platforms. And while one can argue that streaming services such as Netflix and Apple TV are now dominant, it is important to understand the role of basic and premium services over this period. This study focuses on two groups that were driving forces behind peak TV: basic cable networks AMC, FX, TNT and USA, and premium cable services HBO, Showtime and Starz! The primary research question is how the number of original scripted series increased and decreased from 2008 through 2023. Two related questions address the percentage of these series in which the cable network holds a financial interest and the percentage produced in locations that makes them eligible for production incentive. The measure of the four basic services shows a peak of 42 in 2014 followed by a dramatic decline to just 12 in 2023. The premium service have been most stable, ranging between 30 and 39 originals combine from 2016 through 2023.



09:45-11:25 | Banquet Hall B (Bldg 4)

# Thursday Onsite Parallel Session 1

Pop Culture, Subculture & Identities

Session Chair: Mark Villegas

09:45-10:10

85144 | *"Fragments Internal to the Local": Adapting the West in Contemporary Asian Popular Culture*  
Leslie Wong, King's College London, United Kingdom

In Asia as Method, Chen Kuan-Hsing calls for a strategy of inter-Asian referencing which "posits the West as bits and fragments that intervene in local social formations in a systematic, but never totalizing, way" (223). While inter-Asian comparative studies are no longer uncommon, attempts to continue discussing how those Western bits and fragments are intervening in Asian societies today have been more fraught. This paper proposes one potential approach to bringing the West back into Asian cultural studies without reaffirming its hegemonic centrality or abandoning inter-Asian referencing: by comparing contemporary adaptations of Western literature and culture in different Asian countries. In this paper, I focus on novels, comics and videogames produced in Singapore, South Korea and Japan, although stories from Graeco-Roman mythology, German fairy tales or Victorian detective fiction are constantly being reinterpreted and reimagined across the Asian continent. These might be straightforward retellings or completely independent narratives, but all involve filtering one or more Western texts through Asian sensibilities and perspectives. Because they reflect the hopes and anxieties of their creators and consumers, such popular cultural adaptations evince whether and how far the project of breaking the West up into fragments has been embraced beyond the academy. Even though many adaptations still propagate or react against an essentialist notion of the West, others now "write through" Western texts as one among many available sources to tell stories that neither ignore the legacy of Euro-American imperialism in Asia completely nor adopt it as their sole or dominant premise.

10:10-10:35

86861 | *Japanese Subculture in Nagaland: NAJ Cosfest, Cosplayers' Performativity and Collective Production*  
Jasmine Yimchunger, Sikkim University, India

Cosplay in its simplest definition involves a fan expressing liking and enthusiasm for a particular pop culture by dressing and behaving as one of its favourite characters. In recent years, cosplay has gained global popularity as a subculture or performing art in which fans dress up as fictional characters from anime, manga, games etc. Exploring Nagaland Anime Junkies (NAJ) Cosfest which is held every year in Kohima, the capital of Nagaland, this study attempts to understand cosplayers' self-expression and as a subculture practice and also the involvement of other people in this subculture. Based on an ethnographic study and drawing on interviews with cosplay participants, organizers, supporting crew during the 10th NAJ Cosfest held in June, 2024, I detail how cosplay participants project the characters' sensibilities through the costumes and role playing. While cosplayers play a very vital role in such events, the study demonstrates how organisers, makeup artists, photographers, spectators all contribute to the collective success of Cosfest as an annual event in Nagaland.

10:35-11:00

83788 | *Music, Affect, and Post-Soviet Wars: Mobilization With Hip Hop in Azerbaijan and Ukraine*  
Polina Dessiatnitchenko, Waseda University, Japan

This presentation examines the role of music to inspire patriotism in the war-torn post-Soviet region. Out of the many popular genres in the post-Soviet world, it is hip hop that powerfully articulates ongoing conflicts by providing affective narratives. Relying on ethnographic research, I discuss how specific hip-hop singles contribute to mobilizing populations in Azerbaijan and Ukraine during the Second Nagorno-Karabakh war and the ongoing war between Russia and Ukraine, respectively. Rap artists in both Azerbaijan and Ukraine capitalize on the genre's central feature to represent (Cutler 2007; Decker 1993) and include symbols and ideas from local histories of conflict that become highly affective. More specifically, names of famous martyrs in Azerbaijani hip hop and mentions of attacked regions in Ukrainian hip hop become central themes that narrativize the conflict and provide meanings for local hermeneutics about "truth." In this paper, I also highlight the importance of hip hop as a genre for younger generations in the unstable post-socialist space (Miszczymynski and Helbig 2017). In its message of truth also lies hope, as the fissures of the present-day social reality provoke reimagination of the future. This kind of mission has been highlighted by many local hip hop artists who describe their creativity as a vehicle toward not just representing but leading to change. Becoming highly inspirational at the grassroots level, hip hop shows a promise for a better future to the youth thrown into the abyss of war and conflict.

11:00-11:25

86663 | *Planet Asia: Pop Culture, Fandom, and Migration in New Afro-Asian Politics*  
Mark Villegas, Franklin and Marshall College, United States  
Roderick Labrador, University of Hawai'i at Mānoa, United States  
Ethan Caldwell, University of Hawai'i at Mānoa, United States

This panel explores how US Black culture and people interact with contemporary Asian cosmopolitanism, ultimately proposing a new lens to theorize "Afro Asia." "Afro Asia" is a political paradigm that typically points to the mid-20th century as a radical utopian moment of Black and Asian solidarity. Conventional scholarly discourses of Afro Asia nostalgize masculinist, leftist, and often essentializing political projects. The panel reconsiders these terms of Afro Asia by observing how contemporary Asian and US Black culture and people are bound by broader cultural ideas, affinities, and aspirations. Mark Villegas explores the universe of Black geek culture. Using the bassist/vocalist Thundercat, the rapper RZA, and Black geek conventions as examples, he demonstrates the role of anime in the world building of Black geek communities. Roderick Labrador examines the ways Jeff Bernat, a Filipino American R&B singer, songwriter, and producer, has been able to gain a significant fan base in different parts of Asia. Through Bernat, he investigates the racial, cultural, musical, and media infrastructures that permit the transoceanic flow of Black sound. Ethan Caldwell observes how Black diasporic singers forge understanding and belonging at the intersections of Blackness in Asia and Oceania through their performances of linguistic remixes to the "Black National Anthem," "Lift Every Voice and Sing."

09:45-11:25 | Banquet Hall C (Bldg 4)

# Thursday Onsite Parallel Session 1

## Lifelong Engagement in Digital Media

### Session Chair: Alisa Nutley

**09:45-10:10**

82068 | *Using Animation Media to Enhance Digital Citizenship Education: Developing and Validating Educational Content for Bangkok Students*

Rattasapa Chureemas, Srinakharinwirot University, Thailand  
Akekalak Poksupphiboon, Srinakharinwirot University, Thailand

This paper presents the development and validation of digital citizenship educational content using animation media for upper primary and lower secondary school students in Bangkok, Thailand. Aimed at cultivating a digitally literate community and fostering critical thinking skills, the project produced five animated episodes covering key aspects of digital citizenship: Cyberbullying awareness, data privacy, online investment risks, e-commerce safety, and online fraud prevention. Validation by experts ensured relevance, comprehensibility, and alignment with current contexts and students' cognitive levels. Results indicate that integrating animation media into digital citizenship education effectively engages students in analyzing scenarios, character behaviors, and problem-solving approaches. Clear learning objectives were established for each episode, facilitating comprehensive assessment of students' understanding and satisfaction. The animated content was well-received, featuring intriguing narratives, appropriate depth, visually appealing graphics, and suitable language for the target audience. This study underscores the potential of animation media in nurturing responsible digital citizens.

**10:10-10:35**

86671 | *Digital Voices: Students Harnessing New Media Art for Social Change*

Jualim Vela, University of the Philippines Los Baños, Philippines

This study examines the integration of traditional, digital tools and platforms in creating and disseminating visual content aimed at promoting various advocacies. By analyzing students' creative outputs, the research highlights innovative ways young advocates leverage new media art to amplify their messages and engage broader audiences. Initial findings reveal that new media art enables students to overcome traditional barriers of advocacy, offering accessible and versatile means for expressing complex ideas and emotions. The study investigated the processes and techniques employed by students, such as conceptualization, digital illustration, video art, interactive media, and social media campaigns, showcasing their potential effectiveness in fostering dialogue and inspiring action. Through student write-ups and visual analysis of their creative outputs, the research evaluates how students translate their personal advocacies into digital visual narratives using new media art. The implications of this study suggest that new media art not only enhances the visibility of student advocacies but also empowers young artists to participate actively in societal discourse. It calls for educational institutions to support and integrate digital art practices within their curricula to cultivate a generation of socially conscious and digitally literate individuals. This research contributes to a broader understanding of the role of art in social movements and the potential of digital mediums in driving progressive change.

**10:35-11:00**

86086 | *Assessing the Impact of Online Music Engagement Programs on the Quality of Life of Older Adults in China*

Xichen Xu, Tokyo University of the Arts, Japan

Population aging is a global trend with significant societal impacts. Since the COVID-19 outbreak in 2020, the pandemic has transformed how people engage with arts and cultural programs. In China, older adults have emerged as the fastest-growing group of internet users, with the number of users aged 60 and above reaching 119 million by 2022. With social media platforms becoming more user-friendly and accessible, this research examines the impact of online music engagement programs on the lives of older adults through participatory action research and ethnographic methods. While lots of existing research has focused on in-person programs, this qualitative study focuses on an online music education platform featuring live-streamed courses, online interactive activities, and online music communities. As both an arts manager and researcher, I initiated this online platform and my role included program design and coordination with artists, educators, and older participants. The data were collected through observations, surveys, one-on-one structured interviews with the members of the platform. Findings indicate that online music engagement programs enhance social connections and well-being among older adults, though potential negative effects of internet use were also noted. This study highlights the positive impact of online music engagement programs on the well-being and social lives of older adults, offering insights that may guide future research on the role of digital arts and cultural programs in aging societies.

**11:00-11:25**

86361 | *The Role of Rural Aesthetics and Cultural Practices in Promoting Active Ageing in Northern Thai Community*

Alisa Nutley, Chiang Mai University, Thailand

This study explores the role of rural aesthetics and cultural practices in promoting active ageing among older people in a Northern Thai community, focusing on Pong Nuea Village in Chiang Mai. Addressing a critical gap in the literature, it examines the influence of the community residential environment on elderly well-being in a rural setting. Employing a mixed-methods approach, the research gathered quantitative data from 144 elderly residents through questionnaires and qualitative insights from in-depth interviews and site surveys. Advanced statistical analyses, including regression models and thematic analysis, revealed significant relationships between environmental factors and well-being outcomes. Integrating site survey data allowed for a comprehensive understanding of the physical characteristics of community residential environments. The findings highlight the crucial impact of communal spaces and natural landscapes in enhancing both physical and mental health. Additionally, participation in cultural activities, such as local festivals and religious ceremonies, significantly strengthens social cohesion and physical activity, essential for active ageing. The study also emphasises the importance of elderly residents feeling valued and included, facilitated by community-driven design and planning. This research underscores the necessity of integrating cultural and aesthetic considerations into community development strategies to improve the quality of life for elderly residents. It provides concrete evidence for policymakers and urban planners to preserve and promote cultural practices while enhancing rural aesthetics, ensuring that elderly populations remain active, engaged, and culturally connected. The study offers practical recommendations for fostering vibrant and supportive rural communities and proposes a new approach to enhancing elderly well-being.



09:45-11:25 | Room A (Bldg 1)

# Thursday Onsite Parallel Session 1

Language and Cultural Studies

Session Chair: Samantha May

**09:45-10:10**

85318 | *Cultural Transfer Through Linguistic Space: Case Study of Little Japan Town in Ho Chi Minh City, Vietnam*

Ly Tran Thi Phuong, Saigon University, Vietnam

Nhu Vo Tam Nguyen, FPT Univeristy, Vietnam

Loc Dang Ho, Saigon University, Vietnam

Research on linguistic landscapes provides insight into the social realities of multilingual contexts (Backhaus, 2007). The linguistic diversity of a region's landscape reflects not only sociological factors but also the cultural features of the area. The relationship between Vietnam and Japan began in the 16th century through trade and commerce. The year 2023 marks the 50th anniversary of the establishment of diplomatic relations between Vietnam and Japan. This milestone lays the foundation for further development and harmony between the two ethnic communities. Consequently, the cultural interaction between the two peoples has become stronger and deeper. This cultural exchange is clearly evident in the area often referred to as "Little Japan" (Japanese Street) in Ho Chi Minh City. This regional linguistic landscape contributes to creating a picture of an "international city" within the bustling metropolis of Ho Chi Minh City. Using quantitative and qualitative methods, in this paper, from the perspective of linguistic landscape theory, the authors surveyed about 250 signs and images used for advertising or guidance in this location. The research results explore the unique features of cultural and linguistic interaction between the Vietnamese and Japanese communities. The study clarifies the cultural awareness of both the local community in Japantown and the tourists who visit this culturally rich area. Additionally, the findings affirm the literary value of the ongoing connection between Japanese and Vietnamese cultures.

**10:10-10:35**

83875 | *Analysis of Language Use in the Discourse of Buying and Selling Interactions at Sungguminasa Traditional Market, South Sulawesi*

Rizal Alamsa Amal, Universitas Gadjah Mada, Indonesia

This study delves into the intricate use of language variation in buying and selling interactions at Sungguminasa Traditional Market, South Sulawesi, Indonesia. Employing observational methods to gather data, the research reveals that both sellers and buyers engage in a multilingual exchange, utilizing Indonesian with Makassar dialect, Makassar with Konjo dialect, and English. Language variation manifests in the form of dialect, with sellers and buyers employing words like "ki" and "ta" in the Makassar language. This dialectal usage fosters a relaxed and familiar conversational atmosphere. Additionally, the study uncovers the sellers' adept use of various expressions, such as "iya pale" and the vocative "dek," to cultivate a casual and welcoming ambiance. The study's significance lies in its revelation of register usage in seller-buyer interactions. Terms like "renda Prancis" (French lace) and "Monalisa" are strategically employed to capture buyers' attention and convey an air of exclusivity. Similarly, the use of "tie dye" highlights register usage in the context of fashion, appealing to younger generations and fashion enthusiasts. Overall, the research unveils the intricate interplay of dialect, variation, and register in trading conversations at Sungguminasa Traditional Market, South Sulawesi.

**10:35-11:00**

83271 | *Australian Perspectives on Accent and Employability: Insights from a Survey Study*

Siti Rahmatia Ntou, Australian National University, Australia

This study explores how educational background and accent familiarity influence perceived employability of individuals with various English accents for white-collar jobs, as rated by Australian listeners. Using a survey-based approach, this study involved 244 Australian residents, categorised by age groups (Younger: born after 2000, Middle: born between 1980 and 2000, Older: born before 1980), gender (Male, Female, and Prefer Not to Say), educational attainment (Non-university, Bachelor's degree, and Postgraduate degree), accent familiarity, and network diversity. Participants rated their accent familiarity and network diversity by selecting from the categories: Not Very, Somewhat, and Very. They then assessed the employability of speakers with Lebanese Australian, Russian, Anglo Australian, Mandarin, and Cantonese accents by listening to the same 30 audio clips of job interview simulations and assessed the candidates' suitability for office jobs (using a Likert scale, ranging from "Very unlikely" (1) to "Very likely" (5)). To analyse the data, the study employed linear regression analysis. The results show that higher educational levels correlate with stricter judgments against non-Anglo accents, particularly Russian and Mandarin. This paradox illustrates that despite greater cultural exposure, a higher educational background can still reinforce linguistic biases. Furthermore, despite the positive influence of accent familiarity on Anglo and Lebanese speakers, non-Anglo accents (Cantonese, Mandarin, Russian) consistently receive lower ratings. This is notable since Cantonese and Mandarin are among the most populous non-English-speaking groups in Australia. This suggests that frequent exposure does not significantly reduce biases against these accents, pointing to deeper cultural biases that familiarity alone cannot overcome.

**11:00-11:25**

82980 | *The Meaning of Muchi: Implications for Indigenous Language Reclamation in Okinawa and Abroad*

Samantha May, Alexander College, Canada

To many, Okinawa is the sub-tropical vacation paradise and biodiversity hotspot that is Japan's southernmost prefecture. To Okinawans, it is the former Kingdom of the Ryukyus with its own distinct cultures and languages, all of which are endangered. However, to the over 130 million estimated Okinawan martial arts practitioners around the globe (Okinawa Convention & Visitors Bureau, 2021-2024), Okinawa is the birthplace of karate and kobudo. Members of this international community of practice regularly travel to Okinawa and interact with Okinawan martial artists in Japan and abroad; they are deeply appreciative of any knowledge that may improve their understanding of their practice and offer a direct example of embodied learning. As an extension of previous interview, survey, and field research on Okinawan language reclamation in karate and kobudo (May, 2016), this research explores the intersection of language, culture, and martial arts through the term "muchī". Among Uchinaaguchi speakers, who form the largest Indigenous Okinawan language group, muchī is a complex, culturally embedded term at once connected to traditional food, movement, stickiness, and flexibility. Both concrete and highly abstract, the application of this uniquely Okinawan concept in the martial arts opens a window on the need for and appreciation of the continued use of the Okinawan languages in maintaining Okinawan cultural practices. This in turn has implications for Indigenous language and culture reclamation efforts around the globe.

09:45-11:25 | Room B (Bldg 1)

# Thursday Onsite Parallel Session 1

Inter/Multicultural Perspectives in Cultural Studies

Session Chair: Brian Haas

**09:45-10:10**

83805 | *Creating Global Communities: Extending Psychogeography in Art and Design Higher Education*

Aleya James, Royal College of Art, United Kingdom

Kyung Hwa Shon, Royal College of Art, United Kingdom

Our presentation showcases pedagogical action research which investigates and reflects on ways in which global communities can be created in a hybrid learning environment in Art and Design Higher Education. Our pedagogical methodology extracts and extends psychogeographic practices initiated by Guy Debord and the Situationists International to include contemporary feminist and digital conceptual perspectives. From our position as educators on a "foundational" programme that prepares post-graduate students for UK art and design postgraduate education we share our five-year journey from an in-person only teaching context to becoming a hybrid learning environment where both in-person and online students are taught simultaneously. We do this through the perspective of one teaching session 'Extending Psychogeography and the Derive'. Aiming to demonstrate one approach to the democratisation of pedagogy, our paper unravels what it means to create an inclusive global pedagogical community for both students and teaching faculty. Guided by the question "How can we create community within the teaching cohort?", the paper begins by drawing on our values as educators, inspired by Kathleen Fitzpatrick's pedagogical approaches, particularly generous thinking and community as a site of solidarity. We then outline the teaching session and activities undertaken showing necessary adaptations to hybrid learning. We show how students are encouraged to share cultures, contexts and perspectives through undertaking a "derive" and peer-collaboration to create a single art/design outcome. Student feedback on the session and the notion of community within the course is shared. The paper ends with our reflections and thoughts on future practice.

**10:10-10:35**

80319 | *Inter-Narrative Pattern based on a Relativistic Cultural Perspective – A Proposed Solution to the Sustainable Development Goals (SDGs)*

Kien Trung Do, University of Economics Ho Chi Minh City, Vietnam

A perspective based on cultural relativism is noticed as a solution when addressing the Sustainable Development Goals (SDGs) associated with social and human issues. The reality is that when we address the SDGs related to the themes of culture, society, equality, and cooperation, we have to face conflicts and collisions between cultural value systems in terms of identity side. Any personal identity tied to a community's socio-political identity must be seen as shaped in interaction with space and time, that is, within a specific period of time. It is not an inherent characteristic that we must look for because once we assume that identity is the essential property that we must look for, we default to separating this one value from other values. Therefore, comparing and positioning one value with different values is very risky. From the perspective of cultural relativism, we realize that emphasizing one value as superior or more important than another is inappropriate. A metaphysical proposal based on the inter-narrative model can be formulated as a dialogue between differences based on respect and harmony. This proposal emphasizes that harmony between private space and common interests is guaranteed when the "unconditional commandment" of personal happiness is not only meaningful to the owner's personal life and experience but also aims to create a viable network of connections that expands the private sphere, and combines them towards a common purpose. This article will analyze sustainable development goals' social and human issues and propose solutions based on inter-narrative metaphysics.

**10:35-11:00**

83870 | *Love Across Border: Addressing Stress and Building Resilience in Mixed-Culture Relationships*

Sharifah Sofiah Syed Zainudin, University Putra Malaysia, Malaysia

Lim Wyin Ping, University Putra Malaysia, Malaysia

Van Huizen Alexandra Anusha, University Putra Malaysia, Malaysia

Globalization and increased mobility have led to a rise in mixed-culture relationships, where partners come from different cultural backgrounds (e.g., race, religion, ethnicity, and national origin). While these relationships offer rich opportunities for personal growth and cultural exchange, they also pose unique challenges. These challenges revolve around familial expectations, value conflicts, societal stereotypes, and family disapproval. Also, cultural differences can lead to misunderstandings, conflicts, and stress, potentially impacting relationship satisfaction and stability. In light of the growing number of socio-culturally diverse couples in Malaysia, there is a general interest in understanding the quality of these relationships. This study aims to explore the unique stressors experienced by mixed-culture couples and identify effective strategies to build resilience and manage these stressors. The qualitative method is used to understand the dynamics of cross-cultural relationships. The in-depth interview was conducted with six mixed-culture couples lived in Kuala Lumpur, Malaysia. Thematic analysis of the interview uncovered deeper insights into the experiences of mixed-culture couples. The findings reveal that these mixed-culture couples often experience differences and stressors encompass religious beliefs, daily practices, food preferences, communication nuances, decision-making processes, and lifestyle choices, reflecting profound cultural values influencing major life decisions and daily life. In addition, the couple's coping strategies demonstrated resilience and adaptability, emphasizing open communication, open-mindedness, genuine appreciation for cultural differences, and deep empathy. These strategies proved pivotal for conflict resolution, trust-building, and mutual understanding in mixed-culture relationships. In conclusion, this study offers valuable insights for healthier and resilient mixed-culture partnerships.

**11:00-11:25**

82237 | *Cultural Context and the Expression of Personality Around the World*

Brian Haas, University of Georgia, United States

Although there exists some consistency in the way personality is structured across people and the world, there also exists considerable heterogeneity in the expression of personality across different cultures. Personality traits and levels of conformity are two factors that may vary according to one's culture. In this research we show that personality expression has a lot to do with where on earth a person is (i.e., one's cultural context). Cultural context is associated with how much personality changes over time, how changes in personality traits are experienced, and how likely one's personality is to being similar to those that reside in the same country (personality profile conformity). We measured individual level Big Five personality traits, cultural-level tightness-looseness, and how similar people's personality profiles tended to be within each culture. We identified several dispositional and cultural-level predictors of country level personality conformity. We found that scoring higher in Extraversion, Agreeableness and Conscientiousness and residing in a tighter culture is linked to increased personality profile conformity, while scoring higher in Openness and Neuroticism and residing in a looser



09:45-11:25 | Room C (Bldg 1)

# Thursday Onsite Parallel Session 1

## Social Media and Communication Technology

### Session Chair: Xue Dou

culture is linked to lower personality profile conformity. These findings demonstrate that culture plays a substantial role in identity formation and supports the idea that many aspects of the self are products of their surroundings.

**09:45-10:10**

84054 | *Nationalism and Social Media in China: A Case Study of Chinese Nationalist Movement Against Muslim Minorities on Sina Weibo*  
Yuchao Liu, University of Westminster, United Kingdom

This research presents a comprehensive case study of Han nationalism on Sina Weibo, focusing on its antagonistic stance towards Muslim minorities and its critique of current official ethnic policies of PRC. Mainly adopting Melucci's (1996) framework of collective identity process, Billig's (1995) concept of Banal nationalism, and Özkırımı's (2000) conceptualization of national identity, this study examines the evolution of national identity and definitions of the nation within the Han nationalist movement. Meanwhile, various approaches and academic findings about social movements occurring on social media are employed to explore the influence brought by the ecology and environment on Sina Weibo that shapes the movement, while also helping reveal the complex and power struggle among the movement, Sina Weibo platform, technology, and Chinese government. The scholars engaged include Anastasia Kavada, Emiliano Treré, Zizi Papacharissi, etc... Employing a qualitative research approach, this study integrates textual analysis to scrutinise data collected from Sina Weibo. The findings reveal that the participants of this movement have strategically adopted official nationalist discourses to construct their narratives and ideas. This adaptation appears to be a deliberate effort to avoid intervention and prosecution from both the platform and government which endanger the movement sustenance. This research not only contributes to the deep exploration of nationalism in the era of digital media, but also address the issue in a non-Western background, helping re-examine and de-westernize the current academic findings on social media, communication, technology, as well as social movements.

**10:10-10:35**

85976 | *Comparative Analysis of the Political Message Strategy and Transmedia Storytelling Techniques in the 2022 Philippines Presidential Elections*

Rayns Keneth Ampon, King Mongkut University of Technology Thonburi, Thailand  
Jessada Salathong, Chulalongkorn University, Thailand

Electoral campaign plays a vital role in any democratic society. The 2022 Philippines presidential election has been among the most divisive and digitally active campaigns. Numerous political messaging strategies have been used to create a compelling and persuasive message to engage the electorate. This study contributes to the growing global literature on message and platform studies focusing on political message strategies and transmedia. This research utilized qualitative content analysis of online and offline campaign materials and in-depth interviews with campaign strategists to compare the political message strategies of Ferdinand "Bongbong" Marcos Jr. and Leni Robredo during their electoral campaigns. The study evaluated the campaign materials such as multimedia, artworks, and speeches throughout the campaign period. It also explored the use of transmedia storytelling to connect narratives across marketing platforms. The study found that political message framing revolves around patriotism, unity, compassion, post-pandemic response, and hope for a better nation. Electoral campaigns are now carried out heavily on social media which efficiently engages the public. However, traditional political tactics still perform because they can persuade a specific demographic. Transmedia storytelling is a potent tool to communicate the political message. In the age of user-generated content politics, the potential to persuade the electorate through social media such as Facebook and TikTok is limitless. Moreover, this comparative analysis further concludes that while both candidates utilized a theme of "unity," how they delivered to people impacted whether a message would resonate or not with the voting public.

**10:35-11:00**

85669 | *A Study on the Disinformation Landscape During Malaysia's 15th General Elections*

Sabariah Mohamed Salleh, Universiti Kebangsaan Malaysia, Malaysia  
Hasrul Hashim, Universiti Kebangsaan Malaysia, Malaysia

In Malaysia, Media and Information Literacy (MIL) remains a predominantly technical concept. Although UNESCO defines MIL as the ability to critically evaluate, use, and contribute to information and media content responsibly, while being aware of one's rights and digital etiquette, in Malaysia, the focus is often on providing access and addressing the digital divide. Undoubtedly, infrastructure services have been continuously rolled out but people were not taught how to use it in a way that will benefit them, both in terms of productivity and ethics. A recent report highlighted that 84% of Malaysians receive unverified information or false information via WhatsApp, a trend that leads to widespread panic and misguided decision-making based on assumed factual information. Studies indicate that fact-checking organizations play a crucial role in helping the public to verify the authenticity and credibility of information. In light of this, a fact checking alliance, JomCheck Malaysia, was established in Malaysia a few months before its 15th General Elections, to combat the spread of misinformation and disinformation during electoral campaigns. This paper will explore the types of false information spread during Malaysia's 15th General Election (GE15) and examine the roles of JomCheck Malaysia in combating the proliferation of false information.

**11:00-11:25**

83816 | *The Influence of Media Usage Habit on News Consumptions and Credibility Perception*

Xue Dou, Ritsumeikan University, Japan  
Han Chen, Ritsumeikan University, Japan

The emergence of online media has significantly changed the way we consume news. Recent studies conducted in Japan indicate that trust in mass media has declined over the decades. Instead, more individuals now refer to social cues, such as the number of likes and comments on news, and who shared and liked the news on social media while reading it. This tendency is especially noticeable among generations that use social media more frequently, suggesting that habitual use of social media may make us more sensitive to social cues. Does media usage habit influence the way we read the news? Furthermore, does sensitivity to social cues influence the way we evaluate news? To answer these questions, we conducted a survey with 821 individuals in Japan. Participants were asked a series of questions about their media usage habits (i.e., how much they read newspapers, watch TV, use online news platforms, and access SNS), their reliance on social cues to evaluate posts, and what they care most about when evaluating the credibility of a post (e.g., title, published time, number of likes). The first-round analysis revealed that among the several media outlets included in this study, only the usage level of X predicted sensitivity to social cues. Specifically, individuals who used X more paid higher attention to who shared the post and how popular the post was on SNS. These findings suggest that

09:45-11:25 | Room E (Bldg 1)

# Thursday Onsite Parallel Session 1

## Film & Media Studies

### Session Chair: Constance Goh

the type of media individuals engage with can significantly influence how they perceive and evaluate news content.

09:45-10:10

83765 | *Anatomies of Distressed Pleasures: Demeaned Subjects, Fragmented Objects and the State in Hindi Crime-Porn Magazines*  
Ronie Parciack, Tel Aviv University, Israel

This presentation addresses Hindi crime-porn pulp magazines (such as Madhur Kathaein, Madhur Aadayen, Madhur Romantic, Romantic Kahaniyan, and Sachchi Dunya Kamsutr) that are mostly distributed in makeshift stalls in central and northern India. Crime-porn magazines deserve analytical attention since they refer directly to state apparatuses as well as social power structures: family, religious and socioeconomic hierarchies, and issues related to informal religious authorities and welfare mechanisms that attract underprivileged populations – the readership of these magazines. Above all, the crime-porn scene forms an apparatus within which state agents, materials and signifiers are being employed: policemen, FIR (First Information Report) forms, the courts, legislation, and political movements. By implementing a combined strategy of seduction and pedagogy crime-porn magazines turn the reader/citizen into a demeaned subject. Moreover, their visual plane displays unstable and fragmented objects, by contrast to images of the state, which are emblazoned as a single signifier of authority and stability. Through a qualitative method, ethnographic work focusing on the collaboration with police sources and a textual analysis addressing dominant narrative models, I analyse the aspiration to constitute 'moral pornography' and identify the pivots that shape and negotiate a regulated subjectivity under the authority of state signifiers.

10:10-10:35

86619 | *Feng Ai (2013): Questioning the "Mad" Disabled Body*  
Xinyi Wang, 21st Century Museum of Contemporary Art, Japan

Film can visualize some seemingly invisible eugenicist ideas and "ableism", an able-bodied-centered viewpoint. Film can function as a tool to criticize ableism, but it can also be influenced by ableism, failing to critically expose the limitations of eugenics, and instead reinforcing stereotypes of people with mental disabilities. Some scholars such as Erin Heath have pointed out that characters with mental disabilities are often portrayed as crazy or stupid, and that mental disabilities are used as narrative tools. An increasing number of contemporary Chinese films show examples of portrayals of characters with mental disabilities that differ from those of mad men or fools. I will mainly focus on the Chinese documentary Feng Ai ('Til Madness Do Us Part, dir. Wang Bing, 2013) as my case study because it blurs the boundary between people with and without mental disabilities by exploring human existence and feelings. Before analyzing the film in detail, I will first introduce the film history of people with mental disabilities in China, Japan, and Korea to map out how some filmic depictions of mental disabilities are influenced by ableism while some recent films tend to challenge them. In contrast to the depiction of madness, Feng Ai (2013) pays attention to the living conditions and personal feelings of people with mental disabilities.

10:35-11:00

86622 | *The Enigma of the Recurring "Bodies" from Si Spencer's Adaptation*  
Constance Goh, Curtin Singapore, Singapore

Finding forensic science analogically revealing of conceptual or textual analysis, this paper investigates (punned intended) the concept of movement as enunciated by Yuk Hui's Recursivity and Contingency by alluding to the extraordinary 2023 limited series created by Paul Tomalin, a titular adaptation of Si Spencer's 2015 graphic novel. The title does not merely remind us of the implied investigative procedural but more importantly the notion of habeas corpus upon which the law insists when putting homicidal cases on trial. Of key import are these research inquiries: what role does the enigmatic cadaver the four detectives discover at Whitechapel past, present and future plays? How does Yuk Hui's 2019 Recursivity and Contingency which articulates the three movements of linearity and non-linearity tracing the systemic development from the feedback of first-order cybernetics to the recursion of second-order cybernetics permit the allegorical working through here of the anatomical recurrences of Gabriel Defoe? Significantly the Ariadne thread that tie the mystery within the four timelines of 1890, 1941, 2023 and 2053, this thesis asserts that Tomalin's 2023 Bodies figuratively reworks these mirror-like encounters (also the adaptive possibilities given by Spencer's 2015 version) to evoke not just the reflexivity necessitated by analytical thought (or detective work) but also the digital co-creation promised by Web 3.0 when aesthetically examined with cinematographic postulation. Thus the Deutsch particle mentioned is arguably underscored by the shared etymology of commute and communication, with paradigmatic emphasis shifting to the computation and communication implied by Tomalin's time machine, the Throat.

11:00-11:25

85273 | *Narratives from a Cosmopolitan Township? Citizens and Non-citizens in Popular Television Films*  
Nkosinathi Selekeane, University of South Africa, South Africa

South African black television films commissioned by private television networks since 2009 are an understudied area of South African cinema. This paper embarks on a close reading of three township films that depict stories between immigrants and citizens. These texts are works that are created by novice filmmakers that are black and accustomed with the township space. It is theoretically buttressed by the theory of popular arts in its analysis of the respective films. Lokshin Bioskop and Ekasi: Our Stories series, produced a substantial number of films, and the series were founded on the notion of Nollywood being successful by telling stories on black spaces and black everyday experiences. The selected films offer a corpus of artistic expression that speak to poor spaces that are inhabited by the underprivileged in post-apartheid South Africa. Moreover, these alternative films to the mainstream provide a grassroots understanding of relations between immigrants and citizens. The analysis uncovers narratives that are rare within mainstream film and television about immigration within the township space.



09:45-11:25 | Room G (Bldg 1)

# Thursday Onsite Parallel Session 1

Comparative Issues in Education

Session Chair: Fonita Theresia Yoliando

**09:45-10:10**

79802 | *Reading Habits of German, Russian, and US-American Young Adults – A Comparison*

Eugen Zaretsky, Marburg University, Germany

Benjamin P. Lange, IU International University of Applied Sciences, Germany

Introduction. Reading habits can vary among nations depending on the distribution of higher educational levels, accessibility of books and daily press, or on the historically motivated interest in certain topics or genres. This study aimed to compare reading habits of two Western (Germans, US-Americans) and one non-Western (Russian) nations. Methods. A total of 696 German (n = 222), Russian (n = 238), and US-American (n = 236) young adults filled out online questionnaires on their reading habits. The subgroups did not differ significantly regarding age (M = 28 years), biological sex, and occupation. Depending on the coding of variables in the questionnaire, the subgroups were compared by means of Chi-square tests, linear-by-linear associations, and Mann-Whitney U-tests. Results. Compared to US-Americans, Germans read more often modern belles lettres and less often science fiction, adventures, humour, fantasy, and classical literature. Compared to Russians, Germans and US-Americans read more often newspapers, non-fiction books, comics, humour, and scientific literature, whereas Russians prefer belles lettres. Russians have more books at home and read more books per year than the other two groups. Both Germans and US-Americans more often claim that they watch TV and never read any literature, compared to Russians. Discussion. Russians read more than both Western nations but prefer belles lettres only, whereas Germans and US-Americans choose either literature that can be helpful in their career (non-fiction, scientific literature) or can be considered light entertainment (comics, humour). Also, representatives of both Western nations more often abandon any kind of reading.

**10:10-10:35**

85800 | *Exploring English Language Use of ASEAN Graduate Students in South Korea: An Autoethnographic Lens*

Allan Jay Esteban, Kyung Hee University, South Korea

Poollak Tungrakwattanukul, Kyung Hee University, South Korea

Nguyen Thanh Dung, Kyung Hee University, South Korea

Study abroad provides international students with diverse linguistic and cultural exposure. However, there is a limited account of the international mobility of graduate students from the Association of Southeast Asian Nations (ASEAN). Therefore, this study aims to explore the experiences, challenges, and strategies of English use by ASEAN doctoral students, with one participant each from the Philippines, Thailand, and Vietnam at a private South Korean university. Through an autoethnographic lens, the study thematically analyzed personal narratives elicited through prompts to provide an in-depth understanding of how participants navigated their English language use and cultural adaptation processes. The findings revealed that English and host language proficiency significantly influenced peer interactions, resulting in a limited social network and language use on campus. Cultural differences also affected their interactions with domestic and international students. Despite the language barriers, participants recognized the importance of available institutional and technological resources and peer support. Furthermore, the study highlights the importance of openness and awareness of language barriers and cultural differences while studying abroad. These findings not only contribute to the existing body of knowledge about English language use in academia, especially in a country where English is still considered as a foreign language, but also offer practical recommendations for improving the integration of international students during their study abroad endeavors. Finally, this study suggests further research on student mobility and the language use experiences of other student groups participating in study abroad programs.

**10:35-11:00**

86574 | *Cartoonization Practices: the Visual Perspective of Learners with Mental Disabilities in a Participatory Learning Environment*

Christina Flora, Universitas Multimedia Nusantara, Indonesia

Participatory learning is known as a form of teaching method that focuses on the learner, deemed suitable for learners with mental disabilities as it encourages engagement, attention, and flexibility in nurturing creativity, critical thinking, and awareness as a part of their cognitive ability. This mental ability can be sharpened through practice that involves the repetition process of observation, recognize, remembering, and interpreting, which interestingly can be found in cartoonization practice, as it is the practice of reconstructing a real-life image into a cartoon-like representation. The purpose of this research is to study the use of teaching cartoonization for mental disabilities learners in a participatory learning environment by analyzing the learner's drawing process and visual perspectives, such as how they receive and process information, identify, comprehend, and define the distinctive features of a person to finally execute it in a form of a painting. Research methods such as literature study, observation, and survey questions are used in this research with 13 young adults with mental disabilities, aged 25-30, as the main subject. The final results show that teaching cartoonization in the participatory learning environment tends to be effective in empowering their cognitive ability due to its enjoyability, attentive communication, and meaningful connection between the tutor and learners as they tend to be more patient in observing the real-life portrait to determine which unique characteristic they are going to maintain and which they can explore. Findings also suggest that they tend to understand instructions more by using a straight forward visual examples.

**11:00-11:25**

86529 | *Exploring Emotional Engagement in Augmented Reality Simulation of the Seven Dyslexia Visual Distortions*

Fonita Theresia Yoliando, Universitas Multimedia Nusantara, Indonesia

Dyslexia is a phonological learning difficulty that affects an individual's ability to process linguistic codes despite having high cognitive ability and keen vision. People with visual dyslexia also experience the seven visual distortions in reading, such as words that jump out of the page, melt away, blurry, shaky, and others. Regardless of dyslexia's high prevalence rate (1 out of 5 people), awareness of dyslexia is inadequate, which results in misperception and discrimination in society as they cannot perceive or imagine the visual distortion that people with dyslexia face every day. The lack of understanding towards dyslexia becomes the root of empathy and equality issues in society. This concern is explored through this research project in the form of an augmented reality simulation of the dyslexic's seven visual distortions. This research examines the effectiveness of augmented reality as an unconventional medium to put participants in dyslexics' shoes in a more memorable manner. Guided by the event sampling method, the simulation's impacts were explained through a measurable approach by exploring participants' engagement, comprehension, and perception levels. This research project also demonstrated the potential of multi-sensory and

11:40-12:55 | Banquet Hall A (Bldg 4)

# Thursday Onsite Parallel Session 2

Art, Culture & Technology

Session Chair: Zhang Han

interactive media in provoking emotion and generating profound experiences in learning about indescribable issues, such as dyslexia.

11:40-12:05

86543 | *Empowering Indonesian Ceramicists Through Participatory Design: Co-Designing a Mobile Application*  
Rani Aryani Widjono, Universitas Multimedia Nusantara, Indonesia

Ceramics is a form of culture that carries traditional values that have existed for a long time in Indonesian society. More than 100 Indonesian ceramicists gathered in ID Ceramics community, an Indonesian ceramicist community initiated by ceramic enthusiasts in Jakarta. Every ceramicist has many ways of explorations and practices in making ceramic glazes. The iterative process of making ceramic glazes is crucial as it contains valuable information that must be properly documented. Several Indonesian ceramicists log the process of making ceramic glaze by using handwritten notes which were prone to damage. Mostly glaze exploration is a spontaneous process that occurs in the studio and is missed to be logged. This paper presents the participatory design process for developing a glaze production log mobile application for Indonesian ceramicists. The participatory design approach involved 8 Indonesian ceramicists in the Ideation phase as end users. Co-design and observation are used as the main methods. Each participant with their expertise to provide insight into the design process of the mobile app, ensuring that future mobile app features align with the specific characteristics of the practical needs of the ceramic maker's workflow. This paper discusses the participatory design process involving Indonesian ceramicists, the challenges, and the overall impact on the design and features of future mobile applications. The results highlight the importance of end-user involvement in the development and design process to gain valuable insights for future mobile applications that integrate technology with traditional practices, especially ceramics in Indonesia.

12:05-12:30

86326 | *Co-Constructing Our Cultural Memory: Public Participation Strategies in Taiwan's National Archival Projects*  
Zi-Xuan Cheng, National Cheng Kung University, Taiwan

In response to the rise of public history, public participation, and community collaboration in archival processes are solicited by memory and heritage institutions internationally. The significance of participation in digital archiving has been recognized to foster diverse historical narratives, cultural identity, and social cohesion, resulting in the advent of new custodial models and strategies for archival production. However, while digital archives in Taiwan have developed over the past decade, literature regarding strategy development in archival practices remained scant. To provide insights into facilitating public participation in archives, this research examined public participation strategies in Taiwan's national archival projects through a case study of the "Taiwan Cultural Memory Bank" (TCMB). Expert interviews and document analysis were conducted to identify current challenges and opportunities in promoting public participation in archiving. This research aims to advance participatory methodologies in institutional archives for future development by analyzing strategic participation practices in Taiwan's archival projects. The findings revealed limitations with the current participatory strategy employed and indicated a need for improvement in the procurement process with local organizations and communities. Insights gained highlighted the role of TCMB in promoting and accumulating Taiwan's cultural memory. Respectively, standardized processes and open access policies have contributed to the strengthening of memory preservation and data accessibility of materials sourced locally.

12:30-12:55

83815 | *A New Chapter of Man-Machine Dance: A Theoretical Conception of AIGC Enabling Complex Narratives*  
Zhang Han, Yunnan Arts University, China

In the era of new technology, AIGC has obviously broken new ground in the field of art, subdivided into specific areas of artistic creation - scriptwriting is also very fruitful, but the narrative structure of various types of AIGC scripts on the market follow the clichéd "Propp", "plot structure with Blake Snyder" and other classic narrative structure, which makes the viewer easily tired of the aesthetics. Tracing back to the root of the problem, the computer researchers who developed the Large Language Models (LLMs) are still stuck in the existing single narrative structure model, unaware of the fact that complex narrative films have already emerged on a large scale. Therefore, this study will firstly outline the application of AIGC in screenwriting, discuss the current status of each AIGC narrative software and compare and analyse the underlying computer language models of each narrative; secondly, clarify the structural model flowchart of each complex narrative mode; finally, based on the original underlying computer language of each software, combine the complex narrative structure with the model map, and then transform and generate the computer syntax that belongs to each model map. This study attempts to break the shackles of the uniformity of AIGC narrative patterns, not only to provide more novel experiences for the audience, but also to supply a constant stream of creative ideas for creators when they run out of inspiration, so as to adapt to the upcoming human-computer symbiosis era.



11:40-12:55 | Banquet Hall B (Bldg 4)

# Thursday Onsite Parallel Session 2

Interdisciplinary Film Studies

Session Chair: Dror Abend-David

**11:40-12:05**

85231 | *Unpredictable Box Office Performance of Franchise Blockbusters: The Fading "Magical" Appeal of the Fantastic Beasts Series in Mainland China*

Ruixuan Wu, University of Southampton, United Kingdom

To achieve success in the box office, many filmmakers attempt to regroup the factors from the previous successful films into subsequent productions. The Fantastic Beasts series exemplifies a combination of multiple factors seen in the past successful formula, such as well-known intellectual property, famous stars, appealing spectacles, and less culturally specific genres. However, the box office of three Fantastic Beasts films has been declining, suggesting that it is nearly impossible to replicate the success of earlier films by integrating these factors. This research aims to investigate the factors that influenced the box office of the Fantastic Beasts series in mainland China and analyse the reasons for its decreasing performance. The Chinese box office performances of this series were examined using secondary data analysis. Also, content analysis was conducted to explore the Chinese audience reviews of the three films on Maoyan and Taopiaopiao (two major ticketing platforms in China) from both qualitative and quantitative perspectives. The findings indicate that the previous succeeded factors were only effective during the early stages of these films' exhibition in China. Additionally, an increasing number of Chinese audience reviews expressed dissatisfaction with these films' illogical narratives. I argue that the previous succeeded factors should be regarded as marketing assets and not as crucial components that have a positive long-term impact on film's box office. Meanwhile, the strategy of emphasising spectacle over narrative seems ineffective in sustaining the success of franchise blockbusters in China because poor storytelling would alienate new customers and disappoint the existing fan base.

**12:05-12:30**

86075 | *Waiting for the Artist and the De-territorializing and Re-territorializing Forces of Mockumentary Machine*

Sophie Shu-Yi Lin, Kun Shan University, Taiwan

The emergence of Mockumentary films in the contemporary mediascape deliberately blurs the boundary between fiction and fact dichotomy (Hight). While traditionally, documentary films are considered indexical and fiction films iconic and symbolic (Sobchack), mockumentary films challenge the mimetic function of cinematic images and raise the problem of understanding truth when virtual perception increasingly dominates the construction of reality.

This paper is part of my project on Cate Blanchett as a case study in queer will and stardom. It examines *Waiting for the Artist*, a mockumentary film featuring Cate Blanchett as the key performer imitating performance artist Marina Abramović in the artist's documentary *The Artist is Present*. Situating Blanchett's transformative acting skills within her lifelong career path, this paper argues that Blanchett's iconic stardom, her fluid acting abilities, and her technique of sympathy, together with the deconstructive power of mockumentary film style— achieve an art of transformation that re-creates a desiring machine, echoing a Deleuzian schizo-becoming.

**12:30-12:55**

86275 | *Silent Films – What Is There to Translate?*

Dror Abend-David, Bard College, United States

There is a great deal more to translate in silent films than the short texts in intertitles, which are often translated freely, haphazardly, and in response to local interests. In my work, I examine closely the translation, adaptation and reception silent films in English, German, and Yiddish. One highlight in this study includes the previously unexplored plot of the German version of *Der Kaufmann von Venedig* [*The Merchant of Venice*] (1923). The plot of the English version of the film, which is the only plot that has been previously discussed by scholars, is radically different from the German, a fact that reflects the different contexts in which the film has been received. Other highlights include the previously unexplored English version of *Das alte Gesetz* [*The Old Law*] (1923), and an erroneous reading of *Ost und West* [*East and West*] (1923) which was passed on from one generation of scholars to another. A pioneering achievement of this study is the study of the translation of silent films into Yiddish. From a theoretical perspective, I argue that the study of film translation should extend beyond textual translation to a wide selection of primary materials and the consideration of social, economic, cultural, and historical contexts. Accordingly, I argued that film translation requires a multidisciplinary approach that combines insights from Film Studies, Translation Studies, and cultural and historical contexts.

11:40-12:55 | Banquet Hall C (Bldg 4)

# Thursday Onsite Parallel Session 2

AI, Gaming, and E-Sports

Session Chair: Donna Wong

**11:40-12:05**

84628 | *Exploring Digital Storytelling Elements of Gaming Contents in YouTube Kids*

Birgitta Puspita, Universitas Atma Jaya Yogyakarta, Indonesia

Paulus Angre Edvra, Soegijapranata Catholic University, Indonesia

The contents accessible through YouTube Kids are designed for children audience, who feature specific characters. Content creators need to pay attention to these characters to ensure that the messages conveyed are well-received and understood by children. Research on digital storytelling, especially in the context of game content, is still relatively scarce. This study aims to explore the elements of digital storytelling in YouTube Kids game content, particularly in game walkthroughs or guide content. The research method employed is qualitative content analysis. The selected content includes popular videos, not more than five years old, and uploaded by accounts that are specifically accessible through YouTube Kids. The results indicate that not all videos intended for children include appropriate digital storytelling elements, including those aligned with children's moral development. The use of elements in digital storytelling can vary depending on the story narrator's preferences, leading to differences between narrators. However, the consideration of the target audience should be a primary concern for narrators. While this study is preliminary, it provides insights into the digital storytelling elements in YouTube Kids content related to game walkthroughs, which can be further explored in subsequent research on the same specific topic.

**12:05-12:30**

85710 | *The Study of Generative AI Game Design to Enhance Gameplay Immersion*

Jane Seo, Mokpo National University, South Korea

With the emergence of generative AI, its application to digital content development is rapidly advancing. AI technology has recently been leveraged not only to enhance the gaming environment but also to provide players with unique gameplay experiences and heightened immersion. A notable example is the integration of AI into non-player characters (NPCs). There is widespread anticipation within the gaming industry that NPCs endowed with human-like responses will significantly enhance player immersion. However, based on insights from player experience theory, this study argues that interactions with AI-driven NPCs do not always heighten immersion but often lead to unexpected discoveries. From this point of view, this research aims to investigate the factors that truly enhance gameplay immersion. Firstly, this study explores the simulationism gameplay within "DOKIDOKI AI Interrogation". Immersion in this context manifests as players perform actions to achieve specific objectives, such as eliciting statements from AI characters under defined conditions, rather than engaging in combat scenarios. Secondly, gameplay sessions of 10 players will be observed for 10 minutes each to assess dynamic gameplay interactions. Thirdly, subsequent interviews will be conducted, guided by structured survey questions and observations from the gameplay sessions. In conclusion, this study aims to identify essential game design elements crucial for enhancing user immersion when integrating generative AI into game development.

**12:30-12:55**

83842 | *Esports Development in Japan*

Donna Wong, Waseda University, Japan

Esports, a digital convergence of mediated sport and entertainment, is now a multimillion-dollar industry globally. Japan is the third largest gaming industry in the world, yet it is currently lagging in terms of global esports presence. Recognising the huge potential from the contribution of esports to its economic growth and importance as a soft power tool, Japan started jumping on the esports bandwagon in recent years, albeit belatedly. There is currently a lack of studies on Japanese esports, much less regarding the contextual environment impacting its esports development. This study seeks to address the knowledge gap of esports policy process and development in Japan, with the aim of examining critical challenges which currently exist in the Japan's esports development in relation to its slow growth. Through a broadly defined policy network analysis (PNA) framework, this study presents the esports landscape in Japan and identifies the dominant characteristics of its esports policy and network. The formation of network is inevitably linked to its social environment, PNA is applied in combination with the multilevel approach of macro-, meso-, and micro-level analysis to analyse the political, economic, and cultural practices shaping Japan's esports policy. Through the consideration of the nascent field of esports policy in Japan, this study adds on to the mapping of esports-specific policies and regulations in different states. It also offers scholars and practitioners with an analytical tool through the application of PNA beyond the conventional sporting context to enhance their understanding of the emerging global esports development.



11:40-12:55 | Room A (Bldg 1)

# Thursday Onsite Parallel Session 2

Poetry & Literature in Cultural Studies

Session Chair: Kar Yue Chan

**11:40-12:05**

86096 | *William Wordsworth's Ecological Bond with Nature: Literary Space and Natural Ontology*  
Chia Jung Lee, National Sun Yat-sen University, Taiwan

This article focuses on Romantic poets' representation of self as the one living in an era of boundary crossing, mediating and mediated by the very landscape being transformed under the influence of the Industrial Revolution. With the advent of industry and urbanization, the Romantic self is wavering unsteadily between one's innate intimacy with nature and the alien environment in the city through the changing appearance of culture, politics, and economics. In the last decades of Humanities scholarship, "sense of place" and space have become increasingly central as the world has been connected in complex ways through which places, emotions, and experiences are reconfigured and recreated. My study will examine the tensions and dynamics that inform the spatial relationships in such Romantic representation of boundary crossing in order to explore the nature of one's lived experience. My readings attempt to give a critical account of Wordsworthian landscapes in order to show how he makes use of the pastoral in his poetry to accommodate social changes. I will also test the very boundary between the analogy and ontology of nature that exists in the poet's textual representation of nature with ecocritical critiques of "anthropomorphism". This study mainly argues that the sterility and blankness in the poetic presentation of the urban space simultaneously suggest a liminal state in which one comes to re-examine the sense of self in the mobility of spaces.

**12:05-12:30**

86580 | *"Dao" and "Brahman": A Brief Comparison of Cultivation Beliefs in China and India*  
Chunyao Li, Nanfang College, China

The highest category in Chinese philosophy is TAO, while in Indian philosophy, it is BRAHMAN. Belonging to Eastern thought, there is a certain consistency in the concepts of cultivation in China and India: since Plato, the Western philosophical tradition has been enthusiastic about the pursuit of BEING; in contrast, the concept of TAO in Chinese philosophy and the concept of BRAHMAN in Indian philosophy both embody the Eastern emphasis on BECOMING. The goal of Chinese cultural cultivation is "harmony between heaven and man", or "harmony between Tao and man", while in India, it is "union of Brahman and self". To achieve their respective goals, Indian culture uses YOGA as its primary practice, while Chinese culture has developed QIGONG. These cultural elements are distinct from the West world. However, the developing directions of Chinese and Indian cultures also differ significantly. From a morphological perspective, BRAHMAN is associated with GROWTH, while TAO is associated with WALKING. It is important to emphasize that the original meaning of the word TAO is simply ROAD (as a noun), and later it acquired the meaning of WALKING (as a verb). Therefore, we can consider that the characteristic of Chinese philosophy emphasizes "walking in the world, developing in motion", while the characteristic of Indian philosophy is "transcending the human world, reaching towards the higher world". Chinese philosophy and Indian philosophy are two major representatives of Eastern philosophy. In contrast to the philosophical tradition of ancient Greece, they both emphasize practice and realization while downplaying argumentation and reasoning.

**12:30-12:55**

84052 | *Tragic Heroines from an Interplay between Celtic and Chinese Myths, and the Representation of Opera*  
Kar Yue Chan, Hong Kong Metropolitan University, Hong Kong

For its subjects, opera draws inspiration from various sources of cultural heritage, including myths and legends passed down through history. In this chapter, the complex interplay between Celtic myths and their corresponding operatic representations is compared with that between Chinese myths and their representations in Cantonese opera, with a particular focus on the involvement in these links of expressive folk-art traditions. The notion of love is a common theme that permeates the narrative spectrum of these myths and cannot be excluded from their operatic representations. In examining the mythological implications of this major theme in both Western and Cantonese opera, this chapter considers the two subthemes of "forever young in love" and "supernatural love through metamorphosis" with cross-references to the representation of these themes in myth and legend (Eastern and Western) and in opera. Specifically, it focuses on: • The interplay of the "forever young in love" theme in myth and opera, through a comparative analysis of the Celtic legend Deirdre of the Sorrows and Cantonese opera *The Butterfly Lovers* (Loutai hui 樓台會); • The interwoven relationship of Celtic myth and Cantonese opera with the theme "supernatural love through metamorphosis", through a comparative analysis of the Celtic myth Aengus and Caer and Cantonese opera *The Legend of the White Snake* (Baishe zhuan 白蛇傳). A further focus is on the narrative portrayal of tragic heroines who are victimized by men's desires and suffer from social bondage, although different scenarios are presented in Western and Chinese cultural traditions.

11:40-12:55 | Room B (Bldg 1)

# Thursday Onsite Parallel Session 2

Cultural Studies

Session Chair: Saleem Abu Jaber

11:40-12:05

79363 | *Deified Law Enforcement: The Japanese Police During the Colonial Taiwan*  
Min-Chia Young, Shu-Te University, Taiwan

Taiwan was seized and controlled by Japan from 1895 to 1945 as a result of the Qing dynasty's defeat in the First Sino-Japanese War (1894-1895). The colonial rulers intended to turn Taiwan into a supply depot for their economic and territorial expansion in Southeast Asia and the Pacific Islands. To optimize the utilization of both human and natural resources during the war, Taiwan underwent a transformation into a Police Nation, granting absolute power to this foreign law enforcement entity over everything, everyone and everywhere. This kind of omnipotent and omnipresent authority was perceived as god-like power. As a result, this once law-abiding public servant was converted to a ruthless mighty tyrant, esteemed by the Taiwanese as "Your Highness, Mr. Policeman". This paper delves into how the Japanese rulers legitimized their dominance and control over this small island, crafting a deified image of their regulatory authority to enhance efficiency in their colonization endeavors. Through textual inquiries and literature studies, the article aims to demonstrate how the Taiwanese were harnessed and pacified to achieve compliance with this alien authority. It further explores how this subjugating process evolved from initial resentment to eventual admiration.

12:05-12:30

83832 | *Relationship Building and Cultural Production Among Chinese Students in Japan During the Late Qing and Early Republic of China*  
Yi Rugui, Communication University of China, China

Since the late Qing Dynasty, Jimbocho's old book district in Tokyo has become a gathering place for Chinese students studying in Japan. Surrounded by universities, the old book district of Jimbocho saw these Chinese students use journals as their initial practice, establishing a publication and distribution system centered on Tokyo and Shanghai. Influenced by the local operation methods of Meiji-era Japanese publications and the unique management style of Jimbocho, as well as the rising revolutionary fervor at home, this helped to bolster the cultural front of the Chinese revolution, playing a significant role in modern Chinese history. This study attempts to explore from a spatial perspective, through empirical analysis of historical records related to Chinese students studying at major universities in Tokyo during the late Qing and early Republic periods, as well as various forms of historical materials such as student journals, diaries, and memoirs. It seeks to investigate why Jimbocho and Chinese students in Japan were linked together, what kind of social relationship network the space provided, and what kind of frameworks and conveniences for cultural production practices it offered. This enabled them to transform their journalistic practices into revolutionary forces abroad. Furthermore, the study delves into the rich connotations of the book street as a medium in this spatial form.

12:30-12:55

85815 | *A Letter Concerning the Rebellious Troops that Came from Yemen and Entered the Holy Site of Mecca on 25 Sha'bān 1041 Ah (1631 Ce) by the Egyptian Scholar Muhammad B. Abī L-Surūr Al-Bakrī Al-Şiddīqī 1589–1661 Ce/ 998-1071 Ah)*  
Saleem Abu Jaber, Achva Academic College, Israel

This paper provides an edited and annotated edition of a 17th century letter by the Egyptian scholar Muḥammad b. Abī l-Surūr al-Bakriyy al-Şiddīqīyy concerning the rebellious troops that came from Yemen to Mecca. The letter chronicles this rebellion, which resulted in the killing of the emir of Mecca, Muḥammad b. 'Abdullāh. The first section of the paper provides a biography of al-Şiddīqīyy, his family background, and its influence on his scholarly method, as well as the social and cultural environment in which he was raised. The second section describes the manuscript, its contents and its ascription to its author, its exegetic methodology, language, and style, as well as the method used to verify the manuscript. The third section consists of a commentary on the manuscript, with explanatory notes on the meanings of words and expressions and the identification of persons and places referred to in the text. The current manuscript adds an important dimension to the large corpus of Arabic scholarly literature in Islamic studies, most notably in the geographical and historical context and detail it provides. In terms of content, the letter in this manuscript documents an important historic event, namely the invasion of the holy site of Mecca by troops arriving from Yemen in 1041 AH / 1631 CE, which resulted in the killing the emir of Mecca; the subsequent arrival of Egyptian forces to the Hejaz region, and their triumphant return to Egypt some six months later.



11:40-12:55 | Room C (Bldg 1)

# Thursday Onsite Parallel Session 2

## Media & Social Issues

### Session Chair: Panurit Sarasombat

11:40-12:05

83808 | *The Paradox of 'Jogja Kota Pelajar': Media Discourse, Educational Equity, and the Marginalization of Local Youths*  
Rhin Khairina Rahmat, Universitas Gadjah Mada, Indonesia  
Shavira Melanie Putri, Universitas Gadjah Mada, Indonesia

The media discourse "Jogja Kota Pelajar" has successfully maintained an inclusive image in Indonesia, supported by the high mobility of students who are scattered outside the city and choose Yogyakarta as a place of study, especially at the university level. However, Yogyakarta faces a dilemma in maintaining its identity as an educational city in Indonesia. This is related to the lack of opportunities for local residents to obtain higher education. There are several factors that influence this condition, such as economic, social, and cultural factors. Based on data from the Central Bureau of Statistics (BPS), the percentage of Yogyakarta residents who receive higher education is less than 12%. This reinforces the status quo of inequality in achieving fair access to education for the community. The gap between the discourse by the media, the data, and the status quo contradicts the concept of sustainable inclusiveness. This discourse uses a critical discourse analysis approach to give voice to the marginalized people related to social and political issues that constructed and reflected the discourse about media spreading "Jogja Kota Pelajar", which means Jogja as a destination for students, through secondary sources such as institutional reports, interview results, and media.

12:05-12:30

83524 | *The Educational Significance of Variety Shows on Young People's Career Choices: The Case of the Chinese Variety Show 'Let's Farm'*  
Jiaxi Liu, Nanyang Technological University, Singapore

"Let's farm" is a reality show launched by the Chinese video platform iQIYI. The program invites ten young people lacking agricultural knowledge to undergo a six-month closed farming experience in the countryside of Hangzhou, China. It documents their arduous journey from zero to establishing their own agricultural company in a documentary style. After the show aired, it changed the attitudes of thousands of young Chinese who previously refused to farm in their hometowns. These youths actively engaged in grain production, mitigating the risk of a dwindling agricultural workforce in China to some extent. This study employs a combination of textual analysis and social learning theory to explore comments on "Let's farm" across Chinese social platforms, focusing on viewers' motivations for watching the content and the knowledge and attitude changes they experience. The author uses cyclic coding techniques to organize the data, extract meanings, and select theoretical approaches to derive practical conclusions. By analyzing 3,000 comments related to "Let's farm," the research examines how variety shows can influence youth attitudes toward specific professions and the effectiveness of conveying educational content through entertainment in an informal educational environment. This study not only provides a new perspective on the role of variety shows in modern education but also offers references for designing educationally rich media content in the future. Through the optimization and innovation of such programs, scientific knowledge and vocational education can be more effectively promoted among the younger generation.

12:30-12:55

85610 | *The Reflection of Society in Udom Taephanich's Stand-up Comedy*  
Panurit Sarasombat, Ramkhamhaeng University, Thailand

This study employs a mixed-methods approach to examine the content patterns and the reflection of social context in Udom Taephanich's stand-up comedy, "No. 13" or "Dew 13" (in Thai). It further investigates the audience's perception of social issues portrayed in the show. Content analysis was conducted based on the concept of levels of reflection, the structural characteristics of the show (issues discussed, presentation format, characteristics of emotions), and the ladder of comedy (sequence of humor). Quantitative data were collected from 120 respondents through a single elicitation questionnaire, specifically targeting those who had watched "No. 13" (Dew 13). The analysis identified social issues in the stand-up comedy within three domains: social, cultural, and political. The content accurately reflected real-world scenarios and contexts, effectively communicating without detaching from social reality. Quantitative findings showed that the audience most frequently recalled issues related to the competence of national leaders (Fe = 37; 30.7%), followed by criticism of political systems and figures (Fe = 28; 23.3%), and guidelines for appropriate living (Fe = 11; 9.2%). In terms of recognition, the most notable issues were the competence of national leaders and criticism of political systems and figures (Fe = 84; 17.5%), followed by principles of life management (Fe = 47; 9.8%). The topic of contemporary love values was also often mentioned (Fe = 43; 9.0%). Hypothesis testing showed significant differences in attitudes and behavioral tendencies among different generations (age groups) at the .05 significance level (F = 3.691, Sig. < .05).

11:40-12:55 | Room E (Bldg 1)

# Thursday Onsite Parallel Session 2

## Film Studies

### Session Chair: Paul Spicer

11:40-12:05

79394 | *Fused Intersectionality: The Coalescence of Japanese and African American Cultures – 'Rising Soul'*  
Velina Hasu Houston, University of Southern California, United States

Mixed race Japanese African Americans have existed for millennia, but their numbers grew massively after World War II as interracial unions escalated. The culture continues to flourish into present day with a Japanese African American being crowned Miss Universe Japan in 2015. The media chiefly highlights celebrity Japanese African Americans, but the bulk of them live beyond tabloid radars, carving out successful lives in monoracial landscapes that may understand black-white biraciality, but not their particular strain. The central question the parents of such individuals face is, "But what about the children?" The documentary film, "Rising Soul" seeks to respond to this long-standing inquiry with illuminations that show the children are doing just fine. Given the censure that often accompanies the question, the film seeks to uphold Japanese African American positivity, a perspective often overlooked as media too often sustains the trope of the "tragic mulatto." Through interviews, readings, and film, writer and scholar Velina Hasu Houston, who herself is Japanese and African American, examines the culture and its substance drawn from her research and experience, and including excerpts from the film-in-progress. Her explorations shed light on a fused ethnicity that thus far has generated curiosity, mystery, and presumption.

12:05-12:30

84049 | *Campus Cinema: Analysis of University Portrayals in Contemporary Films*  
Vanesa Varga, University of Zagreb, Croatia

This research analyses English-speaking movies made from 2014 to 2024 that are primarily set in university environments. The main aim is to investigate the role of universities in these films, focusing on how these institutions are depicted and whether they adhere to stereotypical representations. By examining a diverse selection of movies, this research explores various aspects such as the portrayal of academic life, social dynamics, architectural aesthetics, and cultural significance within the university setting. The study also seeks to answer questions about the consistency of these portrayals and whether they contribute to or challenge prevailing stereotypes such as elite status of academia, party life of academia, overachieving nerds in the academia, motivational professors in the academia, etc. The findings will provide insights into the cultural impact of university depictions in contemporary cinema.

12:30-12:55

86827 | *From Ozu to Obayashi: The Importance of Onomichi Within the Historical Legacy of Japanese Film*  
Paul Spicer, Hokkaido University, Japan

When exploring Japanese film history, many of the country's shooting locations serve to highlight the essence of Japan and Japanese culture. From the tranquillity of Japanese nature, to the urban brawl of neon-drenched cityscapes, film directors bring their pictures to life by placing them within these culturally potent milieux. In Japanese film history, there are many examples where urban, natural, and industrial landscapes have played a significant role. However, within this discussion, there is a surprising lack of debate surrounding the contribution of Onomichi, a city that not only provided the setting for what many consider the greatest Japanese film of all time, *Tokyo Story* (Ozu, 1953), but which has also inspired noted directors such as Yoji Yamada and Kaneto Shindo. Onomichi's relationship with Japanese cinema is long and fruitful. From *Habu no Minato* (Mokudo, 1929), to *Takano Tofuten no Haru* (Mihara, 2023), the role that the city has, and continues to, play is extremely important, and deserves further attention. As part of a wider study on filmmaking in the city, this paper will focus on the work of Onomichi native, Nobuhiko Obayashi. The paper will examine how the city informs his storytelling, encouraging a distinctly cultural vernacular deployed through a culturally aware *mise en scène*. Research for this project will be conducted using historical archives held at Onomichi City Council, the Onomichi Motion Picture Museum, as well as personal testimony from those who were involved in the making of some of Obayashi's Onomichi set pictures.



11:40-12:55 | Room G (Bldg 1)

# Thursday Onsite Parallel Session 2

## Myths in Film Studies

### Session Chair: Mark Anderson

11:40-12:05

86558 | *Subterranean Encounters: Speculative Tension and the Underground Space in Takano Fumio's Swan Knight and Nazlı Eray's Orpheus*  
Gefan Wang, King's College London, United Kingdom

John L. Hennessey defines speculative fiction as a literary canon that mixes familiarity and radical alterity, utilising unrealistic elements to explore hypothetical scenarios or aspects of the reader's world into sharp belief. This paper reads Takano Fumio's *Swan Knight* (2024) and Nazlı Eray's *Orpheus* (2006) as speculative fiction, contending that both works approach underground spaces as sites of enigmatic encounters and cultural exchange, breaking down the boundaries between popular myths and contemporary realities with the aid of speculative tension. *Swan Knight* is an imaginative narrative of the biography of Ludwig II of Bavaria. Addicted to binge-watching television and listening to Wagner, Ludwig II visits a labyrinthine subterranean city beneath Munich, where Wanger's Festspielhaus is located. During his underground adventure, Ludwig confronts Wagner's dubious legacy and the ambiguous boundary between media, myth, and reality. Similarly, Nazlı Eray's *Orpheus* relocates the popular myth to a modern-day Turkish coastal town, where Eurydice searches for Orpheus's house near an ancient archaeological site. Eray's use of the fantastic creates an underground world that connects intertextual references and suggestive details, bridging the mythical realm and Turkey's contemporary social realities. Drawing on Homi Bhabha's cultural hybridity theory and Mikhail Bakhtin's concept of the chronotope, this paper aims to understand the speculative tension surrounding the underground space in the two novels and to bring new insights to the scholarship on the rapidly expanding literary canon.

12:05-12:30

83773 | *"When the Legend Becomes Fact": The American Frontier Myth in Film, 1930s-1960s*  
David Smith, University of Saskatchewan, Canada

From the 1930s through the early 1960s, the set of past experiences that Americans ascribed to their frontier heritage became guideposts for the present and a vision to inspire the future because they chose to view them as something crucial in their experience. Frontier western imagery permeated American film and the images transmitted through movies informed policy and political life in profound ways that had meaning and consequences for Americans of all regions, races, religions and political inclinations. During these transformative decades, Western frontier films including *Stagecoach* (1939), *High Noon* (1952), *Davy Crockett: King of the Wild Frontier* (1955), *The Searchers* (1956), and *The Man Who Shot Liberty Valance* (1962) reflected changing representations of the Old West that promoted both liberal and conservative values. Major events such as the Great Depression, World War II, the Cold War and early Civil Rights movement challenged and shaped the contours of the myth and revealed Americans' ongoing searches for answers and guidance in an increasingly complex and rapidly changing world. The power of film and of symbolism of the frontier — infused and propagated with peculiar intensity at mid-century — were mutually reinforcing. At the same time, the ambiguity and tensions within the myth were accelerating as conservative interpretations increasingly competed with liberal ones. These building political tensions, together with a series of shattering historical events, set the stage for the much more critical, revisionist tide that would sweep through films about the westering experience at the end of the sixties.

12:30-12:55

83644 | *Zombies, Westerns, and Mythical Rebirth*  
Mark Anderson, Carleton University, Canada

American screen narratives have always reacted to real world events, especially crises and trauma, from occasions as distant as the World Wars to as recent as 9/11 or the election of Donald Trump to the presidency. Westerns and zombie stories serve as especially good examples of this phenomenon, where popular culture symbolically regurgitates and repurposes real-world tragedies. Further, the two genres share a special bond in that they are born of the same imaginary parent, the frontier myth, widely understood by scholars as America's creation myth, its founding narrative. Westerns and post-9/11 zombie tales are triggered by and feed on trauma. Both are plotted around the death and regeneration of the corrupted soul. Both embrace and endorse a frontier process that Richard Slotkin (2000) has termed "regeneration through violence". nd both tend to feature frontiersmen as messiah-like protagonists who steer small groups toward redemptive (if sometimes bleak) survival. Such narrative habits render zombie tales ideal vessels for symbolic national rebirth, as seen in the popular "Walking Dead" and "The Last of Us" television series. Traditional westerns champion the notion of American exceptionalism, which privileges heroic tales of white conquest or 'containment' of the Other, held to have emerged from the historical experience of white immigrant cisgender males versus the wild frontier. In counterpoint, Zombies tales ask an utterly simple question: what happen when containment fails?

13:10-14:50 | Banquet Hall A (Bldg 4)

# Thursday Onsite Parallel Session 3

Media & Culture

Session Chair: Antonina Luszczkiewicz-Mendis

13:10-13:35

84242 | *Why Do Homophonic Pun Memes Gain Popularity on Social Media? Examining the Cultural Significance and Influence of Homophonic Pun Memes*

Jiaxin Yang, University of Technology Sydney, Australia

Memes has garnered significant attention within academic circles as a cultural phenomenon within the realm of communication. The emergence of a distinct subclass within meme culture, characterised by the utilisation of homophonic puns, has been a noteworthy phenomenon in recent years. The rise in prominence, cultural significance, and influence of homophonic pun memes within the realm of social media culture can be ascribed to their distinct attributes, encompassing comedic features, linguistic ingenuity, and the incorporation of multimodal components. As a result, homophonic pun memes have emerged as a symbol of young subculture, offering novel means and perspectives for the development of youth identity and cultural defiance. Young urban women are a demographic category in which the prevalence of these phenomena is notably high. These phenomena serve as a means for female collectives to establish and shape their sense of self-identity, as well as to articulate their attitudes, perspectives, and feelings. The utilisation of homophonic pun memes on Chinese social media platforms carries notable socio-cultural implications in the formation of youth identity and emotional expression. However, it is important to acknowledge that these memes also possess the potential to confine young individuals within a pattern of symbolic consumption and diversionary entertainment. Consequently, the employment of homophonic pun memes as a means of youth subcultural resistance may ultimately lack substantive meaning.

13:35-14:00

85312 | *The Integration of Cross-cultural Communication in Performing Arts: A Short Video Making Project*

Peishi Weng, Taipei University of Marine Technology, Taiwan

Yijie Ou, Taipei University of Marine Technology, Taiwan

Recently, under the influence of the internationalization of universities, many international students have been attracted to study in Taiwan. Therefore, the opportunities for students to interact and communicate across cultures on campus have gradually increased; however, most Taiwanese students still have insufficient cross-cultural experience when facing international students. Due to the above problems, the purpose of this study is to explore how international students can complete a short video project with Taiwanese students' assistance. This is an one-semester project with 20 students' involved (10 international students and 10 Taiwanese students). Those students are all from Innovative Design College of a University in Northern Taiwan. With on-site observation, post-interviews and "Intercultural Competence Scale" questionnaires, the researcher collect both students' feedback related to cross-cultural communication, trying the figure out the challenges between international students and Taiwanese students in the learning process. The findings will help to understand the impact of cross-cultural cooperation on the development of students' cross-cultural communication skills, provide relevant suggestions for future studies and finally create a friendly international campus environment.

14:00-14:25

86357 | *Cultural Resistance in Manchuria: the Underground Communist Intellectuals' Use of Media, Art, and Literature (1931-1945)*

Le Wang, Tohoku University, Japan

Qi Deng, The Northeast Martyrs Memorial, China

This study delves into the cultural and ideological resistance orchestrated by underground Communist intellectuals in Japanese-occupied Manchuria from 1931 to 1945, with a particular emphasis on Jin Jianxiao. These intellectuals deftly utilized mass media, art, and literature as instruments to counter Japanese imperialist ideology and galvanize local resistance. Jin Jianxiao, a central figure in this resistance, harnessed his expertise in journalism, poetry, and literary critique to disseminate anti-imperialist sentiment and bolster the morale of the Chinese populace. Through clandestine newspapers, magazines, and literary networks, his works became pivotal in maintaining a cultural front against the occupiers. This paper investigates the strategic deployment of media by Jin Jianxiao and its broader implications for the resistance movement, illustrating how cultural production served as a vital component in sustaining national identity and combating colonial oppression. By meticulously examining primary sources and historical records, this research elucidates the innovative and resilient efforts of Communist intellectuals to wage a war of ideas against the formidable backdrop of Japanese occupation, thereby contributing to the broader discourse on media's role in anti-imperialist struggles.

14:25-14:50

82626 | *Civilizational Discourse in China-India Film Co-Productions*

Antonina Luszczkiewicz-Mendis, Jagiellonian University in Krakow, Poland

In 2014, Chinese President Xi Jinping and the newly-appointed Prime Minister Narendra Modi of India opened a new chapter in relations between the two most populous countries in the world. In their bilateral relations, both leaders attached great importance to ideological, cultural, and image-building activities. Until 2020, when China-India relations deteriorated in the aftermath of the Galwan Valley clash, Modi and Xi had been actively promoting the narratives of joint Chinese-Indian civilizational heritage, including its material and moral elements, with the main emphasis on the broadly understood traditional system of norms and values. This "civilizational discourse" aimed to present the two countries as attractive and reliable partners, interested in a mutually beneficial, friendly, and peaceful relationship – despite the ongoing border dispute and geopolitical rivalry. In this context, this paper analyzes the joint Sino-Indian film productions as a case study. With particular emphasis on movies such as *Xuanzang* (2016), *Kung Fu Yoga* (2017) and *Buddies in India* (2017) – which were made under the Sino-Indian audio-visual co-production treaty signed in 2014 – the author of this paper attempts to explain, how China and India intended to use joint film productions as their soft power tool. The researcher further explores the cultural and historical content that was selected to promote a positive image of India and China, respectively; the author also examines, which elements originating from the civilizations of India and China might have been intentionally omitted, and why.

13:10-14:50 | Banquet Hall B (Bldg 4)

# Thursday Onsite Parallel Session 3

Film Criticism and Theory

Session Chair: Siyasanga Tyali

13:10-13:35

82748 | *Postcolonial Relevance: Challenging the Complacencies in Film Studies*  
Rajat Sharma, Hong Kong Baptist University, Hong Kong

Indian cinema as a field of inquiry has been largely constituted by studies appearing from outside the geographical site, mainly in the geo-political imperial centres of US and Europe (peculiarly the UK). This establishes a contextualisation in the western privileged notions of film studies where the local cultural specificities are wedged into (western) existent schemas. This paper (and the overarching project of recirculating and redirecting film studies it contributes to) suggests to undo these tenets. Primarily, it seeks to dissolve the strict boundaries of the objects of identification and constructs alternative frames of reference to undo the western modes of scholarship where film and television or mainstream and art films are often expressed in the limited form of binaries. Moving beyond such fixations and challenging the orthodoxies, this work aims to provide us opportunities to build new forms of understanding and forge new contexts of a decolonial approach to elicit, understand, analyse and critique the glossaries, re-imaginings and aesthetic forms in Indian cinema that fostered resilience and were ripe with anti-colonial emancipatory thoughts. This project takes up on contemporary thinkers suggestions of deconstructing colonial discourses and the reconstructing alternative epistemologies and ontologies, and intervenes in order to escape the confines of these dichotomous frameworks and explore the grey areas of connections and intersections that lie outside the binaries. It proposes an alternative understanding of films guided by (indigenous or local) anti colonial revolutionaries and social scientists.

13:35-14:00

83826 | *Realism and Fantasy in Nazareth: Intertextuality Reading of the Space in Palestinian Films*  
Iris Fruchter-Ronen, University of Haifa, Israel

Through the medium of film, Palestinians have found a space to address the paradox of being an invisible people or present absentees. Palestinian films provide them with a space in which they resist marginalization, non-presence, and address the concept of humiliation due to the loss of their homeland. Those Palestinian directors like Elia Suleiman, Maha Haj, Shadi Srour and Ann Marie Jacir, are among those who were able to remain in their hometown, Nazareth. They have chosen to contest the marginalization of their people through their portrayal of Nazareth, by rendering their hometown the same iconic status, being the Palestinian city that resists negation as it holds on to the remnants of its Arab culture. In this paper, I focus on six Palestinian films all of which challenge the iconic status of Nazareth through its people which struggle to survive as Palestinian citizens in a Jewish state. All these films use humor, absurd and silence as cinematic means to describe the impossible reality that the residents of Nazareth as other Palestinians in Israel live in. The films are: Elia Suleiman's trilogy, *Chronicle of a Disappearance* (1996), *Divine Intervention* (2002), and *The Time that Remains* (2009), *Personal Issues* (Maha Haj, 2017) *Wajib* (Ann Marie Jacir, 2017), *Holy Air* (Shadi Srour, 2018)

14:00-14:25

85683 | *Framing Land Loss and Dispossession Through Film: On This is Not a Burial, It's a Resurrection*  
Siyasanga Tyali, University of South Africa, South Africa

Land loss and land dispossession have characterized both colonial and postcolonial Africa. In colonial Africa, land dispossession was meant to make land available for the colonial elite. Respective colonial governments in Africa captured productive and fertile land from Africans and handed it over to the European colonial elite that had colonized the African continent. With the independence of Africa from European colonization, this pattern of dispossession was meant to be obliterated. However, through film and particularly in 'This Is Not A Burial, It's A Resurrection' (2019), patterns of land loss and dispossession continue to be recorded. The focus of this paper is on film framing of land loss and dispossession in Africa and how themes of land dispossession are captured by screen artists to reflect the continuities and discontinuities of land loss and dispossession in postcolonial Africa. Relying on a case study format, the paper grapples with deeper questions of film framing and the colonial and postcolonial discourse in so much as land dispossession is concerned.



13:10-14:50 | Banquet Hall C (Bldg 4)

# Thursday Onsite Parallel Session 3

Social Media and Communication Technology

Session Chair: Sakulsri Srisaracam

**13:10-13:35**

86355 | *In Birth Control We Trust: Analyzing Modern Contraception Behavior and Parasocial Relationships with Health Personalities Online*  
Nicole Claire Desierto, University of the Philippines Diliman, Philippines

Family planning in the Philippines is a complex topic because of difficulties in accessing modern contraceptives exacerbated by various external factors. Because of this, Filipinos go to social media to seek reproductive health information, especially among health professional content creators. To further bridge the gap between health communication and social media, this study aimed to analyze how parasocial relationships (PSRs) with health professionals in TikTok contributed to Filipinos' contraceptive habits using a quantitative research design through a self-administered survey. Anchored on the Integrative Model of Behavioral Prediction (IMBP) and the PSR, results revealed that stronger the PSR with the health professional, the higher the likelihood that the respondents generally have a positive attitude regarding modern contraceptives, have most of their friends think that they should use modern contraceptives, have high confidence in their ability to use modern contraceptives, and have positive intentions of using modern contraceptives. Nonetheless, results show that PSR, contraceptive access, and contraceptive intent do not influence contraceptive behavior but contraceptive knowledge does. So even though health professionals on TikTok are doing their job in disseminating accurate contraceptive information through their social media platforms, affecting an increase in one's contraceptive knowledge, this becomes obsolete when individuals are not given the proper physical resources to actually acquire these methods of contraceptives. This thus emphasizes the importance of interventions, perhaps in policy or with influencers, in improving contraceptive access, and not solely contraceptive knowledge, by acknowledging, lessening, and resolving external factors that prohibit the transition from contraceptive intent to behavior.

**13:35-14:00**

85865 | *Mental Health Consultation Through Telemedicine, Does it Work? A Case Study of Psychologists and Patients in Online Consultation*  
Stefanie Lunardy, Universitas Multimedia Nusantara, Indonesia  
Helga Liliani Cakra Dewi, Universitas Multimedia Nusantara, Indonesia

The advancement of technology has brought a significant impact on our lives, including in the health sector. The presence of telemedicine allows us to access health information and health services very easily. It lets users communicate with doctors virtually via chat consultations and video calls. Halodoc, a telemedicine platform from Indonesia has been providing health services, including psychologist consultation to cover mental health issues in Indonesia. Data stated that a month after the Covid-19 break, mental health consultation in Halodoc rose by 80%. Most of the users indicated that they were satisfied with the consultation sessions. However, quite a few users also stated that they face several challenges in terms of communication between doctors and patients in online consultations. Therefore, this study aims to discover the interpersonal communication challenges in health communication practice between psychologists and patients in online consultation and how to cope with them. Interpersonal Communication, Health Communication, and Computer-Mediated Communication are used to analyze the case. This study was conducted using qualitative research with a case study method. The research technique used was structured interviews with psychologists at Halodoc and several patients who actively consulted about mental health at Halodoc. This research found that the challenges in mental health online consultations are patient openness, language barrier, limited non-verbal expression, and patient trust in the psychologist. To address this challenge, the psychologist applied interpersonal communication strategies, such as developing empathy and using alternative tools to develop the patient's openness and trust.

**14:00-14:25**

84799 | *Communication Campaign of Social Marketing to Reduce Noncommunicable Diseases (NCDs): The Case of Diabetes Mellitus at BaanTakhun Hospital in Southern Thailand*  
Siripan Krasaesan, ThaiHealth Foundation Promotion, Thailand

According to the World Health Organization, noncommunicable diseases (NCDs) are one of the leading causes of deaths of Thais in the past decade. Approximately 17 million Thais suffer from NCDs, with over 300,000 deaths per year. It is also expected that the number of deaths from NCDs in Thailand will increase every year, with the majority of deaths occurring before the patients reach the age of 60. In addition, among NCDs, diabetes has been a major cause of deaths. Given that unhealthy eating is a leading cause of diabetes, the ThaiHealth Foundation Promotion has implemented a communication program to encourage Thais who suffer from diabetes to change their eating habit. This communication program promotes eating based on the 2:1:1 formula, which refers to the proportion of vegetables, carbohydrate, and meat in a meal. This study investigated the effectiveness of this communication campaign at BaanTakhun Hospital in Surathani, a province in Southern Thailand. Data were collected from 16 target patients who were individuals with diabetes under the Remission Clinic Program. The findings indicated that communication campaign : Lifestyle Intervention, together with the treatment from medical professionals, can effectively improve the treated individuals in the program (there are 27 patients who have entered remission clinic, out of 695 people receiving treatment at the hospital). The study also found that, in the future, the communication of the eating formula to Thais needs to be tailored to fit the local contexts of different parts of Thailand.

**14:25-14:50**

85707 | *Co-creating Media Innovation for Social Value: The Thai Media Lab Model*  
Sakulsri Srisaracam, Chulalongkorn University, Thailand

This research explores a collaborative approach between academia and media professionals for media innovation with social value. The data collected from the "Thai Media Lab" process (2021-2023) served as a model for this "co-creation media innovation research network." The lessons learned from the media development process between academia and media professionals were analyzed. The study found that key needs in the media industry are: fostering innovation to enhance communication capabilities and leveraging technology for process, product, and social innovation within media organizations. Promoting "Co-creation partnerships" involves three steps: 1) Expanding partnerships by identifying media organizations' specific challenges or goals. 2) Ideating and experimenting with media content and technology use. This stage involves brainstorming and testing media content and technologies with the participation of audiences, communities, and professionals. Lessons learned from this process inform the development of effective media product and content strategies. 3) Piloting and evaluating media for communication impact and further development. This involves testing the media in real-world situations, assessing its communication effectiveness, and using the feedback to refine the media for a more complete solution. This collaborative process empowers participating media to develop further, explore business opportunities, and ultimately achieve financial sustainability while delivering social value

13:10-14:50 | Room A (Bldg 1)

# Thursday Onsite Parallel Session 3

## Comparative Discourse Analysis

### Session Chair: Yinyin Wu

**13:10-13:35**

86555 | *Shift and Loss of Agricultural Lexicon: Predicting the Future of Balinese Agriculture – an Ecolinguistics Approach*  
Kuntayuni Kuntayuni, Universitas Warmadewa, Indonesia  
Dewa Ayu Kadek Claria, Universitas Warmadewa, Indonesia  
Radha Andhra Swari, Universitas Warmadewa, Indonesia

Despite the glamour of the tourism sector, agriculture remains one of the economic foundations and livelihoods for Balinese people. However, as globalization and modernization permeate Balinese society, agricultural practices and the associated lexicon face erosion. This study explores the shift and loss of agricultural lexicon in four villages of Tabanan, a regency in Bali known as the rice granary area, to predict the future of Balinese agriculture through an ecolinguistics approach, incorporating James Scott's concepts of *techne* and *metis*. This research aims to document the changing agricultural vocabulary and analyze its implications for the sustainability of Balinese farming traditions. Utilizing an ecolinguistics framework, we investigate how linguistic changes reflect broader environmental and social transformations. Using *techne* (practical knowledge) and *metis* (intelligence) as analytical lenses, we examine how environmental damage and modern problems have changed or lost the lexicon. Our findings indicate that the loss of specific agricultural terms corresponds with a decline in traditional practices as well as the sustainability of agriculture, posing a threat to the island's agroecological balance. This means that ecolinguistics, along with the value of *techne* and *metis*, can offer more useful strategies for nature than just creating databases. These strategies can assist in improving adaptive responses to current problems in agriculture.

**13:35-14:00**

86482 | *Forensic Linguistics: Deception and Defamation of Digital Discourse*  
Nana Raihana Askurny, Universitas Maritim Raja Ali Haji, Indonesia  
Syihabuddin Syihabuddin, Universitas Pendidikan Indonesia, Indonesia  
Amrin Saragih, Universitas Negeri Medan, Indonesia

This study aims to review published research articles that studied digital text crimes, which are deception and defamation based on forensic linguistic point of view. The authors developed three inquiries: linguistic aspects, the selection of research design, and the trend of studies that discussed deceptions and defamations within published scientific articles. The data were twenty published articles on deceptions and twenty on defamations. The authors selected the data from Harzing's Publish or Perish and Mendeley Reference Manager. The descriptive qualitative research method was applied in this study. For deception, 60% of the articles utilized a morphosyntax perspective of analysis, and the trend shows that deception studies were frequently implemented by email (40%) from 2018 to 2021. The findings capture that deception acts through email were investigated with linguistic morphosyntax aspect. This shows that people are getting deceived by word tricks. Whereas, for defamations published studies, it is observed that the mix of semantic and pragmatic was most selected (50%), and 75% of defamation cases in digital discourse occurred on social media platforms from 2019 to 2022. Thus, the findings reveal that defamation acts through social media were studied from a pragmatic perspective, this shows that defamation acts generally appear in a language interaction. Both deception and defamation studies mostly applied the qualitative descriptive design. Conclusively, this present study is accomplished in portraying the trend of digital crimes during the COVID-19 pandemic, and the significance of linguistics analysis in forensic investigations.

**14:00-14:25**

83197 | *Information Packaging Strategies in European Parliament Translated and Interpreted English*  
Yinyin Wu, National Taiwan University, Taiwan

Differences between written and spoken modes condition the way in which information is packaged syntactically. In original, non-mediated discourse, syntactic constructions such as the passive and it-extraposition are more strongly associated with the written mode, whereas existential there and clefts are more typical of the spoken mode. Translation and interpreting are mediated written and spoken discourse. Simultaneous interpreting, in particular, operates under more constrained condition because interpreters listen to the source speech and produce the target speech with a time lag of only a few seconds. This study aims to examine if syntactic differences between non-mediated written and spoken discourse can be seen in mediated translated and interpreted discourse. Two comparable corpora of translated and interpreted English were compiled for analysis. The 19881-word translation corpus comprises English translations from the proceedings of European Parliament plenary debates. The 18480-word interpretation corpus comprises corresponding English simultaneous interpretations transcribed from the video recordings of the same plenary meetings. The results are in line with previous findings. The passive and it-extraposition are more strongly associated with the translated mode. The use of passive helps achieve objectivity and allows heavy nominal groups to serve as clause subjects. It-extraposition allows subtle commentary to be made on the information placed in the extraposed clause. On the other hand, existential there and clefts are more typical of the interpreted mode as the two constructions package information in smaller chunks and therefore ease both interpreters' and listeners' processing effort. Awareness of mode differences has pedagogical relevance in translator/interpreter training.

**14:25-14:50**

81980 | *An Exploratory Study to Reconcile Urdu Language and Contemporary Logo Design*  
Anosh Gill, Florida A&M University, United States  
Syeda Zaidi, SZABIST, Pakistan  
Jeffrey Wilkinson, Florida A&M University, United States

Designers around the world work with languages to communicate using visual structures. Although English is commonly used worldwide, Urdu is widely used to communicate throughout South Asia. Urdu script is a cursive script with unique shapes, positions, and variations of the singular alphabet (Harf) with other alphabets (Harooft), creating a unique ligature system. The script is visually the same as Arabic or Farsi, with variations in alphabet and phonetics. A controlled study examined ways to connect elements of Western-influenced design with Urdu script to facilitate the emergence of a new design style combining features common to both. This study provides some examples of experiments combining the fluid character form of Urdu script in logo design with typographic practice and the application of Roman script. This project was undertaken with input from graphic designers from two different regions of the world with Urdu and English language backgrounds. Four determinants were identified as core design elements. These determinants are 1) exploring Urdu type in the non-ligature form, 2) exploring single Urdu letter as an object, 3) experimentation with primary geometric forms like circles, squares, and rectangles, and 4) Designing Urdu logos with conceptual meaning. Gestalt principles of perception are used in the exploration and determination of experimental research. By understanding the evolution of Urdu typography from Urdu calligraphy to Urdu Logo design, contemporary designers can create contemporary designs that communicate across cultures. Developing an Urdu typographic system and its application and practice will allow scholars to strengthen culture and communication practices

13:10-14:50 | Room B (Bldg 1)

# Thursday Onsite Parallel Session 3

## Identities in Cultural Studies

### Session Chair: Hio leong Che

13:10-13:35

84662 | *Revisiting Malay Archipelago Ancestral Charisma: Evidence from Royal Craftsmen Descendant in Modern Malaysia*

Wardatul Hayat Adnan, Universiti Teknologi MARA, Malaysia

Nurul Hijja Mazlan, Universiti Teknologi MARA, Malaysia

Suffian Hadi Ayub, Universiti Teknologi MARA, Malaysia

Mahathir Yahaya, Universiti Sains Malaysia, Malaysia

The prominence of Malay Archipelago backed by its strong genealogy and pedigree becomes the cornerstone to its robust cultural narrative to date. One of it is the legendary Megats descent, established in 1528 which belonged to the Perak Sultanate forms a respected figure in the Malay Nusantara as Sultan's Bendaharas or Royal Custodians, Kingmakers and Trusted Generals. This article chronicles the understudied legacy of the descendants of Megat Terawis, a classical historical figure in Malay Archipelago history. It unveils the legacy of the practices of the Megats and the practices of the genealogies of the Megats in the present century under the four main categories of religion, culture, politics and social. This study focuses on the specific practices and values of the Megat descendants and explores the extent to which the legacy of the legendary Megats is upheld in the present lineage. The study embarks on field research which incorporated field observations, interviews, and video documentary on subjective evidence with specific members of the Megat Ja'afar clan. The data was collected during events celebrated by the clan which focused on four themes; religion, culture, politics and social. The findings indicate that the current lineage of the Megat Ja'afar clan strongly valued and uphold its royal legacy practices. This covers the four major categories in this study thus indicating strong support in the extension of societal Malaysian culture and heritage values that operate within its environment.

13:35-14:00

86548 | *Between the Real and the Fictional: The Translocal Formation of the Pearl River Delta Region, China*

Tian Yang, The Chinese University of Hong Kong, Hong Kong

In the postscript of *Tidal Atlas* (2022), the novelist Lin Zhao writes how the landscape of the Pearl River Delta (hereafter, the PRD) in her work is referred to as both real and fictional. On the one hand, the PRD is an existing alluvial delta formed by the Pearl River at the Southern border of China. On the other, this geographically marginalized position has led to cultural and political marginalization away from the Chinese mainland. Such twofold marginalization was further complicated by the CCP's decision to economically reform this region in the late 1980s, giving rise to multiple cultural imaginaries in relation to the PRD. As exemplified by *Tidal Atlas*, these imaginaries can be found in forms of cultural texts that appropriate, if not essentialize, the local specificities such as languages, traditions, and religions against the mainstream homogenous representation of Chinese. While existing studies have shed light on the formation of the regional local identity, few have paid attention to the abundant texts and their relationship with the economic reform policies generative to such formation. This paper therefore attempts to navigate between the multiplicities by looking into the geographical, political, and cultural formation of the PRD. Particularly, it tries to understand the discursive formation of the PRD through popular music, fiction, and artworks. Ultimately, this paper seeks the potentialities to deconstruct the homogeneous representation of Chinese culture while arguing for not the essentialized locality but a translocality of the PRD.

14:00-14:25

82527 | *The Discursive Infrastructures of Nineteenth-Century British Colonialism in India*

Harisankar Anirudhan, Indian Institute of Technology, India

In his seminal work, *The Rhetoric of Empire* (1993), David Spurr attempts to analyze colonialism's discursive structures. He focuses on the rhetorical strategies used by various colonial powers, such as France, Britain, and Italy, to legitimize their conquest and administration of various Asian and African nations. In my presentation, I will be chiefly focusing on how the discursive structures of colonialism functioned in analyzing and categorizing the sites of resistance and acquiescence to British colonialism in India during the nineteenth century. There was often a difference between the portrayal of natural/native infrastructure and artificial/modern infrastructure regarding anti-colonial resistance. The natural/native infrastructure, such as in Philip Meadows Taylor's novel *Seeta* (1872), consisting of caves, waterfalls, ravines, and dilapidated structures, often served as sites of resistance to colonialism. In contrast, the homes of affluent Indians like Narendra and British-made forts and residential structures served as sites of acquiescence to colonial rule. Similarly, as Aishwarya Lakshmi argues in her seminal essay titled "The Mutiny Novel: Creating the Domestic Body of the Empire", the narrative of 'domestication' and 'creating gendered spaces' often suited the colonial purposes when it came to taming the natural and native infrastructure of India. The perspective of the 'picaresque' was often effectively employed to counter the sacred perceptions of native Indians regarding the natural and native infrastructure of India, whether it be ancient temples, waterfalls, caves, or ravines.

14:25-14:50

85340 | *Survival Strategies and Identity Boundaries of Exotic Culinary Culture in the Public Sphere: A Case Study of Burmese-Chinese Restaurants in Macau*

Xiaoqin Li, University of Macau, Macau

Hio leong Che, University of Macau, Macau

Food is a pivotal component in forming individual identities, particularly for migrant populations. The intricate interplay between exotic flavors from culinary practices and the host society engenders a multifaceted dynamic that contributes to constructing identity boundaries. This phenomenon has become a focal point within contemporary scholarly discourse, fueling extensive investigations into the intricate nexus between migration and food culture. (Martin 2000; Ming-ke Wang 2000; Zhi-hong Wang 2006; Lu-lin Zheng 2004). During the 1960s and 1970s, some Southeast Asian countries experienced ethnic conflicts and internal strife, a notable influx of overseas Chinese migrants sought refuge, and Macau emerged as one of the destinations of choice. Over several decades, these Chinese migrants, having undergone secondary migration, set up and managed food establishments that incorporated the diverse and flavorful cuisines of Southeast Asia. This complex phenomenon not only introduced foreign cultures to Macau but also fostered a distinctive and captivating landscape of exotic culinary culture within the region. Among the diverse Southeast Asian cuisines, Burmese cuisine has the most significant influence. Not only have certain proprietors successfully transmitted their culinary traditions to the second generation who have settled in Macau, but many local eateries specializing in native cuisine have also embraced Burmese dishes into their menus. This article examines the relationship between the survival strategies and identity boundaries of Burmese-Chinese migrants in Macau and their operation of food establishments. Through interviews and literature references, the study investigates the strategies adopted by these migrants and their connection to identity boundaries (Lile, 2013).



13:10-14:50 | Room C (Bldg 1)

# Thursday Onsite Parallel Session 3

Politics & Sociology

Session Chair: Wisurat Samlee-on

13:10-13:35

86577 | *Alienation of Aesthetic Experience Based on Rosa's Critical Theory of Social Acceleration*  
Siyu Chen, Sichuan University, China

What is the definition of a good life in modern society? Under the coercion of the accelerated era, technology brings convenience to life, but also caused people to have pseudo-aesthetic fatigue. The self-discipline of traditional aesthetics has been broken and it has fallen into the dilemma of aesthetic alienation. This requires us to think about how social acceleration alienates the public's aesthetic experience and how to reshape the concept of a better life. Hatmut-Rosa uses time as the breakthrough point to explore the modern society is in a state of constant acceleration, and uses this to construct a critical theory of social acceleration. At the same time, it explains the new alienation caused by the accelerated state of society. Based on Rosa's critical theory of social acceleration and the logical framework of neo-alienation, this paper studies the manifestations of alienation produced by accelerated aesthetic experience in the social environment: the extinction of subjectivity, the symbolization of aesthetic imagination, non-differentiated aesthetic consciousness, technological myths and mediatization. The accelerating society has led to the aesthetic falling into the whirlpool of digital capitalism by constantly reinforcing the logic of time. Meanwhile it also makes the modern good life encounter many obstacles. Therefore, how to realize the redemption of the alienation of aesthetic experience has become an urgent issue of attention.

13:35-14:00

79775 | *Understanding Filipinos' Propensity for Get-Rich-Quick Investment Schemes Through the Lens of Gullibility Theory*  
Blenn Nimer, Notre Dame of Kidapawan College, Philippines  
Ruby Romblon, University of Southeastern Philippines, Philippines

The Philippines is a developing country with a per capita income of 3,623.316 USD. Many Filipinos are struggling to make ends meet, and the desire to get rich quickly is pervasive as evidenced by the proliferation of lottery games, gambling, and investment schemes. This study aims to understand the Filipinos' propensity to invest in get-rich-quick schemes through the lens of Gullibility Theory. Gullibility Theory is a framework for understanding why people fall for scams and is a function of four factors: situation, cognition, personality, and emotions. This study used a phenomenological approach to understand the experiences of eight participants who invested in Ponzi schemes. Data were collected through in-depth interviews and analysed using directed content analysis. The findings revealed that the participants were motivated to invest by a variety of factors, including family and financial pressures, fear of missing out, and the desire to make more money. In terms of cognition, they were college educated and professionals but were making poor financial decisions. As to personality, they were gullible, overconfident, impulsive, audacious, and had false religiosity by invoking the blessings of God. They were strongly convinced that they made the right decision and looked forward to payday. Unfortunately, the investment schemes turned out to be scams, causing the participants to drown in misery and debt. The findings of this study have implications for policymakers, regulators, and the public. Policymakers and regulators need to increase their oversight of financial institutions and investment companies, and the public needs to be educated.

14:00-14:25

83216 | *Developing a Framework for Participatory Governance in Local Government*  
Blenn Nimer, Notre Dame of Kidapawan College, Philippines  
Ruby Romblon, University of Southeastern Philippines, Philippines

The Local Government Code of 1991 (Republic Act No. 7160) established a decentralised Philippine government where power and authority are shared between the national and local governments. Local government units (LGUs) are afforded a certain degree of autonomy to empower them to address their needs and concerns. They are primarily responsible for delivering essential services to citizens, such as healthcare, infrastructure development, education, and social welfare programs. Traditionally, local governments have favoured a top-down approach, with elected officials making and imposing decisions on the community. Elected officials may prioritise short-term projects with visible results to secure re-election, which happens every three years. This study was conducted to develop a participatory governance framework utilising qualitative method. Stakeholder discussions and focus groups involved almost 100 participants from different sectors. Data was analysed thematically and presented to the local government, partner agencies, and organisations. The results were then converted into programs, projects, and activities (PPAs) for the development plan, which the City Council formally adopted. This study demonstrates the power and wisdom of engaging citizens in policy-making processes. By listening to their voices and perspectives, the LGU addressed community-based issues, fostered a sense of ownership, and enhanced social cohesion. In conclusion, citizen participation should be an ongoing process of collaboration to strengthen local democracy, promote inclusivity, and empower communities.

14:25-14:50

83530 | *A Comparative Analysis of the Thai Constitutional Court's Role in Legalizing Same-Sex Marriage in Thailand*  
Wisurat Samlee-on, Srinakharinwirot University, Thailand

This paper conducted documentary research by examining court judgments from Thailand, Japan, Singapore, and Taiwan to do a comparative analysis and determine the appropriate role of the Thai Constitutional Court in allowing same-sex marriage in Thailand. According to the study, the Thai Constitutional Court's involvement in recommending that parliaments enact laws allowing LGBTQ+ persons the legal right to establish families in judgment No. 20/2021 demonstrated the court's authority to uphold the rights of LGBTQ+ people and to prevent discrimination against them. This point was in line with court rulings from other Asian nations such as The High Court of Singapore case No. SGHCF 18 [2018] ruled that a gay man has a family right to adopt a child produced via surrogacy and the Tokyo High Court case No. H6-NE-1580 also ruled that the government must recognize the rights and interests of homosexuals. While the Thai Constitutional Court strictly maintained its position as a judicial body only to judge legislation neither contrary to nor inconsistent with the Constitution, the Judicial Yuan of Taiwan ordered the Legislative Yuan to amend or pass the necessary legislation to found a same-sex family by the year 2019 through J.Y. Interpretation No.748 of 2017 with reasoning that passing the new law was the only proper way to protect the family rights of LGBTQ+ people. This example demonstrated the continued need for the Thai Constitutional Court to exercise its authority to both propose and order the legislature to enact additional legislation safeguarding the rights of LGBTQ+ people.

13:10-14:50 | Room E (Bldg 1)

# Thursday Onsite Parallel Session 3

AI & Digital Technologies in Education

Session Chair: William Ko-Wai Tang

**13:10-14:00**

86157 | *Balancing Efficiency and Accuracy: AI Tools in Academic Scholarship (Workshop)*  
Ariana Eichelberger, University of Hawaii at Manoa, United States

Artificial Intelligence (AI) research tools are revolutionizing academic scholarship, offering university faculty innovative methods to enhance their research capabilities. Faculty need to keep pace with technological advancements that can enhance the quality and efficiency of their research. As universities increasingly integrate AI into their curricula and research practices, it is imperative that faculty are proficient in these tools to maintain competitive research standards and foster innovative learning environments (Johnson et al., 2022). Faculty are often balancing the demands of teaching, research, and service. AI-powered research tools can save faculty valuable time, allowing them to focus on higher-level academic tasks and improve their overall productivity (Smith et al., 2022). For example, this paragraph was primarily written by AI! Despite their affordances, AI tools are also known to generate inaccurate content (for example the citations above do not exist) and amplify biases that can taint research integrity. This presentation will provide an overview of AI-focused professional development being provided to faculty at the University of Hawaii at Manoa's College of Education. Session attendees will be introduced to tools such as ChatGPT, Claude, Elicit, ResearchRabbit, and Consensus and shown how they aid in literature searching and synthesis, drafting and editing of academic papers, generating research ideas, and even simulating peer review. The affordances and significant challenges inherent in using AI tools in academic scholarship will be discussed and session attendees will be encouraged to share their experiences using AI tools in their own academic endeavors.

**14:00-14:25**

82606 | *Developing and Validating Instruments for Assessing Fake News Detection Competency for Undergraduate Students*  
William Ko-Wai Tang, Hong Kong Metropolitan University, Hong Kong

In today's information landscape, undergraduate students are confronted with overwhelming information, including misinformation and fake news. The ability to identify fake news is essential to foster critical thinking, decision-making, and responsible citizenship. However, there is a lack of understanding regarding the competency level of undergraduate students in identifying fake news. Consequently, addressing the competency level of undergraduate students in identifying fake news has become a pressing concern in higher education. To bridge this knowledge gap, this study proposes developing and validating instruments specifically designed to assess the competency of undergraduate students in fake news detection. The development stage of this study involves forming an expert team and conducting a comprehensive literature review. This process aims to identify the key characteristics of fake news, such as content, appearance, and motivation, and relevant theoretical foundations within information literacy. Subsequently, the researchers create a tailored set of questions that fit the Chinese societal context and specifically target undergraduate students. The subsequent validation process, carried out by the expert team, rigorously evaluates the effectiveness, validity, and relevance of the survey items. This ensures that the instruments provide a reliable measurement of fake news detection competency for undergraduate students. By utilizing this instrument, educators and researchers will gain a comprehensive understanding of the current competency level of fake news detection among university students. This knowledge will inform educators to equip students with the necessary skills to evaluate information and combat misinformation in this complex digital information landscape.

**14:25-14:50**

82133 | *Students' Digital Labor: University Digitization Entails Specific Challenges and Coping Strategies*  
Matthieu Josselin, Université de l'Ontario Français, Canada  
Camille Corfa, Université du Québec à Montréal, Canada  
Simon Collin, Université du Québec à Montréal, Canada

The widespread adoption of digital technologies has fundamentally transformed university services and practices, intertwining academic and non-academic spheres (Keane et al., 2023; Traxler, 2009). In OECD countries, nearly 95% of 15-year-olds have internet access, and university students anticipate access to digital technologies (Keane et al., 2019, 2023). Universities are increasingly endorsing the digitization of educational services, introducing diverse technologies into students' lives with unclear comprehension of their impacts (Michaut and Roche, 2017; Molinari et al., 2016). These changes add specific sociotechnical burdens on students (Selwyn, 2016) who navigate, manage, and maintain their technological system incorporating various tools and coping mechanisms to address the underlying tensions (Collin, 2022). This presentation exposes the results of a longitudinal and ethnographic case study, exploring challenges encountered by three students facing digital labor. After introducing the context and the theoretical framework behind the concept of sociotechnical system, the presentation will clarify the interpretative epistemological stance, the qualitative data collection, context and methods, and its grounded analytical process. Results on academic communication and study groups, outlining challenges specific to digital labor across the three student cases, such as task fragmentation, sociotechnical fragmentation of communication methods, and sociotechnical overload. The discussion assesses the link between digitization of educational services, digital labor and student well-being, providing insights into the broader implications of these findings, such as the invisibilization of digital labor and the marginalization of specific types of students.

13:10-15:15 | Room G (Bldg 1)

# Thursday Onsite Parallel Session 3

Education/Pedagogy

Session Chair: Anne Ihata

**13:10-13:35**

86528 | *The Inclusion of Cultures in Multilingual and Multicultural English Classrooms: Indonesian EFL Textbook Authors' Views*  
Juang Putra, Prince of Songkla University, Thailand

Blessed with its cultural diversities, Indonesia receives the world's recognition as the second most multilingual and multicultural country. Unfortunately, a recent report claims that several Indonesia's vernaculars are on the brink of extinction, due to expansion and use of English in society. Such a phenomenon has grown the government's fear since a language's extinction brings its culture to an end. The government has then made a preventive effort by developing EFL textbooks that are said to be Indonesia-centric. The study aims to 1) explore Indonesian EFL textbook authors' views regarding cultural aspects delivery in multilingual and multicultural Indonesia EFL classrooms, and 2) evaluate the Indonesia-centrism in one of the developed textbooks. Six textbook authors participated in the research. Employing semi-structured interviews and document analysis, the results revealed that the participants accepted the interconnectedness of culture and language learning. They expressed the need to incorporate not only Indonesia but also international and native English speakers (NES) cultures. Interestingly, despite the government's attempts to preserve the country's cultures, the results found out that the textbook under investigation was not entirely intended for culture-based English learning. Although being Indonesiacentric, the amount of cultural knowledge was minimal, and the activities and exercises were less accommodating. Also, some culture-free materials were still observed. Based on these findings, some pedagogical implications, and suggestions for future research are provided.

**13:35-14:00**

82978 | *Exploring and Examining Different Types of Interaction in a Blended Translation Course*  
Karen Chung-chien Chang, National Taipei University, Taiwan

In the post-COVID era, online/distance education has continued to be the topic of interest for many universities in Taiwan. This focus is strongly associated with the need to meet students' diverse learning styles today and the emphasis of equipping teachers with the technological know-how in tackling the unexpected. However, major concerns for distance learning cover the retention of learner interests and the effectiveness in their learning outcomes. Different from traditional face-to-face instruction, distance learning puts teachers and students in different physical locations. Consequently, what approaches can be adopted to hold students' attention, maintain their learning interests, and encourage class interaction are of great interest to teachers. This study was conducted in a blended translation course which combined synchronous and asynchronous teaching sessions. Different elements in course design were incorporated to encourage three major types of interaction: learner-instructor interaction (LII), learner-content interaction (LCI), and learner-learner interaction (LLI). This study made use of three data collection tools to explore and examine the students' perceptions of their learning effectiveness. First, a five-point Likert-Scale survey was administered to reveal the students' perceptions of different types of interaction. Second, a survey of five essay questions was carried out to gather the students' self-evaluations of their learning outcomes and satisfaction levels with this blended translation course. Last, a one-on-one interview was conducted with all the participating students. The data analysis results revealed that the students rated several major course elements as positive and conducive to their learning, leading to the suggestion for more well-designed blended courses.

**14:00-14:25**

83851 | *How to Apply Critical Realism Paradigm in the Analysis of Academic Literature*  
Rendani Siphon Netanda, University of South Africa, South Africa

The purpose of this article is to show, from a practical viewpoint, that the critical realism paradigm can be applied in analyzing literature in academic research. The literature and desktop reviews were used in amalgamation as methodological and epistemological approaches towards understanding how critical realism can be used in the analysis of literature. We reviewed sources that investigated research phenomena using the critical realism paradigm as well as those that had critical realism paradigm as a focal point. Our scope was wide-ranging to include all sources across different disciplines. Descriptively, we applied philosophical features of the narrative review. The critical realism paradigm has the potential to ensure continuity in discourses of various topics in research, thereby allowing researchers to apply critical thinking in the analysis and synthesis of literature. The application of this dogma forces the researcher to broadly understand the topic, to partake in the discourse and to offer meaningful criticisms. It prohibits a mere narration of an already existing literature, and command researchers to take ownership of arguments they are advocating for. Literature proved that critical realism has been researched widely. While most of them focused on theoretical explanations of what critical realism entails, a few focused on how it must be practically used as a lens in reviewing literature. In teaching and learning how to conduct literature review, with critical thinking being a core aspect of an analysis and synthesis of the literature, correct application of critical realism paradigm has a potential to enhance the quality of literature review section as understanding of the subject is needed prior to offering academic criticism of an argument. This article enhances an understanding of researchers, postgraduate students, and lecturers regarding the application of critical realism in reviewing literature.

**14:25-14:50**

85804 | *Using "Noticing" of Book Content Links with the Real World to Improve EFL Reader Engagement*  
Anne Ihata, Musashino University, Japan

'Noticing' is a term often applied in Second Language Acquisition research to drawing learners' attention to aspects of the language they are reading. This presentation refers mainly to a study carried out in a third-year university class in EFL (English as a Foreign Language) reading, where the main focus was to examine the effectiveness of introducing the strategy of overtly 'noticing' connections between content in student-selected reading material and current events or real-life experiences. In practice, this meant raising awareness of any such links through their book reviews and group discussions, with the intention of increasing student engagement with readings, connecting content with real life, and improving satisfaction with or enjoyment of the course. They read books at their individually appropriate levels through the Xreading virtual library, took quizzes and posted comments on each book. They were directed to use these comments to discuss any real-life connections. In the twice weekly classes, one session was devoted to silent reading and one-on-one reviews of progress and their comments with the teacher, or group discussions of their readings. Qualitative measures were employed to examine how the new strategy affected learner perceptions and behaviors. Reading comprehension was measured at the beginning and end of the course to enable comparison of this group of subjects with a very similar cohort of students from the previous year, to assess any effect for this 'noticing' strategy.



13:10-15:15 | Room G (Bldg 1)

# Thursday Onsite Parallel Session 3

Education/Pedagogy

Session Chair: Anne Ihata

14:50-15:15

85440 | *Task-Based Instruction (TBI) to Motivate Elementary Students in Ghizer, Gilgit-Baltistan to Improve English Language Speaking Skills*

Tajwar Ali, Zhengzhou University, China

Haseena Sultan, Zhengzhou University, China

In Pakistan, most public schools teach English poorly, especially spoken English. To increase language speaking, instructors and students must be motivated and engaged. English language speaking skills are ignored in classroom instruction because it seems that language teachers of public schools in Pakistan are not familiar with the new methods of teaching language generally and teaching of speaking skills particularly. This study was carried out in the context of Gilgit-Baltistan, Pakistan, to explore how task-based instruction (TBI) can be used to motivate and enhance the English language speaking skills of grade 6 students. It was an action research study located within the paradigm of pragmatism which is concerned with action and change, and knowledge and action. The data were collected in three main phases: reconnaissance phase, intervention phase and after-intervention phase. Data collection tools were: observations, semi-structured interviews, focus group discussions and reflections on classroom teaching cycles. The language teacher of grade 6 and five students participated in this study. This sample was purposively selected. Key aspects for motivating language learners include student participation, managing foreign language fear, improving language confidence, a desire to communicate in the target language, and limiting the use of reductive methods and code-switching. Findings revealed that the language teachers in my context emphasize on the writing and reading skills of students. They use grammar-translation method to teach language. Teachers focus on the completion of the syllabus. This in turn provides fewer opportunities for learners to practice the target language.



15:05-16:45 | Banquet Hall A (Bldg 4)

# Thursday Onsite Parallel Session 4

News Media and Use of New Technology

Session Chair: Özlem Erkmen

15:05-15:30

84567 | *Revolutionizing Newsgathering: The Impact of Digital Media and New Technologies*  
Nurhadiyati Nurhadiyati, Monash University, Indonesia

The rise of digital media and new technologies has fundamentally changed news gathering, allowing journalists to gather, analyze and share information with unprecedented speed and accuracy. This article explores the integration of tools such as artificial intelligence, machine learning and data analytics into journalism, improving the ability to process large data sets, identify trends and verify information - critical to combating disinformation. We explore the role of social media in real-time newsgathering and the ethical implications of using advanced technologies. Digital tools increase the speed and reliability of reporting, increase transparency and public trust. Our empirical research includes analysis of case studies of major news organizations that have integrated these technologies. A mixed-methods approach is used: qualitative data from in-depth interviews with reporters and editors, and quantitative data on news speed, audience engagement, and information accuracy before and after technology adoption. This article highlights both the practical applications of new technologies and the challenges of news gathering. It includes case studies and recent examples of journalistic practice. While these advances offer significant benefits, they also require new skills and ethical standards for journalists to effectively navigate the complex digital landscape. This research contributes to the debate about the future of journalism in the digital age and offers recommendations for media organizations to integrate new technology into their news gathering processes.

15:30-15:55

86072 | *Robots in the Newsroom: Prospects for AI Use Among Independent News Organizations in Southeast Asia*  
Emy Gianan, Polytechnic University of the Philippines, Philippines

Using generative artificial intelligence (GAI) tools is the subject of current debates. Literature delves into the ethics of AI utilization in an increasingly digital world. At least a century ago, economist JM Keynes (1930, 1963) surfaced the concept of technological unemployment (TU): humans are displaced from their usual jobs by robots. Today, the same questions are brought to the fore: Would the increased and deliberate use of GAI in a particular field indeed induce TU? And whether it indeed brings about such displacement, what then should society do? These questions are transported in the newsroom, specifically focusing on selected independent newsrooms and/or media organizations managed by digital activists across SEA. Their work is in an interesting nexus: GAI as an empowering tool or a hurdle in many ways. It can displace independent journalists already in precarious positions, while also potentially altering the shape and delivery of news that have long been in the domain of humans and seen as an aid for democracy. The research uses an exploratory case study approach with five (5) digital news organizations in the region, generating data through in-depth online interviews. Keynes' TU was juxtaposed with Mark Coeckelbergh's socio-relational framework (2010) to help analyze the findings: (1) independent digital newsrooms utilize at least one form or type of GAI to aid their work; and (2) GAIs are value-neutral tools – it can help newsrooms enhance the efficiency of their work while also putting into question its ethicality and consistency with expanding labor opportunities in journalism.

15:55-16:20

83708 | *Journalists and Machines: Applying the Technology Adaptation Model to Understand AI Use in TV Journalism*  
Rossalyn Asmarantika, Universitas Multimedia Nusantara, Indonesia  
Veronika Veronika, Universitas Multimedia Nusantara, Indonesia  
Yeary Setianto, Universitas Multimedia Nusantara, Indonesia

This study explores the incorporation and interpretation of artificial intelligence (AI) technology in journalism through in-depth interviews with six journalists from three significant Indonesian news television channels: CNN Indonesia, Kompas TV, and TV One. This research seeks to gain insight into the manner in which journalists adjust to and perceive the integration of artificial intelligence (AI) into their workflow, using the Technology Adaptation Model (TAM). The results indicate that AI is primarily employed for administrative and basic functions, such as transcribing and initial research, which leads to faster completion times and allows journalists to concentrate on more crucial areas of newsgathering and reporting. Nevertheless, the journalists hold a contradictory viewpoint on AI, seeing it as a "paradoxical tool." Although AI improves productivity in repetitive jobs, it is not as effective in tasks that demand complex human judgement, such as comprehensive reporting and contextual interpretation. Considerable concerns around ethics and job security have arisen, indicating a broader disapproval about the potential displacement of traditional journalistic professions by AI. This study emphasizes the significance of maintaining a balanced approach when incorporating AI into media.

16:20-16:45

85808 | *Artificial Intelligence Meets Political Polarization: A Study of Turkish Media Framing*  
Özlem Erkmen, Dogus University, Turkey  
Bora Ataman, Independent Researcher, United Arab Emirates  
Bariş Çoban, Dogus University, Turkey

This study critically examines the portrayal of artificial intelligence (AI) in Turkey's news media, where an increasingly authoritarian regime and deep-seated polarization have dramatically reshaped journalism around government affiliation. We analyzed AI coverage from seven media outlets across the political spectrum, resulting in a sample of 1034 articles from November 2022 to July 2023. Using a frame analysis methodology, we identified ten distinct frames and examined how these varied based on political orientation. Our findings reveal a surge in AI coverage but a troubling lack of critical depth, with most articles being sensation-oriented and often relying on newswires, PR content, or translations from foreign sources. While previous studies highlighted the predominance of positive framing in AI news, our findings present a more nuanced picture, balancing both negative and positive frames. However, significant distinctions in framing emerge according to political orientation and government affiliation. Pro-government media heavily frame AI as a driver for national development, particularly in military and industrial contexts, with dominant positive frames such as 'Turkish pride' and 'helping hand,' often relying on government officials as sources. Conversely, opposition media occasionally offer critical perspectives on AI's ethical implications, privacy, and threats to human expertise with frames like 'governance' and 'ethics.' This study provides a nuanced understanding of how political affiliation influences AI coverage, highlighting the potential for manipulation in AI narratives amidst societal tensions and emphasizing the need for critical analysis in polarized media landscapes.



15:05-16:45 | Banquet Hall C (Bldg 4)

# Thursday Onsite Parallel Session 4

Design & Media in Cultural Studies

Session Chair: Trisnowati Tanto

15:05-15:30

82123 | *Revealing the Spatial Continuum: Definition, Typologies, Elements, Possible Interpretations, and Contexts from the Kuroshio*  
Allen Alteza, Mapua University, Philippines

The spatial continuum is an intangible architectural element that can observe human-environment connections achieved by exploring the role of environments, particularly the ocean. The ocean's influence on social health is recognised through the contexts brought by the sea-to-land evolution of the Japanese and Philippine vernacular, which established the Kuroshio as the shared oceanic force between the two societies. The comparison between the vernacular evolution of these two Asian architectural identities was pre-established through their vernacular townhouse types, the machiya and the bahay na bato. Three stages were formed through an iterative process of the grounded theory methodology. First, transferability was applied to varying definitions from established literature, extracting the general meaning and elements. Second, Wright's process of studying prints is utilised by detecting the elements and the direction and movement of subjects in 229 pieces of prints from Japan and the Philippines made between 1600 and 1959, identifying eight types. Third, the frequencies of the eight types in the spaces of assembly of the typical design of the vernacular townhouses, nine of Wright's building designs, and five public aquariums were observed and interpreted based on these frequencies, direction from the point of refuge, and elements inside and outside the spaces. Manifestations of the spatial continuum between architecture and environments are examined and introduced as a design tool for guiding spatial arrangement and human-environmental connectivity and as a methodological tool with architecture as the processor. This study investigates the interplay between architectural design and human-environment interactions.

15:30-15:55

83388 | *Integrating Indonesian Cultural Values in Creating Visual Identity for International Forum: Indonesian Cultural Context in Graphic Design*

R.A. Dita Saraswati, Universitas Kristen Maranatha, Indonesia  
Ritchie Ned Hansel, Asosiasi Desainer Grafis Indonesia, Indonesia  
Seto Adi Witonoyo, Asosiasi Desainer Grafis Indonesia, Indonesia  
Adji Herdanto, Asosiasi Desainer Grafis Indonesia, Indonesia

The importance of designing a visual identity as a strategy to promote a positive image of a country is increasing in the context of globalization. Visual identity is a critical element in building and strengthening the nation's image. As a country that participates in and hosts several international forums, Indonesia has involved professional practitioners in designing the identity of these activities. This research explores the cultural context in designing visual identities for international forum activities as a case study, namely the G20 in 2022 and the ASEAN chairmanship in 2023, in collaboration with the Indonesian Graphic Designers Association (ADGI) and the Ministry of Foreign Affairs of the Republic of Indonesia. As a professional association, ADGI has a vision to create a healthy and equitable graphic design industry ecosystem to form a strong visual identity for Indonesia. Through a descriptive qualitative approach involving literature studies, analysis of design documents, and interviews with sources involved in the design process, this article further explains how this identity symbolically reflects Indonesian culture's diversity, distinctiveness, and richness. This research contributes to understanding the identity design process for international forums and broadens insight into the importance of reflecting cultural identity in a global context. This research's conclusions can guide graphic designers and decision-makers to pay more attention to local cultural values in international representation.

15:55-16:20

86578 | *The Appearance of Chinese Modern Quality Design: Taking Xu Liaoyuan's Works as an Example*  
Bo Zhang, Sichuan University, China

In the context of consumer society, brand concept and product design have become key indicators for measuring economic and national strength, and the emergence of Chinese style modern quality design has become a major indicator for assessing the international economic competitiveness and cultural influence of Chinese products. However, many "Chinese style" designs only rigidly use traditional Chinese symbols or elements for collage, without a sense of modernity. The core of the modernity quality of design is the appearance of "the feeling of things". This article takes the famous Chinese designer Xu Liaoyuan as an example, and analyzes his design works that have an oriental feel and are not lacking in modernity, elaborating on his modern design and visual characteristics. Xu Liaoyuan's designs grow from the soil of China, with a vivid Eastern visual and a strong sense of contemporary art, presenting a Chinese style way of object perception. From Nordic minimalism style to Japanese Zen design aesthetics, Chinese design has been struggling to move forward through imitation until the emergence of Chinese modernity quality. Xu Liaoyuan's design style is of great significance for China to find its own national modernity design.

16:20-16:45

83599 | *Unfolding National Identity: A Multimodal Study of Indomie's Video Advertisement*  
Trisnowati Tanto, Maranatha Christian University, Indonesia

The paper explores the implicit concepts in the "Indomie Selera yang Menemani" (Indomie: The Taste that Always Accompanies) video advertisement. Indomie is the leading instant noodle brand in Indonesia, as it currently holds 72% market share, demonstrating its strong domestic presence. The advertisement not only promotes the product but also embeds various implicit messages. To dissect these messages, van Leeuwen's theory of Multimodality is utilized as the grand theory, with a descriptive qualitative research method. The analysis focuses on the visual and verbal modes from the advertisement. The visual mode is interpreted through Peirce's Semiotics approach, specifically the types of signs: icon, index, and symbol, while the verbal mode is analyzed using a semantic approach. To interpret the meanings of these signs, the library research method is applied, utilizing a variety of supporting references, both printed and online, to produce a comprehensive and logical analysis. The advertisement features diverse scenes showcasing different professions, genders, and ages, including fishermen, farmers, batik makers, office workers, men and women in a night market, and boys on the beach, all enjoying Indomie and having a good time. The verbal text displayed in one of the scenes, along with the theme song lyrics, reinforces the advertisement's emphasis on the cultural value of gotong-royong or togetherness and communal harmony, thereby strengthening the brand's connection to Indonesia's national identity.

15:05-16:45 | Room A (Bldg 1)

# Thursday Onsite Parallel Session 4

Literature, Literary Studies and Theory

Session Chair: Xavier Lin

15:05-15:30

82742 | *A Paranoid Waltz with Technology and Religion: Philip Pullman's Orwellian New Atheist Narrative in His Dark Materials Trilogy*  
Hsiao Hsien Hsu, National Chi Nan University, Taiwan

This paper aims to observe and highlight how British novelist Philip Pullman's His Dark Materials trilogy, through a re-narration of John Milton's Paradise Lost and targeting young readers with its novelistic form, reignites the battle between heaven and hell. However, in its Orwellian dystopia, Pullman masterfully marries religion and technology, allowing the Magisterium to legally kidnap, poison, and even commit massacres in the name of science. The ironically religious-guided political parallel universe, backed and facilitated by technology, showcases the convenience and prominence of its totalitarian rule. This paper will consider from three perspectives how technology serving politics in children's literature plays a pivotal role in spreading the micro-fascist element, acting as an accomplice in this dystopia that cannot be overlooked. These perspectives include the innate awe humans have for their creations, the fearlessness of religious autocracy under the protection of technology, and how the dystopian framework targeting young readers or children differs from other narrative techniques. Through the interpretation of texts, this paper aims to understand how, within the worldview of New Atheist novelists, authors use a counterfactual narrative approach to caution young readers about religion and technology, weaving them into a waltz that forms part of an almost frenzied feast.

15:30-15:55

83787 | *Eavesdropping: its Significance to Narrative in Abhijñānaśākuntala*  
Nawin Bosakaranat, Chiang Mai University, Thailand

Although eavesdropping normally is considered inappropriate, in classical literature like Sanskrit it is interestingly acceptable, which leads to the very objective of this article, i.e. to study the function of eavesdropping in Sanskrit literature, Abhijñānaśākuntala or Śakuntalā the well-known Sanskrit play as the case study and the narratology as research methodology. The research question is why the author adds the eavesdropping in the play. The findings are as follows: the play Śakuntalā has been narrated in many versions. Eavesdropping, which is absent in the former ones, is added in the play by Kālidāsa in many facets. Eavesdropping scenes undeniably play a pivotal role in the play. It introduces the main characters in the first act, builds the rising action in the third, which makes the audience feel superior to the play because they know the solution of the problem before the characters. Furthermore, in the sixth act eavesdropping by the nymph who is the friend of Śakuntalā's mother is not only emotionally effective, but also reminds the audience be aware of the divine situation of the play and not to forget that there is something beyond the human sense above.

15:55-16:20

82430 | *Myth Made from Poetics: The Evolution from Mortal to Immortal of the Tang Monk Poet, Han Shan (aka. Cold Mountain)*  
Xavier Lin, National Chi Nan University, Taiwan

A quirkily quaint poet to Chinese literati, especially to those of the Song Dynasty, a popular figure of Zen Buddhism in Japan, and a mentor from another cultural universe of spiritual liberation to the Beat Generation around the 50's of America, Han Shan has been, arguably, the one poet in the Chinese literary tradition that could travel so far across time and cultures. Han Shan first appeared as an enigmatic figure in Chinese literary tradition since his poetry had widely been known with a corpus of three hundred odd poems attributed to him in The Complete Poetry of the Tang Dynasty, the official edition of Song dynasty. However, there was no record of him but a problematic biographic preface heading that official anthology, permeated with obvious historical and cultural errors and incongruity. The anthology, mainly of five-character octave regulated verses concerning religious thinking, philosophical observation, biographical narration, and lyricism may be read, by a broad definition and in a loose way, as the life of a Way seeker and the nature of the Way. With this malleability along with historical serendipity, Han Shan, somehow, travelled from China to Japan and then inspired America, offering different cultures different resources for enrichment, emerging each time in different images. This paper aims at how and why the poet can have emerged in different figures, mortal or immortal, in different places and times, based on the amalgamation of extensive and pervasive elements that encompass the literary, religious, and philosophical aspects.

15:05-16:45 | Room B (Bldg 1)

# Thursday Onsite Parallel Session 4

Media, Laws & Politics

Session Chair: Christine Anne Cox

15:05-15:30

83332 | *Behind the Bylines: Understanding and Addressing Precarious Journalism in the Pakistani Media Landscape*  
Lubna Zaheer, University of the Punjab, Pakistan

The landscape of journalistic work has witnessed an increasing trend towards precarity, marked by labor conditions that fulfill multiple criteria of instability. This issue is widespread in media organizations across Pakistan, encompassing both small and large industries. The escalating prevalence of precarious journalism raises concerns, as it undermines journalists' rightful job security and jeopardizes the prospects of a stable future for themselves and their families. This precariousness materializes through short-term contracts, inadequate compensation, and a lack of job stability. In such precarious situations, journalists encounter challenges in maintaining their independence and ensuring fair working conditions. This paper employs the model developed by Rick and Hanitzsch, based on factors of security and insecurity influencing the perception of precarity. In-depth interviews with 15 freelancers and full-time journalists are conducted to explore their perceptions of precarity and its impact on their professionalism. Thematic analysis is applied to the gathered data. The analyzed interviews uncover journalists' experiences of "precarious professionalism," rooted in "fragile professionalism" and "ingrained in-job instability." These experiences are intertwined with challenges to both their professional and personal selves. Furthermore, perceptions of insecure employment conditions vary based on the life stage of the worker. The paper concludes that these identified factors offer a more comprehensive understanding of the prevalent situation in non-western contexts, particularly in Pakistan. Addressing these factors is essential for rebuilding professionalism in the country's journalistic landscape.

15:30-15:55

84539 | *Media Usage and Political Attitudes of Indonesian Catholic Youth*  
Yudi Perbawaningsih, Atma Jaya Yogyakarta University, Indonesia  
Aryo Lukisworo, Atma Jaya Yogyakarta University, Indonesia  
Yohanes Widodo, Atma Jaya Yogyakarta University, Indonesia

Some research shows a growing support and closeness of Catholicism to democracy. The study assumed that young Catholics would have a positive attitude toward democracy. This study's respondents were young Catholics in the Special Region of Yogyakarta and Central Java. The research method was a survey by distributing an online questionnaire to 420 people. The main characteristics of young Catholics in this study are: (1) being close to internet-based media, (2) being part of the Catholic church community, which is certainly affiliated with Catholic values, and (3) being diverse in education level, age, gender, and occupation. Research shows that young Catholics have a high intensity in using gadgets and accessing social media but are more used to establishing interpersonal relationships, and getting entertainment. Meanwhile, in terms of politics, the active search for political information is only carried out by a small percentage of respondents. This can be attributed to insufficiently positive political attitudes, which are shown by their not conducive perception of politics and low political involvement. This condition varies in levels based on differences in demographic characteristics. On the other hand, the church has conducted to educate democracy and politics, especially when approaching important events in the political field, by providing a means for young Catholics to become involved in various organizations, care about public issues, and support young Catholics who are active in politics. This shows that a positive political attitude can only be developed effectively if it involves many parties who are important in the political ecosystem.

15:55-16:20

85937 | *Taking the Law Into Their (Virtual) Hands: Facebook and Digital Vigilantism*  
Christine Anne Cox, Ateneo de Manila University, Philippines

Digital vigilantism is an emerging process where citizens are "collectively offended by other citizen activity, and coordinate retaliation on mobile devices and social platforms" (Trottier, 2016). The multi-layered case of Christine Dacera, the Filipina flight attendant who was found dead on New Years Day 2021, is one such case that warrants the critical investigation of the role of Facebook in vigilant behaviors of Filipino users. Using netnographic data and an affordances approach, this study asks the following: What are the dominant affordances associated with the use of Facebook for digital vigilantism, and how does surveillance enable the new normal of community policing and punishing? The analyses unearthed the ways that clicks, reacts, likes, and shares can translate into weaponized data and politically exploitable information. It showed how information can be abundant but at the same time carefully (and sometimes maliciously) crafted and amplified through legacy media. It appears that the networked interactions afforded by Facebook allows for the quick, ad hoc formation of affective publics rallying for a cause, but it does not necessarily sustain a productive union of people, ideas and tangible actions demanded by vigilant behavior. Facebook's features can aid hashtag protests such as #JusticeForChristineDacera by reducing the costs of information transmission, constructing a collective identity and maintaining weak ties. The digital platform affords users to speak to like-minded participants and have constant access to materials circulating within their networks, but may also result in the formation of online echo chambers and discourses rooted in misinformation.



15:05-16:45 | Room C (Bldg 1)

# Thursday Onsite Parallel Session 4

## Media & Politics

### Session Chair: Nadia Utami

15:05-15:30

85029 | *Exploring Instagram Advocacy for Citizenship Rights of Children Born to Malaysian Mothers Overseas*

Shazleen Mohamed, Universiti Teknologi MARA, Malaysia

Aleza Nadia Othman, Universiti Teknologi MARA, Malaysia

Social media has become a crucial tool for advocacy efforts as it has the power to connect individuals and communities globally and amplifying voices for crucial issues. On 9th September 2021, the High Court in Kuala Lumpur ruled that children born overseas to Malaysian mothers who are married to foreigners are automatically conferred Malaysian citizenship. However, on 14 September 2021, the Malaysian government filed an appeal against the decision. This study employs non-probability sampling and qualitative content analysis, to analysed postings on the Instagram account of 'Family Frontiers', a women's rights non-governmental organisation (NGO) that advocates equal citizenship rights for Malaysian women and their overseas-born children. This study will focus on 'Family Frontiers' account from 9th September 2021 to 16th September 2022 concentrating on four areas which are: 1) the Personal experiences of the Malaysian mothers affected 2) Politicians' support towards Family Frontiers 3) #TarikBalikRayuan social media campaign 4) Information of the citizenship case

15:30-15:55

82298 | *Candidates, Campaigns, and Clicks: An Analysis of the 2022 Philippine National Election Presidential Candidates' Facebook Posts During the Election Period*

Vince Ervin Palcullo, Central Philippine University, Philippines

In the Philippines, recent elections exemplify the integral role of social media platforms in democratic processes, especially in elections, where political campaigns effectively leverage these platforms for information dissemination. Notably, the 2022 Philippine National Election witnessed a significant shift in political communications and campaigning strategies due to the utilization of Facebook. Utilizing the Facebook posts of Ferdinand "Bongbong" Marcos, Jr. and Maria Leonor "Leni" Robredo during the election period, this study conducted a quantitative research approach employing content analysis to explore the candidates' use of the platform, including the prevalent themes, types of media employed, frequency of posting, and the level of engagement through comments, shares, and reactions. The results of this study showed that both candidates posted and proliferated posts focusing on Election Campaigns and Political Advertisements. Additionally, Robredo posted more than Marcos, yet Marcos achieved greater user engagement, primarily attributable to disparities in their respective followership sizes. The prevailing media formats used by both candidates are a combination of text and photos, aligning with digital literacy, especially in creating and communicating digital content through multimedia. Marcos introduced vlogs with text, and Robredo experimented with Text, Photos, Video, and Links. As the election date drew closer, both candidates intensified their Facebook posting activities, with Robredo maintaining a high posting frequency, surpassing Marcos in this regard. Additionally, user engagement predominantly manifested as reactions, with distinct patterns observed in the frequency of comments and shares between the two candidates.

15:55-16:20

83888 | *Social Media Dynamics in Indonesian Politics: Examining Content Analysis, Interactivity, and Political Campaign Financing in the 2024 Elections*

Nadia Utami, Universitas Islam Indonesia, Indonesia

Hangga Fathana, Universitas Islam Indonesia, Indonesia

This paper aims to answer the question on how social media has played a prominent role in 2024 Indonesia's general election. The first section of this paper will explore the pivotal role of social media as a key voter reference in Indonesia's 2024 general election, highlighting the impact of political social media marketing on attitudes and behaviors. This research contributes valuable insights for communication teams of political parties and policymakers engaged in political campaigns, offering guidance on developing effective political marketing strategies through social media platforms. The study aims to investigate the central focus of content analysis, specifically concentrating on audience orientation. The analysis prioritizes content with the highest interactivity levels, employing Hootsuite's social media analysis tools. The second section of this paper will identify the relationship between the financial provision of political campaigns and the sentiment of the audience on social media. It will challenge the preexisting arguments that the integrated services of targeted propaganda and misinformation generated by abundant social media financing will always enable the contending parties to create the expected sentiments in the audiences. Rather, it will argue that the success of social media sentiment has been somewhat influenced by the campaign's strategic efficiency. This section seeks to contribute a nuanced perspective to the discourse on the relationship between political campaign financing and social media sentiment, proposing that the conventional assumption of a direct link between abundant funding and desired audience sentiments may not universally hold true.

15:05-15:55 | Room E (Bldg 1)

# Thursday Onsite Parallel Session 4

## Featured Workshop

### Media Literacy and Independent Media

15:05-15:55

Featured Workshop | *Media Literacy and Independent Media*

Azusa Iwane, IAFOR Global Scholar, Japan

Virgil Hawkins, Osaka University, Japan

In recent years, the term 'media literacy' has been frequently used in the context of countering misinformation and propaganda spread primarily online by mal-intentioned actors (both domestic and foreign). However, the need to counter misinformation and propaganda spread through official channels by domestic and allied governments is rarely seen as an issue. This workshop aims to address this need, providing new perspectives on media literacy and tools to read mainstream media in a critical manner. The workshop will consist of a short introductory case study and group work among the participants. Participants will re-evaluate their critical reading skills for media content and the importance of independent media. The goals of this workshop are to:

1. Enable participants to enhance and re-evaluate their critical reading skills
2. Provide an opportunity for participants to re-evaluate the importance of independent media and independent voices
3. Provide networking opportunities for participants

#### Workshop Schedule

15:05-15:10	Opening and Introduction
15:10-15:25	Case Study
15:25-15:40	Group Work
15:40-15:50	Sharing Outcomes of Group Work
15:50-15:55	Wrap up and Closing







# Friday, October 18

## Parallel Sessions

All times are Japan Standard Time (UTC+9)

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

# 09:15-10:55 | Banquet Hall A (Bldg 4) Friday Onsite Parallel Session 1

## Social Media & Digital Humanities

### Session Chair: Yun-I Yang

**09:15-09:40**

83772 | *Authenticity and Monetization Practices of Thai Social Media Influencers on Instagram and TikTok*  
Nunnapan Puathanawat, Mahidol University International College, Thailand

The rise of social media culture has empowered internet famous people, commonly referred to as influencers, to generate commercialised media content across various social media platforms. In particular, the emergence of social media culture is growing significantly, especially within the realm of online commerce of social media sites. In using a social semiotic multimodal approach, this paper investigates the strategies employed by Thai social media influencers to curate engaging and transaction-oriented content on various social media platform such as TikTok and Instagram, presenting an image of authenticity and realness online. In addition, this paper examines the practices of three famous Thai influencers and the way in which they have come to work and collaborate with sponsored brands that balance the promotional materials of social media activity and tensions between managing their self-representation on social media. It aims to provides insights into understanding the influencer practices and their conditions for both managing the business outcomes and maintaining audience engagement in the Thai digital economy.

**09:40-10:05**

84062 | *Silence is Golden: Lurking Behaviour Within an Online Community and the Success of Micro Businesses*  
Widya Paramita, Gadjah Mada University, Indonesia  
Nurul Indarti, Gadjah MAdA University, Indonesia

Internet provides opportunity for micro business entrepreneurs to gain business management knowledge in a more efficient and effective manners, such as by joining an online community. Existing literature has been focusing on the importance of individuals who actively post content (posters), while most participants in an online community passively consumer the content (lurkers). The role of knowledge lurking behaviour-collecting and propagating information-is increasingly important to explain the usefulness of joining online community for micro business entrepreneurs. Hence, this study aims to examine the benefit of lurking behaviour in promoting entrepreneurial self-efficacy and subsequently the business performance. An online survey was conducted to 158 Indonesian micro business entrepreneurs obtained from the database owned by an entrepreneurship unit of a public university in Indonesia. The data was analysed using PLS SEM as it is suitable to predict the outcome variable especially where the predictors consist of multidimensional variables. The analysis results demonstrated empirically that lurking behaviour increases business performance when the entrepreneurs gain entrepreneurial self-efficacy from lurking and so are more confidence in their capacity to manage the business. Although it was found that digital literacy of the entrepreneurs does not empirically strengthen nor weaken the efficacy of lurking behaviour in promoting business performance, it could be because the content posted in online community generally have been curated by the posters. On the other hand, digital literacy will be important to select and filter public information in different context of the study.

**10:05-10:30**

86661 | *Economics of Mediated Time: Filipino Digital Immigrants' Media Choice, Gratification, and Usage*  
Reyjane Calicdan-Del Campo, University of the Philippines, Philippines

Media compete for our attention and time; regardless of age, critical credence in the evolving digital space is a must, specifically on how one's time is spent actively or taken passive-unconsciously. This quantitative study looked at the mediated time expenditure of Filipino digital immigrants (FDI), such as Baby boomers and Generation X, to various media technologies, which are traditional, convergent, and new media. Through the lens of Uses and Gratifications Theory, the study analyzed how FDIs communicated with their mediated time through looking at their media choice, perceived obtained gratification, and media use in terms of frequency, duration, consistency, and intensity. FDI respondents in the National Capital Region are inclined to migrate towards the use of digital media technologies such as the internet and social media. Both internet and social media sites are used for a minimum of 3 to 5 hours and above on a daily basis, which is more than twice the average global media consumption of 2 hours. FDIs as social beings use their preferred media form for information seeking, communicatory utility, and information sharing purposes. The intensity in active media usage is also high even though there are instances that FDIs utilize media passively due to work, home chores, and as a passive accompaniment. Through Pearson correlation test, educational background, instead of age, correlates significantly with media usage duration and intensity. Age does not determine digital learning of an individual. Context is a crucial factor in one's digital learning through the aspects of familiarity and immediacy.

**10:30-10:55**

85932 | *Breaking Up with My Kol: The Dissolution Process of Parasocial Relationships Between Generation Z and Online Influencers*  
Yun-I Yang, Shih Hsin University, Taiwan  
Pei-Wen Lee, Shih Hsin University, Taiwan

With the development of the internet, young adults choose to seek advices from key online influencers (KOLs) rather than turning to their significant others for help (Giles & Maltby, 2004; Svoboda, 2020). The quickly formed virtual and often one-way parasocial relationships (Farivar et al., 2021) can also end rapidly if KOLs' images collapse due to negative incidents or they simply disappear without proper notice (Maltby et al., 2005). When young viewers realize that the online celebrities whom they admire do not meet their expectations, the trust and dependence they quickly establish may also vanish, and the damage to their emotions and relational values could follow. The purpose of this study is to understand the dissolution process of parasocial relationships between Generation Z and KOLs. Recent studies on parasocial relationships have mostly focused on marketing strategies, emphasizing on how social influencers leverage parasocial relationships to attract their target audience for product consuming (Wu et al., 2016). Based on Hu's (2023) parasocial dissolution and deterioration, the current study aims to further explore (1) RQ1: How does Generation Z manage the dissolution of their parasocial relationships with KOLs? What are the stages experienced during the dissolution? (2) RQ2: How do Generation Z's parasocial relationship experiences shape their offline interpersonal development and values? The study will employ the data collection methods of focus groups and in-depth interviews to examine the mutual influences between young adults' virtual encounters and offline interpersonal connections.

**09:15-09:40**



# 09:15-10:55 | Banquet Hall B (Bldg 4) Friday Onsite Parallel Session 1

## Advertising, Marketing, & Public Relations

### Session Chair: Chin-Feng Lin

86125 | *Macho Adverts: Analysing Hypermasculinity in Popular Ghanaian Alcoholic Beverage Advertisements*  
Evans Akesse-Brempong, Pentecost University, Ghana

This study critically examines the construct of hypermasculinity in television advertisements for alcoholic beverages in Ghana. Through purposive sampling, twelve prominent advertisements were selected for analysis. The advertisements' voice-overs, images, soundtracks, and body movements were thematically analysed using the Hypermasculinity Inventory (HMI). Descriptive statistics were employed to elucidate the thematic categories most prominently featured in these advertisements. The findings indicate that hypermasculinity elements, such as callous and insensitive attitudes towards women and sex, the portrayal of violence as a masculine trait, and the depiction of danger as thrilling, are pervasive in these advertisements. The study further reveals that these media texts frequently highlight sexual interactions as a means of asserting male dominance and female subservience. These portrayals reinforce hypermasculine beliefs and attitudes, particularly the notion that insensitivity towards women and sex is a desirable male attribute, in order to enhance the appeal of Ghanaian alcoholic brands amongst men. This trend is underscored by a socio-cultural context in Ghana where sexual vigour is highly valued. The study concludes that while such advertising strategies may boost sales by leveraging consumers' predisposition to notice sexually relevant content, they also perpetuate harmful stereotypes and behaviours. Therefore, it recommends that advertisers explore alternative approaches to marketing alcoholic beverages that do not rely on hypermasculine themes, thereby promoting more inclusive and socially responsible advertising practices.

### 09:40-10:05

86664 | *Stealth Advertising Awareness, Knowledge, and Perceived Ethicality in TV Patrol and 24 Oras News Programs Among Select Communication Students*

Reyjane Calicdan-Del Campo, University of the Philippines, Philippines  
Jessica Ericka Bien-Munsayac, University of the Philippines Diliman, Philippines

Stealth advertising (Kaikati & Kaikati, 2004) is seemingly becoming prevalent in Filipino television shows and news broadcasts are no exemption. Stealth ads are characterized by covert promotional messages embedded within media content. The quantitative study investigated the news and ad literacy level of communication students towards the presence and ethicality of stealth advertisements in the identified primetime news programs in Philippine media which are TV Patrol and 24 Oras. An online survey was applied in determining the correlation of advertisement placement knowledge (APK) and stealth ad awareness (SAA) with the perception of ethicality (PE) in news advertising through a Pearson correlation test. A One-way ANOVA was conducted to analyze gender and year-level group comparisons of student-respondents' online and offline news exposure frequency and duration. A univariate analysis was employed to identify the online and offline news exposure, advertisement placement knowledge and awareness as nuanced with the Ads Standards Council Guidebook, and perception of ethicality in news and advertisements of the communication student-respondents. Findings reveal that online news exposure frequency is higher than offline viewing. APK is at the middle level. A big majority of the respondents readily recognized stealth ads in 24 Oras indicating that the identified sneaky ads are placed intentionally while there is skepticism whether the identified stealth ads in TV Patrol are placed intentionally or accidentally. Both news programs are still deemed ethical in terms of trustworthiness, competence, and goodwill. Given this, there should still be a call for stricter adherence to ethical guidelines in media practices.

### 10:05-10:30

86351 | *The Memory Effect: How Heritage Tourism Creates Loyal Visitors*

Yesiana Ihda Kusnayain, Brawijaya University, Indonesia  
Ananda Sabil Hussein, Brawijaya University, Indonesia

The Indonesian archipelago boasts a distinctive and multifaceted cultural heritage, encompassing a rich tapestry of diverse artistic expressions. This unique character has garnered international recognition for Indonesia's cultural landscape. However, the tourism sector in Indonesia lags behind that of Singapore, Malaysia and Thailand, which currently holds the fifth position in ASEAN rankings. This study aims to elucidate the interconnected relationship between memorable tourism experience, authenticity, tourist satisfaction, tourist loyalty in the context of Indonesia's urban heritage tourism. More than that, examining moderation and mediation effect could emphasize the determinant factors which can fostering the tourist loyalty. This research used structural equation modelling (SEM) with 335 respondents based on questionnaire survey, utilizing SMART-PLS 4.0 for analyzing data. The main finding is the higher memorable could boost tourist loyalty in urban heritage tourism. Moreover, authenticity plays partial mediation effect for the relationship between memorable tourism experience and tourist loyalty. Ultimately, tourist satisfaction could be strengthening the relationship between tourist satisfaction and tourist loyalty. Therefore, this research investigates the key determinants that contribute to fostering loyalty among tourists visiting urban heritage destinations in Indonesia. Theoretically, this research enriches the loyalty literature with comprehensive structural model by combining mediation effect. Practically, the result of this research enhances the cultural side for boosting the tourist loyalty toward destination place. Finally, this research offers valuable insights that can inform the development and implementation of strategic initiatives and policy formulation designed to improve visitor attraction

### 10:30-10:55

85611 | *Camera Eats First: Developing a Consumer Cognitive Hierarchy for Restaurant Check-in Behaviors*

Chin-Feng Lin, National Pingtung University, Taiwan  
Yu-Hsuan Chang, National Pingtung University, Taiwan

Sharing is recognized as a fundamental consumer behavior, as outlined by Belk (2010). Individuals exhibit a natural inclination towards sharing, driven by the fulfillment of specific personal objectives, which can be classified as their "motivations." When these motivations are strategically incorporated into business operations, they offer promising opportunities for service industries. Consequently, various service sectors have leveraged internet technology and mobile phone cameras to implement check-in promotions, aiming to promote products or services through consumer check-ins. Check-in activities are particularly prevalent in the restaurant sector, where the "camera eats first" trend, involving the practice of photographing food before consumption, has been associated with enhanced food evaluations (Coary & Poor, 2016). This study focuses on restaurant check-ins, examining the product and advertising strategies arising from consumer behaviors and motivations. The research employs MEC theory, multivariate analysis of variance (MANOVA), demographic characteristics, and internet usage behavior as segmentation variables to explore consumer preferences and effective check-in marketing tactics. In this study, a total of 403 questionnaires were distributed, of which 26 were considered invalid and therefore excluded. Ultimately, 377 valid responses were collected. The results of the study suggest that understanding demographic characteristics and internet usage preferences in relation to restaurant check-in attributes, combined with the MEC analysis, provides valuable insights for developing effective check-in marketing strategies. This approach not only facilitates practical implementation but also enhances the theoretical progress of strategies for online communication media.



# 09:15-10:55 | Banquet Hall C (Bldg 4)

## Friday Onsite Parallel Session 1

### Media Literacy

#### Session Chair: Hasrul Hashim

**09:15-09:40**

82088 | *Youth and Social Networks: Taking a Closer Look at Digital Interfaces in Media Education*

Caroline Robbeets, UCLouvain, Belgium

Jerry Jacques, UCLouvain, Belgium

Social network services (SNS) are an integral part of adolescents' lives, whether it's for socialising, learning, entertainment or information. Many media education initiatives therefore address these platforms. They focus on their socio-economic context of production (e.g., attention economy, data collection), shared content (e.g., misinformation, algorithms, body image), or security issues (e.g., personal data, cyberbullying, image rights). In contrast, the role, design, and effects of their interfaces often escape attention and pedagogical interventions. Yet, interfaces promote certain representations and behaviours by structuring the display and defining what can and cannot be done. Additionally, the perceived ease of use and attractive features of SNS interfaces (e.g., notifications, infinite scroll, autoplay) raise concerns about their potential to capture attention and contribute to problematic attachments or addiction. This paper aims to address this gap by exploring the role and impact of SNS interfaces. Empirical insights from focus groups with Belgian adolescents (13-18yo) shed light on their perceptions and experiences. A practical framework for integrating SNS interfaces into media education is also presented, based on the initial tests and results of an educational activity. Through speculative design and experiential learning, participants imagine alternative SNS interfaces to foster reflexive thinking and critical engagement with existing platforms. In conclusion, this paper advocates for a renewed focus on interfaces in media education to empower adolescents to better understand the design of digital spaces and navigate them more critically.

**09:40-10:05**

86643 | *Journalists Training in Post-conflict Setting: The Importance of Media Information Literacy in South Sudan*

Yichun Dou, University of Sheffield, United Kingdom

The South Sudanese civil war (2013-2018) was characterized by the circulation of hate speech online between two main ethnic groups: Nuer and Dinka. The circulation of hate speech made a significant contribution to the level of violence that occurred during the civil war. What this meant was that following the peace agreement, it was necessary to engage in peacebuilding that would address the damage hate speech did to the South Sudanese community and to prevent a surge in hate speech in the future. One of the organizations that focused exactly on this – the prevention of hate speech through media literacy training - was #defyhatenow, which is committed to providing community-based and data-driven solutions for countering hate speech. More specifically, it focuses on journalists as opinion multipliers and has developed extensive training for them. This study analyzed 90 training materials from the fact-checking platform #211check, which is part of the #defyhatenow project. This project focuses on training journalists, influencers, and peacebuilders. The analysis shows #defyhatenow trains journalists in fact-checking and mitigation techniques to create a more informed and discerning online community. The training helps journalists resist divisive narratives and promote unity. By leading outreach initiatives and media campaigns, these trained journalists play a crucial role in counteracting hate speech across various media platforms. This proactive approach not only debunks false information but also fosters a culture of responsible online engagement and dialogue. This study provided greater insight into hybrid communicative peacebuilding, particularly regarding the training of journalists in post-conflict settings.

**10:05-10:30**

84599 | *Development of Cooperation for Consumer Protection in Broadcasting and Television Businesses in Thailand*

Pichit Thi-In, Chandrakasem Rajabhat University, Thailand

Prakobkiat Imsiri, Valaya Alongkorn Rajabhat University under the Royal Patronage, Thailand

Danucha Saleewong, Valaya Alongkorn Rajabhat University under the Royal Patronage, Thailand

This research study is a study of extracting knowledge from the implementation of the project to develop cooperation for consumer protection in the broadcasting and television business, of the Office of the National Broadcasting and Telecommunication Commission (NBTC Office), which is a participatory action research study. The objective is to promote the potential of the surveillance network and protect consumers in the broadcasting and television business in groups of children and youth, women, the elderly, and the underprivileged and promote participation of leaders' consumer networks in organizing campaign activities and developing strong consumer potential in broadcasting and television businesses at the local level. The results of the study resulted in a provincial cooperation network of 13 locations, covering all areas in Thailand. Under the framework of the project, it was found that each provincial network has established a radio-television media surveillance center, one for each network. A surveillance team has been established to plan radio-television media surveillance in their area and report to the NBTC office, although there were not many cases of wrongdoing or improper broadcasting by radio and television media. However, the result is to create awareness in the public sector to monitor the media in their area of supervision. In addition, each provincial network also organizes creative activities to raise awareness. and campaign about media literacy including creating a media supervision network in the public sector. Overall, the operation revealed interesting findings: encouraging the public sector to participate in media monitoring or regulating media consumption among themselves

**10:30-10:55**

85421 | *JOMCHECK: Initiative to Educate Mil Among Malaysian via Social Media Content Production*

Hasrul Hashim, The National University of Malaysia, Malaysia

Sabariah Mohamed Salleh, The National University of Malaysia, Malaysia

Various initiatives are undertaken worldwide to combat the spreading of false information, while simultaneously diversifying efforts to educate the public about the importance of media and information literacy's skill. Malaysia is one of the Southeast Asia's countries actively combating the propagation of false information. To address these issues, Malaysia has implemented various efforts and strategies, concurrently enhancing digital literacy skills through the law enforcement, fact-checking websites, and collaboration with the media agencies, as well as non-government organizations (NGOs). Furthermore, one of the effective strategies nowadays is the use of social media to improve the media and information literacy's skills among the public. The production of fact-checking content via social media is one of the effective tools to combat the dissemination of false information among Malaysian. The JOMCHECK Malaysia is the first fact-checking alliance between academia, media agencies and civil society to combat the spread of false information and news within the Malaysian society. One of the initiatives undertaken by JOMCHECK focuses on the production for Instagram, TikTok and WhatsApp Channel focusing on the fact-checked news or fact and educational content. This paper will focus on the analysis of the JOMCHECK's social media content production methods and the acceptance among Malaysian public.

09:15-10:55 | Room A (Bldg 1)

# Friday Onsite Parallel Session 1

Cross-cultural Approach in Literature & Cultural Studies

Session Chair: Bernard Montoneri

**09:15-09:40**

86360 | *The Results of Reading Picture Tales Promoting Cultural Diversity by Thai Buddhist and Muslim Youth in the Three Southern Border Provinces*

Busakorn Komoltree, Prince of Songkla University, Thailand  
Panya Tepsing, Prince of Songkla University, Thailand  
Kasetchai Laeheem, Prince of Songkla University, Thailand

This research aims to study the results of reading picture Tales created by Thai Buddhist and Muslim youth in the three southern border provinces to promote attitudes towards cultural diversity. The study employs qualitative research methods and collects data from volunteer youth, comprising Thai Buddhist students and Muslim students from high schools in the southern border provinces. The data collection methods include observation and in-depth interviews. The study found that Thai Buddhist and Muslim youth developed attitudes after reading picture Tales aimed at cultural diversity in four aspects as follows:

(1) The picture Tales helped reduce feelings of conflict arising from cultural differences and fostered a better understanding of each other's cultural norms. (2) The youth enhanced a positive awareness of living together in the southern border areas, promoting unity among people of different cultures. (3) The youth developed greater acceptance of the practices of people from different cultures and appreciated the value of each culture. (4) The picture Tales contributed to peace-building in the southern border areas by creatively depicting cultural exchange. Both Thai Buddhist and Muslim youth recognized cultural diversity as a positive aspect that should be preserved for the future.

**09:40-10:05**

85955 | *Creating Multilingual Songs for Kids From the Music of an Ethnic Minority: The Value Beyond Cultural Preservation*

Rewadee Ungpho, Prince of Songkla University, Thailand  
Kemtong Sinwongsuwat, Prince of Songkla University, Thailand

This research seeks to expand the existing knowledge on traditional music and songs of Moken, a community of sea gypsies in southern Thailand. The main objective is to develop multilingual songs for children based on the music of this ethnic minority group. In the study, Moken music and song lyrics were compiled, analyzed and interpreted, revealing lexical items involving Moken's everyday life such as sailing, fish, birds, and islands. Several of these elements are particles that defy translation into words. To facilitate language learning, clear, simple, and catchy melodies were created with straightforward and repetitive lyrics, as this is believed to help young learners in concentration and information retention. It is argued that aside from preserving and revitalizing nearly extinct ethnic songs and musical tradition, the multilingual song creation can help language learning of young learners, enabling them to improve their skills in a second language such as English. This study can serve as a model for future research endeavors aimed at conserving ethnic musical traditions.

**10:05-10:30**

85857 | *Way of Practice to Cross-Cultural Learning of Muslim Youths in the Three Southern Border Provinces of Thailand*

Punya Tepsing, Prince of Songkla University, Thailand  
Kasetchai Laeheem, Prince of Songkla University, Thailand  
Abdullah Chelong, Prince of Songkla University, Thailand

There are more Muslim than Buddhist youths in the three southern border provinces of Thailand. Some Muslim youths finished their studies at religious schools. Some lived only in Muslim communities. This area has a cultural conflict. Therefore, attitudes towards other cultures and to cross-cultural learning are different. The objective of the study was to identify the way of practice to cross-cultural learning of Muslim youths in the three southern border provinces of Thailand. The research used qualitative methodology. Data was collected from non-formal and informal education centers in Pattani, Yala, and Narathiwat provinces because this area is where multi cultures are apparent. Thai Buddhist and Muslim youth study together. Moreover, most were in the 15 to 25 age range and had worked outside their communities. An in-depth interview was used to collect data from 30 youths as main informants, which included six Buddhist youths, seven local scholars, and eight parents. Informants were selected by purposive sampling. Data were examined by data triangulation and an analytical descriptive conclusion. The results of the study found that the way of practicing cross-cultural learning of Muslim youths consisted of: 1) Using Islamic religious principles in cross-cultural learning by attaching to the teaching of a religious leader only. 2) Using Islamic religious principles in cross-cultural learning with some self-consideration. 3) Using Islamic principles in cross-cultural learning with an uncertainty of right or wrong of the religious principles. 4) Recognizing Islamic religious principles in cross-cultural learning with some deviations according to stimulus in a new environment. These practices help identify guidelines for solutions, especially stimuli in new environments. This will lead to youth being better trained in social change.

**10:30-10:55**

83978 | *On the Use of Original Audiovisual Documents and Manuscripts to Teach The Little Prince*

Bernard Montoneri, National Cheng Kung University, Taiwan

This presentation introduces several original documents used to teach French and French Literature to Taiwanese university students. The audiovisual documents were made in cooperation with a female French singer and harp player, a former Taiwanese student who studied French and visual arts, and a Taiwanese teacher. The result of our work is a video with a song, lyrics in French/English/Chinese, and dozens of drawings to illustrate the short movie. The other original documents are manuscripts of *The Little Prince* that were not included in the published version of the novella: two leaves discovered in 2012, notably including a previously unknown character, and a huge manuscript (twice the size of the published version) offered to Silvia Hamilton by Antoine de Saint-Exupéry in New York in April 1943. Silvia Hamilton sold the manuscript to the Morgan Library in 1968. A book including the original leaves and the transcripts was published in 2013. The author of the proposed presentation studied both manuscripts and published his first paper in 2023; the second one, on Silvia Hamilton and the Morgan Library manuscript, has been accepted and should be published during the summer of 2024. Using original documents, such as songs, drawings, short movies, and relatively unknown manuscripts, might increase students' motivation and interest. Moreover, during the class, students are also invited to be creative, write original short stories related to *The Little Prince*, and make new audiovisual documents.

09:15-10:55 | Room B (Bldg 1)

# Friday Onsite Parallel Session 1

## Indigenous Arts & Performances

### Session Chair: Carmen Robertson

**09:15-09:40**

86679 | *Embodied Diaspora: Dancing "Brega" in the South of Brazil*  
Marcelo Garson, Universidade Federal do Paraná, Brazil

For the past two years, I have been trying to understand the party circuit organized by immigrants from Pará in the city of Curitiba, the capital of Paraná. Pará is located in the north of Brazil, while Curitiba is in the south. Located in the Amazon region, Pará is known for its tropical climate and cultural diversity, expressed mainly a result of Portuguese, Indigenous, and African heritages. On the other hand, Curitiba is remembered as the coldest capital in Brazil and, due to its urban planning, carries the titles of "model city" and "planned city". In these contrasting imaginaries, we notice diversity on one side and rationality on the other. At parties organized by immigrants from Pará in Curitiba, the music played is technobrega or simply "brega", a label that, despite its initially negative connotation, is embraced positively. Created with electronic beats and romantic lyrics, "brega" is a music genre but also a partner dance, that requires a high level of technical skill. Undertaking a body-centered ethnography, I aim to document my immersion in a group of dancers and my experience as a brega dancer. In this process, I investigate the centrality of the body as an instrument of visibility, identity construction and social distinction within the diasporic community from Pará living in the South.

**09:40-10:05**

84051 | *Exploring Physics Concepts on the "Fahombo" Stone Jumping Tradition in Nias Tribe, Indonesia*  
Ika Pratiwi, Yogyakarta State University, Indonesia  
Heru Kuswanto, Yogyakarta State of University, Indonesia

This study investigates the physics concepts embedded in the traditional stone jumping ritual, "Fahombo", practiced by the Nias tribe in Indonesia. Fahombo, which involves participants jumping over high stone structures, serves as an intriguing case for exploring principles such as kinematics, dynamics, and energy conservation. By dissecting the physical mechanics of the jump, including the run-up, takeoff, airborne phase, and landing, the research aims to uncover how these fundamental physics concepts are intuitively applied in this cultural practice. The methodology combines observational analysis, video recordings, and theoretical physics calculations to provide a comprehensive understanding of the forces, velocities, and trajectories involved in Fahombo. The results reveal a sophisticated application of physics principles, demonstrating how traditional practices can embody complex scientific knowledge. This research not only highlights the cultural significance of Fahombo but also emphasizes its educational potential as a means of teaching and understanding physics in a real-world context. The study advocates for integrating cultural heritage into educational frameworks to enrich the learning experience and promote a deeper appreciation of indigenous knowledge systems.

**10:05-10:30**

80730 | *Theater for Development: The Existence and Transformation of Folk Performances in the East Java Across the Time*  
Anik Mustika Rahayu, Universitas Gadjah Mada, Indonesia

Historically, Theater for Development (TfD) cannot be separated from the history of pre-colonialism, especially what occurred in third world countries. TfD is part of development communication and has become an important part of several countries, especially third world countries, although its practice is not as widespread as before. In Indonesia, before the existence of modern entertainment media such as television and social media, people grew up with Folk Performance (Pertura). Folk Performance has lived through the ages because of the inheritance process carried out by its adherents. Communication for development through folk performance continues to live among themselves, originates from their original culture and is useful as a means of interacting on different occasions. So it is not uncommon for them to pass on moral values using this media to their descendants. As a multicultural country, every region in Indonesia has many styles of folk performances. In East Java, Ludruk is local wisdom in the form of folk performance which still exists as traditional entertainment. The plays brought to the stage vary from social criticism, politics, advice on moral values to realities that are close to everyday life. However, the nuances of the criticism were mixed into something humorous so that it was popular with the public. By using a literature review, this article will explain the transformation of Theater for Development in East Java which still exists today using a development communication perspective.

**10:30-10:55**

83646 | *New Ways of Seeing Indigenous Arts: Upending Western Methods*  
Carmen Robertson, Carleton University, Canada

Upending the conventions of western art histories, new ways of seeing Indigenous art offer culturally appropriate ways to engage with Indigenous art practices across the globe. The same holds for Canada where curators and art historians have moved away from analyzing art process and arts practices that utilize western aesthetic traditions. This paper explores the complex and shifting terrain related to Indigenous art practices by offering a case study of seeing art differently related to the arts practice of Indigenous artists and within the discipline of Indigenous art history. Anishinaabe artist, Norval Morrisseau (1932-2006), one of Canada's foremost figures in Indigenous arts and internationally renowned, created a unique visual language in the 1960s that, until recently, has been mostly critically engaged through the narrow and problematic lens of art history and ethnographic discourse. Applications of Indigenous epistemologies and ontologies hold the key to this critical shift in discourse and repositioning understanding of art appreciation within cultural contexts that challenge concepts of temporality and tools of analysis applicable to conventional art history. Morrisseau's upbringing was steeped in oral and visual forms of intergenerational knowledge transmissions that have been largely misunderstood or contextualized within narrow ethnographic frames. By offering productive forms of analysis located critically through Anishinaabeg ways of knowing, arts practices such as that of Morrisseau and other Anishinaabeg artists, opens new ways of seeing Indigenous arts.



09:15-10:55 | Room C (Bldg 1)

# Friday Onsite Parallel Session 1

Film, Colonialism & Inclusion

Session Chair: Seth Henderson

**09:15-09:40**

86666 | *Cross-Boundary Creation in Periodical Literature: The Example of Youth Yasi's Film Reviews and Poetry in the 1960s and 1970s*  
Ziqing Mai, the Chinese University of Hong Kong, Hong Kong

The flourishing of periodical literature in Hong Kong during the 1960s and 1970s had a significant impact on local writers. At the same time, European cinematic art was introduced to Hong Kong, becoming an important source of inspiration for creators and leading to the establishment of a series of film review columns in newspapers and magazines. Yasi (real name Leung Ping-kwan), influenced by Western cinematic art, not only created poetry but also wrote numerous film reviews in these columns. His explorations and experiments in column writing marked the beginning of his poetic career and shaped his subsequent creative style. This paper aims to examine the characteristics and connections in Yasi's early work by analyzing his film reviews and poetry from the 1960s and 1970s. It also considers how these traits and connections laid the foundation for his later poetic style and led the modern Hong Kong poetry scene. The author believes that Yasi consciously assumed the role of a producer, using cross-boundary content and methods to innovate the means of dissemination. He actively leveraged the relationship between his works and readers to expand the field of Hong Kong periodical literature. Yasi's cross-boundary creation has multiple meanings: it involves creating across different literary genres with multiple literary identities, using cross-boundary methods to present his utilization and attention to production media, and serving as a writing strategy. This innovative approach, characterized by openness and inclusiveness, aims to update old concepts and expand new literary spaces.

**09:40-10:05**

83818 | *Chua Boon Hean and the Shaw Brothers in Singapore*  
Soo Ei Yap, National University of Singapore, Singapore

Chua Boon Hean (1905-1995) was a remarkable and unique figure in the cultural history of Singapore. Born and educated in Chao'an, China, Chua emigrated to Singapore in 1927 and subsequently joined the local entertainment industry, making lasting contributions in the Malay and Chinese film-making, most notably with the Shaw Brothers. The first half of my paper sets out to present the biography, artistic pursuits as well as literary and creative outputs of Chua Boon Hean who was the only known Chinese scriptwriter for Malay films made in postwar Singapore. The second half of my paper traces the development of the film industry in Singapore and Malaya where the multi-racial and multi-cultural environments inspired him to devise a "transmedia" strategy. Facing fierce competition from his rivals, this strategy became critical in laying the foundation to success for the Shaw Brothers' film empire in the 1950s to 1970s. Through the unique story of Chua Boon Hean, one is also able to chart the multi-faceted and multi-ethnic interactions of the Chinese diaspora in Southeast Asia in the early 20th century.

**10:05-10:30**

85229 | *The Construction of Artistic Fulfillment and Recognition of Independent Filmmakers in Iloilo City in a Capital-Centric Film Industry*  
Robert Rodriguez, University of the Philippines Los Baños, Philippines

This study explores the complex landscape of artistic fulfillment and recognition experienced by independent filmmakers in Iloilo City within a capital-centric Philippine film industry. Grounded in Postmodern Critical Theory, this qualitative research investigates how these filmmakers navigate systemic challenges and power dynamics that favor Manila-based productions. Through semi-structured interviews with three prominent Iloilo filmmakers, the study reveals the multifaceted struggles and resilience of regional artists. The research highlights the filmmakers' diverse motivations, from social advocacy to cultural preservation, and their use of local narratives and languages to assert their unique identities against dominant Manila-centric paradigms. The findings illustrate significant obstacles such as limited access to resources, financial constraints, and the marginalization of regional voices within the broader industry. Despite these challenges, the filmmakers demonstrate remarkable creativity and perseverance, redefining success through community engagement and cultural impact rather than traditional metrics of recognition. By documenting these experiences, the study contributes to a broader understanding of regional cinema dynamics and advocates for structural reforms to create a more inclusive and equitable film industry. This research underscores the importance of decentralizing resources and opportunities to support the diverse and rich cultural expressions found in regional filmmaking, offering valuable insights into the ongoing dialogue about cultural decentralization and diversity in the global film landscape.

**10:30-10:55**

86501 | *Politics of Omission: the Hong Kong Film Unit in the Watershed Moment of Global Decolonization*  
Seth Henderson, Duke Kunshan University, China

In 1966, the British colonial government's Hong Kong Film Unit inaugurated its longest-running series Hong Kong Today (1966-1974). Initially established in 1959 under the Public Relations Office and later renamed Government Information Services (GIS), the Film Unit was a publicity arm of the Colonial Government of Hong Kong. Tellingly, the Today series in 1966 would begin the first of three years of deadly events that radically shook Hong Kong and the globe, changing the ways in which the Crown colony saw itself in relation to the British colonial government, as reflected in the early episodes of Hong Kong Today. The archival documents surrounding these film episodes, including one featuring the 1967 Maoist riots, were recently removed by the GIS from the archive of the Hong Kong Public Records Office. To keep the historical record alive, this presentation explores the textual elements of the films as well as the archival material surrounding the missing documents. By examining the dynamics behind the decisions of the Colonial government leadership, GIS, and the filmmakers, the essay critically unravels the 1967 riots as a pivotal point in the formation of Hong Kong as a locus of Cold War importance, complex colonialism, and change in government and population relationship.

09:15-10:55 | Room G (Bldg 1)

# Friday Onsite Parallel Session 1

Architecture, Geography, & Urban Studies

Session Chair: Wann-Ming Wey

09:40-10:05

84048 | *Urbanization Nexus Tangible Heritages: The Case of Aksum World Heritage Site*

Hailay Hagos, Mekelle University, Ethiopia

Hiluf Berhe, Mekelle University, Ethiopia

Heritage includes all cultural and natural, tangible or intangible possessions that have a historical, cultural, economic, symbolic, or aesthetic value. Tangible cultural heritage comprises movable and immovable properties of buildings, historic places, monuments, significant artifacts, or objects that are worthy of preservation for the future. In this rapidly urbanizing world, ancient heritage towns are facing lasting ruining activities because of different developments. Aksum is one of the oldest historical towns in Ethiopia, and a hub of unique heritage, including gigantic refined stales, underground tombs, stone inscriptions and thrones, palaces, religious relics, and many intangible heritages. Because of rapid urbanization, the historical heritage center of Aksum has experienced numerous challenges for its world heritage properties for many years and now seriously menaced by this problem. This paper aims at the analysis of urbanization nexus tangible heritages in the Aksum World Heritage Site. In most of the central district, because of spontaneous urbanization, the situation of the tangible heritage is getting worse. The study was inspected through in-depth interviews, personal observation, and questionnaires as primary data sources, supported by articles, dissertations, and books. The data were analyzed through a mixed approach, dominated by a descriptive research design. Finally, because of the evils of urbanization, many tangible heritages are deteriorating and destroying. Thus, well-articulated heritage based urban planning, risk assessment before development works, identification and documentation of heritages that are at threat of destruction, and active community participation in the planning process are the ways to ensure heritage protection in Aksum.

10:05-10:30

83338 | *Lifestyle-Oriented Urban Collage, the Future of Hong Kong "Tong Lau"? A Case Study of Tai Hang District*

Izzy Yi Jian, The Education University of Hong Kong, Hong Kong

Jiemei Luo, Harbin Institute of Technology, China

Wenxin Zeng, The University of Hong Kong, Hong Kong

Wanchun Ye, The Hong Kong Polytechnic University, Hong Kong

Emerging in mid-19th century Hong Kong, Tong Lau blends Chinese building traditions with colonial policies, with shops on the ground floor and residences above. Despite their significance, the number of Tong Lau has decreased over time, primarily due to intensive urbanisation and a lack of maintenance and funding for preservation. Tai Hang District offers a unique perspective on the transformation of Tong Lau. The area has evolved with a mix of Tong Lau clusters and new high-rises. In recent years, Tai Hang has experienced a revival of creative industries, particularly in Tong Lau's ground-floor spaces, ranging from basic necessity shops to businesses run by young entrepreneurs with lifestyle-oriented motivation. These establishments coexist with traditional businesses, creating a "lifestyle-oriented urban collage" landscape, where the traditional and modern coexist, highlighting the complexities and contradictions within urban development. Furthermore, the influence of social media and city branding has introduced a new dynamic in the perception and value of Tong Lau. Place-making activities that involve local residents offer fresh perspectives on the value of community culture. Using Tai Hang District as a case study, this research seeks to provide insights into the contextual strategies facilitated by site conditions that nurture community development. The research employs field surveys, mapping, and GIS analysis to document and analyze the Tong Lau regeneration in Tai Hang, aiming to understand how these buildings represent a fusion of historical legacy and contemporary development, evident in the contiguous and dynamic collage of location, placement, form, type, and pattern.

10:30-10:55

84697 | *Priority Assessment While Revitalizing Architectural Heritages in Urban Studies*

Wann-Ming Wey, National Taipei University, Taiwan

Proper maintenance and preservation of significant architectural heritages sites and historic buildings are necessary. However, the management of maintenance work has often been inadequate for many designated heritage and historic buildings. The restoration and preservation of architectural heritages involve considering historical significance, symbolism, and economic benefits. Decision-makers, particularly public sector officials, often face the challenge of prioritizing which architectural heritage sites to restore first, given limited budgets. Few techniques are available to determine restoration priorities for diverse historical sites, possibly due to a lack of systematized decision-making aids. Past discussions on the management and maintenance of architectural culture assets have focused more on the selection of reuse alternatives rather than the allocation of resources. This research adopts integrated methods to address the challenges decision-makers face when allocating resources for the management and maintenance problems. The purpose of this study is to develop a sustainable decision-making model for governments to address these issues. We propose an alternative decision support model to prioritize restoration needs within limited budgets. This model is constructed using fuzzy Delphi, fuzzy analysis network process (FANP), and goal programming (GP) methods. To avoid resource misallocation, this research presents a precise procedure that incorporates multi-stakeholder perspectives, as well as limited costs and resources. Additionally, it considers various factors and goals to determine the highest priority and feasible solutions. To illustrate our approach, we conducted an empirical study using seven architectural heritages sites in Taipei City. The results were analyzed in depth to demonstrate the application of our proposed model.





# 11:10-12:55 | Banquet Hall A (Bldg 4)

## Friday Onsite Parallel Session 2

### Social Media & Communication Technology

#### Session Chair: Vikanda Pornsakulvanich

**11:10-11:35**

86433 | *It's Time to Podcast: Hype or Here to Stay? a Pre- and Post-pandemic Trend Study*

Matthias Werner, University of the Bundeswehr Munich, Germany

Annika Pezold, University of the Bundeswehr Munich, Germany

Carsten Rennhak, University of the Bundeswehr Munich, Germany

Podcasts represent a significant media trend due to their accessibility, variety of content, and ability to reach niche audiences by offering a personalized listening experience. A scholarly study of podcast usage is critical as it provides insight into changing media consumption patterns. This study integrates Uses and Gratification Theory, which has been applied by many researchers (e.g., Perks & Turner 2019; Craig, et al. 2021; Chung & Kim 2015), to explore the factors behind podcast usage motivations. Unlike previous ad hoc studies, this research includes two surveys from 2020 and 2024, each with approximately 250 valid responses, uncovering changes in podcast listeners' motivations pre- and post-pandemic. Results show typical podcast users are predominantly young, educated females who prefer comedy podcasts on smartphones. Primary motivations include entertainment, attention, convenience, relaxation, escape, social interaction, and information/education, with attitudes, affinity to the medium, and perceived realism also influencing consumption. Notably, information/education, escape, and social interaction are key predictive factors for podcast usage. The study offers valuable recommendations for media industry practitioners, highlighting podcasts' potential to displace other media through customizable experiences and multitasking opportunities, making listeners feel "productive" both physically and mentally.

**11:35-12:00**

83315 | *Reseeing the Beauty of the Temple with Fresh Eyes: Take a High School Students Story Theatre Podcast as an Example*

Kuo Ling Chun, University of Tainan, Taiwan

In the age of Digital natives, most of the youngs communicate through electronic media and lack face-to-face conversations with people. Therefore, it is generally believed that they are not as enthusiastic about the actual things around the real-life as we imagined. Therefore, this project used a curriculum module that connected traditional culture and contemporary media with drama education. We use case study to analyze the thinking of youth about their cognitions of traditional culture and the current affairs after the course. This study will utilize the nine tenets that Bruner's argued in his book "culture of education", and take a curriculum module that the author designed for a high school in Tainan city in 2021 as an example. The curriculum consists of a traditional culture and new creative storytelling module, with two consecutive classes per week for eight consecutive weeks, totaling 16 classes. Leading students go into the temple to read the stories that are painted on the walls and use the search software to find out the stories, and produce reworked traditional stories through dramatic improvisation exercises and transform them into as a story theatre podcast program. The results of the research found that the course design can help students re-see the culture, and from the works of the students that weren't only reinterpreted the traditional stories, but also made a dialogue platform between contemporary students and the lives of ancient people.

**12:00-12:25**

86226 | *Hey Siri: Exploring Users' Motivation to Adopt Artificial Intelligence Voice-Based Assistants*

Vikanda Pornsakulvanich, Thammasat University, Thailand

Artificial intelligence voice-based assistants (VAs) have been increasingly used to do various activities. Many people use VAs as part of their daily lives: to manage activities, find places, update news, shop, and more. Voice-based assistants are software agents that respond to voice commands, which can be found in smartphones, smart speakers, smartwatches, Internet of Things devices such as Apple's Siri, Samsung's Bixby, Google Assistant, and Amazon's Alexa (Wohr, 2023). With the rapid development of artificial intelligence, VAs nowadays are more intelligent and human-like. VAs are able to make conversation with users more smoothly and can handle complicated users' requests. According to Statista (2024), the number of digital voice assistants around the world will reach 8.4 billion units in 2024. In Asia-pacific, Thailand is among countries dominate the voice assistant market (Business growth statistics insights, 2024). Despite the growing importance of VAs, research relating how and why people use and adopt VAs in Thailand is infancy. We still do not know people's motivation and perception to use VAs. Thus, the present study attempts to explore the main reasons why people adopt VAs and what perception for using VAs. This study uses qualitative research by employing in-depth interviews with people who have used voice-based assistant applications including Apple's Siri and Google Assistant. The contributions of this study will extend the body of knowledge of AI voice-based assistants' adoption and motivation in Thailand and can be beneficial to the business sector to learn voice-based assistants usage behaviors to develop suitable communication strategies.

# 11:10-12:55 | Banquet Hall B (Bldg 4)

## Friday Onsite Parallel Session 2

### Visual Communications

#### Session Chair: Thabang Masedi

**11:10-11:35**

83876 | *Exploring "Emotion" and "Body" in Post-3.11 Documentaries*  
Zhiyan Kuang, Tohoku University, Japan

This presentation explores the depiction of "emotion" and "body" in documentaries produced after the Great East Japan Earthquake of 2011. Following the disaster, numerous images of the tsunami, radiation aftermath, and resulting grief have surfaced. In addition to works by major organizations, many citizen artists have created independent documentaries as personal expressions of the tragedy. Initially, the study examines these independent documentaries as "mourning films" (Armstrong, 2012), providing a foundation for understanding the microcosmic impact of a massive disaster on individuals. Through textual analysis of documentaries and interviews with filmmakers, the research investigates the emotional structure within these works. The methodology incorporates Richard Armstrong's (2012) research on mourning films and the affective theory from eco-films, enabling a detailed examination of emotional and bodily expressions in the documentaries. Much of the presentation focuses on works produced by the Sendai Mediatheque's participatory platform participants, such as Haruka Komori's documentary "Listening to the Air" 2018. These documentaries highlight how the "body" is a crucial link between the "past and future" and between the mourners' objective and subjective space. This presentation contributes to the broader study of mourning films within documentary cinema, offering new insights into understanding the emotional dynamics of post-3.11 documentaries. In conclusion, the presentation will provide a case study of 3.11 documentaries as mourning films, emphasizing the critical role of the "body" in the emotional representation of the genre.

**11:35-12:00**

86356 | *The Allure of the Yesteryears: Defining 'Fauxstalgia' Consumption in Singapore Through Traditional Shophouse Signages*  
Min Yee Angeline Yam, Nanyang Technological University, Singapore  
Kristina Marie Tom, Nanyang Technological University, Singapore  
Bee Chin Ng, Nanyang Technological University, Singapore

Nostalgia consumption and branding is an increasingly popular marketing tool for businesses. In Singapore, this phenomenon has been particularly prominent in Singapore's various ethnic enclaves, with independent entrepreneurs leveraging on the nostalgic identities of the area to capitalize on consumer's fondness of bygone eras often resulting in 'fauxtalgia' amongst the Gen Z and millennial, catering to a cultural longing for the past even if one might not have the actual experiences. This paper uses the Linguistic Landscape framework's multimodality approach to compare design treatments and languages on signages from traditional shophouses in Singapore's four main ethnic enclaves, to identify the types of 'fauxtalgia' that are emerging in Singapore. While English is the most commonly used language on signages across all four enclaves due to colonial history and government regulation, with a usage rate ranging of 78% to 96%, each of the four enclaves has begun to develop its own unique 'fauxtalgia' visual approach. They include retaining and conserving original typography on signs, paying homage through complete redesigning or stripping the signs completely and then appropriating nostalgia trends from non-Singaporean contexts, resulting in a visual communication landscape that is characterized by interaction of design, language, contextual placement of these shophouse signages that is fuelled by entrepreneurship and the search of identity and belonging.

**12:00-12:25**

83714 | *Fanon's Critique of the Effects of Television Soap Opera Violence on Adolescents' Behavior in South Africa*  
Thabang Masedi, University of South Africa, South Africa

This scholarly article examines the impact of television soap opera violence on the behavioural patterns of adolescents residing in the Capricorn and Mopani District Municipalities, located in the Limpopo Province of South Africa. The article examines the impact of popular South African soap operas such as *Uzalo*, *The River*, and *The Queen* on the behaviours of adolescents during a crucial period of transition and development. The article employs Frantz Fanon's critical perspective to examine the societal and psychological consequences of violent content depicted in soap operas, with a specific focus on a region that is currently facing significant levels of youth violence. The article investigates the ambiguous boundaries between fiction and reality, the significance of parental oversight, and the impact of media on the perceptions and behaviours of adolescents. This article seeks to illuminate the intricate dynamics that influence adolescent behaviour in South Africa's media landscape, using Fanon's insights as a critical framework. The study employs qualitative research approach and collect data through semi-structured interviews. The sample of ten participants, using purposive sampling technique was adopted. Thus, thematic analysis was used to analyse the data. The study findings reveal that violence depicted on soap operas is relatable to what adolescent's experience on daily life experience from their peer and family background. Also, drawing from Fanon's insights, it illuminates the complex interplay between media representation, societal norms and psychological dynamics that shape adolescent's behaviour.

# 11:10-12:55 | Banquet Hall C (Bldg 4)

## Friday Onsite Parallel Session 2

### Television & Journalism

#### Session Chair: Laura MacGregor

**11:10-11:35**

83707 | *A Comparative Critical Discourse Analysis of Al Jazeera and CNN's Coverage of Pro-Palestine College Campus Protests in the U.S.*  
Eslam Abdelraouf, Sultan Qaboos University, Oman

This study conducts a critical discourse analysis (CDA) of the coverage of pro-Palestinian student protesters at U.S. universities by two prominent news channels, Al Jazeera and CNN. Using the three dimensions of CDA—text analysis, discursive practice, and social practice—the research aims to uncover potential biases, framing mechanisms, and narrative strategies used by each outlet in representing these student-led demonstrations. Starting in April 2024, the protests have involved the establishment of encampments on over 80 university campuses across the United States in response to the Israel-Gaza conflict. The study identifies key linguistic patterns and framing devices to illustrate the contrasting narratives disseminated by each channel. The findings reveal significant divergences in representation. Al Jazeera's coverage emphasizes human rights and depicts student protesters as advocates for justice. In contrast, CNN's reporting prioritizes the political implications and highlights dissent and counter-narratives. These differences reflect deeper editorial biases that ultimately shape public perceptions of pro-Palestinian activism. The study contributes to media studies by illuminating the distinct discourses presented by global news networks around politically sensitive issues. Such insights offer a framework for understanding how media constructs and disseminates narratives, providing a valuable foundation for future research on media representation and its influence on public opinion.

**11:35-12:00**

83844 | *From Protecting to Permeating Boundaries in Global North-South Collaborations: Comparison of Virtual and In-Person Investigative Collaborations Across the US-Mexico Border*  
Kirsi Cheas, University of Vaasa, Finland

This paper focuses on collaborative investigative journalism across the U.S.-Mexico (Global North-South) border, exposing abuses against Central American asylum-seekers and root causes of their forced migration. The paper is particularly concerned with how geopolitical, professional, and institutional boundaries between Northern and Southern journalistic, activist, and academic fields (Bourdieu 2005) are protected or permeated in the course of investigative collaborations, and how these dynamics reflect power relations between the Northern and Southern institutions, professions, and regions involved. The sample consisted of eight projects produced and published in virtual and/or in-person collaboration between U.S. (i.e. Northern) and Mexican, Guatemalan, Honduran and Salvadoran (i.e. Southern) journalists, activists, and academics between 2016 and 2022. The study found that in cross-border collaborative projects limited to virtual spaces, geopolitical boundaries between the Northern and Southern fields were accentuated the most, with the Northern journalistic field imposing its rules of the game and safeguarding its resources in the process. In contrast, those projects where the Northern and Southern investigators worked in Central America side by side, in addition to analyzing data online, geopolitical, professional, and institutional boundaries were significantly permeated, suggesting an emergence of a global field (Buchholz 2022) characterized by new rules of the game, more equal distribution of resources, and mutual trust between the Northern and Southern collaborators. While recent scholarship has celebrated technologies enabling global investigative journalistic collaborations, the findings of this study manifest that we need to be more cautious about the limitations of virtual spaces especially in Global North-South collaborations.

**12:00-12:25**

86322 | *Movie and Television Streaming – the Now and the Future*  
Laura MacGregor, Gakushuin University, Japan

Since the pandemic swept the world in 2020-2022, movie and entertainment subscription platforms have rallied back and forth in an effort to retain the surge in the number of subscribers during that period and to attract new ones. This presentation begins with a descriptive overview of the services provided by a selection of movie streaming platforms offered in Japan and elsewhere, including Netflix, Amazon Prime, Hulu, and Disney+. Quantitative and qualitative data from internet sources were used to compare what these streaming services offer and at what cost, the number of subscribers they have, how and why all of these variables have frequently changed, and the impact these changes have affected the movie streaming industry overall. Next, the study used industry and media data to investigate the strategies implemented by linear television in response to the competition from streaming platforms in order to retain viewers. Consumer attitudes towards entertainment streaming in general were also examined, including the impact of content fatigue on overall satisfaction. The presentation concludes by summarizing industry data on the future prospects for the movie streaming and television industries. Data for the entire study were drawn from industry and media sources, and from academic research available online. Discussion following the presentation will be welcome.



11:10-12:55 | Room A (Bldg 1)

# Friday Onsite Parallel Session 2

Gender in Film and Literature

Session Chair: Huey-ling Lee

11:10-11:35

86264 | *The Dark Side of Adolescent Girls' Minds in "The Corn Maiden: A Love Story" by Joyce Carol Oates*  
Miho Morii, Otsuma Women's University, Japan

"The Corn Maiden: A Love Story" (2005) by Joyce Carol Oates tells the story of an 11-year-old blonde girl with a learning disability, Marissa Bantry, who is kidnapped and held captive by 13-year-old Jude Trahern and her friends. Eventually, Marissa is rescued, and Jude commits self-immolation. Other characters include Marissa's single mother, Leah, and Mikal Zallman, a part-time math teacher and computer consultant at the school Marissa and Jude attend. Despite coming from a wealthy and prestigious family, Jude's parents divorced when she was young, and she now lives in a large mansion with her grandmother. Jude has grown up feeling neglected and is unable to tolerate the seemingly happy mother-daughter relationship between Leah and Marissa. Additionally, Jude has a strong desire for approval and feels resentful when Zallman does not pay her the attention she seeks, leading her to frame him for Marissa's kidnapping. While Oates meticulously portrays the frustration and anger lurking within the hearts of adolescent girls in this novel, she seems to imply that they need the kind of unconditional love that Leah shows to Marissa. In this presentation, I will analyze the darkness in the minds of adolescent girls from a psychological perspective, exploring how Jude's self-destructive behavior emphasizes the novel's message about the essential role of genuine love from others in our lives.

11:35-12:00

83499 | *Pink Films at the 1983 Manila International Film Festival: Diplomacy Through Erotic Cinema Between the Philippines and Japan*  
Abel Ubaldo, Ateneo de Manila University, Philippines

The state-sponsored Manila International Film Festival (MIFF) of the 1980s was among the more controversial film festivals of its time. Boycotted by several guilds due to its connection with the dictatorship of Ferdinand Marcos Sr., the MIFF relied on the presence of renowned Asian filmmakers to legitimize itself. The 1983 iteration of the festival, however, gained notoriety for allowing the release of uncut Filipino erotic films bordering on pornography to compensate for the decreased funding from an almost bankrupt Philippine state. Defending their decision to release titillating pictures, organizers of the MIFF suggested that Filipinos should look at Japanese pink films to see how a mature industry could create beautiful movies through images of sexual desire. Indeed, Japanese films have a significant presence in this festival, with more than half of the featured Japanese productions being of the pink variety. Likewise, articles, reports, and interviews in Marcos-controlled newspapers and magazines highlighted the development and artistry of pink films. Through the discursive analysis of these documents, this study shows how the discourse about pink films illustrates the cultural diplomacy between the Philippines and Japan in the context of the Marcos regime. It argues that the Marcos state used the international acclaim of pink cinema to justify its contradictory film development policies. At the same time, the positive portrayal of pink films in the Philippine press helped soften Japan's image among Filipinos at a time of rekindling memories of Japanese wartime atrocities due to its reemergence as an economic power.

12:00-12:25

82431 | *Exploring Female Desire in Colonial Struggles: A Comparative Analysis of John Fletcher's The Island Princess and Pramoedya Ananta Toer's This Earth of Mankind*  
Huey-ling Lee, National Chi Nan University, Taiwan

Throughout history, colonial powers frequently employed tactics involving the subjugation and exploitation of indigenous or colonized women to assert dominance and solidify control over territories or populations. This study examines the role of female desire in colonial struggles, juxtaposing perspectives from early European explorers with post-colonial viewpoints in John Fletcher's *The Island Princess* and Pramoedya Ananta Toer's *This Earth of Mankind*. Fletcher's 17th-century play depicts European explorers in Indonesia, while Toer's novel explores the social conditions of the Dutch East Indies in the early 20th century. Although both works portray indigenous women as contested territories between European colonizers and local powers, it is insufficient to treat the women as objects of desire. Rather, the success of the colonial struggle depends upon empowering these women as subjects whose desires then serve to validate choices and influence colonial rule or its resistance. In Fletcher's play, the Indonesian princess, empowered by her royal status, demonstrates self-determination and desires but faces stigma and manipulation by men seeking control. Ultimately, her decisions affirm the superiority of European explorers. Conversely, native women in Toer's novel, such as Nyai, endure objectification under patriarchal and colonial oppression. Despite Nyai's integration into West Indies society, her daughter Annalie becomes a pawn in the struggle between the Dutch and native community, reduced to an object of desire despite affirming native superiority through her choices.

11:10-12:55 | Room B (Bldg 1)

# Friday Onsite Parallel Session 2

## Arts Practices

### Session Chair: Evgeny Pyshkin

11:10-11:35

83462 | *Para-Architectures – Theory and Praxis*  
Jorge Cruz Pinto, University of Lisbon, Portugal

The term "Para-Architectures" was coined by the author to define the almost or imaginatively habitable spaces in between architecture, painting, sculpture, and installation, under the Kantian aesthetic judgment of "purposiveness without purpose". Some examples of art works that belong to this field include the figurative architectures in Raffaele's and Chirico's paintings, Oteiza's metaphysical boxes, Chillida's and Noguchi's empty sculptures, Judd's minimal art boxes, and Sol LeWitt's spatial structures. The theoretical model of the "Limit-Space" created by the author and its categories – Appearance, Emergence, Latency, and Void – philosophically based on Trías's Ontology, Bachelard's and Merleau-Ponty's Phenomenologies, and J.Gil's Metafenomenology, allows access to the production and reception of artworks and architecture. Based on this conceptual model and the methodology developed by the author on "the geometries of gaze and invisibility," from the analysis of historical painting works ("Masaccio's Trinità") and Architecture (Mosque-Cathedral of Córdoba), it was possible to reveal and make emerging latent invisible geometric traces related to fabricum geometry and gestalt, which constitute the DNA structures of these and other analyzed works. The methodological process of applying this theoretical model allowed for the understanding of apparent, emergent, and latent layers. The author uses this process to explain the "pre-verbal" creation of his own large-format contemporary artworks, which are intentionally situated in this hybrid territory termed Para-Architectures. In these original experimental artworks, "geometries of gaze and invisibility", raw materials, light, and "the praise of emptiness" produce presence effects and opening for multiple possibilities of meaning.

11:35-12:00

82125 | *A Cross-Cultural Comparative Exploration of Serbian and Japanese Stage Traditional Folk Dance*  
Nikola Petrović, University of Limerick, Ireland

Throughout history, traditional folk dances, songs, and music have been performed and presented on stage. These performances have endured for centuries and continue to be an important part of cultural expression of both tangible and intangible cultural heritage around the world. The author aims to conduct a comparative analysis of stage presentations of traditional folk dances, songs, and music in the contemporary form of Serbian and Japanese theatre, which, at first glance, seem coherently different from one another. Specifically, the focus will be on the theatrical form of «Nihon-buyō» (日本舞踊) while observingly comparing it to the choreographic genres, forms, and movements within the Serbian "Scenska tradicionalna narodna igra i muzika" (Сценска традиционална народна игра и музика), in order to identify similarities and potential future evolutions in the artistic creation of stage presentations. This paper will delve into the historical, terminological, dramaturgical, theatrical, (ethno)choreological and artistic aspects of these forms, examining their respective features, elements, and techniques. Through an analysis of these theatrical forms, the author seeks to contribute to the ongoing discourse on cross-cultural artistic exchange and the evolution of folkloristic theatre in a contemporary context.

12:00-12:25

83622 | *Fusing Cultures: Restoring English Porcelain Figurines with 3D Modeling and Kintsugi Art*  
Evgeny Pyshkin, University of Aizu, Japan  
Rintaro Sato, University of Aizu, Japan  
Alaeddin Nassani, University of Aizu, Japan  
John Blake, University of Aizu, Japan

Pottery and porcelain are inherently delicate and easily damaged, particularly during transportation or through inadvertent handling. Such damage diminishes their value. While traditional restoration methods may not fully recover the original value of these objects, the co-creation of new artifacts that fuse two distinct cultural traditions produces a new object with unique value. Our current project specifically addresses the process of recreation of fine porcelain objects, by harnessing advanced 3D modeling technology paired with the traditional Japanese art of Kintsugi, the art of repairing broken ceramics with urushi lacquer infused with precious metals. This combines contemporary 3D modeling technology and ancient craftsmanship, a melding of modernity with antiquity. To demonstrate our approach, we use the "Pantalettes" (HN1412), a precious but significantly damaged figurine designed by Leslie Harradine and produced by Royal Doulton between 1930 and 1949. The possible phases of restoration process involve high-precision 3D scanning to accurately capture the figurine's intricate details, 3D modeling enabling the reconstruction of the damaged elements and ensuring precision through repair validation, 3D printing of missing elements, which can be then assembled and finished using traditional Kintsugi techniques. Additionally, VR rendering can help integrate reconstructed art in virtual environments. Such a synthesis strengthens the story of sharing English porcelain traditions with Japan in the beginning of 20th century including, for example, the famous willow pattern which became one of the flagship designs of Nikko Ceramics, or founding of British pottery studios in Mashiko town, now a noted pottery region in Japan.

11:10-12:55 | Room C (Bldg 1)

# Friday Onsite Parallel Session 2

Film Criticism and Theory

Session Chair: Elyssa Y. Cheng

11:10-11:35

85224 | *Postfeminism in China: The Transformation of Modern Female Images in Chick Flicks*  
Jiaoyang Guo, University of Southampton, United Kingdom

Since the 1980s, following significant advancements in feminism, postfeminism, which questions the necessity of feminism, has gained popularity in Western countries. This scepticism is reflected through the medium of film, with chick flicks serving as a crucial platform for postfeminist discourse. For Eastern countries, both postfeminism and chick flicks are cultural imports. While sharing strikingly similar characteristics with their Western counterparts, Eastern countries also exhibit distinct features. In China, there is an absence of systematic and extensive discussions on postfeminism. Nonetheless, postfeminist phenomena are evident in contemporary Chinese cinema. My research posits that, unlike the criticism and scepticism often directed at Western chick flicks and postfeminism, the postfeminist ideology presented in Chinese chick flicks displays certain positive aspects. For instance, Chinese chick flicks reveal various transformations in the lifestyles and ideologies of young Chinese women in the 21st century, showcasing their active participation in global trends. Therefore, my research aims to elucidate the complex significance of postfeminism in China by analysing the following nuanced aspects presented in Chinese chick flicks. Firstly, this research examines the shift towards a health-oriented lifestyle and the strict demands of female bodies. Secondly, it explores the interplay between women's self-empowerment through travel and the consumerism that emerges in this process. Lastly, it investigates the rise of individualism and its conflict with traditional Chinese family culture. While reflecting the return to and retention of patriarchal elements similar to Western postfeminism and chick flicks, these aspects also highlight the modernity and progressiveness of Chinese feminist consciousness.

11:35-12:00

83528 | *Female Authorship, Subjectivity, and Transcultural Resonances in Ling Jia's "Yoyo!"*  
Xinyue Deng, City University of Hong Kong, Hong Kong

Ling Jia's second comedy feature film, "Yoyo! (2024)", adapted from the Japanese film "100 Yen Love (2014)", grossed 479.4 million USD and has solidified her position as a leading figure in Chinese women's cinema. This study conducts a comparative analysis of the Chinese and Japanese versions, exploring the role of female directors in Chinese film history through the lens of women's empowerment and subjectivity, with a particular focus on Jia's character portrayals. The research examines the unique aspects of women-centered comedy and female perspectives, tracing the gradual rise of female comedian-directors and screenwriters carving out distinct feminist comic sensibilities. Positioning this emergent phenomenon within the broader lineage of Women's Cinema, the study underscores the importance and potential of Women's Comedy as a vital new wave redefining the future of Chinese comedy. Through an analysis of "Yoyo!", the study investigates the following research questions: 1) How does Jia's adaptation reflect and negotiate cultural differences between Chinese and Japanese contexts? 2) In what ways do Jia's comedic narratives and character representations challenge traditional gender roles and power dynamics? 3) How does Women's Comedy, exemplified by "Yoyo!", contribute to reshaping feminist narratives in Chinese cinema and beyond? Employing a combination of textual analysis, feminist film theory, and cultural studies approaches, this research suggests that the new vanguard of Chinese Women's Comedy holds powerful potential to reshape feminist narratives on an international scale through its unique synthesis of Indigenous perspectives with transcultural genre resonances.

12:00-12:25

85906 | *Feminism, Film History, and Orson Welles's Lady Macbeth*  
Elyssa Y. Cheng, The National University of Kaohsiung, Taiwan

The 1940s, marked by World War II and the rise of second-wave feminism, witnessed significant changes in gender dynamics. With many American men enlisted in the war, women took on roles traditionally held by men, challenging gender norms and gaining economic independence. After the war, women were urged to return to domestic roles, creating gender tension and igniting feminist movements. Women's fight for gender equality in the 1940s profoundly impacted cinema, particularly in the film genre, characterized by murky atmospheres, moral ambiguity, and the portrayal of femme fatales—seductively manipulative women symbolizing male anxieties about female empowerment. In Orson Welles's adaptation of Shakespeare's *Macbeth*, the director employs film noir styles to portray Lady Macbeth (performed by Jeanette Nolan) as a femme fatale archetype—ambitious, dominating, and fatally seductive. In the film, Welles uses shadows, high camera angles, and alternating stage positions to present a domineering wife whose unbridled ambition leads her husband to commit regicide and to his eventual tragedy. Welles's portrayal of Lady Macbeth as a femme fatale not only reflects the gender tensions of the era but also reveals the male anxieties about shifting gender roles and power dynamics in the post-war period. In shaping Lady Macbeth as a femme fatale, Welles uses his lens to reinterpret Shakespeare's classical female role through the perspective of post-war societal change and the feminist movement.



11:10-12:55 | Room G (Bldg 1)

# Friday Onsite Parallel Session 2

## Media & Disasters

### Session Chair: Kristy Hess

**11:10-11:35**

86527 | *Enabling Children as Disaster Risk Communicators by Using Social Media Learning Kit*  
Aditya Satyagraha, Universitas Multimedia Nusantara, Indonesia

Children are widely recognized as one of the most at-risk groups from disasters but can also play a significant role in disaster risk reduction, including as effective communicators. Involving children in these activities and decision-making processes is crucial for enabling proactive measures and effective risk communication within families and communities. Social media can be a useful tool for teaching children about disaster preparedness. This study uses the Participatory Action Research (PAR) method to engage children in disaster risk communication via social media learning. A total of 175 children aged 13-15 (95 girls, 80 boys) from two middle schools in Jakarta, Indonesia, participated in exploring ideas and producing social media content on disaster preparedness. Effectiveness was measured through surveys, participant observation, focus group discussions, and teacher interviews. Results showed that most children used social media to learn or seek information (95%), shared positive content with peers (92%), and were interested in creating and sharing disaster-related content (78%). Teachers viewed social media positively as an educational tool. Practical approach by combining learning media engagement, practical training, and access to credible information has been proven to be an effective way in enabling children to become active agents of disaster risk communicators. The next research stage is to measure the reach and engagement of media produced by participating children.

**11:35-12:00**

83830 | *The Role of Radio in Raising Awareness of Flood Disasters Through Public Service Announcements*  
Siti Aishah Mohammad Razi, Universiti Putra Malaysia, Malaysia

Media plays an important role in raising awareness through public services announcements. In Malaysia, climate change, particularly floods, occurs every year and has a significant impact on the population and the environment. One of the media often used to broadcast community service messages is radio. However, types of public service announcements also play an important role in attracting the attention of listeners to the message delivered. The aim of the study is to identify the types of public service announcements used by radio to raise awareness of flood disasters. The data were collected over a five-month period using content analysis from three popular radio stations. It was found that there are three types of public service announcements that are common among radio stations: stories, announcements and interviews. Using a celebrity as a speaker is one of the best ways to attract listeners to pay attention to the message that is delivered to raise awareness of flood disasters. This study concludes by proposing a consistent time for broadcasting public service announcements on radio stations as a way of repeating to plant messages related to listeners.

**12:00-12:25**

84256 | *Exploring Local Media Ecologies in Communicating Natural Disaster*  
Kristy Hess, Deakin University, Australia  
Erin Hawley, Deakin University, Australia  
Gabi Mocatta, University of Tasmania, Australia

This paper explores the role of local news ecologies in providing essential information for small towns vulnerable to experiencing natural disasters. It examines the various roles that different media outlets and platforms play in communicating before, during and after crises and levels of reliability and legitimacy when it comes to infrastructure and information in the digital era. The research argues for the importance of a place-oriented approach to news and information - one that prioritizes the importance of local knowledge and 'presence in place' in broader communication networks. It also offers suggestions for how public interest journalism can enhance practices and collaborations to improve coverage in preparing for, keeping citizens safe and assisting in recovery. To illustrate key contentions, the study draws on exemplars from two studies in Australia examining the sustainability of local media and communication practices in areas that have experienced repeated or compound natural disasters.



# 12:40-14:20 | Banquet Hall A (Bldg 4)

## Friday Onsite Parallel Session 3

### Social Media & Health Information

#### Session Chair: Suffian Hadi Ayub

**12:40-13:05**

86563 | *Social Media-Mediated Health Information and Its Impacts on Consumer Behavior and Health Outcomes at City Government of Mandaluyong City, Philippines*

Jonathan Chiong, Mandaluyong College of Science and Technology, Philippines

Arnold Abalos, Mandaluyong City Health Department, Philippines

Rex Ado, City Division Schools Mandaluyong, Philippines

Reynaldo Collado, Mandaluyong College of Science and Technology, Philippines

Jayces Francisco, Mandaluyong College of Science and Technology, Philippines

Ariel Bartolata, Mandaluyong College of Science and Technology, Philippines

This study examined the impact of social media-mediated health information on health-related consumer behavior and the health outcomes of residents in Mandaluyong City, Philippines, using a descriptive correlational design. The research aimed to understand the influence of perceived credibility of information sources, personal health beliefs and attitudes, social influence, and peer behavior on consumer health behaviors. Additionally, it explored the health outcomes associated with social media health information, categorized into positive health changes, mixed mental health impacts, and negative health risks. A quantitative approach was employed, utilizing surveys and statistical tools such as weighted mean, standard deviation, and Pearson r-correlation coefficient to gather data. The study focused on three primary objectives: analyzing how social media-mediated health information influenced health-related consumer behavior in terms of perceived credibility, personal health beliefs, and social influence; determining the significant relationship between social media-mediated health information and health outcomes. The findings indicated that the perceived credibility of information sources, personal health beliefs and attitudes, and social influence significantly influenced health-related consumer behavior. Positive health changes were reported among participants who trusted credible sources and had proactive health attitudes, while mixed mental health impacts and negative health risks were associated with misinformation and negative social influence. A significant relationship was found between social media-mediated health information and health outcomes. Social media plays a critical role in shaping health behaviors and outcomes among residents of Mandaluyong City, Philippines.

**13:05-13:30**

86497 | *Destigmatising the Cannabis Industry: A Mixed Methods Content Analysis of Instagram Posts by Leading South African Cannabis Brands*

Nqobile Bundwini, University of Cape Town, South Africa

Cannabis is the world's most commonly cultivated, trafficked and used illicit drug, and the move towards its legalisation has given rise to a nascent industry that is attracting increasing attention from investors, manufacturers, and researchers. Due to the plant maintaining its illegal and stigmatised status in many countries, cannabis research is limited, resulting in a gap in imperative knowledge about this burgeoning industry. Although the cannabis industry is clearly making a move from stigmatised to mainstream, little research has been conducted to investigate this transition. Due to rapid global changes and differences in the legal and social status of cannabis, regulations and limitations on its social media marketing are numerous, yet equivocal and obscure. Social media platforms have rules regarding cannabis-related content, however the repercussions of contravening them are relatively moderate. Therefore, there exists a certain margin of freedom for cannabis marketing on social media, making social media a valuable source of data to explore the representation of cannabis in the industry. This study depicts the destigmatisation landscape of South African recreational cannabis organisations through a mixed methods content analysis of Instagram posts. Visual and text thematic analyses resulted in 37 codes, and descriptive statistics determined the prevalence of strategies. Key findings were that stigma management strategies are classified into six main categories: Conforming, Hiding, Structural Responses, Affirming, Challenging, and Infusing. Infusing was the most popular category, accounting for nearly 80% of the themes, with branding tactics on social media predominant in this category.

**13:30-13:55**

86294 | *Message Strategies in Cervical Cancer Campaign Posters by the Ministry of Health Malaysia*

Shamsiah Abd Kadir, Universiti Kebangsaan Malaysia, Malaysia

Noor Sahila Mohamed Sulaiman, Universiti Kebangsaan Malaysia, Malaysia

Cervical cancer is a serious global health problem and continues to be a leading cause of death among women. In Malaysia, although awareness about cervical cancer is increasing, there remains a significant need to improve public understanding of available prevention measures and treatments. To raise public awareness about the importance of early prevention and treatment of cervical cancer, the Ministry of Health Malaysia (MOH) has launched various awareness programs, including the use of posters as a health communication medium. The lack of effective message strategies approach used by the MOH as interventions in disease prevention efforts within health awareness campaigns is a significant concern, in effecting health behaviour changes. Therefore, this study was conducted to analyse the level of audience engagement and the forms of strategic message use in cervical cancer campaign posters by the MOH based on the Extended Parallel Process Model (EPPM) theory. Therefore, a quantitative content analysis was used to analyse 16 cervical cancer campaign posters from 2016 to 2023. The study findings indicate that the level of audience engagement showed a positive response with 4,754 responses. Henceforth, for message strategies, "educate about risk" and "educate about solutions" were the most frequently used strategies and applied in the campaign posters, with frequencies of 50.0% and 31.3% respectively. This study has achieved all set objectives, and the results from this study can be used as a guide for future researchers, as well as the government in efforts to change people's behaviour towards the threat of cervical cancer.



12:40-14:20 | Banquet Hall A (Bldg 4)

# Friday Onsite Parallel Session 3

**Social Media & Health Information**

**Session Chair: Suffian Hadi Ayub**

**13:55-14:20**

84261 | *Examining Society's Wellbeing Through the Lens of Organisational Competencies in the Healthy Lifestyle Campaigns on Social Media*

Suffian Hadi Ayub, Universiti Teknologi MARA, Malaysia

Vidi Sukmayadi, Universitas Pendidikan Indonesia, Indonesia

Zsuzsanna Tóth, J. Selye University, Slovakia

Yuslinda Mat Yassin, Universiti Teknologi MARA, Malaysia

Baby Anusha Nur Mohamed Thaheer, Universiti Teknologi MARA, Malaysia

The increase in unhealthy lifestyles and a lack of exercise have been identified as the main causes of the surge in health issues among the population of Malaysia. To overcome this, the government intensifies the promotion of health through various programmes and campaigns nationwide. It then becomes a national movement that aims to change the unhealthy lifestyle to elevate Malaysia from a sports-loving nation to a sporting nation. Recognizing the growing cost of healthcare and its impact on the country's budget, the government has implemented preventive measures to address unhealthy lifestyles. Studies have indicated that a significant portion of the Malaysian population spends considerable time on social media. The most effective way to spread information about health-related campaigns is through these platforms. This study investigated the competencies required for implementing a health-related campaign and promotion on social media to engage the target audience. This study used qualitative methodology to investigate the competencies of the policymakers from the Ministry of Youths and Sports Malaysia (MOYS) through in-depth interviews and qualitative content analysis (QCA). The content created by the team was also examined. The study aimed to understand the contextual meaning and motivation of the officials involved in structuring the social media campaign. The findings indicated that while the ministry acknowledged the significance of social media presence, it requires further strengthening to achieve a concentrated impact if the campaign should be intensified for maximum exposure.

# 12:40-14:20 | Banquet Hall B (Bldg 4)

## Friday Onsite Parallel Session 3

### Advertising, Marketing, & Public Relations

#### Session Chair: Nurzihan Hassim

##### 12:40-13:05

85211 | *I Don't Think I'll Buy an Electric Car Now: The Role of Knowledge, FOMO, Materialism, and Social Influence on Purchase*

Rokhima Rostiani, Universitas Gadjah Mada, Indonesia

Arief Fathoni Argadian, Universitas Gadjah Mada, Indonesia

Ajeng Septiana Wulandari, Universitas Gadjah Mada, Indonesia

Consuming an environmentally friendly product such as an electric car (EC) requires a certain level of sacrifice from the consumers' side because of the price, the limited choice, or the uncertain performance. While some consumers perceive EC as a luxury product, some others perceive EC as a functional product, especially younger consumers. We investigate whether environmental knowledge and social influence stimulate younger consumers' intention to purchase EC. We further explore whether environmental knowledge relates to the fear of missing out (FOMO) and investigate the role of materialism in the relationship. Based on self-determination theory to explain how intrinsic and extrinsic motivation drive intention to purchase EC, we also extend the understanding by utilizing self-presentation theory to explain the relationship between knowledge, materialism, FOMO, and purchase intention. We conducted an online survey towards younger consumers who are affluent in purchasing EC. A total of 379 responses were collected and further analyzed using variance-based partial least squares. Results showed that social influence positively stimulates younger consumers' intention to purchase EC in the future. However, Environmental knowledge is fully mediated by FOMO, and it negatively influences younger consumers' intention to purchase EC. Further, younger consumers with higher (vs. lower) levels of materialism have a higher (vs. lower) level of FOMO, amplifying the positive influence of environmental knowledge on FOMO. These findings implied how environmental knowledge causes younger consumers with higher levels of materialism to feel FOMO, and this mechanism led to reduced EC purchase intention. Theoretical and practical contributions are further discussed.

##### 13:05-13:30

86587 | *Expertise or Interactivity? Diverging Effects of Social Media Influencers in Green Product Endorsement*

Jein Sriana Toyib, Universitas Gadjah Mada, Indonesia

Bernardinus Maria Purwanto, Universitas Gadjah Mada, Indonesia

Sahid Susilo Nugroho, Universitas Gadjah Mada, Indonesia

Widya Paramita, Universitas Gadjah Mada, Indonesia

Social media ads are criticized for disrupting users, with 47% using ad blockers. Companies should avoid deceptive practices like greenwashing. Utilizing influencers can be an effective advertising solution to enhance the impact of product messages and encourage consumers to engage in environmentally friendly behavior through the purchase and use of eco-friendly products. The credibility theory emphasizes expert communication as vital for effective and reliable information. Conversely, Social presence theory suggests individuals connect and interact via media, similar to influencers' interactions with followers on social platforms. This study evaluates and compares green product purchasing decisions using credibility theory and social presence theory. It explores how influencer expertise and interactivity influence attitudes, intentions, and buying behavior towards green products. We conducted two data collection studies. The first study was a pilot study to examine the manipulation differences between influencer expertise (expert and non-expert) and influencer interactivity (interactive and non-interactive). The second study was an experimental study with a 2 (expertise: expert vs. non-expert) x 2 (interactivity: interactive vs. non-interactive) factorial design. We recruited 426 potential participants via social media invitations, randomized to receive a survey link by email. However, only 198 participants completed the survey and were included in the study. The study findings show that both expert and interactive influencers affect attitudes, intentions, and purchasing decisions for green products. Surprisingly, non-expert but interactive influencers also predict and influence these outcomes.

##### 13:30-13:55

82467 | *Greenwashing with Green: Effect of Colour on the Perception of a Brand's Environmental Sustainability*

Ho Keat Leng, University of Georgia, United States

Greenwashing refers to marketing practices that are used to mislead consumers into perceiving that a product is environmentally sustainable. The aim of this study is to examine the effectiveness of greenwashing tactics, specifically in whether the use of green colour in product packaging affects consumers' perception of a brand's environmental sustainability. A convenience sample of 27 respondents was recruited from a university in Singapore. The mean age of the respondents was 22.89 years with 20 (74%) of the respondents of female gender. The respondents were provided with three brands each from the product categories of detergent, toothpaste and soap. The respondents were asked to select the brand that is most likely to be environmentally sustainable. The brands were identical except that the colour of the packaging was manipulated. One of the three brands from each product category was green while the other two were of other colours. The results show that respondents were more likely to select the product with green packaging as environmentally sustainable. The number of respondents who selected the green packaging for detergent, toothpaste and soap were 25 (93%), 22 (81%) and 24 (89%) respondents respectively. A Chi-square test for independence (with Yates Continuity Correction) indicated that the proportion of respondents who selected the images with green packaging as more environmentally sustainable did not differ among those who were more eco-literate. This suggests that even simple greenwashing tactics such as changing the colour of the packaging are effective even among more informed consumers.

12:40-14:20 | Banquet Hall B (Bldg 4)

# Friday Onsite Parallel Session 3

Advertising, Marketing, & Public Relations

Session Chair: Nurzihan Hassim

13:55-14:20

85146 | *#boycottisraeliproducts: Awareness and Information-Sharing Behaviours Among Malaysian Youths*

Nurzihan Hassim, Universiti Kebangsaan Malaysia, Malaysia

Poh Ling Tan, Xiamen University, Malaysia

Mohamad Noor Salehuddin Sharipudin, Universiti Putra Malaysia, Malaysia

Suffian Hadi Ayub, Universiti Teknologi Mara, Malaysia

Muhamad Shamsul Ibrahim, Universiti Malaya, Malaysia

The Boycott, Divestment, Sanctions (BDS) movement, a Palestinian-led initiative advocating for freedom, justice, and equality, has gained significant traction globally, particularly in the wake of recent events. This study examines the awareness, understanding, and information-sharing intentions regarding BDS among young university students in Malaysia. Our research collected responses that revealed a complex landscape of awareness and engagement with the BDS movement. While many respondents claimed awareness of boycott movements, the data suggests an ongoing process of negotiating the meaning and practical application of BDS principles. The study explores how social media campaigns, such as *#boycottIsrael* and *#boycottIsraeligoods*, have influenced students' perceptions and actions. We analyze the extent to which participants understand the BDS movement's core principles, including the boycott of Israeli and international companies complicit in violations of Palestinian rights. Furthermore, this research investigates the factors influencing students' willingness to share BDS-related information and their engagement with boycott activities. We examine the role of social media, peer influence, and cultural context in shaping these behaviors. Our findings contribute to the growing body of literature on digital activism and consumer boycotts in the context of global social movements. The results offer insights into the effectiveness of BDS awareness campaigns among young adults and provide recommendations for enhancing engagement with social justice movements in the digital age.



# 12:40-14:20 | Banquet Hall C (Bldg 4)

## Friday Onsite Parallel Session 3

### Media Studies

#### Session Chair: Naphatrapee Suntorntrinan

**12:40-13:05**

83766 | *Entry of Private Television Channels and Doordarshan Malayalam's Compromises: Experiments in Entertainment*  
Athul Augustine, Indian Institute of Science Education and Research, India

The paper aims to closely examine the policy shifts and compromises on the production of entertainment programmes in the public broadcaster Doordarshan Malayalam when faced with competitive and entertaining content posed by private television channels during the 1990s in Kerala. In the latter half of the twentieth century, cinema emerged as the predominant form of popular visual culture in Kerala. Though there had been other forms of popular entertainment like ganamela, professional and amateur theatre, mimicry, kadhaprasangam, etc., cinema held sway in Kerala's visual culture during this period. While cinemagoing had already become a popular cultural practice before the spread of television, the positioning of television in people's living rooms and the viewing of films and recorded stage programmes borrowed from friends or video libraries made the experience of visual narratives more affordable and accessible. Watching cinema on television increased the frequency of engagement with visual culture as opposed to the weekly or even less frequent practice of cinemagoing. But a phenomenal turn of events began with the launch of the state-run Doordarshan channel, especially with the Malayalam centre making an entry in the mid-1980s. Doordarshan Malayalam soon became a presence in most households, effecting a quotidian engagement with visual narratives in various formats. The engagement escalated with the launch of private channels like Asianet and Surya during the 1990s. It was the launch of general entertainment channels that persuaded the public broadcaster to rethink its programme policies and make compromises in the production of entertainment programmes.

**13:05-13:30**

85831 | *Performing Microcelebrity: Analysing Modes, Kairos, and Practices in the Era of Breaking Guinness World Records in Ghana*  
Ephraim Danquah, University of Wisconsin-Madison, United States

Ghana was shaken when Afua Asantewaa Aduonum attempted to break the Guinness world record for the longest singing marathon by an individual dubbed the "sing-a-thon". Drawing inspiration from Hilda Basse in Nigeria who broke the world record for the longest cooking marathon by an individual dubbed "cook-a-thon" which lasted only for a while. Ghanaian social mediaspace sprang into a spiral of a ripple effect to hold the record-breaking event as it draws others to do the unimaginable to attain break a world record. In this essay, I seek to understand how attempters of the Guinness world record in Ghana are performing micro-celebrity practices by deploying Kairos and modes of credibility through Guinness world-breaking events to advance their agenda of attaining a microcelebrity status. I argue these world-breaking events aid in manufacturing creative practices and modes for attaining micro-celebrity status in Ghana. I address these questions; In what ways does the practice of breaking world records enact micro-celebrity? how do the Kairos and modes influence the making of micro-celebrities in Ghana? I focus on how Guinness World Record events held in Ghana produce microcelebrities through mediatization. Using rhetorical analysis, I employ Afua Asantewaa's Aduonum sing-a-thon (longest singing marathon by an individual) as a case study. I conduct a microscopic analysis of her discourse from her TikTok account leading to the Guinness world-breaking event. This paper contributes to existing research on microcelebrity production and labor, especially in the Ghanaian context, and provides a nuance to understanding microcelebrity practices and their participatory nature.

**13:30-13:55**

83836 | *Harnessing Media's Potency in Elevating Wisdom Dissemination: An Empirical Assessment of "The Magic Seeds" Tele-Movie Project*  
Naphatrapee Suntorntrinan, Assumption University, Thailand

This study evaluates the efficacy of "The Magic Seeds," a pioneering multimedia initiative aimed at propagating indigenous philosophical wisdom through an immersive tele-movie experience. Conceived as a problem-based learning endeavor, the project distills the accumulated experiences and knowledge of local wisdom philosophers into five adventurous missions, germinated artistically as magical realism to cultivate audience appreciation for the intricate systems of Nature. Specifically targeting change agents, practitioners of local wisdom philosophies, educators, and the general public, the tele-movie series was launched in Buriram Province and the Northeastern regions of Thailand, the heartlands of indigenous wisdom traditions. Utilizing focus group discussions and survey data from the target audiences, the research assesses the tele-movie's reception in terms of its entertainment and educational value. Findings indicate that the multimedia intervention successfully fostered realization and recognition of the complexities inherent in natural systems, inspired preservation of agricultural heritage, and motivated participants to initiate positive transformations rooted in an enhanced value framework for sustainable living. The study contributes empirical insights into the role of multimedia in disseminating indigenous knowledge and catalyzing societal change.

12:40-14:20 | Room A (Bldg 1)

# Friday Onsite Parallel Session 3

Critical and Cultural Studies, Gender and Communication

Session Chair: Darelle Anne Ebron

**12:40-13:05**

86154 | *Women's Voices: An Analysis of Arab Women's Poetry and its Role in Empowerment*

Aisha Ali Alkhulaifi, Mahidol University, Thailand

Rayns Keneth Ampon, King Mongkut University of Technology, Thailand

This paper explored the content and poetic styles of Arab feminist poems that interact with race, class, sexual orientation, and politics. The analysis featured three Arab poets: Souad Al-Sabah, Ghada Al-Samman, and Fadwa Tuqan. They used poetry to empower women and challenge societal norms. Using a qualitative method, this research uses literary analysis. Fifteen (15) of their poems were analyzed throughout the paper, looking into symbolism, stylistic devices, and the overall message about women's experiences in Arab society. The study found a variety of perceptions such as expressing female desire, sexuality, love, and pain. These topics, particularly female desire, are often restricted in Arab culture. Souad Al-Sabah tackled gender roles and societal expectations. Ghada Al-Samman merged love, agony, and the harsh realities of war, showcasing a woman's unwavering power. Fadwa Tuqan's poems utilized personification to express the deep suffering of women. While Arab feminist writing has been a safe space for contemporary resistance against patriarchy, looking into the multicultural aspect of women's experiences through their work can guide the future of Arab literature research.

**13:05-13:30**

85956 | *The Overlooked Cases of Female Hikikomori: Visual Representation in Manga*

Madeeha Nawaz, Ryukoku University, Japan

A visibly large amount of western and asian population(s) have started to consume anime and manga resulting in them thinking of Japan to be 'cool' and 'chilled'. It has also resulted in Japan possessing soft power globally through visual mediums leading to several debates and discussions from various perspectives. One such debate remains the lesser known gendered portrayal of hikikomori (Dziesinski, 2004). This paper attempts to bring light to the marginalised portrayal of female hikikomori and argue for a bridge between the existing reality and the portrayal in anime and manga (in Japanese pop culture). Being oriented towards a thorough analysis of selected manga, it begins by establishing the base through a discussion on hikikomori via the lens of gender studies. It will also further discuss the stark difference between the status of female hikikomori in Japanese society with media exposure bringing a biased perspective among the viewers. It will then present an in depth analysis of female hikikomori among selected anime and manga and how it communicates using 'visual language theory' through concrete examples. Lastly, the paper brings up needful suggestions about the contemporary implications towards gendered perspectives, media & Japanese visual language and communication and asks for future discussions.

**13:30-13:55**

80214 | *Pink Movement and the Sole Female Runner: Framing Analysis of News Coverage During the 2022 Philippine Elections*

Darelle Anne Ebron, University of the Philippines Los Baños, Philippines

Aileen Macalintal, University of the Philippines Los Baños, Philippines

Like everywhere else, media frames political personalities. During the 2022 presidential elections in the Philippines, former Vice President Leni Robredo set out a unique social movement, the Pink movement, to potentially introduce change in the political landscape of the country dominated by dynasties. However, the sole female candidate failed to win the presidential seat, and this researcher took interest in the media framing of the election campaigns that paved way to the return of authoritarian families, the Marcoses. This study analyzed 90 online news articles from The Manila Times and Rappler during the national election campaign period of 7 April 2022 to 7 May 2022, using agenda-setting and priming theories, de Vreese's integrated process model of framing, as well as Semetko and Valkenburg's generic news frames. Despite the ideological differences in the two selected media outlets, the coded articles and subsequent analysis surfaced the Human Interest frame as the most dominant frame in the articles from both outlets, with the Conflict frame following as the second, and the Morality frame the least dominant. This implies that the coverage of the two media sites was more personality-oriented than program-oriented. Studies of framing such as this serves as a way to analyze power imbalances and structures in politics, as well as detect bias in news, especially during elections, when a country's democracy is put to test.

**13:55-14:20**

83649 | *The Racialisation of AIDS in Denmark: Analysing Tabloid Media Scandals of Sex, Race, and Contagion*

Michael Nebeling Petersen, University of Copenhagen, Denmark

Camilla Bruun Eriksen, University of Copenhagen, Denmark

In 1992 a Danish tabloid newspaper published the picture, name, and address of a Black man on its frontpage under the title "He is the AIDS killer". The outing marked the beginning of a controversial public scandal in Denmark directly leading to the introduction of a new law criminalizing HIV in 1994. Centering questions of race and nationality in connection with HIV/AIDS we examine in what ways the discursive framing of this, and two other public scandals, became tools of interpellation calling into existence "problematic" and "dangerous" groups like the racialised Immigrant. Drawing on theories of race and racialisation through the work of Michael Foucault (2003) and Alexander G. Weheliye (2013) we understand racism as structurally constituted within biopower and the violent expulsion of racialised people as a form of structural racism integrated in the state apparatus. Thinking about race in this way allows us to investigate how the figure of the racialised Immigrant is represented vis-a-vis a racialised regime of representation (Hall, 2013) as well as within a specific economy of fear and White paranoia (Ahmed, 2004; Butler, 1997). Our analysis shows that the racialisation of AIDS in Denmark, through which the control and disciplining of racialised bodies was made possible, worked in tandem with the cultural production of a national health crisis narrative that – put together – enabled, produced, and pushed for particular political reactions and interventions culminating with the passing of the HIV Act in 1994.

12:40-14:20 | Room B (Bldg 1)

# Friday Onsite Parallel Session 3

Development of Performing Arts

Session Chair: Gowri Devi B

12:40-13:05

83976 | *The Popular Misconception of Opera (or Why Everyone Thinks It's a Fat Lady with Horns on Her Head)*  
Katherine Brandt, University of Maryland, United States

Through a vast array of media in the modern world, opera in America is inaccurately portrayed. No longer limited to the stage and recordings, the music and icons of this ancient art form often appear in television commercials, movies, and even cartoons. The iconic image of a fat blonde woman wearing a horned helmet is the prevailing image of an operatic soprano. Originally, women in their 40's or older were hired to sing such roles as Brynhilde - a character who is merely 14 years of age, because the priority was vocal maturity for the role, not body type. Although the trend toward substantial women singing dramatic roles has faded, the media have held fast to the notion about the large physical stature of opera singers. The media also puts forth the concept that opera is boring and elitist. Zachary Woolfe, columnist for The New York Times, writes: "In all movies the vision of opera is the same: lush, static, stale. It is less a living encounter than a trip to Madame Tussauds. The experience of going is about wearing fancy clothes and having an expensive dinner, about leaving everyday life behind. It is about a few tears, not about deep emotion or thought. Opera is the most solemn kind of date night." The modern world of opera now faces a battle against stereotypes and must overcome its popularized misconception in order to survive.

13:05-13:30

83621 | *Self-Confidence in Theater Acting: The Role of Self-Concept in Campus Theater*  
Chendy Ariswan Latief, Institute of the Arts Yogyakarta, Indonesia

Self-confidence in theater acting is a crucial factor for actors to perform well on stage, prompting researchers to analyze the relationship between self-concept and self-confidence. This study associates the variables of self-concept and self-confidence, specifically within the context of the Teater Kampus FSD UNM institution, focusing on individuals who have acted as performers. Positive self-concept contributes to increased self-confidence, reducing anxiety and uncertainties about their abilities. The research employs a correlational descriptive method, establishing connections between two or more variables through data collection using questionnaires and quantitative or statistical analysis to test predetermined hypotheses. The study includes 27 participants selected through total sampling. The results and analysis of the research on "The Role of Self-Confidence in Theater Acting: The Function of Self-Concept in Actors at the Teater Kampus Institution" indicate a correlation of 0.639 and a significance level (p) of 0.000. This signifies a significant positive correlation between self-concept and self-confidence among members of TERKAM FSD UNM who have acted as performers. The coefficient of determination is 41%, suggesting that the positive and significant relationship between self-concept and self-confidence is influenced by other factors.

13:30-13:55

86251 | *Transformation of Rituals and Movements of Mandar Sandeq Sailors into the Creation of Theater Performance*  
M Irwan, Yogyakarta Indonesian Institute of the Arts, Indonesia

The development of performing arts today, especially theater, has undergone a connection of events across time explored by artists. In the Indonesian context, the discourse on tradition and local cultural wisdom often becomes a primary subject on stage. The Mandar people, as an ethnic group on the western coast of Sulawesi, maintain an intimate relationship with the sea. This community uses small boats called Sandeq, capable of navigating the ocean solely by wind navigation and ancestral astronomical knowledge. They uphold the maritime ecosystem through rituals and mantras as expressions of respect for nature and its Creator. The creation method employed is descriptive qualitative, starting with research interviews with informants to uncover symbolic meanings and practices related to the sea. The research results indicate that this relationship can be effectively explored in theatrical performances through the interpretation and transformation of dialogue, gestures, and visual elements that reflect the identity of the Mandar sailors. This study also demonstrates that the integration of local elements not only enriches the narrative of the performance but also serves as a catalyst for collective awareness of the importance of maintaining balance between humanity and nature. This performance is expected to be an initial medium to showcase the universal discourse of the Mandar community with the sea and to encourage critical reflection on the current human-environment relationship through the lens of theatrical performance.

13:55-14:20

83650 | *The Emergence of Secular Spaces in Kerala's Cultural Sphere and the Role of Transformative Dramas*  
Gowri Devi B, Indian Institute of Science Education and Research, India

The paper examines the nature of secular spaces that emerged in the cultural sphere of the Indian state of Kerala during the 1930s with the staging of transformative dramas under the aegis of the Communist Party. The cultural sphere of Kerala was segregated on the basis of caste until the late nineteenth century. There were separate art forms for each community attended by the respective community members. It was during the 1930s that the cultural sphere in Kerala witnessed the emergence of transformative dramas that welcomed people from all caste and class sections of society as their audience. Transformative dramas were distinct from other performance art forms until then, as they addressed the issues of the common people in Kerala for the first time. The portrayal of the quotidian experiences of the common people made transformative dramas comprehensible to a larger audience, which testifies to the mass reception of these dramas. All these factors made the composition of the audience unique, which capacitated the transformative dramas to create a physical space where people could gather without restrictions based on caste, class, or religion. These physical spaces created by the transformative dramas can be termed 'secular.' The paper argues that these secular spaces were formed not as a direct reaction against the caste system but against the class inequality in society, where the solution provided for caste-based inequalities is class mobility because that was the political objective of the Communist Party, which was instrumental in staging these dramas.



12:40-14:20 | Room C (Bldg 1)

# Friday Onsite Parallel Session 3

## Marginal Identities in Films & Media

### Session Chair: Sopawan Boonnimitra

12:40-13:05

86699 | *Raven in Two-Spirit Tongva and Tlingit Indigenous Media*  
Gabriel Estrada, California State University Long Beach, United States

Two-Spirit people, also known as queer indigenous people, are currently making inroads in media. This oral presentation will present two important examples of two-spirit media from traditions along the Pacific coasts of California and Alaska. The first example is that of the two-spirit L. Frank Manriquez's performance in Netflix's "Tovaangar: City of Ghosts Episode 4" (2021). In this animated video, Manriquez voices a raven with messages of Native American water conservation and spirituality for children. The second example is that of two-spirit Teslin Tlingit Council Member Duane Gastant' Acoino and his directing of the Indian Residential School film "My Own Private Lower Post," a story that concludes with a Raven origin story of the sun, moon, and stars. Acoino later explains the Catholic restrictions and abuses of two-spirit people during the 1900s residential school decades and brings up Raven as an agent of healing in this process that goes beyond the Canadian government's Truth and Reconciliation efforts. Both films present two-spirit people as honorable culture bearers in contrast to previous decades of media in which indigenous and queer representations were censored to portray stereotypes. These two videos are compared with the author's own experience of Raven from a Caxcan Chichimeca oral tradition of Northern Mexico. Michelle Raheja's concept of visual sovereignty is applied to the films to show progress in self-representation across these indigenous Raven accounts. Driskill's concept of sovereign erotics is applied to highlight two-spirit gains as well.

13:05-13:30

83834 | *Spectral Perceptions: Difference and Repetition in Taiwanese Queer Comedy Films (1987-2023)*  
Sophie Shu-Yi Lin, Kun Shan University, Taiwan

This paper examines the imagining of non-normative queer families in contemporary Taiwanese queer comedy films through spectral LGBTQ characters. In 2023, the comedy *Marry My Dead Body* garnered record-breaking box-office success. The film tells the story of the ghost of a dead gay man who tries to set things right before his spirit can leave for heaven. LGBTQ people have been abjected and marginalised in Taiwanese society, and previously fictional LGBTQ characters have been linked with ghosts as powerful metaphors for queer identity – but the commercial success of *Marry My Dead Body* accompanies a shift in Taiwanese society's acceptance of gay people. With the legalisation of gay marriage in 2019, mainstream culture has become more aware of queer culture. The comedy film genre traditionally relies on social and cultural rules and conventions to generate humour (Jerry Palmer). This paper examines the change in comic modes in queer-themed films made since 1987, focusing on a set of films with a clear queer subjectivity that responds to and negotiates homophobia and heterosexism. Exploring Taiwanese queer films' various uses of spectral images and comic modes, this paper examines comedy's strategic uses of transformation and queer temporality. Borrowing from the incongruity theory of comedy, Neale and Krutnik's work on humour and satire, and Jack Halberstam's theory of queer temporality, this paper argues that the destructive and creative forces of queer comedy seen in recent Taiwanese films have generated a queer kinship and a new queer becoming.

13:30-13:55

86616 | *Small, Slow but Steady (2022): Visualization of the Sound and the Body*  
Xinyi Wang, 21st Century Museum of Contemporary Art, Japan

Films on deafness usually depict the difficulties faced by deaf people in their daily lives. In a society where the majority are able-bodied, deaf people encounter barriers, especially communication problems. Thus, it is necessary to further discuss the ableist perspective on deafness constructed by society that emphasizes the inability of deaf people to hear and favors hearing people. Among the contemporary films that resist an ableist perspective on deafness, I focus on Miyake Sho's film *Small, Slow but Steady (2022)* because it proves to be a productive site for shedding light on the permeable boundary between hearing and deaf people and emphasizes the importance of emotions, affect, and the body. It achieves this by giving significant importance to filmic techniques, particularly the materiality of sound. Instead of analyzing the source and information of the sound, I pay attention to the perceptual qualities of sound by referring to a phenomenological approach to sound analysis. The sound in *Small, Slow but Steady* suggests the interconnectedness with touch, sight, and taste. This kind of textual synesthesia promotes a sense of sensory immersion for spectators, which blurs the boundaries between hearing and deaf people. I will analyze how the affective sound blurs the boundary between the hearing/deaf characters and spectators' bodies.

13:55-14:20

85682 | *Rural Narratives and Media Convergence in Thai Cinema*  
Sopawan Boonnimitra, Chulalongkorn University, Thailand  
Peerachai Kerdsint, Bangkok University, Thailand

The year 2023 marked a resurgence for Thai cinema, highlighted by the successes of *The Undertaker* and *Death Whisperer*. The *Undertaker*, produced by Thibaan Studio, became Thailand's highest-grossing film of 2023, earning over 700 million Thai baht, while *Death Whisperer* garnered over 500 million Thai baht. Both films, rooted in rural Thailand, reflect the lives and identities of villagers—a theme initially explored in the Thibaan series, with *The Undertaker* being the fifth installment. Additionally, *The Murderer* gained recognition as the first film in the Northeastern dialect to premiere on Netflix. Collectively, these films represent a significant shift in Thai cinema, bringing rural narratives to the forefront and capturing a broader audience. This analysis employs contemporary frameworks of cultural representation and global media theory, drawing on Jeffrey R. Di Leo's *Contemporary Literary and Cultural Theory* and concepts of media convergence and cultural flows by Henry Jenkins and John Urry. These frameworks provide insights into how modern cinematic techniques and global media platforms engage audiences while addressing themes of rural marginality and socio-cultural representation. By utilizing local dialects and depicting rural life authentically, these films contribute to a more inclusive representation of Thai culture. Their success on platforms like Netflix underscores the role of media convergence and global distribution in amplifying regional stories to international audiences. The integration of local and global storytelling techniques and their economic success suggest a continuing trend in Thai cinema towards diverse and inclusive representations, fostering greater understanding.

12:40-14:20 | Room G (Bldg 1)

# Friday Onsite Parallel Session 3

International Communication

Session Chair: Erin Hawley

12:40-13:05

82151 | *"Stuff of Legend"?: Investigating the National Broadcaster's Visual Representation of Australia's 'Brumby'*

Sarah Vella, Deakin University, Australia

Gabi Mocatta, Deakin University, Australia

Kristy Hess, Deakin University, Australia

Erin Hawley, Deakin University, Australia

Environmental communication research tells us imagery is a crucial pathway for enhancing public understanding of environmental harms (Hansen & Machin 2013). The choice of images that accompany print journalism on environmental issues has been studied in several contexts. For example, research has recently investigated media imagery on the environmental impacts of fracking (Krause et al 2018), and the use of polar bears as visual "icons" to illustrate journalism on climate change (Born 2019). However, little research to date has investigated how feral (non-native) animals that are the source of environmental conflicts are represented in images in news reporting. This paper examines the way the brumby, or feral horse, has been visualised in media coverage in Australia. We investigate use of images by the Australian Broadcasting Corporation (ABC), which our prior research has established as the key agenda setting media in the intractable socio-environmental conflict over the brumby. We argue there is a disconnect between the significant damage that environmental science tells us brumbies inflict on vulnerable environments, and the idealised representation of the brumby. We suggest the choice of images may be influenced by broader logics in the journalism field, such as resourcing, and the practice of prioritising more visually appealing images for impact and audience engagement. While journalists are often encouraged to be mindful of image selection especially when it comes to death, conflict and culturally sensitive issues, we argue the need for journalists to be more reflexive about image selection when illustrating vehemently debated and polarising environmental issues.

13:05-13:30

83837 | *Implementation of Language Proficiency Assessments for the Training of Community Interpreters*

Akiko Sato, Kyoto University of Foreign Studies, Japan

Kyoto University of Foreign Studies is planning to conduct language proficiency measurement tests (aptitude tests) in the fields of medical and infectious diseases, school and education, administration (disaster), and administration (tax), with the aim of having students certified according to the ISO 13611:2014 Interpreting - Guidelines for community interpreters.

The main objectives of this initiative are:

1. To identify the language proficiency requirements for community interpreters in the education, medical, administrative, legal, and tourism sectors.

By developing multilingual language proficiency test questions in cooperation with domain experts, the aim is to reflect the comprehensiveness of the assessment and the language requirements for practical community interpreting.

2. Conduct aptitude tests based on the student's major language and analyze the results. Based on the analysis, consider educational programs to improve the students' language proficiency. Through these efforts, we aim to help students acquire practical community interpreting knowledge and skills. Additionally, the content of the aptitude test has been revised in line with the university's educational curriculum and consists of two sections assessing vocabulary comprehension and listening comprehension and vocabulary operation skills. This comprehensive approach ensures that students' language skills are thoroughly assessed. This comprehensive assessment of language proficiency differs from traditional language examinations in that it measures students' overall language proficiency in practical community interpreting situations. In this way, it aims to "visualize" the language proficiency of the examinees.

13:30-13:55

84759 | *Working with Disaster-Affected Communities to Build Better Communication for Compound Natural Hazards*

Erin Hawley, Deakin University, Australia

Gabi Mocatta, Deakin University, Australia

Kristy Hess, Deakin University, Australia

Scholars agree that communication plays a crucial role before, during, and after natural disasters. However, little research currently exists on communication for compound natural hazards – that is, disasters that occur simultaneously or in quick succession. We argue that the communicational needs of communities change profoundly in the context of compound natural hazards, which tend to leave community members fatigued, displaced, complacent, or confused by messaging that is refracted across a disorganised communication landscape. This paper presents the findings of a year-long project investigating communication for compound natural hazards in regional Australia. Interviews and focus groups were conducted in three case study locations: the Dandenong Ranges in Victoria, which experienced a series of devastating storms during COVID-19 lockdowns in 2021; Ayr in Queensland, where residents continually grapple with cyclones and flooding; and Tenterfield in New South Wales, where the Black Summer bushfires of 2019 were followed by flooding and water contamination. A thematic analysis of the data from our fieldwork informed the development of a framework for 'better practice' communication before, during, and after compound natural hazards. We propose that communities want to be 'activated' rather than 'educated' about compound natural disasters, and argue that communication for compound hazards should be clear, creative, inclusive, and mindful of local knowledge as both a barrier and a resource. We also argue that it is imperative to collaborate with communities when designing disaster communication frameworks, especially in the context of compound natural hazards and their complex, intersecting impacts.

12:40-14:20 | Room G (Bldg 1)

# Friday Onsite Parallel Session 3

International Communication

Session Chair: Erin Hawley

13:55-14:20

83653 | *Public Diplomacy on Facebook: a Comparative Analysis of Digital Diplomatic Strategies of the United States, China in Bangladesh*  
Nilotpal Bhattacharjee, Assam University, India  
Paromita Das, Assam University, India

With the ever-evolving geopolitical situation, Bangladesh has emerged as a battleground for global powers such as the United States and China. This paper conducts a comparative analysis of the Facebook pages of the Chinese and US embassies in Bangladesh for a 12-month period, from June 2022 to May 2023. A total of 1374 Facebook posts, of which 976 were from the US embassy and 398 from the Chinese embassy, have been meticulously analysed using a quantitative content analysis technique. This method ensures a systematic and objective examination of the data. The study focuses on English-language posts, which are more likely to reach a wider audience in Bangladesh. The study investigates the agendas these countries build on Facebook to connect with their target audience by drawing on the agenda-building framework. The analysis explores the core themes of the posts and people's reactions to each post (in terms of the number of likes, shares, and comments). It also evaluates the topics that attracted more attention from the users. The data analysis reveals that both the US and China have used digital diplomacy as a tool to spread their message rather than as a medium to engage with the public. However, there are notable differences in their approaches. The US has shown a greater commitment to dialogic communication, engaging in occasional conversations with Facebook followers. In contrast, China's digital diplomacy strategy focuses more on disseminating information and less on interactive engagement. This paper contributes to the digital diplomacy scholarship in Asia.



# 14:35-16:15 | Banquet Hall A (Bldg 4)

## Friday Onsite Parallel Session 4

### Media in Contemporary Issues

#### Session Chair: Lalitya Pinasthika

**14:35-15:00**

71619 | *Performing Live in Facebook Live During Pandemic*  
Felimon Blanco, Cebu Normal University, Philippines

The cultural and creative sectors have suffered because of the COVID-19 pandemic, with the performing arts sector being badly hit as live performances are no longer permitted during the pandemic. Performing artists and their groups start to migrate creative projects online via Facebook Live and some other online platforms. Artists have discovered a hybrid performance practice, where actors perform live in a space that is then broadcast in real time to various social media platforms. This is in keeping with the "live" element of theater production. Using performance research method, this study seeks to investigate the creative processes and artist experiences, as well as the transfer of text into performance using digital technology in staging a live art production. Sources of data are the recorded Facebook Live performances by Teatro Guindegan that were streamed online between 2020-2022. Findings of the study revealed that creatives are engaged to innovate their performances, riding on technology as the hybrid medium of performances during the pandemic. Creatives also reinvent their performances through the transfer of text to performance on an online platform. According to the study, since the performances must go on without interruption, actors experience the feeling of performing live when doing so via Facebook Live. But since there was no real audience, the actors did not get the full experience of putting on a play. This study proves that performing live on Facebook Live results in artists' innovation and reinvention to claim relevance during the pandemic.

**15:00-15:25**

85105 | *The Influence of Social Media on Romantic Relationships in South Korea*  
Hyun Hee Lee, Vilnius University, Lithuania

In 2023, a real-life romance scam involving Jeon Cheong-jo, a Korean woman born in 1996, and former national fencing athlete Nam Hyun-hee, shocked the entire nation. Like any other couple, Nam Hyun-hee shared their outings and the expensive luxury gifts she received from Jeon Cheong-jo on social media, garnering the envy of many. However, it was later revealed that everything was a scam. This case vividly illustrates the profound impact of social media on romantic relationships, underscoring the importance of studying how social media influences Korean love and marriage practices. Conducted from September 2023 to March 2024, this study offers a comprehensive exploration of social media's effects on Koreans and Korean society. By interviewing individuals ranging from their 20s to 70s, it aims to thoroughly understand how social media shapes the landscape of love and marriage in Korea. The results of this study are expected to provide significant insights into how social media affects Koreans' romantic practices. Furthermore, it will deepen our understanding of the dual nature of social media's influence by shedding light on its positive and negative impacts on Korean society.

**15:25-15:50**

84039 | *Social Media Use and Body-Shaming as Predictors in Possible Development of Muscle Dysmorphia Symptoms Among Filipino Bodybuilders*  
Mark Roland Abello, University of Santo Tomas, Philippines

Muscle Dysmorphia is known as a sub-type of Body Dysmorphic Disorder that focuses on their muscular build, size, and fat distributions in their bodies. Muscle dysmorphic disorder is influenced by different factors such as biological, psychological, cognitive, and sociological factors. The study argues that social media use especially in the dimension of appearance related and online appearance and self-representation on the internet and the dimensions body shaming experience such as negative evaluation of other people and negative self-evaluation are critical in prediction of development of muscle dysmorphia symptoms among non-clinical populations of Filipino Body builders. The study will be employing a mixed methodology with quantitative and qualitative elements using sequential explanatory design and will close the gap by using this methodology. Multiple Regression will be used in the first phase to predict the effects body shaming and social media use on the development of Muscle Dysmorphic Disorder on Nonclinical samples and Thematic Analysis will be used in second phase to create and describes themes.

**15:50-16:15**

86515 | *From Isolation to Understanding: Leveraging Transmedia Storytelling to Foster Empathy for Infertility in Indonesia*  
Lalitya Pinasthika, Universitas Multimedia Nusantara, Indonesia

Due to deep-rooted mythical and societal beliefs, infertility in Indonesia is heavily stigmatized, leaving affected couples feeling isolated and impacting their well-being. Although storytelling is recognized as a powerful medium for fostering empathy, it faces challenges such as shortened attention spans across generations and the cognitive effort required for empathetic engagement. This study explores the effectiveness of a transmedia storytelling experience, tailored to hook users according to their preferred channels, in enhancing empathy towards infertility. An intervention involving Focus Group Discussions (FGDs) with 20 women was conducted to determine which storytelling approaches captured their attention and evoked empathy. The findings indicate that offering multiple channels and a variety of storytelling formats enhances understanding of infertility. However, the study also reveals that infertility is still perceived as a minor inconvenience by women who have already given birth, compared to the more profound impact recognized by women who have not yet experienced childbirth. These results underscore the importance of diverse and engaging storytelling methods in addressing stigma and fostering empathy towards individuals facing infertility.

# 14:35-16:15 | Banquet Hall B (Bldg 4) Friday Onsite Parallel Session 4

## Visual Communications

### Session Chair: Jasmine A.L. Yeap

**14:35-15:00**

86509 | *Photography and Visual Diary: Participatory Visual Research for Creating Educational Toys that Enhance Social Skills in Children with Disabilities*

Lia Herna, Universitas Multimedia Nusantara, Indonesia

Flora Christina, Universitas Multimedia Nusantara, Indonesia

Dedi Arpan, Universitas Multimedia Nusantara, Indonesia

Intervention in education regarding social relations, especially understanding profiles and role tasks within the family, becomes a fundamental social issue experienced by children with mental and intellectual disabilities. Due to their limitations in communication and interaction with others, these children find it challenging to comprehend the complexity of social relations within the family. Educational toys are a fun learning medium, and with their holistic approach, they can improve children's motor, sensory, and creative skills. In designing educational toys, it is essential for researchers to collaborate with parents, companions, and children as key stakeholders. Researchers use the method of participatory visual research (PVR), specifically photograph diaries and visual diaries, to understand the thoughts, feelings, and perspectives of children with mental and intellectual disabilities that cannot be conveyed through words. The research team consisted of 6 people who collaborated with 12 children with mental and intellectual disabilities, 12 parent representatives, and 4 accompanying teachers at the elementary school level at Ulaka Special School, South Jakarta. In its implementation, photographic diaries and visual diaries were distributed to teachers' companions at school, which will be filled by the child and assisted by the parents for 1 week. The results of the photographic diary and visual diary were analyzed using thematic analysis, which generated three alternative educational toys that passed alpha and beta tests. This research shows that the PVR method is effective in providing deep insight into creating educational solutions that meet user needs.

**15:00-15:25**

85460 | *Investigating Practices of Participatory Communication Among Children with Intellectual Disabilities*

Meganusa Ludvianto, Universitas Atma Jaya Yogyakarta, Indonesia

Communication practices tend to orient towards the able community. While significant attempts and studies have been made to augment inclusivity especially towards people with disabilities, some barriers persist and need to be addressed. For instance, when the world rapidly adopted digitalisation and computer-mediated communication during the COVID-19 pandemic, a group of children with intellectual disabilities in Yogyakarta, Indonesia, endured difficulties to communicate as the shift did not properly accommodate their needs. Participatory communication can help underprivileged communities, such as these children, to be empowered by introducing contextual, participatory interventions so that they can communicate their aspirations. The situation emphasizes the need for an alternative and more inclusive communication process, which may be achieved by utilizing participatory communication. By employing Participatory Action Research (PAR) methodology, this study examines the affordances of a structured painting workshop activities as a participatory media for these children. PAR is a methodology that aims to achieve contextual understanding as the researcher participates in the activity performed by the research subjects. By employing PAR, this study attempts to understand: (a) Does the painting workshop satisfy the participatory and empowerment principles of participatory communication? and (b) How do children with intellectual disabilities communicate using paintings? The findings of this study will reiterate the importance of inclusive communication which can be replicated in different settings with other schemes of participatory media.

**15:25-15:50**

86414 | *The Communication Theory of Identity: Awareness of and Responses to Identity Gaps During College Internship*

Nuchada Dumrongsiri, Thammasat University, Thailand

Over the past few years, identity has gained widespread attention from various fields such as psychology, communication, language, and education. When social media become a vital part of daily life, people explore diversity and form unity across time and space, allowing them to express identities on multiple platforms. This study is guided by Communication Theory of Identity (CTI) to investigate identity gaps during a university-to-work transition—a college internship. As internship provides work-based learning that could trigger an identity formation process through self and career exploration, students may experience discrepancies between (1) how they view themselves (personal identity) and how others perceive them (relational identity), and (2) how they view themselves (personal identity) and how they express themselves (enacted identity). The purpose of this study is to extend the CTI to further explain how people respond to identity gaps and what motivates them to react to the identity gaps in a certain way. Participants (N = 120) are undergraduates who completed the internship during their junior and senior year. Data collection includes a mixed method using a semi-structured interview and an online questionnaire to measure identity gaps (Jung & Hetch, 2004) and factors that influence the responses to the gaps (new scale development).

**15:50-16:15**

86675 | *Unlocking Motivation and Well-Being: the Transformative Power of Anime, Manga, and Games for Malaysian Youth*

Jasmine A.L. Yeap, Universiti Sains Malaysia, Malaysia

Anime, manga, and games have emerged as globally influential and beloved forms of media, captivating audiences with unique storytelling, vibrant artistry, and immersive experiences. Although often held accountable for societal and individual issues such as addiction, social isolation, and aggression, their psychological benefits for youth warrant more discourse. This study argues that these media fulfill innate growth tendencies and fundamental psychological needs. Through thematic analysis of responses from semi-structured interviews with Malaysian youth aged 18 to 35, significant findings align with self-determination theory (SDT). Firstly, anime, manga, and games provide a sense of autonomy by allowing exploration of diverse narratives and meaningful choices within interactive environments, enhancing control and freedom which is crucial for psychological well-being. Secondly, they foster competence, as anime and manga characters often overcome challenges, inspiring problem-solving skills and resilience, while games reinforce players' abilities thereby boosting self-efficacy. Lastly, these media cultivate relatedness by creating communities and social networks where fans share interests and experiences. Online forums, fan conventions, and multiplayer games offer platforms for social interaction, reducing isolation and promoting belonging. Thus, anime, manga, and games are not merely recreational but significantly contribute to psychological well-being by fulfilling essential human needs. Integrating these media into mental health strategies aimed at enhancing youth well-being is highly advocated.

# 14:35-16:15 | Banquet Hall C (Bldg 4)

## Friday Onsite Parallel Session 4

### Journalism

#### Session Chair: Ki-Sung Kwak

14:35-15:00

83879 | *Media Literacy and Fake News Vulnerability: A Study on the Bodo Medium Students of Bodoland*  
Senwarn Sun Goyary, Tezpur University, India  
Perosh Jimmy Daimari, Tezpur University, India

In today's digital age, dissemination of misinformation and fake news poses a significant challenge to global societies. Media literacy, the ability to access, analyze, evaluate and create media content, is increasingly acknowledged as a crucial proficiency for navigating the intricate media environment. The present study investigates the level of digital media literacy among Bodo medium students in the Bodoland region and explores their vulnerability to fake news. Drawing upon the theoretical framework of media literacy, this research employs a mixed-methods approach, combining surveys and focus group discussions. The survey evaluates students' digital media literacy levels, focusing on their ability to assess trustworthiness, dependability and accuracy of online information sources. Qualitative insights from focus group discussions explore students' perceptions, experiences and challenges in identifying fake news in the digital world. Data is gathered from 500 Bodo medium students in grades 9 to 12 from rural and urban or semi-urban areas of 5 districts in Bodoland Territorial Region (BTR). Statistical analysis and thematic coding are employed to uncover patterns, trends, and correlations between digital media literacy levels and susceptibility to fake news among these students. The findings of the study suggest that students in Bodo medium schools show significantly low levels of digital media literacy, especially noticeable in rural regions underscoring the necessity for interventions designed to improve media literacy skills among Bodo medium students. The study's implications extend beyond academia, informing policy initiatives and curriculum development efforts geared towards promoting digital literacy and combating misinformation within indigenous language education systems.

15:00-15:25

86493 | *Indonesian Online Media Coverage Regarding the Thorium-Powered Nuclear Power Plant: Media Conglomeration Practices for Reporting Nuclear Issues to the Public*  
Muhammad Yunus Zulkifli, University of Indonesia, Indonesia

This research examined how media conglomeration practices made the public aware of the construction plan issue of a thorium-powered nuclear power plant on Gelasa Island, Central Bangka Regency, Bangka Islands Province through the coverage in three news articles on detikcom and KOMPAS.com as online news media platforms out of media conglomerates in Indonesia, for the duration of 1 August 2022 to 31 August 2023. This qualitative research took the perspective of media theory and cultural political economy concepts, sharpened by the constructivist paradigm and news discourse analysis methods. This research showed that the discourse emerging from news articles on detikcom and KOMPAS.com supported the government to build a thorium-powered nuclear power plant in Indonesia. Based on the government's perspective used in the reporting narratives of these two online media, it can be seen that the media which are actually controlled by media conglomerates who are also involved in practical politics tend to support all the programs promoted by the government. This affects the coverage in the media under the control of the media conglomerates. It can be seen how media ownership as a political economic power structure can influence media production and distribution, thereby causing media conglomeration practices which play an important role in regulating public opinion.

15:25-15:50

82898 | *Media Slant and the Coverage of Quran Burnings: A Multimodal Framing Analysis*  
Sahar Rasoulikolamaki, Universiti Malaya, Malaysia  
Aqsa Nabila Mat Isa, Universiti Malaya, Malaysia  
Surinderpal Kaur, Universiti Malaya, Malaysia

This article presents a multimodal framing analysis of media coverage of recent Quran burnings by far-right activists in Sweden and the Netherlands. Given the intersection of far-right extremism and Islamic radicalism, media coverage can either bridge or exacerbate societal divides, influencing the dynamics of multiculturalism and religious pluralism. Combining social semiotics with framing theory, we examine how major newspapers with varying media slants recontextualise the religiously charged event of Quran burnings and subsequent protests. A comprehensive codebook, developed through a reflexive piloting, allowed for detailed multimodal analysis of how these media frames either legitimise or delegitimise the involved parties and practices. We examined 53 articles and 107 images from The Guardian, BBC, Fox News, and Daily Mail, spanning from January to December 2023. The preliminary results reveal distinctive framing patterns, with left-leaning outlets typically depicting the protests as peaceful and episodic, often underplaying aggressive undertones and presenting protesters in a non-provocative, propositional manner. In contrast, right-leaning reports portray the same incidents as confrontational and a direct threat to Western values through interdiscursive references, with an emphasis on violence and fear of terrorism, along with dramatic imagery that reinforces a Muslims vs. West dichotomy, thereby amplifying discourses of opposition and othering. This variation in framing underscores the media's role in shaping narratives around contentious public events and potentially influencing public perception and broader socio-political climate.

15:50-16:15

83817 | *Democratic Backsliding and Sharpened Media Polarisation in South Korea*  
Ki-Sung Kwak, University of Sydney, Australia

Under the authoritarian regimes of the past, the South Korean media contributed to the suppression of democracy and sided with the ruling party and vested interests. In the more democratised South Korea (Korea hereafter) since 1998, the media have become more and more polarised and have contributed to the conservative-progressive divisions by siding with their counterpart parties. This paper examines the changing relationship between the media and the Moon government (2017-2021), and how the media responded to major political developments during this period. It reveals that political parallelism and media polarisation were further compounded because as the political struggle intensified, conformation bias strengthened the sentiment that all those who are not unequivocally on our side are enemies. It also argues that during this period, the growing polarisation saw voters increasingly obtaining information through their favoured media. Under these circumstances, both traditional media and social media such as YouTube aggravated the situation by projecting more extreme messages, with strong partisanship, to secure the loyalty of their subscribers and viewers. It concludes that political parties and the media have been the major contributors to the current conservative-progressive divisions in Korea, and this has been exacerbated by the subjugation of the country's media to its own political and ideological commitments.



14:35-16:15 | Room A (Bldg 1)

# Friday Onsite Parallel Session 4

## Comparative Gender Issues in Cultural Studies

### Session Chair: Gwyn Helverson

14:35-15:00

83595 | *Exploring Gender Stereotypes Through Transitivity: Female Identity in a Sundanese Folktale*  
Jeanyfer Tanusy, Maranatha Christian University, Indonesia

The relationship between language and gender remains a compelling subject due to its complex nature. This study explores how language constructs and shapes gender identities and stereotypes in the Sundanese legend "Sasakala Sangkuriang", using Halliday's systemic functional linguistics and transitivity analysis. By employing a mixed-methods approach, the research examines 176 clauses involving the main female character, Dayang Sumbi. Quantitative analysis with AntConc software is followed by qualitative interpretation to categorize the processes and participant roles. The results reveal patterns that reinforce societal norms regarding female roles within the patriarchal context of Sundanese society. Despite Dayang Sumbi's active and powerful depiction through frequent participation in material processes, her agency is confined primarily to domestic spheres. The analysis underscores the interplay between language, culture, and gender dynamics, providing historical and cultural context that highlights the unique aspects of Sundanese folklore. This study not only illustrates how linguistic structures perpetuate gender stereotypes but also contributes to a deeper understanding of how language reflects and shapes societal expectations surrounding gender in a patriarchal society.

15:00-15:25

84822 | *Women's Politics in La Galigo: a Buginess Manuscript*  
Nurhamdah Zain, State Islamic Institute Parepare, Indonesia  
Nanning Duhang, State Islamic Institute Parepare, Indonesia

La Galigo manuscript presents the role of women in making important decisions that deserve to be researched and used as material for roots, as well as offering a new. It more substantial paradigm for placing women's ideals in the world of politics. This paper is based on an argument that the construction of gender in the local manuscript, La Galigo, already exists and really needs to be presented and disseminated as local wisdom on gender issues. This study aims to examine the stereotypes of women in La Galigo by comparing the position of women in parliament and government, from a gender perspective. This study applies qualitative research to descriptive data as several facts found in the La Galigo Epic. Based on the results of analysis and discussion of data from the three volumes of the La Galigo epic book that have been translated, it can be concluded that there are nine female characters who are narrated in the La Galigo epic book. They are Datu palingeq, Datu Sinaung Toja, We Nyilik Timo', We Pada Uleng, We Tenrijelloq, We Adi Luwu, Datu Sengngeng, Senrima Wero', and We Tenriabeng. Of the nine female characters, there are seven who have important roles as decision makers, as are the roles of the male characters in Sureq Lagaligo. The exploration of local values in the La Galigo epic is expected to be a reference for ideal gender construction in society.

15:25-15:50

83796 | *Breaking Boundaries: How Design Transforms Social Roles and Gender Stereotypes*  
Sara lebole, Università di Genova, Italy  
Luisa Chimenz, University of Genoa, Italy

Considering design as a discipline capable of initiating transformative processes in society unveils a scenario rich with potential evolutions. Social norms contribute to defining identities when investigated through perspectives encompassing gender, culture, ethnicity. The constant presence of design in people's lives brings an unquestionable social mandate, and Maldonado (2019) expresses the necessity of contemplating this aspect. Never denied in Europe (Walker, 1989) this is crucially pivotal elsewhere (Ford, 2023). Identifying the responsibilities and consequences of disciplinary applications is central, within theoretical literature discussing ontological design: design itself designs and influences our lives (Willis, 2006). By engaging with a critical perspective through the lenses of gender studies, it is becoming evident that existing "norms" no longer align with evolving social models. What can design learn from its past and how re-assessing behaviours and practices can bring benefits, bridging the past towards a fluid future? The paper wishes to open a theoretical debate by participating in a mandatory will involving expressions and statements. Speculative Design incorporating key concepts of Anticipatory Thinking imagines possible futures, particularly in backcasting (Poli, 2017): through a process that breaks the timeline, starting from past observations moving into the future, and returning to reason about the present, this evolution must resonate with society's dynamics. Not fashion, communication or product design will be the focus within this paper, but a wider discourse about behaviours and belongings that in all this realms reveal how design is unpairly/unfairly gender oriented: it is imperative to recount the discipline's evolution in a multidisciplinary.

15:50-16:15

86412 | *Multilingual, Multicultural, Multimedia: Contemporary Female Asian Artists in the Art "World"*  
Gwyn Helverson, Osaka University, Japan

This paper contrasts the practices of several contemporary Asian artists who utilize technology in their creative processes and presentations. It specifically discusses the performance art of Okada Hiroko, who challenges perceptions of femininity and motherhood within the patriarchal framework of Japanese society. Her recent installation utilizing 3D printing and video explores attitudes toward the human body and technology in the Japanese context. The multimedia artworks of Mithu Sen, who addresses India's history of colonization by merging visual art with deconstructions of Bengali and English languages, will also be analyzed. Her works incorporate spoken word, employing "non-language," "gibberish," and English puns to critique linguistic and cultural dominance. These diverse approaches illuminate the bind faced by artists on the world stage: Sen's deconstruction of the English language contributes to broader accessibility while Okada's relative disinterest in engaging with the English-speaking Western art hegemony may restrict her impact. Recently, collectives including Tomorrow Girls' Troop and Multiple Spirits employ collaborative, multicultural, multilingual, multimedia practices which exemplify strategies for navigating beyond the reach of patriarchal norms. These movements also depict how a younger generation of Asian artists transcend the dichotomy of local versus global. Drawing on feminist perspectives, including Ueno Chizuko's insights on engagement vs. assimilation, this research aims to deepen understanding of how Asian artists displaced by the English-speaking Western art world and male-dominated hegemony realize artistic expression. In doing so, it also highlights the transition from third- to fourth-wave feminism as reflected in the emergence of art collectives in Asia.

14:35-16:15 | Room B (Bldg 1)

# Friday Onsite Parallel Session 4

Arts Exhibition & Trade

Session Chair: Ratna Putri

14:35-15:00

79716 | *Conflict Brushstrokes: Modelling Art Investments in Global Hotspots*  
Ornela Ramsauskaite, Mykolas Romeris University, Lithuania

The contemporary geopolitical climate introduces a high degree of uncertainty to the valuation of art emanating from regions embroiled in conflict. This uncertainty poses a significant challenge for art investors, who require robust decision-making frameworks to anticipate potential price fluctuations. This study aims to formulate a comprehensive model for art investment decisions within the context of current or anticipated geopolitical conflicts. The proposed research adopts a multi-faceted analytical approach, integrating a meta-analytical and comparative analysis with qualitative techniques such as the Q-sort and HCP methods. This approach is designed to dissect and understand the complex relationship between art investment and geopolitical instability. The study reexamines the current understanding of art investment strategies through an exhaustive literature review, identifying key factors that influence investment success amidst geopolitical tensions. With a spotlight on conflict zones such as Russia-Ukraine, Azerbaijan-Armenia, and Israel-Palestine, the research delineates the unique investment attributes shaped by these conflicts. The resulting model offers a nuanced perspective on art valuation, incorporating considerations of regional disturbances. The study also investigates the contribution of technological innovation to the resilience and performance of investment strategies in the volatile art market. The outcome is a set of strategic recommendations and a detailed model that provides art investors with a structured approach to making informed decisions in the face of geopolitical conflicts. This model represents a significant advancement in art investment, equipping stakeholders with a valuable tool for navigating an increasingly complex market.

15:00-15:25

86454 | *A Comparative Analysis of Hedonic and Repeated Sales Regression Indices for the Polish Art Market: Towards a Mixed Approach*  
Sylwester Bialowas, Poznań University of Economics and Business, Poland

This paper examines the relative merits of hedonic indices and repeated sales regression indices in the context of the Polish art market, ultimately proposing a mixed index methodology. We begin with a comprehensive review of the existing literature on art market indices, focusing on the theoretical underpinnings and practical applications of both hedonic and repeated sales approaches. The study then analyzes the strengths and limitations of each method, particularly in relation to the unique characteristics of the Polish art market. Using a database of over 42,000 art transactions, including more than 3,000 repeated sales, from 1991 to 2020, we construct separate hedonic and repeated sales indices for the Polish art market. These indices are then compared and evaluated based on their ability to capture market trends, account for quality changes, and handle sample selection bias. Building on these findings, we propose a mixed index that combines elements of both methodologies to better reflect the complexities of the Polish art market. This hybrid approach aims to leverage the comprehensive nature of hedonic models while incorporating the transaction-specific insights provided by repeated sales data. The results suggest that the proposed mixed index offers a more robust and nuanced representation of price movements in the Polish art market compared to single-method indices. The paper concludes by discussing the implications of this new methodology for art market participants, policymakers, and researchers, as well as outlining potential areas for future research.

15:25-15:50

83880 | *The Language of Desire: Decoding the Aesthetic Experience Through Art Festival's Promotional Materials on Xiaohongshu*  
Wanchun Ye, The Hong Kong Polytechnic University, Hong Kong  
Kin Wai Michael Siu, The Hong Kong Polytechnic University, Hong Kong  
Izzy Yi Jian, The Education University of Hong Kong, Hong Kong

Over the past few years, art festivals have become a popular tool for spatial regeneration and cultural innovation. By transforming familiar spaces into new and unknown places, art festivals create a creative atmosphere and give new meaning to day-to-day life. In the pre-exposure stage of event design, promotional materials embody the organisers' creativity and provide room for the spectator's imagination of the place. Recently, new media has given organisers more possibilities to construct the event image. Interpreting visual and textual materials of event design helps to understand how place-making, mediated by arts festivals, shapes the image of the place and conveys values to stakeholders. The study applies a mixed-methods approach to investigating the festival's design patterns and semiotic elements. The collection of promotional materials is based on a keyword search of designs posted by the organisers on Xiaohongshu, one of China's most popular content creation platforms. The materials are first analysed through content analysis to summarise textual formats, meaning units, images, and representational objects. Subsequently, based on Santaella's (2004) guidelines, two festivals in Kulangsu are selected as typical cases for semiotic analyses of their promotional designs (What's Art Festival and Kopi & Art Festival). Treating promotional materials as design works, the result examines the actualities of lived experience and the creativity of the spectator's imagination to inform effective communication with stakeholders for future place-making and event design.

15:50-16:15

86519 | *Redefining Art Spaces: Interactive Features in Digital Art Exhibitions*  
Ratna Putri, Multimedia Nusantara University, Indonesia  
Dedi Arpan, Multimedia Nusantara University, Indonesia

Art exhibitions held in digital spaces not only function as an alternative when art exhibitions cannot be held in physical spaces. Exhibitions in digital spaces offer a high level of accessibility and affordability, thus having great potential to connect individuals from different parts of the world. Digital platform art exhibitions provide artists and their creations more visibility and extend their lifespan beyond a fixed display period. The benefits of digital technology also extend to visitor-artist interaction, which can enhance visitors' comprehension and experience of enjoying art. However, there are currently no exhibitions of works of art in digital spaces that facilitate interaction between artists and visitors and between visitors. This article describes the design of an art exhibition in a digital space equipped with interaction features between artists and visitors. Utilizing these interactive elements will be useful not only for improving the function of art exhibitions in digital spaces but also for user experience for both visitors and artists.

14:35-16:15 | Room C (Bldg 1)

# Friday Onsite Parallel Session 4

Film & Social Justice

Session Chair: Jonathan Chiong

14:35-15:00

83525 | *Conversations with Malaysia's Freedom Film Network (FFN) Documentary Filmmakers*  
Ezzati Zaki, University of Auckland, New Zealand

This paper presents a preliminary analysis of documentary film production in Malaysia, focusing on filmmakers who address social issues. Drawing from in-depth interviews with documentary filmmakers from the Freedom Film Network (FFN), the study explores the filmmakers' reflections on production practices, negotiations, and conditions that constitute the documentaries' production and distribution processes. FFN was founded by Pusat KOMAS, a human rights non-governmental organisation in Malaysia, and it is the founding organiser of FreedomFilmFest (FFF). Preliminary findings imply two central notions: (1) the duality of professionalism and nurturing collaborative practices within the FFN, and (2) the equivocal censorship practice in Malaysia that hinders social issue documentary productions and distributions. By employing the Production Studies approach and grounded by the Coalition Model, this study also examines documentary film's role as a medium for advocacy and how these filmmakers navigate the complexities of representing social realities in Malaysia. In due time, the study aims to contribute to a deeper understanding of the documentary production landscape in Malaysia and its potential for social commentary and reform.

15:00-15:25

83871 | *Streaming the Profane: Gandhi Baat and the Desi Digital Erotica in India*  
Ritika Pant, O.P. Jindal Global University, India

In 2018, the launch of a web series *Gandhi Baat* (Dirty Talks) on a leading Indian OTT platform ALT Balaji stirred the moral anxieties of an audience that was uncomfortable with the streaming of an erotic anthology. Produced by Ekta Kapoor's Balaji Telefilms popularly known for making traditional family soap operas on television, the series has explored a range of taboo topics like polygamy, homosexuality etc. Experimenting with the sub-genres of thriller, comedy, drama etc. ALT Balaji has mainstreamed the genre of erotica with web series like *Virgin Bhaskar*, *XXX Uncensored* etc. The success of this new genre, that I term the desi digital erotica, has led to the emergence of numerous soft-porn apps like *Ullu*, *Hotshots* etc.

Although web series are known for their high production values and aesthetic sensibilities, *Gandhi Baat* and others in the genre exhibit a self-aware tackiness, double-entendre dialogues, titillating narrative plotlines and kitsch aesthetics. The genre is a reminder of the B and C grade Hindi cinema of the 1980s known for its trash aesthetics. What, then, makes the digital erotica genre a success amongst audiences who have access to quality TV on the one hand and porn websites on the other? By conducting a textual analysis of *Gandhi Baat* accompanied with interviews of the show's creative crew, the paper analyses the key components of the genre that have guaranteed its wide acceptance amongst audiences. Furthermore, the emergence of the digital erotica is mapped within a morally dichotomous ecosphere of television and new media.

15:25-15:50

86565 | *The Values-Based Compass: A Tool for Fostering Critical Thinking and Creativity in Youth-Related Short Films Among AB Communication Students*

Jonathan Chiong, Mandaluyong College of Science and Technology, Philippines  
Rosel Francis Il Santos, Mandaluyong College of Science and Technology, Philippines  
Ariel Bartolata, Jose Rizal University, Philippines  
Jayces Francisco, Mandaluyong College of Science and Technology, Philippines  
Reynaldo Collado, Mandaluyong College of Science and Technology, Philippines

The purpose of this study was to create and evaluate the effectiveness of "The Values-Based Compass," a novel pedagogical tool designed to foster critical thinking and creativity among AB Communication students at Mandaluyong College of Science and Technology as they created youth-related short films. This mixed-methods, descriptive narrative study used two approaches: a quantitative analysis of 30 short films generated by 60 participants and a qualitative evaluation of 15 semi-structured interviews with the students. The Values-Based Compass is a comprehensive framework that helps students discover and incorporate values like empathy, responsibility, and diversity into their filmmaking process. This tool consists of five components: (1) value identification, (2) character development, (3) plot creation, (4) visual storytelling, and (5) reflection and evaluation. By combining these elements, students are encouraged to think critically about the themes and messages in their films. The findings indicate that using the Values-Based Compass dramatically improved students' capacity to create videos that not only entertained but also educated and inspired. The findings show that participants increased their critical thinking skills, notably in terms of story conception, character design, and visual storytelling. Furthermore, the qualitative data suggested that students valued the compass's capacity to help them create tales that resonated with their target audience. This study helps to design creative pedagogies that improve holistic learning outcomes in communication education, preparing students to generate responsible and effective media content for a wide range of consumers.



14:35-16:15 | Room G (Bldg 1)

# Friday Onsite Parallel Session 4

Climate Change and Arts, Media, & Culture

Session Chair: James Moy

14:35-15:00

83762 | *Renewable Energy vs. Historic Preservation: Debate of a Legal Dilemma According to German Law in Comparison with Thai Jurisprudence*

Sunisa Bauer, Kasetsart University, Thailand

The so called "Energiewende", the switch from fossil to renewable energy, features heavily in the agendas of urban and communal planners in Germany. The refreshed version of the "Erneuerbare Energien Gesetz" (EEG) from 2022 states, that construction and commissioning of installations which produce renewable energy is of utmost importance to public interest, playing a significant role in maintaining energy security and hence public safety. Making use of solar panels and windmills is to be seen as a viable option to that end. However, a conflict looms for owners of buildings designated historic landmarks, who intend to install e.g. solar panels, yet must adhere to monument preservation laws, which provide the judicial framework for how historic landmarks can or cannot be altered. For example, the High Administrative Court in Lower Saxony ruled in 2023, that the owner of a house designated a historic landmark must remove solar panels, which he had previously installed without being granted explicit permission. Correspondingly, the High Administrative Court in Bavaria ruled in 2013, that the construction of windmills affected both landscape and appearance of historic monuments negatively. In Thailand on the other hand, the question of balancing preservation of historic landmarks and implementation of renewable energies has not been answered yet from a judicial point of view. This paper aims to compare the legal conflicts between the development of renewable energies and the preservation of historic landmarks in Thailand and Germany, and to research which factors are to be considered in the approval process.

15:00-15:25

83564 | *SDGs for Indigenous People: Exploring the Effectiveness of Free, Prior and Informed Consent (FPIC) in the Chittagong Hill Tracts of Bangladesh*

Dilruba Sharmin, University of Dhaka, Bangladesh

This research aims to investigate the development projects in the Chittagong Hill Tracts (CHT) areas of Bangladesh and intends to determine the effectiveness and functioning of the FPIC properly before taking development projects. The indigenous community has the right to approve or reject any proposed initiatives that might have an impact on them. This study will demonstrate that local residents, such as Indigenous Peoples (IPs), were not involved in the policy-making process and that the policy lacks instructions on how IPs were to freely agree to development on their territories. Lack of legal legitimacy in the decision-making process and FPIC of indigenous people is obviously extremely detrimental to the achievement of SDG. Therefore, mixed method research techniques have been used to get in-depth views. The proposed research is expected to reveal that due to the lack of FPIC applicability and engagement in the decision-making, the result of the development project is not benefiting the IPs but rather destroys their culture and normal life. However, finally, the research is also expected to propose solutions to the challenges as identified by the proposed study.

15:25-15:50

84011 | *A Nationwide Study of Indonesian Adolescents' Knowledge on Climate Change*

Evi Martha, Universitas Indonesia, Indonesia

Besral Besral, Universitas Indonesia, Indonesia

Ulfi Hida Zainita, Universitas Indonesia, Indonesia

Naurah Assyifa Rilfi, Universitas Indonesia, Indonesia

Syifa Aulia Aminudin, Universitas Indonesia, Indonesia

Climate change is disrupting the well-being of populations of all ages. The total population of adolescents 10-19 years in Indonesia in 2019 was 45,351,034 people, which means 6% of Indonesia's population. This population was among the most vulnerable to the effects of climate change because it threatens the basic rights of adolescents. Adolescents' knowledge of climate change is one of the keys to protecting the well-being of all generations, and to promoting their rights and resilience. This study aims to assess Indonesian adolescents' knowledge of climate change and sources of information regarding climate change literacy. This nationwide study was carried out from February until March 2023 in five major islands with total respondents 1126 adolescents. This study found that the main sources of information on climate change literacy are via the internet (51.4%) and schools (40.9%). Furthermore, 49.7% of adolescents have poor knowledge. Adolescents in Surabaya, Jambi, and Banjarbaru areas have better knowledge than adolescents in Makassar and Kupang. Furthermore, adolescents in public schools and religious schools have better knowledge than adolescents in private schools and vocational schools. Adolescents with college-educated parents have better knowledge than adolescents with elementary, junior high, or high school-educated parents. The commitment and support from the Government of Indonesia, NGOs, and other stakeholders are needed to increase climate change literacy through formal education in schools or non-formal education through community and information on the internet especially social media, so that Indonesian adolescents can defend their rights to health, well-being, and others rights in the future.

15:50-16:15

83856 | *The Capitalocene and the United Nations Sustainable Development Goals*

James Moy, University of South Florida, United States

A debate rages over earth's entry into the geologic epoch referred to as the Anthropocene which acknowledges the negative impact that humans have had on the evolution of the earth, especially its impact on air quality and life on the planet. Responses to the Anthropocene assume a collective global responsibility for the degraded state of planet Earth. Many scholars have suggested predatory capitalism as the driving force behind the emergence of the Anthropocene, electing to rename it the Capitalocene. Within this context, this piece is an opening gesture to a larger examination of the notion of Sovereignty, Indigenization, and Cultural Representation on a comparative global scale. This essay examines an array of historical documents from Papal Encyclicals (1452 to present), explicit UN Sustainable Development Goals (especially SDG 13 – Climate Action), and speeches from various global political figures. These are read in tension with the history of colonial development. To conclude, the essay overlays these historical geopolitical developments onto the current Capitalocene cultural moment to discuss how these impact the positivist efforts of the United Nations Sustainable Development Goals as the world approaches the SDG target year of 2030.







# Saturday, October 19

## Online Parallel Sessions

**All times are Japan Standard Time (UTC+9)**

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

09:00-10:40 | Live-Stream Room 1

# Saturday Online Parallel Session 1

Cultural Studies

Session Chair: **Silvina Silva Aras**

**09:00-09:25**

82757 | *Cultural Expressions of Scriptural Cosmology: Case Study of Temple Art of Select Temples in Kumbakonam*  
Sivaram Sivasubramanian, JAIN (deemed-to-be University), India  
Rajani Jairam, JAIN (deemed-to-be University), India

This research article explores how complex linguistic elements of scriptural cosmological aspects manifest as cultural expressions through a case study of the creation legend associated with select temples at Kumbakonam in Tamilnadu. While the extant works spotlight the creation myth associated with Kumbakonam and some of its famous temples, the scriptural connections still needed to be established. The current research paper leverages this opportunity and endeavors to connect key cosmological aspects of Vedic and Puranic scriptures with the creation myth linked to some of the temples of Kumbakonam. This paper uses field visits to select temples to study their paintings. It also analyses the narratives available in the digital media to complement the field studies. Based on the analysis, this paper concludes that the creation legend of Kumbakonam links back to Vedic and Puranic cosmological concepts with temple art, enhancing the value of the narration. The scriptural connection of the Kumbakonam creation myth aligns explicitly with the Nasadiya and Hiranyagarbha Suktas of the Rig Veda and the Puranic concept of cyclic creation-sustenance-dissolution-re-creation. This research article also reemphasizes the need to restore and preserve such invaluable artistic communication at temples for a more effective cultural continuity so that such legends can thrive in the digitally oriented third millennium.

**09:25-09:50**

84050 | *Socioeconomic Status of Bamboo-based Handicrafts Producers: A Case Study in Handessa Grama Niladhari Division, Kandy, Sri Lanka*  
Dananji Amarasinghe, Ministry of Finance, Economic Stabilization and National Policies, Sri Lanka

In Sri Lanka, the production of bamboo crafts and utensils is largely reliant on local knowledge specific to the regions where bamboo plantations are situated. The bamboo-based handicraft industry in Sri Lanka comprises semi-skilled, unorganized, disintegrated, and economically disadvantaged workers who face notable social discrimination. However, the industry has the potential to improve the socioeconomic status of underprivileged individuals in Sri Lanka. This study aimed to investigate the current social background and economic potential of bamboo-based handicraft producers to improve their social and economic well-being and identify opportunities to overcome socio-economic challenges. The data collection process involved a household questionnaire survey, key informant discussions, and focus-group discussions. Fifty bamboo-based handicraft producers were selected from the Handessa Grama Niladhari division using the stratified random sampling method. Most secondary data were obtained from the resource profile of the Uduwara divisional secretariat. The findings of this study revealed that the majority of workers were over 60 years old and had only completed primary education. Furthermore, the lack of product diversification was found to be a major constraint on expanding market opportunities. In terms of financial management practices, bamboo-based handicraft workers were found to lack financial savings. Accordingly, it is necessary to introduce opportunities to overcome the socioeconomic challenges faced by bamboo-based craft producers promptly.

**09:50-10:15**

83593 | *Cultural Capital Development: A Case Study of Local Entrepreneurs on Textile Design and Production in Nan Province, Northern Thailand*  
Aththaphon Ponglawhapun, Chulalongkorn University, Thailand

Cultural capital exists in both tangible and intangible forms, encompassing lifestyle, beliefs, architecture, products, and objects that constitute integral parts of societal fabric. Especially concerning tangible cultural capital like traditional textiles, it conveys economic value. Cultural textiles in Thailand are crafted from silk, cotton, or hemp and are produced ethically, benefiting local communities. The diverse ethnic groups in Thailand create unique textiles using a variety of techniques, patterns, and materials. This research aims to explore the objectives, methodologies, and stylistic approaches used in textile design and production, by three emerging local entrepreneurs in Nan province, a region in northern Thailand renowned for its rich Tai Lue cultural capital. The research method is qualitative research, involving interviews with three selected entrepreneur participants in Nan province. The research uncovered the following insights: (1) The primary objective of textile production is to earn a living, leveraging skills and knowledge inherited from past generations. Faced with the decision of preserving or developing new textiles using cultural capital, all three entrepreneurs preferred to strike a balance between both approaches. (2) All local entrepreneurs draw inspiration from ancient textiles found in households, passed down by relatives, or from mural paintings in temples. They gather and merge these designs with predictions of consumer tastes and fashion trends. (3) The stylistic approach varies depending on the designers' ability to predict market trends or through discussions with made-to-order consumers. Additionally, important design elements still in use include the breakdown of traditional patterns, color schemes, and choices of yarn.

**10:15-10:40**

84812 | *Japanese Folk Toys (Kyodo Gangu): New Perspectives on Craftsmanship Models, Collectors and Cultural Nostalgia for the 21st Century*  
Silvina Silva Aras, University of Sussex, United Kingdom

This paper aims to analyse the topic of Japanese Folk Toys (JFT) from a multidisciplinary perspective bringing the subject to the 21st century. While considering its previous historiography (S. Shimizu, F. Starr, and J. Kiburz) it will also analyse new aspects and the communities that are involved. While we can observe a crisis in the traditional hereditary craftsmanship model, due to the lack of new/younger artisans eager to continue traditional craft production (considered by some as the expiration date of these pieces) we cannot neglect the appearance of a new type of creators and crafters (notably female) producing these toy pieces; breaking, in an indirect manner, the mould of historically produced, gendered and patriarchal craftsmanship structures, historically reproduced. In parallel, in this new era of JFT there is a renewal regarding the profile of new collectors, as local and global consumers. These groups of enthusiasts of Kyodo Gangu represent today a more diversified community, making the consumption and appreciation more democratic and socially expanded in contrast with the previous more elitist approach to art and crafts collecting of these pieces, with an evident bias towards Orientalist sensitivity. To conclude, this work attempts to question the still persistent narratives of "modernity vs. tradition" that have consistently marked the cultural environment of these pieces (starting in the Meiji era and still present nowadays). The work also includes some illustrations by the author in an attempt to gain a better understanding of the subject, as well as some interviews of creators and collectors.



09:00-10:40 | Live-Stream Room 2

# Saturday Online Parallel Session 1

Digital Humanities & Interior Design

Session Chair: Alexandre Avdulov

**09:00-09:25**

86160 | *Memes as a Critique of Daily Life: A Study on HomeDesign369 TikTok Videos*  
Clara Victoria Padmasari, Institut Informatika Indonesia, Indonesia

The rise of interior design short videos on YouTube Shorts and TikTok has become one of favourable content, offering both entertainment and practical solutions for daily life problems. These videos, much like other short-form content, aim to provide 'how-to' solutions in an entertaining manner. Recently, the popularity of these videos has surged, particularly due to the viral phenomenon of "Little John". The narratives of "Little John" and his interior problems were popularised by a Chinese TikTok account called homedesign369. "Little John" videos have taken over social media platforms, delivering interior design solutions with a unique blend of sarcastic humour and life commentary. Each video features a generated voice narration that tells the story of Little John, accompanied by design solutions using materials like Galvanized Square Steel and Eco-Friendly Wood Veneer which eventually become popular keywords. These elements have become memes, dominating platforms like TikTok and YouTube Shorts. The success of these videos can be seen as a critique of modern urban living. The memes respond to the struggle of many people to afford homes that accommodate their lifestyles, highlighting the trend of living in compact apartments in cities such as New York and Shanghai, as narrated in the Little John stories. The object videos from May 26 to June 1 were chosen based on Google trends 'Little John', 'Galvanized Square Steel' and 'Eco-Friendly Wood Veneer' keywords, indicating intense public interest in the video. This article will use Barthes's semiotics theory to analyse the memes, explore the text and

**09:25-09:50**

85774 | *Collaborative Hospitality Design Study Linking Academia and Industry: Understanding the Shift in Guests' Preferences for Innovative Design Models*  
Annamaria Lambri, American University in Dubai, United Arab Emirates

The Hospitality sector is facing considerable transformation leading to changes in guests' needs. According to studies, innovative design solutions are in demand for distinctive experiences.

This investigation identifies current hospitality guests' expectations for advanced design responses. Several data validate the research including the results of the Hospitality Design Challenge incorporated in a design course at the American University in Dubai. Being the competition conceived in collaboration with a relevant Hospitality Operator, the implications of interrelating academic and professional practice in the learning experience are explored. The qualitative and quantitative study comprises:

- Design senior and junior undergraduate students' development of their design concepts for an innovative guestroom, the scope of the annual challenge. The design process involves research, case-study analysis, surveys, and professional juries. The competition was conducted for six editions, involving 109 individuals.
- Assessment and comparison of results and data, observations, interviews, and literature review, including a supplementary questionnaire during the COVID-19-related period.

The findings on current trends in guests' needs highlight a focus on well-being, accessibility, biophilia, authenticity, space flexibility and multifunctionality, sustainability, and technology integration. Responsive conceptual design models are elaborated. Experiential learning has proved crucial in supporting innovation, meeting industry demands, and student engagement. Furthermore, despite the reciprocity of Academia and Industry collaboration, the lack of resources may be a limitation. The research offers insights into the evolution of the Hospitality Design field for educators, future designers, and industry stakeholders, contributing to the sector's advancement.

**09:50-10:15**

83769 | *"Warming Rock" of Japanese Cuisine*  
Alexandre Avdulov, Saint Mary's University, Canada

In contemporary Japanese, the word "kaiseki" is written with characters for "gathering" (KAI/AU) and "seat, occasion, place" (SEKI) and commonly refers to an exquisite Japanese banquet cuisine. Kaiseki is characterized by its delicious, refined, seasonal, local, and expensive nature. A kaiseki meal typically consists of a succession of about a dozen courses, masterfully prepared from micro-seasonal local ingredients and served on spacious dishes. The presentation is an essential part of the overall experience, with dishes reflecting the season, style, and locale. With Japanese cuisine expanding into many parts of the world, the Japanese taste and style have significantly influenced the global culinary scene. Not only is sushi available practically everywhere, but we can also find "French kaiseki," where traditional Japanese forms are adapted to create a completely different banquet experience. However, few remember that the term "kaiseki" originally derives from "chakaiseki," a meal that precedes partaking of tea in a formal tea gathering. Historically, "kaiseki" referred to a warm stone that Zen monks placed inside the overlap of their meditation robes to ease hunger during meditation sessions and prevent stomach growling. This paper will trace the evolution of the kaiseki meal from the tradition of shojin ryori (vegetarian meals at Zen monasteries) to its role in a full tea gathering (chaji) and its broader influence on Japanese cuisine, transforming from a "warming rock" to a "gathering place." Additionally, the study will explore kaiseki as a culinary style and its impact on global cuisine.



09:00-10:40 | Live-Stream Room 3

# Saturday Online Parallel Session 1

Film Criticism, Theory & Production

Session Chair: Chen Chen

09:00-09:25

86204 | *Money, Hollywood and Sex: Prostitutes Wandering in Cinematic Space of Fruit Chan*  
Qinghan Chen, University of Warwick, United Kingdom

This thesis analyses the interaction between the prostitute's body and the space in Hong Kong independent director Fruit Chan's Prostitute Trilogy, comprising *Durian Durian* (2000), *Hollywood, Hong Kong* (2001) and *Three Husbands* (2018). By analysing how the movements of the prostitute's body unfold within the external and internal space, it demonstrates a specific gender spatial division. This division manifests as the prostitute's body operating as a spectral presence in external spaces, while internal spaces impose limitations and traumas upon the prostitute's body. Methodologically, this thesis traces the historical development of the prostitute figure and its reflection on the social and political changes in Hong Kong cinema. Building upon this historical context, the thesis primarily employs a comparative analysis approach, comparing the three distinct states in which the three prostitutes interact with internal and external spaces. For external scenes, this thesis focuses on the street and alley spaces within each film based on the concept of spectral city, while for internal spaces, it examines the prostitutes' private living spaces focusing on the gender power in domestic spaces. In the detailed analysis of the interaction between the prostitute's body and the space, this thesis uses the close textual analysis which delves into various aspects, including *mise-en-scène*, bodily movements, and narrative strategies. Through these angles, this thesis investigates how the interplay between body and space within Chan's Prostitute Trilogy reflects the social and political change in Hong Kong. This thesis contributes to the existing studies about the prostitute characters in Fruit Chan's films.

09:25-09:50

85825 | *Faith, Science, and Alien Judgement: Philosophical Dimensions in 3 Body Problem*  
Noble Po Kan Lo, The Hong Kong Polytechnic University, China  
Sumie Tsz Sum Chan, University of Hong Kong, China

Netflix's adaptation of Liu Cixin's *The Three-Body Problem* presents a confluence of science fiction and philosophical exploration, focusing on advanced technology, existential dilemmas, and the conflict between faith and science. This paper examines how the series interweaves scientific concepts such as quantum entanglement and nanotechnology with philosophical themes through the characters of Ye Wenjie and the "Oxford Five". Employing a mixed-methods approach, this study integrates narrative and ideological analyses. The narrative analysis explores the story, characters, and themes, particularly the ethical ramifications of scientific discovery and Ye Wenjie's perspective on the alien threat as potential salvation. The ideological analysis examines how the series reflects or challenges social, political, and cultural ideas, especially through the adaptation's setting in the UK and its multi-ethnic cast. The portrayal of artificial intelligence, particularly the Trisolarans' sentient supercomputer, probes the limits of consciousness and ethical technology use. By analyzing these elements, this study highlights how the series uses science fiction to examine existential questions, morality, and humanity's future, emphasizing the struggle between faith and science and questioning humanity's survival amid technological and moral failings.

09:50-10:15

86573 | *Chris Marker in Japan: The Transnational Journey and Global Heritage of Essay Films*  
Lifei Cheng, Columbia University, United States

This paper delves into the transnational journey of essay films through the works of Chris Marker, focusing on his engagement with Japan and the broader implications for essay film's global heritage. Marker's films traveled in Asia, such as *Sans Soleil* (1983), *Le Mystère Koumiko* (1965), *Sunday in Peking* (1956), and *Letter from Siberia* (1957), which seamlessly blend personal reflections with historical contexts, offering a distinctive transnational perspective. By employing a diverse mix of media and formats—letters, static images, and the "I cinema/ME Memorial" approach—Marker weaves global and personal narratives into a cohesive tapestry. This study examines the use of letter-films and photo-essays within Marker's oeuvre, highlighting the transnational characteristics that define essay films. These films do not confine themselves to a single genre but instead navigate the realms of documentary, fiction, pamphlet, and diary, creating fluid and reflective narratives. Timothy Corrigan notes, "Marker's *Letter from Siberia* (1957) and André Bazin's prescient characterization of that film the same year as an 'essay film' are key historical markers in the emergence of the essay film" (2011, 50). While essay films are often linked to the French tradition, they have evolved to encompass a wide array of cultural and historical contexts. Marker's collage or montage technique—combining texts, spectacles, *décors*, archival footage, and interviews—creates an open, shifting arrangement that embodies the dynamic interplay between heterogeneous elements. Through this lens, the paper explores how Marker's works contribute to the discourse on global heritage and the continuing evolution of the essay film.

10:15-10:40

86179 | *Bright on the Grey Sea: Reconsider Film Poetry Through a Chinese Lens*  
Chen Chen, Auckland University of Technology, New Zealand

This presentation stands between worlds. It has its roots in the beauty of the work of a Late Tang Dynasty poet Li Shangyin but its voice speaks into the realm of internationally considered film poetry as a form of short film. The researcher will showcase a practice-led, artistic project which develops a corpus of three film poems. Then the researcher will introduce the Xiang system (a philosophical and aesthetic system adapted from Chinese Tang Dynasty poetry) as the central creative strategy to heighten poetic thinking within film poetry. This approach becomes a mediator between film poetry and the researcher as a lyrically reflective practitioner. In introducing this project and laying the ground for its reflective journey through the research, the researcher will also briefly discuss the following topics: Li Shangyin's poetry in the context of the Late Tang Dynasty, the Xiang system, and film poetry as a media form. To date film poetry has been a largely understood as a Western media form. Given the rich and distinctive nature of Chinese poetry I believe that there is a reason for Chinese artists to engage with the media form as a way of not only surfacing and sharing Chinese ways of conceiving and understanding poetry but also as a way of exposing some of the nuance and delicacy of thinking that underpins the construction of Chinese poetic work.



10:50-12:30 | Live-Stream Room 1

# Saturday Online Parallel Session 2

Media & Cultural Studies

Session Chair: Raimond Merila

10:50-11:15

86639 | *Visibility, Commercialisation, and Doing Feminism: A Case Study of a Chinese Lifestyle Creator's Initial and Continued Production of Feminist Content*

Li Zhou, University of Chicago, United States

Why and how do Chinese lifestyle content creators start and continue to produce feminist content? This transition is rarely explored in depth and cannot be simplified to lifestyle influencers merely contributing to postfeminist visibility in the quest for commercializable authenticity, or feminists complying with or resisting platform affordances concerning self-branding. This research draws upon theories of authenticity from symbolic interactionist traditions and technological affordances, specifically the mechanism and condition framework of affordances, to examine the case of a Chinese creator who began with lifestyle content and now produces both lifestyle and feminist content. Through interviews and qualitative content analysis, this research uncovers how a fluid identity is constructed and how different platforms' affordances are flexibly articulated to maintain a consistently authentic identity across genres and platforms. It also explores how this balance meets the participant's desires for visibility, commercialization, and doing feminism beyond mere self-performance. By integrating feminist and lifestyle components fluidly into her persona, she leverages her familiarity with platform affordances for lifestyle content to serve feminist purposes and navigate platform constraints within the Chinese media environment. This flexibility around norms and role expectations for feminist and lifestyle creators is crucial. Her choice of platforms and constant interaction with them imply her perception, dexterity, and legitimacy as a creator, starting with lifestyle content and aiming for communal changes. This study highlights the complex interplay between the evolving nature of online personas and platform affordances in the Chinese social media landscape, pointing toward opportunities for future digital feminist research.

11:15-11:40

86350 | *Reception of Chinese Digitalised Public Diplomacy: A Comparative Study Between Publics in Türkiye and the UK*

Anran Ju, University of Sheffield, United Kingdom

Researchers have asserted that Chinese diplomats' assertive 'wolf warrior' style on X is more favoured domestically than internationally. Therefore, this research explores how foreign publics understand Chinese public diplomacy on social platforms, and how state differences could affect the public's understanding. The aims of this study are to examine the content difference of China's public diplomatic communication on X between Türkiye and the UK, and to identify the key factors that influence the receptivity of Chinese digitalised public diplomacy. I use quantitative content analysis to examine both Turkish and English X posts from selected Chinese embassies and ambassadors' accounts, and identify salient themes, prevailing narratives and discernible patterns of public engagement with Chinese diplomatic posts. Later, I will manipulate the most significant content features identified in the preliminary content analysis in an online survey experiment with Turkish and British publics. With the exception of the manipulation in the survey, the comparison between responses of the Turkish and British publics is expected to reveal the state-level factors that affect the public's reception of Chinese public diplomacy. In general, this research can contribute to a deeper understanding of the strategic usage of social media in shaping foreign public opinion towards a state.

11:40-12:05

84794 | *The Sociolinguistic Dynamics of K-pop Fandom: Creation and Dissemination of Neologisms*

Xiaoyi Sun, University of North Carolina at Chapel Hill, United States

The global rise of K-pop has sparked the creation of a vibrant online fan community, characterized by unique linguistic practices and the emergence of neologisms. These neologisms, often derived from Korean or English, serve as markers of identity and facilitate communication within the fandom. This research investigates the sociolinguistic dynamics of K-pop fandom, focusing on the creation, evolution, and dissemination of neologisms and their impact on language and identity. By analyzing terms like "delulu," "bias," and "stan," among others, the study examines how K-pop fandom acts as a catalyst for language innovation, identity formation, and cultural exchange in the digital age. The research explores the following: (1) the principal neologisms emerging from K-pop fandom and their meanings; (2) the mechanisms of their creation and popularization; (3) their dissemination across diverse linguistic and cultural contexts; (4) their influence on the identity and social dynamics of K-pop fans; and (5) their impact on mainstream language and popular culture. Methodologically, the study employs a qualitative approach, combining literature review and corpus analysis of fan-generated texts from social media platforms. The study will employ a linguistic analysis which will identify and contextualize the neologisms in order to reveal their semantic, syntactic, and pragmatic features. Likewise, it will also employ a sociocultural analysis which will delve into the neologisms' broader implications. This research aims to contribute to sociolinguistics, cultural studies, and digital communication by offering insights into language change within digital fan communities and the role of K-pop fandom in facilitating cross-cultural communication.



10:50-12:30 | Live-Stream Room 2

# Saturday Online Parallel Session 2

Critical & Cultural Studies

Session Chair: Xiaoyi Sun

10:50-11:15

86660 | *Implementation of Public Relations Strategy to Increase Engagement Rate on Instagram at Lerep Tourism Village Indonesia*

Nur Laili Mardhiyani, Universitas Diponegoro, Indonesia

Charisma Dwi Wijayanti, Universitas Diponegoro, Indonesia

The lack of social media management in the Lerep tourist village has resulted in low levels of branding and marketing to attract tourists. This is proven by the engagement rate percentage on Instagram accounts of 0.44% in March 2024. This research aims to formulate a public relations strategy to increase the Instagram engagement rate of Lerep Tourism Village. The research method involves four stages: fact finding and defining the problem, planning and programming, actions and communications, and evaluations. The research results show that the implementation of this public relations strategy succeeded in increasing the engagement rate by 0.76% in a month with a sample of 24 content uploaded. The strategy implemented included, consistency in uploading time, frequency of uploading content, content themes, and selection of Instagram features. Upload time is between 2 to 4 pm and posting frequency is six times per week. In addition, the analysis shows that informational content types and the use of the reels feature are the most effective in increasing engagement. All uploaded content does not contain call to action (CTA) content.

11:15-11:40

86575 | *Challenges and Opportunities of Digital Content Production in Middle Eastern Media Institutions*

Wael Nel, Carlos III University of Madrid, Spain

The development of digital media production within the media industry in Middle East has generated both challenges and opportunities. Radical changes have occurred in the media industry and consumption patterns, particularly in light of digital media integration, and the opportunities provided by artificial intelligence. Nevertheless, there are obstacles within Middle Eastern media organizations that are impeding the advancement of digital content production. These obstacles include a lack of investment in technology tools, a strong reliance on traditional forms of digital content distribution on social media platforms such as Facebook and X, inadequate training on the latest technological advances in the media sector, including skills such as artificial intelligence, augmented reality techniques, virtual reality in newsrooms, and digital tools for verifying information. Moreover, several financial challenges exist as well. However, available data indicates that the future of the digital media industry in the Middle East is optimistic. Positive signals include news organizations' increasing reliance on mobile journalism and a trend toward digital content. This outlook is supported by an expectation of an increasing number of digital users, as the results of analyses conducted by McKinsey have indicated. Indeed, the number of digital users in the Middle East is expected to reach 160 million by 2025. This presentation discusses the opportunities and challenges of digital content production in Middle Eastern media organizations, while proposing strategies to address challenges and capitalize on the opportunities presented by digital advancements.

11:40-12:05

83797 | *Food Cultures and Fan Practices Within The Legend of Zelda Fandom*

Raimond Merila, Baltic Film, Media, and Arts School of Tallinn University, Estonia

My presentation focuses on the role and influence of food cultures existing within the latest two installments of The Legend of Zelda video game series. Specifically, I explore these aspects by analyzing how food has been implemented into the game, how Zelda fans engage with the game's different food-related features, and how these end up mediating their gaming and fandom experiences. My work is ethnographic and in order to answer my research questions I rely on participant observation on social media platforms, following interviews given by the game developers, and in-depth analysis of the game and its content. As a member of the Zelda community, I am able to provide an insider perspective of fan experiences in-game and on social media enabling me to describe how they are influenced by the greater presence of food in the latest Zelda games. The platforms I use for participant observation include Reddit, Instagram, X, Facebook, and YouTube. Within the analysis, my work adopts concepts and theories from the field of game, fandom, and food studies as well as anthropology. Theories of affordance and immersion alongside the concept of participatory culture are at the forefront of my analysis to understand how in-game foods influence the players' identity and vice versa. The key findings will explain how a new kind of relationship is formed between the players and Zelda franchise on the basis of in-game food cultures and implementation of food-related features.

10:50-12:30 | Live-Stream Room 3

# Saturday Online Parallel Session 2

## Film Studies

### Session Chair: Angeliki Ypsilanti

10:50-11:15

86553 | *Semiotic Analysis of Illustrations in Film 'Parasite' Posters: Design by Fans*

Dedy Arpan, Multimedia Nusantara University, Indonesia

Martinus Eko Prasetyo, Multimedia Nusantara University, Indonesia

Suwito Casande, Multimedia Nusantara University, Indonesia

"Parasite" makes history as the first Asian film to win the 2020 Oscar in the Best Picture category. This success inspired the imagination of the film's fans to create stunning fan-made posters. However, research on these posters, especially from a visual semiotic perspective, is still lacking in Indonesia. In the disciplines of visual communication design and film, poster design is one of the most important media used in movie promotion. Additionally, fandom activities like creating fan-made posters can help increase the movie's popularity and expand its promotional reach. This study uses a descriptive qualitative methodology in conjunction with Roland Barthes' semiotic theory to analyze the ideas presented in the fan-made "Parasite" posters. The analysis focuses on visual elements such as text, images, graphic composition, object symbolism, posture, and character expression. The results of this study aim to thoroughly capture the signs used by designers to convey the film's message to audience. This will assist in understanding how a film poster can depict complex social and economic issues and can be a learning reference in designing poster designs.

11:15-11:40

86479 | *Visual Semiotics of Javanese Cultural Signs in Indonesia's Popular Horror Film Titled "KKN Di Desa Penari"*

Martinus Eko Prasetyo, Universitas Multimedia Nusantara, Indonesia

Dedy Arpan, Universitas Multimedia Nusantara, Indonesia

Suwito Casande, Universitas Multimedia Nusantara, Indonesia

The rapid development of horror films in Indonesia provides a perspective on the increasing trend and global interest in the entertainment industry. Many Indonesian filmmakers have gained attention from audiences and achieved viral status in 2022. One such example is the horror film titled "KKN DI DESA PENARI," which is among the most popular horror films in Indonesia in the last five years and has been screened in the United States. There is still limited research in Indonesia that explores horror films from the perspective of visual semiotics, directly analyzing the visual signs within them, including those related to Javanese culture. This study employs a qualitative descriptive method, utilizing Roland Barthes' semiotic approach, focusing on examining visual signs associated with traditional Javanese culture in Indonesia. The research aims to provide an analysis of visual signs related to traditional Javanese culture found in the film "KKN DI DESA PENARI."

11:40-12:05

86656 | *Kaili Blues and Dreams: A New Version of the On-the-Spot Realism*

Hongbin Wang, Tokyo University, Japan

Recently, Chinese film critics have discussed the "South China New Wave" to describe independent films since the 2010s. These films integrate the geographical and cultural elements of the subtropical regions south of the Yangtze River, known for their hypnotic and humid atmosphere. This presentation explores the characteristics of this movement through the depiction of dream in *Kaili Blues* (Bi Gan, 2015). Unlike some Sixth Generation films, where dreams empower characters and challenge mainstream values with on-the-spot realism, directors like Bi Gan reduce characters' agency, drawing from Chinese traditions such as the commentary of mirror in Taoism. This shift may reflect a different understanding of reality, possibly linked to the introspective nature of directors unfamiliar with the democratic movements of 1980s in China. In *Kaili Blues*, the dreamy sequence blurs reality and imagination by connecting images like cottages and birds from batik to real Miao village. Bi Gan uses long takes to juxtapose couples from various timelines, merging past, present, and future. Emotions related to personal trauma, root-searching, and urbanization anxiety are distinctly portrayed among different couples. In this way, the camera's seamless navigation erases and reconstructs emotions through random triggers. In conclusion, the dream in *Kaili Blues* create a pseudo-environment of layered emotions, facilitating a continuous dialogue and reconfiguration with themselves, others, and mainstream values in China. Here, realism is portrayed as a realm of robust phenomena displaying dependencies and inferred across various perspectives.

12:05-12:30

82607 | *Intergenerational Solidarity in Pixar's La Luna*

Angeliki Ypsilanti, Ionian University, Greece

This paper aims at examining intergenerational bonds in Disney and Pixar's short film *La Luna* (2011). More specifically, Bengtson and Schrader's (1982) taxonomy of six dimensions of intergenerational solidarity are considered in relation to De Bono's (1985) six thinking hats as a way of pilot-testing a theory of a conflict-free mechanism against a problem-solving methodology. The empirical site of inquiry is *La Luna* where three representatives of three generations – a grandfather, a father, and a son – express their different worldviews leaving open the possibility of resolving in a non-conflicting manner the imbalances between them. The research question that guided the design of this study is as follows: Under which conditions may intergenerational solidarity be an animated Disney movie takeaway in the case of coming-of-age narratives? The hypothesis of this study is that although the process of literally trying out different hats on the youngest member does not interfere with his personal drive, it facilitates personal growth because of the positive affirmation he receives by his family. A screenshot analysis of the film revealed that among the conceptual dimensions of intergenerational solidarity was "affectual solidarity" (Bengtson & Roberts, 1991), which defined the final positioning of the boy's hat when crisis struck. The study prepared the ground for perceiving the role of familist thinking in Disney's universalist messages. In consequence, it has created the implications for generating culture-specific content for research purposes and for conveying a culture of familist discourse in the context of Disney's impact on defining family relationships.





12:40-14:20 | Live-Stream Room 1

# Saturday Online Parallel Session 3

Law, Politics & Society

Session Chair: Mark Beeman

12:40-13:05

83776 | *Waqf Forest Movement: Framing Islamic Values for Environmental Conservation in Indonesia*

Suciyadi Ramdhani, Padjadjaran University, Indonesia

Budhi Gunawan, Padjadjaran University, Indonesia

Rini Soemarwoto, Padjadjaran University, Indonesia

Aep Saepuloh, UIN Sunan Gunung Djati, Indonesia

This study aims to show that the appropriate framing of a social movement to address environmental degradation is based on religious values. Indonesia, as the largest Muslim country in the world, has a model of environmental movement adapted from Islamic values called Waqf. Waqf is the donation of assets by the community for charitable purposes, usually in the form of land or buildings for mosques, cemeteries, or Islamic schools. Through framing analysis, this study reveals that the waqf is framed through social media by the Hutan Wakaf Bogor Foundation (West Java, Indonesia) into an environmental movement to create collective identity as a "Green Muslim". The framing stages analyzed are: diagnostic framing which highlights Indonesia's increasing deforestation; prognostic framing, which proposes solutions through the adaptation of Islamic values known as wakaf to address deforestation. Waqf land cannot be sold or converted beyond its original purpose because it is protected by state law; and finally, motivational framing emphasizes that the wakaf forest symbolizes Islamic religiosity and human solidarity with other living beings. The campaign framing focuses on messages that stress both the importance of environmental conservation and the religious merits of such actions as advocated in the Qur'an. In conclusion, the wakaf forest movement aligns with Indonesian Islamic culture, offers ecological benefits, and enhances individual religiosity, making it widely accepted despite facing challenges such as diverse religious interpretations, limited institutional support, and political economy factors that do not fully support environmental policies.

13:05-13:30

80643 | *Pandemic and Political Stability: Assessing People's Resistance in China*

Haoguang Li, Keio University, Japan

Songqi Han, The University of Tokyo, Japan

This article explores the reasons behind the massive anti-Zero-Covid protests, famously dubbed the "White Paper Revolution", which took place in late 2022. It focuses on how people's lives were transformed by the impact of the Zero-COVID policy, including both local-level party cadres and ordinary people. This article examines intra-party dissatisfaction among local-level cadres by elucidating the political logic inherent in the promotion model during the Xi era. Through this analysis, it aims to shed light on the anxieties experienced by local-level party cadres amidst the pandemic. Furthermore, this article conducts an in-depth examination of the discontent among the Chinese populace, specifically focusing on the impact of the implementation of the Zero-COVID policy and the subsequent transformation of public sentiment towards it. This investigation is carried out through interviews with multiple Chinese individuals who have directly experienced the enforcement of such policies. The article argues that the promotion model of party cadres during the Xi era heavily relies on "redness", similar to the Mao era. This reliance has contributed to the implementation of excessive quarantine measures by local-level cadres, and they would face serious political punishment if they did not successfully maintain a "zero" record. Hence, the government's infringement on people's lives was significantly heightened, impacting the most basic and important units of Chinese society – families – severely due to numerous forced separations by unnecessary quarantines. Therefore, the accumulated discontent within both the party and the general populace ultimately led to the outbreak of the "White Paper Revolution".

13:30-13:55

83550 | *Body as an Intrinsic Value of Communication*

Tuğba Güllal, Istanbul Aydın University, Turkey

The Syrian Civil War has had an enormous impact on people, especially those who have been displaced. Women as invisibles, whose voices are not sufficiently recognized as relevant in given domains, are among those sufferers. Nevertheless, Middle Eastern women have transformed their bodies into an intrinsic value to communicate with the external world. This paper analytically investigates the question why women's bodies have intrinsic value to reveal the concept of autonomy. For this, I argue that republican political philosophy has a particular weakness to reveal the idea of the body as an interaction sphere of autonomy. (P1) On the one hand, republican political philosophy recognizes the body as extremely significant. On the other hand, (P2) republican political philosophy deprioritizes the value of bodily integrity in favor of the value of non-domination. This problem (P2) can be fixed by prioritizing the body for the justification of autonomy. The candidate views for the discussion are Forst, Pettit, and Pallikkathayil's relevant accounts. Relevantly, "Freedom Portrait" is a clarificatory case to strengthen why prioritizing the body for the justification of autonomy matters. Quite contrary to Forst-type of republican autonomy, I attempt to uncover the strongest version of Pallikkathayil's objection to Kantian attachment to bodily rights which she calls as "assurance" and "adjudication" problems. Another insight from this analysis is that so long as there is a constraint on the value of bodily integrity in favor of non-domination, the republican account on autonomy is not convincing. The relevant insight matters to reveal the specific kind of alternative voices.

13:55-14:20

86394 | *Scapegoating and the Alien Threat*

Mark Beeman, Northern Arizona University, United States

In 2023 a bill was introduced in the Texas State Legislature that proposed banning citizens of select foreign countries from owning land in the state. The rationalization given for the bill was that Texans were alarmed by Chinese land acquisitions which threatened agricultural and national security. Land sales to foreign entities is common in the United States, and there is little evidence to support the alarm claim. I argue that the attempted land ban cannot be adequately understood without examining the historical precedents leading to this issue. Using legislative documents, organizational documents, court rulings, newspaper coverage, government data, and previous scholarly research this paper examines how policies centered on a culturally constructed "alien threat" formed a historical bridge to the current land ban bill. This paper is guided by the theoretical significance of alienness in the race relations literature. Herbert Blumer observed that racialized minority groups were socially viewed as innately alien, inferior, and as potential threats to dominant group privileges. From literature to politics, Asian immigrants have been characterized as a "yellow peril" threatening American society. Frank Wu outlined how, even as citizens, Asian Americans have been perceived as disloyal "perpetual foreigners." This paper examines the current land ban bill as part of a historical pattern of Asians and Asian Americans serving as convenient targets for political and economic scapegoating. Focusing on scapegoating expands our understanding of Asian American history and suggests new directions to advance scapegoating theory itself.

12:40-14:20 | Live-Stream Room 2

# Saturday Online Parallel Session 3

Music, Culture & Communication

Session Chair: Daiva Masaityte

12:40-13:05

83861 | *Modern Japanese Youth's Ideologies as Seen in Vocaloid Music – Focusing on the Period from 2007 to 2011*  
Quynh Lien Pham, Okayama University, Japan

VOCALOID is a voice synthesizer developed by Yamaha. Following the development of VOCALOID, a new genre of music called Vocaloid music was born, and has gained significant popularity among young Japanese audiences. Given the dominance of young listeners and creators within this music genre, Vocaloid music is said to have great influence on young Japanese people. Therefore, it is hypothesized that the analysis of thematic contents within Vocaloid songs can provide valuable insights into the ideologies and values of contemporary Japanese youth. Utilizing KH Coder, a quantitative text mining software, the author has analyzed the dominant characteristic words appeared in Vocaloid songs each year from 2011 to 2023 to find out the evolution of thematic trends throughout the years. Based on the result, the author divided the evolution of Vocaloid music into three phases: from 2007 to 2011, from 2012 to 2015, and from 2016 on. In this paper, the author is going to focus on the first phase (from 2007 to 2011) to identify the prevalent ideological themes resonating with Japanese youth during that specific period.

13:05-13:30

86672 | *Hearing Gender: Re-thinking Gender, Sound and Public Space Through a Female Soundwalk Project and a Sound Installation in Hong Kong*  
Ren Gui, City University of Hong Kong, Hong Kong  
Ryo Ikeshiro, City University of Hong Kong, Hong Kong

Over the past three years, we conducted two rounds of soundwalks with Chinese female immigrants in Hong Kong's public spaces. These soundwalks, designed to guide participants through diverse public spaces, facilitated deep listening, creative recording, and reflective practices. By documenting their auditory experiences and personal reflections, we observed the manifestation of gendered perceptions of safety, belonging, and identity within urban environments. Our analysis reveals how these gendered auditory experiences correlate with theories of gender performativity (Butler, 1990) and spatial dynamics (Massey, 1994). These interactions highlight the influence of gender on auditory perceptions in public spaces, underscoring the socially constructed nature of both gender and space. Building on these insights, we developed an interactive sound installation that aims to consider gender in auditory experiences. This installation processes all input sounds to produce "gender-reflective" outputs, enabling participants to hear each other's voices devoid of visual cues. This design compels the audience to engage with the content of speech rather than traditional auditory markers such as pitch or timbre, fostering a critical re-examination of the relationship between gender and sound. Our findings amplify the sounds of migrant women and challenge conventional, patriarchal frameworks within sound studies. By integrating participants' narratives and soundscapes, this project advocates for more inclusive urban planning and policies that acknowledge the auditory dimension of women's lived experiences, echoing the call for situated knowledge in feminist geography (Haraway, 1988).

13:30-13:55

86605 | *The Socio-Environmental Impact of Angklung Paglak as Cultural Artifacts in Agriculture in Kemiren Village, Banyuwangi, East Java, Indonesia*  
Zzyafra Iomaski Zihana, Chiba University, Japan  
Akira Ueda, Chiba University, Japan  
Hironobu Aoki, Chiba University, Japan

This research examines the role of agriculture in shaping human civilization, focusing on Indonesia as an agrarian nation. Centering on Angklung Paglak, a bamboo musical instrument from Banyuwangi, East Java, performed atop bamboo towers to celebrate the rice harvest, the study uncovers the complex indigenous knowledge linked to this practice. Angklung Paglak embodies traditional agricultural wisdom and significantly impacts local life. Despite being tacit and often overlooked in the modern era, this knowledge holds potential for addressing contemporary socio-environmental challenges. This study uses the Research about Design approach, integrating historical, perceptual, and theoretical analyses to explore normative design applications. Data collection employs the 'designing a living' strategy, focusing on ethnographic observations and interviews from 2021 to 2024, to examine the relationship between Angklung Paglak, local agriculture, and indigenous lifestyles. The analysis identifies relationships between mono-koto-imi (things-activity-value) aspects to elucidate Angklung Paglak's role in the community. The findings reveal that Angklung Paglak offers valuable techniques and wisdom of traditional agriculture in Kemiren Village. This research underscores the strong spiritual and philosophical aspects of this cultural artifact, highlighting its role in expressing local people's happiness and gratitude for abundant crops. Angklung Paglak exemplifies community involvement and proactive environmental engagement, linking strategies, and social structures that adapt to environmental dynamics. The study concludes that future sustainability solutions may be rooted in Angklung Paglak practices and emphasizes the importance of preserving and integrating such indigenous knowledge into contemporary socio-environmental strategies.

13:55-14:20

80904 | *Interpersonal Communication: What We Can Learn from Jazz Improvisation*  
Daiva Masaityte, Vilnius University, Lithuania

This presentation will explore the similarities between interpersonal communication and musicians' communication in jazz improvisation. Stress, uncontrolled emotions, lack of attention interfere with the development of successful interpersonal communication and create conditions for miscommunication with others. Improvisation is a creative, confidence-building activity and has been used successfully to innovate and encourage learning. This presentation will explore the factors that help jazz musicians to communicate through improvisation, such as listening to the interlocutor, responding quickly to information and managing stress, and the possible application of these factors in interpersonal communication. This study was inspired by the interdisciplinary studies (jazz improvisation and communication), their similarities and differences, the creative generation of new ideas, and the understanding of the possible application of these ideas in both disciplines. The strategy of interdisciplinarity helps to understand improvisation within the context of science - communicating in the language of "improvisation" allows to go beyond the traditional boundaries of public speaking, to create a better collaboration with the audience, and to manage their prejudices and comments. This study is based on a comparative method of scientific analysis and synthesis.

10:50-12:30 | Live-Stream Room 3

# Saturday Online Parallel Session 3

Film Criticism, Theory & Production

Session Chair: Gamze Hakverdi

12:40-13:05

85782 | *Toward Automating the Classification of Films' Narrative Structures*

Nuttanai Lertpreechapakdee, Chulalongkorn University, Thailand

Tatri Taiphapoon, Chulalongkorn University, Thailand

Sukree Sinthupinyo, Chulalongkorn University, Thailand

Traditional methods of analyzing film narrative structure typically involve qualitative analyses of script and film elements as well as quantitative assessments of editing patterns. These approaches are limited by scalability and efficiency due to the extensive manual human labor required, making them impractical for analyzing large datasets. This paper examines how machine learning techniques can be leveraged to classify film narrative structures in a more scalable and efficient manner, particularly when dealing with extensive collections of films. To address the limitations of traditional methods, two main approaches are proposed. The first approach utilizes natural language processing (NLP) to perform script sentiment analysis and identify the hidden emotional structures across a large body of film scripts. The second approach uses computer vision techniques to detect editing elements such as transitions and shot duration patterns, which are then analyzed to uncover the underlying narrative structures within a corpus of films. Each approach has its strengths and limitations depending on the availability of samples and practical considerations. These machine learning techniques offer a scalable and efficient way to analyze narrative structures, enabling film scholars to uncover hidden complex patterns within large datasets of films. Practically, these techniques can also assist filmmakers in fine-tuning their work, ensuring that the pacing and emotional impact align with their creative vision. Overall, this integration of technology into film studies and production enhances traditional methods of film study and helps filmmakers make more informed decisions.

13:05-13:30

83207 | *A Third Kind of Bollywood: Experimentation, Netflix, and "Amar Singh Chamkila" (2024)*

Ashish Dwivedi, University of Southampton, United Kingdom

Bollywood cinema has always been an evolving subject. Given its polysemic structures of meaning, it has nevertheless been generally perceived in two ways: (1) as a medium of mass-entertainment and empty fantasies played out by flat storylines and character stereotypes; and (2) as an ideologically-charged figment of individualistic and nationalistic expression, which weaves within itself a variegated dimension of history, myth, auteurism, politics, and culture. This second kind of Bollywood has therefore become a signifier for this cinema's ability to introspect and play out an eclectic imagination. My presentation extends these historical enquiries into Bollywood – which also mirrors in its title ('a third kind of Bollywood') – and discusses a recently-released biopic on Netflix, "Amar Singh Chamkila" (2024), in relation to the development of what could be addressed as an independent circuit of Bollywood structure or filmmaking practice. The film falls into this new category of Netflix-sponsored/distributed Indian films which deftly redefine the conventions of Bollywood, insinuating a distinct filmmaking practice which stands in stark opposition to the more traditional systemics of Bollywood filmmaking. I further argue that the emergence of this new bracket of experimental films is propelled by forces that exist both outside and within the film industry, before closing my presentation with a speculation about the future of these new cinematic conventions and how the distribution practices of these films on OTT platforms like Netflix and Amazon Prime inform the internationalization of Bollywood cinema and the processes of its restoration of its otherwise "notorious" or precarious reputation.

13:30-13:55

85826 | *Nostalgia and Modernity: A Theoretical Analysis of 'And Just Like That...' Through the Lens of Postmodernism and Feminist Theory*

Noble Po Kan Lo, The Hong Kong Polytechnic University, China

Bryan Ka Ho To, Xi'an Jiaotong-Liverpool University, China

This paper critically examines 'And Just Like That...,' the highly anticipated revival and sequel to the iconic HBO series Sex and the City. Developed by Michael Patrick King, the series follows the lives of Carrie, Miranda, and Charlotte as they navigate the complexities of friendship, love, and personal growth in their 50s. Employing postmodernism, the study explores the series' narrative structure, self-referentiality, and juxtaposition of nostalgia with contemporary themes. This theoretical framework helps unpack how the show oscillates between honoring its past and engaging with current socio-cultural issues. The series' self-referential nature and meta-commentary on its characters' evolution highlight the postmodern blend of pastiche and parody. Feminist theory is applied to examine the portrayal of gender roles, sexuality, and the representation of middle-aged women in media. This lens reveals the complexities of characters navigating midlife crises, shifting sexual identities, and evolving relationships. The inclusion of diverse characters and handling of contemporary issues such as gender fluidity and racial dynamics are critically assessed to understand the series' impact on feminist discourse. By dissecting pivotal scenes and character arcs, this paper assesses the series' success in balancing nostalgia with new dynamics and its impact on the legacy of Sex and the City. The findings highlight the show's attempts to modernize its narrative while retaining its foundational charm, ultimately questioning whether 'And Just Like That...' can stand on its own or remains inextricably linked to its predecessor.

13:55-14:20

84584 | *Childism and Maternal Dysfunction in Tatsushi Ōmori's Mother (2020)*

Gamze Hakverdi, Independent Researcher, Italy

Tatsushi Ōmori's *Mother* (2020) vividly portrays the harrowing realities of childism through a profoundly dysfunctional maternal relationship. The film centers on Akiko and her son Shuhei, showcasing how childism manifests in their tumultuous family dynamic. Akiko's manipulative and neglectful behavior starkly represents childism, exploiting and mistreating Shuhei to serve her own needs while disregarding his fundamental rights and emotional well-being. Despite enduring constant manipulation and neglect, Shuhei's loyalty to his abusive mother underscores the complex nature of familial bonds affected by childism. Inspired by a true story, the film documents Shuhei's struggle with maternal dysfunction and the lack of protective measures for vulnerable children, which impede his development and identity formation. His quest for a sense of self amid relentless abuse provides a poignant commentary on the broader impacts of childism. While the film primarily focuses on personal family dynamics, it implicitly critiques societal neglect and the failure to protect vulnerable children. This presentation will discuss how *Mother* serves as a powerful portrayal of systemic child discrimination, urging a reevaluation of societal attitudes toward children's rights and well-being.





14:30-14:55 | Live-Stream Room 1

# Saturday Online Parallel Session 4

Difference/Identity/Ethnicity

Session Chair: Ardiles Akyuwen

14:30-14:55

82472 | *Japanese Pop Culture's Influence on the Process of Transnational Children's Identity Identification in "Monster" Graphic Novel*  
Johanes Park, Bina Nusantara University, Indonesia

The struggle of identifying one's identity caused by value differences between oneself, family, and school environment is a dilemma faced by transnational children. This problem also happened to Sarah Myer who narrates her past experiences as a South Korean child adopted by a German family who was living in America in her autobiographical graphic novel "Monster". While struggling to identify her identity, Sarah was referencing Japanese pop culture to express herself and connect with her peer groups. This research utilizes a semiotic analysis method combined with literature review analysis. The semiotic theory used is Roland Barthes' theory, which seeks meaning from the collection of signs within the graphic novel. To elucidate the meanings found in semiotic analysis, literature review through social identity theories is required to comprehend the observed phenomena. This research shows that the formation of a transnational individual's identity can be influenced by other countries' hegemony through pop culture, especially through fictional characters which is caused by how the individuals perceive the values of these fictional characters as a guide to form perceptions and evaluate others attitude. The hegemony of one country over another through popular culture can pose a challenge for transnational individuals in forming identities.

14:55-15:20

80368 | *The Indefinable Role: Curator as Orchestrator of Art, Innovation, and Identity in the Era of Platforms*  
Ugnė Pavlovaitė, Vilnius University, Lithuania

The role of the curator extends beyond art collection and exhibition management, evolving into a dynamic orchestrator of art, innovation, and identity within platforms. This paper explores the multifaceted nature of the curator's role and identity, emphasizing how organizational structures actively shape curatorial practices. It examines how paradigm shifts in contemporary art organizations redefine the curator's traditional functions and responsibilities, positioning them as strategic mediators within a network of diverse stakeholders, including artists, institutions, and audiences. This exploration is grounded in role theory and identity theory, analysing how the curator's position is evolving within these organizational contexts. The study utilizes a systematic review of scientific literature to construct a theoretical model explains the curator's role formation within the structures of art platforms. By analysing academic writings, case studies, and empirical research, the study aims to reveal the changing interaction between curators and these organizational frameworks. The analysis highlights the process through which the curator's role is continuously shaped by platforms. It reveals how curators, transitioning from traditional roles, become crucial orchestrators of creative and innovative experiences within these networks. This role evolution demonstrates the curators' necessity to navigate the multifaceted and collaborative dynamics of modern art institutions. The study contributes to a broader understanding of the art world's evolution. It encourages further research into the practical, conceptual, and creative implications of this interaction between curatorial practice and organizational structures, advocating for an enriched discourse on curatorial practice that acknowledges the transformative potential of these networks.

15:20-15:45

86484 | *Ceramics as a Medium for Social Critique: Artistic Reflections on Freedom and Marginalization*  
Ardiles Akyuwen, Universitas Multimedia Nusantara, Indonesia  
Inovensius Hugo Bima Wicaksana, Universitas Multimedia Nusantara, Indonesia  
Rezki Tanrere Gautama, Universitas Multimendia Nusantara, Indonesia

Modern life often generates various forms of personal anxiety, which, in turn, contribute to a broader social unease. This anxiety can stem from multiple sources, including feelings of alienation and injustice experienced by individuals within contemporary social structures. Within this conceptual framework, the author draws inspiration from the experience of caring for rescue dogs living in their home, which prompts profound questions concerning freedom and the rights of marginalized beings in society. This research aims to address such anxieties through the creation of an artistic work utilizing the medium of ceramic art. The selection of ceramics as the primary medium is based on its ability to explore a range of dimensions and textures, thus creating a deep tactile experience for the audience. The artwork is designed to represent the struggles and aspirations for freedom of rescue dogs, while also fostering a broader discourse on the rights of living beings as individual entities within the social order. By emphasizing physical dimensions and textures in the ceramic work, the author seeks to convey a message about the resilience and uniqueness of each living being. This artistic endeavor is intended not only to produce visual aesthetics but also to invite the audience into a process of critical reflection on the relationship between humans and other living beings. The anticipated dialogue from this artwork revolves around how society might enhance its appreciation and protection of the rights of other living beings.

14:30-14:55 | Live-Stream Room 2

# Saturday Online Parallel Session 4

Space & Movement in Art and Film

Session Chair: Alexis Ibarra Ibarra

**14:30-14:55**

86649 | *Space and Time Through the Lens : a Cinematic Exploration from Lumière, Warhol and Keiller*

Caecilia Wijayaputri, Universitas Indonesia, Indonesia

Paramita Atmodiwirjo, Universitas Indonesia, Indonesia

Yandi A. Yatmo, Universitas Indonesia, Indonesia

In order to gain a better understanding of the ways in which space and time are depicted in cinematic movement image, this paper will conduct an analysis of five films. These films include *Arrivée d'un train en gare de La Ciotat* (1897), which was directed by the Lumière brothers; *Empire* (1964), which was directed by Andy Warhol; and Patrick Keiller's Robinson trilogy, which includes *London* (1994), *Robinson in Space* (1997), and *Robinson in Ruin* (2010). Through the use of case studies of these particular motion pictures, the research investigates the manner in which space and time are depicted in cinematic motion pictures. The investigation reveals that cinema, which is considered a series of moving images, is capable of efficiently capturing and conveying the ideas of space and time, so providing a more profound understanding and meaning to the events that occur on a daily basis. It shows that movement and change are key aspects of how we experience time, and spatial representation comes from the interaction of images, context, sounds, and sensory perception. The use of montage is shown to establish relationships between different images, enhancing the audience's comprehension of motion and situational context. This study helps us understand how cinematic approach capture and convey intricate temporal and spatial aspects.

**14:55-15:20**

86693 | *Walking as an Engine in Contemporary Art: The Case of David Hammons's 'Day's End'*

Zan Wang, Lancaster University, United Kingdom

This research examines walking as a transformative practice within contemporary art of transparency, focusing on David Hammons's 'Day's End' as a pivotal example. The installation, a subtle yet profound response to Gordon Matta-Clark's 1975 work, invites viewers to navigate the historic yet transient spaces of New York's waterfront. Hammons's interpretation, described as a "ghost monument", traces the outlines of a former pier shed, reimagining its architectural essence through slender beams of light and space. Incorporating the concept of palimpsest, 'Day's End' acts as a spatial narrative where the past and present converge, reshaping the viewer's perception of the site. By walking through this structure, audiences engage with layers of historical context, observing the interplay of light, shadow, and environmental elements that redefine the boundaries of the original architecture. This interaction highlights the role of walking in contemporary art as a dynamic tool that activates and reinterprets space, fostering a deeper, multi-layered experience of place and memory. The installation encourages a form of walking that is both reflective and revealing, allowing the space itself to become a living archive of temporal shifts. Each step through 'Day's End' is a movement through time, where the physical act of walking catalyzes a dialogue between the observer, the environment, and the layered histories encapsulated within the installation. This approach challenges traditional spatial perceptions and offers new insights into the circulation of artistic meaning and cultural identities within contemporary urban landscapes.

**15:20-15:45**

86510 | *Immersive-Generative-Interactive Artworks as Metaformances: A Non-Anthropocentric Approach to TeamLab's Projection-Based Artworks*

Alexis Ibarra Ibarra, Erasmus Mundus Media Arts Consortium, Austria

With the rise of immersive art production and popularity, further classification is needed since not all immersive art is created and experienced equally. Immersive-Generative-Interactive Artworks (IGIAs) are usually understood from anthropocentric perspectives that situate human visitors as performative users, ultimately placing machines as art objects despite their interactive and generative qualities. Advancements in machine autonomy and bodily non-conscious cognition literature provide fresh lenses to distinguish IGIAs from other types of immersive art. teamLab's projection-based art offers prime and well-crafted examples of IGIAs, and their analysis is deemed valuable since it could reveal essential aspects of the relationship between humans and machines in these artworks. By analyzing representative cases from teamLab, this paper assesses how IGIAs can be conceptualized by reevaluating the role of machines (considering their bodily capabilities) and how this conceptualization of IGIAs differs from other types of immersive art. It is argued that, distinctively from other immersive artworks, IGIAs are human-machine metaformances (bodily performances that transcend language and traditional rationality). In IGIAs, the machines involved have a certain level of autonomy and perform non-conscious cognitive processes according to their own bodily perception, cognition, and expression, enabling them to become and act like metaformers, just as humans. Under this conceptualization, the idea of interfaces is surpassed, challenging the human user-centric views of IGIAs by positioning humans and machines in a fair, nonhierarchical relationship. This approach allows for a reframing of IGIAs inside the metahumanist discourse and could be integrated into the larger discussion surrounding art and (soft) Artificial Intelligence.



14:30-14:55 | Live-Stream Room 3

# Saturday Online Parallel Session 4

Cultural & Political Studies in Film

Session Chair: Jarvis Curry

**14:30-14:55**

85686 | *Exploring the Dynamics of Violence and Power in School in Thai Teen Series "Girl From Nowhere"*

Thanapol Chaowanich, Chulalongkorn University, Thailand

Preeda Akarachantachote, Chulalongkorn University, Thailand

The study and analysis of violence and power in school in the Thai teen series 'Girl From Nowhere' is a qualitative research. The objective is to investigate and analyze the issues of violence and power in schools portrayed in the 'Girl From Nowhere' series. The study found that 'Girl From Nowhere' presents various forms of violence—physical violence, including both physical and psychological acts of violence; structural violence, manifested through hierarchical structures or class orders associated with unequal power; and cultural violence rooted in the belief systems upheld in a society that perpetuates certain norms. This societal acceptance contributes to various types of violence. This violence is also linked to power in different dimensions embedded within society, involving the use of power by teachers and students, as well as the power of key characters like Nanno, portrayed as a character possessing superhuman qualities who holds ultimate power in penalizing individuals who exert violence in schools.

**14:55-15:20**

85145 | *"Shanghai in the Night": A Study of Urban Memory on Ballroom Dance Culture based on the Republican Shanghai Films(1920s-1940s)*

Qiyun Tan, Michigan State University, United States

Yiqiao Sun, Zhejiang University, China

In the rapid process of modernization, Chinese metropolises like Shanghai have gradually tended towards a homogenization – the city's identity formed by its semi-colonial history, vernacular architecture, and local's habits has been largely replaced by modernist design, culture and lifestyle. To retrieve the vanishing urban memory, this study aims to use film as a method to trace back Shanghai's past to one of its most distinctive urban images - the ballroom dance culture in the Republican era. The popularity of ballroom dancing represented the modern qualities of Shanghai deeply influenced by Western lifestyle, which imparted the city with a unique charm of blending culture. This study utilizes filmic materials to explore the ballroom dance culture from an urban perspective. More precisely, after having collected all the Republican Shanghai films (1920s to 1940s), a qualitative analysis was conducted to examine the related information embodied in filmic images. Through the lens of film, the urban memory on ballroom dancing is deconstructed into two facets: the venues and the participants. The venues are classified according to the architectural features, while the participants are explicated on the character's traits represented. Furthermore, the study interprets the filmmaker's intension and viewpoint as well as the public attitudes on ballroom dance culture to unravel the social ideology of the time. By reviving such unique urban memory, this research polishes the city's cultural image and strengthens the local spirit, and thus to provide valuable insights for the development of Shanghai by projecting its past to the future.

**15:20-15:45**

83711 | *Blurred Lines and Bright Lights: Ethical Quandaries in the Portrayal of True Events in Hollywood Films*

Jarvis Curry, University of the Cumberland, United States

This research paper delves into a relatively unexplored facet of media ethics, focusing on the ethical implications and consequences of portraying real-life events in Hollywood films. Specifically, it scrutinizes the balance between artistic freedom and the responsibility to represent factual events accurately, examining how deviations can impact public perception and the dignity of real-life subjects. The paper highlights several case studies, including the portrayal of the 1993 Waco Siege in "Waco: The Rules of Engagement" and the dramatization of the pursuit and killing of Osama bin Laden in "Zero Dark Thirty." These films are analyzed to assess filmmakers' ethical considerations when balancing dramatic narrative with factual accuracy. Furthermore, the paper discusses the ethical implications of using real-life trauma for entertainment purposes, particularly how such portrayals can retraumatize those directly affected by the events. For instance, "United 93", which vividly reenacts the events aboard one of the hijacked planes on September 11, 2001, serves as a poignant example. The ethical concerns regarding consent, the portrayal of victims and heroes, and the potential for profit at the expense of truth and sensitivity are critically evaluated. This study contributes to the discourse on media ethics by urging a reevaluation of the norms and practices in Hollywood regarding the depiction of true events. It calls for a framework that filmmakers can refer to, which respects factual integrity and the emotional reality of the subjects portrayed, ensuring a respectful and ethical approach to storytelling in cinema.

14:30-14:55 | Live-Stream Room 1

# Saturday Online Parallel Session 5

Media & Communication

Session Chair: Onur Birol

15:55-16:20

83892 | *Communication Consonance for Holistic Health: Towards Bridging Trust Deficits for Integrative Health in India*

Abhilash Bapanasha, Tezpur University, India

Anjuman Borah, Tezpur University, India

Joya Chakraborty, Tezpur University, India

In-keeping with global efforts to advance the idea of 'One Health', and realise SDG 5 for achieving universal health coverage, India is in the process of developing and implementing various measures, that would create a fully integrated national healthcare system through the synergy of two existing parallel medical systems: (1) Traditional, Complementary and Alternative Medicine (TCAM) institutionalised as AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) and (2) conventional Western Evidence-based Biomedical Care (WEBC). Both the systems are characterised by differential standards of trust, efficacy and access for the health service seekers. While TCAM based AYUSH is high on cultural affinity and cost-effective availability among users, WEBC is supported by robust evidence in critical, emergency and invasive care. The health service providers of the two systems however exhibit lack of respect, assertion of hierarchy, and negation of available evidence as major qualifiers for resistance towards integration. Using the culture-centred approach of health communication and the Johari window as theoretical framework, this qualitative study uses in-depth interviews of medical practitioners to identify their perception and attitude towards knowledge sharing, and communication gaps affecting their readiness for acceptance of such a transition. Our findings indicate limited exposure, lack of adequate understanding, and misplaced perceptions among medical practitioners about the stream of medicine not practised by them, and regarding what constitutes integrative medicine. This dissonance in turn contributes towards a trust deficit among medical practitioners and scepticism concerning the proposed integration, its feasibility, risks and outcomes.

16:20-16:45

86310 | *Broadcast Media Diversity as an 'Enabling Environment' for Sustainable Media Democratization: A Media Ecology Perspective*

Maulin Niam, Gadjah Mada University, Indonesia

Astried Herawati Basala, Gadjah Mada University, Indonesia

This research aims to examine media diversity based on broadcasting categories and broadcast areas. Based on media ecology theory, this research focuses on the current state of the broadcast media industry in Indonesia from the perspective of media ecology and media democratization. This research uses digital methods that focus on data mining to collect and manage a large set of broadcasting media institution data obtained from the official website of the Indonesian Broadcasting Commission (KPI). Based on the data of broadcasting institution at the Indonesian Broadcasting Commission, there are 3408 broadcasting institutions in Indonesia. Furthermore, the data is analysed based on the available data structure, including institution type, network system, broadcasting type, broadcast system, and province. The result of this finding is that the ecological diversity of broadcast media in Indonesia has not been fully realized. The dominance of private broadcasters indicates a very high level of competition. Meanwhile, community broadcasters only exist in some provinces. Furthermore, this condition has the potential to weaken the broadcasting media ecosystem both in terms of industry and democracy.

16:45-17:10

86551 | *Impact of Mixed Reality on Interactive Space Science Narratives in the UAE*

Nada Alshammari, The Higher Colleges of Technology, United Arab Emirates

Basma Fouda, The Higher Colleges of Technology, United Arab Emirates

This study explores the impact of mixed reality (MR) technology in presenting interactive space science communications to audiences in the UAE. Utilizing virtual reality (VR) and augmented reality (AR), MR allows users to interact with dynamic digital environments and enhances real-world surroundings with digital elements, creating novel experiences in media and entertainment. The research addresses the effects of MR on audience experience, the technical and creative challenges it presents, and its educational and entertainment benefits. The methodology involves a mixed-methods approach. An analytical study includes an experiment where participants interact with space science narratives using MR technologies. Additionally, case studies examine specific instances of MR in space science communication. The study sample consists of 100 to 150 participants, targeting youth, students, and individuals interested in space and technology. Data collection tools include questionnaires to measure audience expectations and experiences and personal interviews to gather qualitative insights. Statistical analysis, utilizing SPSS, will interpret the quantitative data from questionnaires, while content analysis will identify patterns and trends in the qualitative data from interviews and observations.

The expected results aim to increase audience interaction and participation, enhance understanding of space science, and elevate emotional responses. This research aspires to provide a comprehensive understanding of the potential of MR in communicating space science, enriching audience experiences, and contributing to new strategies in media, education, and entertainment.

17:10-17:35

83899 | *Transforming Documentary Filmmaking: The Role of Artificial Intelligence in Visual Communication*

Onur Birol, Mehmet Akif Ersoy University, Turkey

This paper investigates the relationship between visual communication, artificial intelligence (AI), and documentary filmmaking, specifically how AI technologies are transforming the production, distribution, and reception of documentary information. The study begins by contextualizing the historical growth of visual communication within the documentary genre, emphasizing traditional narrative techniques and their limits. It then looks into AI developments such as machine learning, computer vision, and natural language processing, as well as its use in documentary filmmaking. Key areas of focus include AI-assisted editing, automated content analysis, and the use of AI to improve story structures and audience engagement. The paper uses case studies and practical examples to highlight how AI may expedite production processes, deliver deeper insights through data-driven storytelling, and personalize viewer experiences. The ethical consequences of AI in documentary work, such as prejudice, authenticity, and the potential loss of human touch in storytelling, are thoroughly investigated. The study continues by anticipating future trends and suggesting a paradigm for incorporating artificial intelligence into documentary filmmaking, with the goal of improving the craft while keeping the genre's integrity and emotional effect. This study adds to the continuing discussion about digital change in media and the dynamic role of AI in influencing contemporary visual narratives.





# Virtual Poster Presentations

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Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

# KAMC2024 Virtual Poster Presentations

## Advertising, Marketing, & Public Relations

83727 | *Identifying Selection Criteria for YouTubers by Fuzzy Delphi Method: Viewpoints from Operators of Female Fitness Center Chains*  
Kuei-Lun Chang, Ming Chuan University, Taiwan

YouTube enables billions of people worldwide to watch, explore, and share original videos. It provides a platform for users to easily communicate, connect, and spark creative inspiration. Marketers should be aware of YouTube's significant influence. Research indicates that sponsoring content creators on YouTube is an effective way to promote a brand, as it can enhance consumers' purchase intent. In other words, YouTubers play a crucial role in social media. This study applied the fuzzy Delphi method (FDM) to assist operators of female fitness center chains in establishing criteria for selecting YouTubers. This study, drawing upon previous literature and interviewed with executives responsible at female fitness center chains, compiled criteria for selecting YouTubers. Subsequently, a FDM questionnaire was designed and ultimately 24 responses were collected. Based on Hwang et al. (2005), this study established the selection criteria for YouTubers, including: YouTuber's industry focus, Clarity of content published by the YouTuber, Overall aesthetic appeal of the YouTuber's content editing, Objectivity in the YouTuber's product (service) introductions, YouTuber's communication skills, YouTuber's crisis management capabilities, YouTuber's ability to interact with the audience, Trustworthiness conveyed to the audience by the YouTuber, YouTuber's effective use of social media marketing tools, Comments on the content published by the YouTuber, Number of comments on the YouTuber's content, Compatibility with the business owner (variety of collaboration methods), Cost of commissioning the YouTuber, Number of channel subscribers, Efficiency in managing content production time, Quality of published content, Connection between the script and the product, and Creativity of the content.

## Digital Humanities

83920 | *Algorithmic Media and Feminist Cultural Politics: How Does Data Bias Contribute to the Silencing of Women's Voices?*  
Yining Wang, Hanyang University, South Korea

The swift progress of algorithmic media, driven by AI like ChatGPT, has led to optimistic projections but also significant issues with data bias, causing real-world distortions and biased representations. Much of the knowledge production in algorithmic media mirrors the preferences of capital and societal elites, complicating public understanding of its evolution and cultural impact. In particular, the prevalence of patriarchal norms in South Korean society significantly constrains women's active involvement as contributors to data production within the algorithm development process. This study delves into women's dynamic data production strategies within the context of the data society by investigating the social power dynamics within the media algorithmic network. To explore data bias during the progression of algorithmic media, with specific attention to gender bias, this study compiled news articles related to algorithmic media and feminism and undertook a textual analysis. This research reveals that mainstream media in South Korea has consistently functioned as a conduit for perpetuating and upholding a patriarchal ideological framework within the domain of social knowledge production. Specifically, concealing structural social issues and persistently emphasizing women's vulnerability can lead to distortions or obfuscation of the true nature of social problems. By comprehending social issues from multiple perspectives and engaging in equitable discussions instead of viewing them through a singular patriarchal lens, the public can objectively recognize the gender bias issue in the evolution of algorithmic media and, understanding the potential improvements achievable through structural changes, contribute to fostering a healthy media environment.



# Virtual Presentations

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# KAMC2024 Pre-Recorded Virtual Presentations

## Aesthetics and Design

84253 | *Reimagining the Classics: Ink Art Meets AI Innovation*

Rochelle Yi Hsuan Yang, The Hang Seng University of Hong Kong, Hong Kong

The convergence of Ink painting and Artificial Intelligence (AI) has opened up new avenues for creative expression, pushing the boundaries of traditional art forms. This study explores the experiences of AI and Chinese art, examining the potential of AI-driven visual design in transforming the classic aesthetic of Ink art. A case study is presented, featuring the scenic design for "The Rite of Spring" as part of La French May theatre production in Hong Kong, where AI-assisted visual methods were employed to create a unique and innovative visual language. Furthermore, this research discusses the techniques of AI morphing and layering, which can be applied to traditional calligraphy to generate novel and intriguing visual effects. The impact of these AI-generated calligraphic designs on theatre design is also analyzed, highlighting the potential for AI to enhance the storytelling and emotional resonance of theatrical performances.

## Area Studies

86016 | *Unveiling the Layered Narratives of Mintal, Davao City as the Philippines' "Little Tokyo"*

Nory Loyd Pernes, University of the Philippines, Philippines

This study presents the complex heritage narrative of Mintal, Davao City, dubbed as the "Little Tokyo of the Philippines." It critically examines the dissonant heritage claim that contrasts the celebratory Japanese influence with the marginalized Filipino contributions in historical accounts. Drawing from an extensive literature review encompassing 236 sources, including works by Japanese writers in English, post-war historians, and local scholars, the paper centers on the Japanese establishment of an agro-economic community in Mintal from 1903 to the 1940s. This period saw significant local development, leading to the recognition of Ohta Kyosaburo as the 'Father of Davao Development.' Despite acknowledging some merit in this narrative, the paper argues that it is an overstated and incomplete story. It emphasizes the often-overlooked role of Filipinos, whose contributions are frequently rendered invisible or undervalued in historical discourse. The paper seeks to uncover the dissonance in these narratives, advocating for a reevaluation that acknowledges Filipino agency and fosters national self-pride. By presenting a nuanced view that elevates the Filipino perspective, the study aims to contribute to a more balanced historical understanding and raise national identity.

## Architecture, Geography, and Urban Studies

86572 | *Adaptive Architecture in Sensitive Ecological Contexts: A Case Study of Firefly Conservation in Taro Village, Bali*

Made Arya Adiartha, Universitas Warmadewa, Indonesia

Desak Ketut Tristiana Sukmadewi, Universitas Warmadewa, Indonesia

I Nyoman Gede Maha Putra, Universitas Warmadewa, Indonesia

The concept that "nature is the best architect" is widely acknowledged in environmental design. When architects encounter design challenges, they frequently look to nature for inspiration. This practice of deriving ideas from natural examples and integrating them into architectural solutions is a well-established and effective approach within the field. However, the challenge intensifies when we consider introducing built structures into natural environments intended to remain untouched by human intervention. This study aims to explore the adaptive capacity of architecture within such sensitive ecological contexts, specifically focusing on conservation areas. Taro Village in Bali hosts Indonesia's only firefly conservation, a crucial initiative for revitalizing the declining firefly population. Fireflies serve as bio-indicators of a healthy ecosystem, and their presence signals ecological balance. The introduction of architecture into this setting requires thoughtful adjustments to ensure that the conservation efforts are not compromised. This research employs spatial analysis and naturalistic observations to understand the interactions between built structures and the natural habitat of fireflies. By examining architectural interventions in Taro Village, the study seeks to develop design strategies that promote ecological harmony and support conservation goals. The findings aim to provide insights into creating architecture that not only coexists with but also enhances natural environments.

## Arts Practices

85207 | *From Clever Rain Tree to Cosmic Metaphor: Toru Takemitsu's Musical Interpretation of Nature and Emotion*

Yudan Wang, Universidade de Aveiro, Portugal

Toru Takemitsu's Rain Tree Sketch series, inspired by Kenzaburō Ōe's short story "Clever Rain Tree", exemplifies the composer's deep connection to nature and his masterful use of music to express emotion and metaphor. This paper explores Takemitsu's musical journey from the clever rain tree to the cosmic metaphor, investigating how he interprets and transforms natural elements into profound emotional and philosophical statements. Through an interdisciplinary approach that combines musical analysis with literary and philosophical inquiries, this study examines Takemitsu's use of the montage technique to create a non-linear musical narrative that evokes the mystical and eternal qualities of the rain tree. It also analyzes the influence of Japanese aesthetics, particularly the concepts of "Ma" and "Yūgen," on his compositions and how these principles shape his musical interpretation of the rain tree image. Furthermore, this paper delves into Takemitsu's use of water imagery and the metaphor of the sea as the ultimate destination of his musical journey, highlighting his philosophical reflections on the relationship between humans and nature. By tracing Takemitsu's path from the clever rain tree to the cosmic metaphor, this study offers a fresh perspective on his compositional techniques and his profound engagement with nature and emotion, contributing to a deeper understanding of his musical legacy.



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## KAMC2024 Pre-Recorded Virtual Presentations

84516 | *The Influence of Makeup on Individual Self-Identity: An Exploratory Study*  
Youyou Ma, Wenzhou-Kean University, China

Makeup has increasingly become an important factor affecting self-identity and social interaction among college students. Young people increasingly use makeup as a tool to create their social personalities and show their uniqueness due to the growing impact of social media and the beauty industry. The purpose of this study is to explore the Chinese college students' makeup habits, their influence on social interaction and self-identity, and how these are affected by cultural background. Utilizing a mixed-methods approach, qualitative and quantitative data were collected from 200 random respondents, and SPSS and thematic analysis were used to analyze the data. The results show a strong relationship between the use of makeup and characteristics of self-identity and social relationships, including group belonging, self-esteem, and personality expression. Makeup habits were found to be greatly influenced by culture, with specific patterns arising depending on perceived cultural attitudes toward beauty and gender norms. The study highlights that the role of makeup is not only to enhance physical appearance but also to facilitate identity exploration and expression in young people, helping to improve their mental health and self-esteem. This study adds to our understanding of the psychological effects of cosmetics in contemporary culture and how they shape identity. It also offers recommendations for how to use makeup to help young people better embrace the positive role that it plays in their lives.

### Communication

83890 | *The Influence of Traditional Media and Social Media on Public Agenda-setting: A Case Study of Epidemic*  
Lihong Yuan, Universiti Putra Malaysia, Malaysia

In China's media environment in recent years, social media is considered to be far more influential than traditional media in setting the public agenda. However, this paper argues that under special circumstances such as the outbreak of a large-scale epidemic, the status of traditional media and social media in setting the public agenda will change significantly. In this paper, researchers selected five news programs about COVID-19 and related topics on social media Weibo and Douyin during the initial period of the outbreak, January-August 2020. Finally, 325 news programs and 2,876 social media topics were selected for correlation analysis. Through coding as well as SPSS analysis, it was ultimately found that traditional media in the first quarter of the spread of the COVID-19 epidemic far exceeded social media in setting the agenda for the public, determining not only what the public is paying attention to, but also how the public understands the topics related to the epidemic. However, in the second quarter of the year, after COVID-19 control was gradually normalized, social media regained its agenda-setting position. However, the influence of traditional media and social media on public agenda-setting declined, failing to determine what the public was concerned about and losing the position to decide how the public would discuss the relevant issues. In addition, this paper finds that the channels through which the public chose to focus on the new crown outbreak changed between the first and second quarters.

### Cultural Studies

83860 | *The Discursive Turning Point: The Inverted Representation of President Joko Widodo on the Cover of Tempo Magazine*  
Tri Sulistyaningtyas, Institut Teknologi Bandung, Indonesia  
Yasraf Amir Piliang, Institut Teknologi Bandung, Indonesia  
Yani Suryani, Institut Teknologi Bandung, Indonesia  
Jejen Jaelani, Institut Teknologi Sumatera, Indonesia  
Ghina Zoraya Azhar, Institut Teknologi Bandung, Indonesia

This study examines the representation of Indonesian President Joko Widodo (known as Jokowi) on the covers of Tempo magazine. The focus is on the discursive representation of the president in these covers. The main issue examined in this study is the ideological shift in the way Jokowi was represented in Tempo through its verbal and visual elements. In analysing the covers, this study adopts Multimodal Critical Discourse Analysis (MCDA), analysing both the language and visual elements of the covers in the context of the socio-political situations of Indonesia, particularly during Jokowi's administration. The findings show that there has been an ideological shift in the way Jokowi was represented in the media. In the earlier period of Tempo, the president was celebrated as a successful leader, who had massive support from the people, particularly from his relawan (volunteers). Despite some criticism of Jokowi, all critiques were essentially meant to legitimize his power. In the later periods, Jokowi was depicted as disobedient, breaking his own promises and making numerous political lies. In the latest period, the president was depicted as a traitor, who used all possible means to gain and defend power, as well as to build a political dynasty. This depiction strongly delegitimized his power. This study concludes that Tempo has exhibited a kind of 'discursive turning point,' shifting from a 'soft' discursive articulation: criticizing to legitimize power, to a 'hard' discursive articulation: criticizing to delegitimize power.

# KAMC2024 Pre-Recorded Virtual Presentations

## Digital Humanities

79719 | *AI in Visual Arts: Grasping the Rhythms of AI Through Photography and Painting Abstract*  
Timi O'Neill, The University of Wales Trinity Saint David, United Kingdom  
Jianlan Feng, University of Wales Trinity Saint David, United Kingdom

"To grasp a rhythm, it is necessary to have been grasped by it; one must let oneself go, give oneself over, abandon oneself to its duration." (Lefebvre, 2004: 27). This presentation tests whether it is possible to 'grasp' a rhythm purely from created images made in AI and to experience it in VR. Referencing two case studies, underpinned by the theoretical framework of Lefebvre's Rhythm analysis, the paper analyses the rhythmic qualities inherent in the captured images, "...as if from the 'outside' (Lefebvre, 2004: 27), to assess its emotional potential on the viewers. The first case study focuses on AI in photography to encapsulate the energy and fervor of protests in the bustling streets of Paris. The study seeks to examine the effectiveness of AI in capturing the dynamism and passion inherent in such social movements, thereby reconstructing the palpable atmosphere of collective action. The second, case study, AI is utilized in the realm of oil painting to evoke the rhythm of nostalgia and memory, drawing on the aesthetics of renowned artist Edward Hopper. This study aims to generate visual compositions that resonate with the contemplative and emotive qualities associated with Hopper's work, thus exploring the potential of AI to elicit and express human sentiments through artistic representation. The research investigates the capacity of AI to authentically convey the vivacity of public demonstrations and the evocative nature of nostalgic reminiscences, contributing to the discourse on the intersection of AI and artistic expression.

86054 | *Fanfiction as an Alluring Artefact Traced Through Marvel Cinematic Universe and Comics*  
Shilpa Rupesh, Amrita Vishwa Vidyapeetham, India  
Kavitharaj K, Amrita Vishwa Vidyapeetham, India

Fanfiction is an evolving literary genre that happens in a fictional world, combining the elements of beloved characters and alternate scenarios. It is a technique of world-building with retellings of stories catered to the preferences of audience practiced in the contemporary world. In the recent times with the coming of the Marvel Comics adapting their stories on to the screen, the number of fan activities have involved a digital approach. It has taken the forms of writings and drawings on various online "notice boards" including Wattpad and Reddit. One of the earliest forms of fanfiction is oral retellings of stories which originated since the circulation of Homer's writings. The alterations brought to the tales have been speculated to be the reason for the birth of fanfiction. These stories are circulated both online as well as in the real-world. Comic-cons and cosplays are huge part of promoting these stories as fans take the opportunity to each other in a community-like setup. With trending topics sensitised, fanfiction has expanded its horizons with the inclusion of people with different skin tones, sexualities and the differently abled. Fanfiction has helped connect users of media across the world due to its rather public nature. In applying Uses and Gratifications approach, the reactions of the users who in this context involves the audience/readers of the Marvel films/comics. With the release of these films, the multi-national corporations that own department stores by attracting consumers use strategic marketing techniques to boost their sales who are the unofficial marketing agents of this business.

## Education / Pedagogy

86460 | *Learning Basic Film Lighting in Virtual Reality Based Interactive Film "Cahaya Cinta Perlahan Menyilaukan"*  
Zul Tinarbuko, Multimedia Nusantara University, Indonesia  
Jason Obadiah, Multimedia Nusantara University, Indonesia

"Cahaya Cinta Perlahan Menyilaukan" is a virtual reality based interactive film produced by the Film and Animation department at Multimedia Nusantara University. This film was developed specifically for learning vocational skills in a simulated film production environment for film students in vocational schools and university level. Previous research and projects that utilize virtual reality technology for educational purposes highlight significant advantages for the learning environment as well as students and teachers. This film has two episodes and three interactive levels where different skill sets/competencies of film lighting were being simulated and explained. The content material is based on SKKNI no. 154/2020 for national competency of film lighting operators. This research was conducted to test the efficiency aspects and the deliverable contents of learning basic film lighting through virtual reality medium. 15 participants in a practical cinematography class were given questionnaires after experiencing the content. The result is quite surprising as most of them have difficulties as they encountered virtual reality for the first time. The overall result from the survey is beneficial to improve the succeeding version of the film and to develop a standardization on how to implement vocational education system using virtual reality.

# KAMC2024 Pre-Recorded Virtual Presentations

## Film Studies

84520 | *New Comedy Paradigm: The Ascendancy of Stand-Up Comics in Indonesian Film*  
Marsha Dizitha, University of Indonesia, Indonesia

This study examines the trend of stand-up comedians entering the Indonesian film industry, particularly focusing on their influence on the comedy genre. Over the past few years, comedians like Ernest Prakasa, Muhadkly Acho, and Bene Dion Rajagukguk have become prominent filmmakers and actors in Indonesian cinema. The aim of this research is to investigate the reasons behind this trend and explore how their comedic styles and perspectives have shaped Indonesian comedy films. The study utilizes a mixed-method approach that incorporates content analysis and audience reception studies. It analyzes movies such as 'Check the Shop Next Door', 'Scary but Delicious', and 'Creepy Yet Appetizing' to identify common themes, narrative structures, and comedic techniques. Audience reception studies are also conducted through surveys and focus group discussions to gather viewers' opinions, preferences, and reactions to these films. Stand-up comedians add a fresh and entertaining perspective to storytelling in films, addressing current social issues with humor and sincerity that resonates with audiences. Audience reception studies show a preference for these films due to their relatability, comedic talent, and unique narrative style, and they have been commercially successful, indicating wide appeal. The rise of stand-up comedy in Indonesian films signifies a change towards a new type of comedy that utilizes innovative narrative techniques and encourages audience interaction. These performers are transforming the comedy film genre, making it more relatable and reflective of daily life. Their ongoing efforts to expand the genre's limits could have a long-lasting effect on Indonesian cinema, inspiring future filmmakers and comedians.

## Language and Cultural Studies

83619 | *Exploring Undergraduate Attitudes Toward Study Abroad: Insights from a Cross-Sectional Study*  
Hong-Van Nghiem, Hanoi University, Vietnam  
Hoang-Nam Tran, Tokushima University, Japan

This cross-sectional study conducted in 2023 explores the attitudes of 94 undergraduate students in Vietnam toward studying abroad. The investigation focuses on the perceived importance of studying abroad, particularly in Japan, and the preferences guiding the selection of study abroad destinations. Utilizing a five-level Likert scale, the questionnaire measured participants' attitudes, revealing that 6.4% had undergone short-term study experiences in Japan, and 12.8% expressed plans for post-graduation study abroad. The results underscore participants' perceptions of the importance of study abroad for developing communication skills (Mean (M)=4.52) and cross-cultural competency (M=4.39), rather than prospect of higher income. Concerning preferred study abroad locations, participants favored areas with potential long-term job opportunities (M=4.09) and beautiful, clean environments (M=4.03). Factors such as part-time job availability, local festivals, and a low cost of living in suburban areas were also identified as significant. Notably, respondents believed that foreign degrees are popular in their home country (M=3.71), while not perceiving home country education as lacking choices (M=2.49). The participants prioritized financial support, cultural experiences, and practical assistance when choosing a study abroad institution. These findings provide insights into undergraduate attitudes toward studying abroad, emphasizing the need for tailored approaches to address the needs for studying abroad.

84464 | *Facilitating Students for an English Course: A Teacher's Journey*  
Jowati Juhary, National Defence University of Malaysia, Malaysia

Internationalisation and globalisation allow for positive returns in many aspects of human life. Among the affected ones are education and business. To become a global player in education and to promote internationalisation of higher education in Malaysia, English language plays a key role. Due to this, emphasis has been given to improve the proficiency of graduates in the language. One of these emphases comes in the form of a national test. Since its introduction in 1999, the Malaysian University English Test (MUET) becomes one of the requirements for school leavers to enter any undergraduate programmes in public and private universities in Malaysia. Candidates are given bands to demonstrate their ability in using English language; nine bands are listed with Band 1 (equivalent to CEFR level A2) being the weakest and Band 5+ (equivalent to CEFR level C1+) being the most proficient. This pilot study attempts to document the journey of the author in finding suitable approaches that can be used in a special course for scorers of Bands 1, 2 and 2.5 (CEFR level A2). The existence of such course was suggested by the Language Dean Council which sees this lack of English language competency as something that must be addressed immediately and constantly. The methodology adopted for this research is a case study which includes class observations and semi-structured interviews with the students. Preliminary findings suggest that students for this special course improve their skills if they are drilled and given ample practices before, during and after face-to-face sessions.

84047 | *Discursive Representation of Older People in Taiwanese Newspapers on the COVID-19 Pandemic*  
Chin-Hui Chen, National Pingtung University of Science and Technology, Taiwan  
Yu-Jing Chen, National Pingtung University of Science and Technology, Taiwan

News representation of older people has been observed to stigmatize or stereotype them, raising concerns about reinforcing social ageism, especially during the COVID-19 pandemic. Recent Western literature (2020-2021) highlights that older individuals are often portrayed as a vulnerable, homogeneous, or misbehaving group in the context of the pandemic. These narratives not only diminish their social standing but also normalize pandemic prevention measures targeting them. Therefore, it is crucial to analyze news media communication regarding the pandemic and older people to counter problematic portrayals. This study gathered relevant news articles from a mainstream news archive in Taiwan, focusing on the period between April 2020 and February 2023. Using critical discourse analysis (CDA), the study examined discursive representational strategies, emphasizing referential strategies and the portrayal of older people as active agents or passive recipients of actions in news. The ultimate aim of this research is to decode the ideological implications behind these representational strategies. Given the unique progression of the epidemic in Taiwan compared to other countries, the sampling period was divided into three stages to observe how older people were depicted in different phases. This sampling approach makes this project the first longitudinal study and the first Taiwan-based linguistic study on this research topic among existing literature.



# KAMC2024 Pre-Recorded Virtual Presentations

## Media Studies

85691 | *Fantastic: Exploring the Intermedial Productivity of the Fangirl*  
Innes Seggie, University of Edinburgh, United Kingdom

Fandoms serve as a rich site to examine intermedial play in modern culture, with fans engaging with and creating new, media-hybrid products that honour, subvert, and/or expand source material. While the body serves as both site and tool for this work, such productivity is only considered valuable and legitimate if conducted by a certain type of body – one detached from emotion and non-threatening to white, heteronormative, ableist, patriarchal society. The fangirl has long been condemned as a bad cultural producer with bad taste, too emotional to engage with or create worthwhile products. However, I argue that the fangirl's productivity challenges the assumed hierarchical divide between logic and emotion that dominates Western theory. Using my own affected responses as a starting point and focusing on fan edits, choreography videos, and concert films in the BTS and Taylor Swift fandoms, I combine personal experiences of fandom with academic research to examine the impact intermedial play has on the fangirl as both consumer and creator. My approach applies recent intermedial theory to current fan studies research and feminist analysis in order to understand the 21st century viewer from a more encompassing, multimedia perspective. Additionally, this autoethnographic method demonstrates the value (and presence) of affect in academic work first-hand. This exploration ultimately concludes that the fangirl actively uses affect in fan productivity to articulate identity and build community and thus demonstrates the value of emotion and affect in rational thought as it is a fundamentally embodied process.

83877 | *Hegemonic Mimicry in South Korean Division Blockbusters: Sunshine Policy within Compressed Modernity*  
Nadhira Asiyah Arrin, Perguruan Diniyah Puteri Padang Panjang, Indonesia

This paper explores how Korean Division Blockbusters, exemplified by the film *Steel Rain*, mirrors the shifting dynamics of 'otherness' on the Korean peninsula, showcasing the potential for peace between North and South Korea. It underscores the pivotal role of the Sunshine Policy in shaping an ambivalent yet humanized portrayal of North Korea in Korean Division Blockbuster. This paper will explore the ability of Korean cinema as part of Hallyu, the Korean Wave, to effectively capture the essence of South Korea's 'compressed modernity.' It will be shown that *Steel Rain* employs cinematic narratives to envision reconciliation and challenge prevailing stereotypes. Also, this paper will unveil a pattern of hegemonic mimicry, where South Korea integrates hegemonic American culture with their local touch and context. This exploration will show how the intersection of glocalization, ideology, and nationalism in a divided Korea is framed by the Sunshine Policy and, in turn, articulated through cinematic media.

## Other

83917 | *The Evolution of Visual Representation of the Body: From Mirrors to Digital Imagery*  
Yu Shang, University of Edinburgh, United Kingdom

This study explores the transformation of body representation from traditional mirrors to digital imagery, examining how each medium has influenced self-perception and social interaction. Mirrors, pivotal during the Renaissance, profoundly impacted self-awareness. The advent of photography in the 19th century introduced enduring self-images, while late 20th-century digital imagery revolutionized representation through pixelation and computational processes, further distancing it from physical reality. The paper based on and critic Vilem Flusser's media theory, leads to the "Gray Zone", where body and digital media boundaries blur, fostering complex human-machine interactions. Concepts like Hito Steyerl's "poor image" and "mean image" demonstrate how degraded digital images contribute to a homogenized visual culture. The study proposes "Rough Composite Images" to describe the hybrid nature of modern digital representations. As media evolved, the relationship between individuals and their self-images shifted from identification to separation, leading to rupture and unrooting, intensified by digital technologies. The uncanny experience of seeing one's body image through these mediums underscores this disconnection. By analyzing these developments, the paper provides insights into the complex and evolving relationship between individuals and their body images within visual culture, emphasizing the increasing roughness and complexity in digital self-representation.

83869 | *Audiophilia in the Age of Streaming: Preserving Aesthetics, Ritual, and Identity*  
Steven Urueta, Mejiro University, Japan

Before the new millennium, the word "audiophile" evoked imagery of shrine-like stacks of componentry, shelves of vinyl or compact discs, and ritualistic actions towards the summoning of sound. Listening to music was often a communal experience, centered around systems in a shared space. But is that conception slowly disappearing? "Legacy" audiophiles are aging, and younger entrants to the world of hi-fi are eschewing the larger-scale hardware and spaces common in the past. The first part of this work seeks to find canonical definitions and discourses of audiophilia through a comprehensive literature review. The second part examines whether these definitions and discourses hold up in an age of portable playback and streaming services. In other words, are the users of these newer technologies still audiophiles? To answer these questions, we explore the personalization of cultural consumption, the relationship between identity and meaning, the creation and expression of communities, and other related concepts to offer a new definition of audiophilia.

# KAMC2024 Pre-Recorded Virtual Presentations

86678 | *Force and Counterforce: Ukrainian Art's Response to Russian Colonization*  
Valeria Radkevych, Università di Studi di Bologna, Italy

Russian invasion of Ukraine in February 2022 shone the light on the ways the culture is employed in war and propaganda machines. It also sparked new discussion about the colonial ambition Russia has nurtured for centuries towards Ukraine and other countries around it. This paper focuses on ways Russia has appropriated Ukrainian art and culture, employing strategies of epistemic violence (sustaining that Ukrainians do not have anything of cultural value to share with the world). It also looks at the immediate solutions individual artists and institutions found to contrast the injustice. For instance, the Met's decision to revise the description of Degas's painting "Russian Dancer", giving it a correct ethnographic belonging – "Dancer in a Ukrainian Dress". Conducting the series of interviews with contemporary Ukrainian artists and observing their current practice, the author describes the tools they employ to communicate the colonial nature of Russian aggression, as well as shed light on the contemporary Ukrainian art scene. Among the artists mentioned in the articles are Zhanna Kadyrova, Alevtina Kakhidze and Vlada Ralko. Although academic research on this particular topic is scarce, the discussion of the post-colonial strategies provides a good theoretical base. The article widely relies on thinkers and researchers like Vitaly Chernetsky, Gayatri Chakravorty Spivak and others, as well as conference events like "Are we Post-Colonial? Post-Soviet Space" (Washington DC, 2005).

## Politics and Philosophy

85094 | *The Role of Mass Media in Political Stability*  
Malektaj Khosravi, Islamic Azad University, Iran  
Saeed Seyed Agha Banihashemi, School of International Relations, Iran

Social media have caused significant changes in interpersonal relationships and relationships between political systems. The masses and media have become such powerful tools that various societies and political systems cannot ignore them in their affairs and strategic planning. From a different perspective, political order and stability remain the most fundamental issues of human societies. The social and political parameters that influence how order and stability are formed or shaken, and consequently impact the political systems, have been among the most important concerns of political experts. This study utilizes the descriptive-analytic method on data from two developed countries (Japan and Norway), as well as two under developed countries (Afghanistan and Yemen), to explore how social media creates political and social order and stability or opposition in a society. The method comprises quantitative (number of media users) and qualitative (circumstances of media users) analysis factors, and is applied on collected data from different sources, most notably, U.N data regarding development and social media platforms. The research came to the conclusion that mass media can provide the means for development and expansion of political and social order and stability, through education and culture with emphasis on the commonalities among different communities within a society. More specifically, our findings suggest that this phenomenon promotes social order and political stability in developed political systems and, conversely, opposition in under-developed political systems.

## Visual Culture

80353 | *Visual Heteroglossia in AI-Generated and Human Photography*  
Timi O'Neill, University of Wales Trinity Saint David, United Kingdom  
Jianlan Feng, University of Wales Trinity Saint David, United Kingdom

The argument presented here denies the originality of the artist in photography. It chooses to connect human and AI photography as expressions of an interplay of external data that shapes visual "voices". This can then contextualise both AI and human photography as a visual form of Bakhtin's heteroglossia. By considering AI-generated images as a convergence of diverse visual elements and perspectives, this study seeks to illuminate the complex network of interactions and influences that characterize these images, particularly in the context of replicating established photographic pieces. By considering the influences stemming from education, books, conversations with other photographers, and exposure to various artistic traditions that contribute to the development of human photographers' unique perspectives, this study wishes to postulate a difference worldview. When placed within a flat ontological framework, work conducted on comparing AI-generated replicas of existing photographic works created by human photographers led to very interesting results. This approach denies the dichotomy of human authorship as being of a higher order. Instead, we see AI as having a form of new form of agency that is understood through an examination of the nexus of contributions of training data, algorithms, and human input in shaping the creation of these images. AI-generated photography as a form of heteroglossia within a flat ontological framework, offering a nuanced exploration of the convergence of visual voices and the implications for artistic creation and interpretation in the context of artificial intelligence, ultimately shedding light on the evolving relationship between human creativity and artificial intelligence.

# MediAsia2024 Pre-Recorded Virtual Presentations

## Advertising, Marketing, & Public Relations

83538 | *The Phenomenon of Gimmick Platform E-Wallet and Increased Transactions on TikTok Shop Among Students in Jakarta*  
Rifaldita Yunika, Binus University, Indonesia  
Marginata Kurnia Putra, Binus University, Indonesia

The increase in e-wallet usage has impacted several sectors, one of which is consumer behavior in online shopping. The e-commerce trend in Indonesia has been growing since the emergence of TikTok Shop. TikTok Shop and e-wallet service providers collaborate by offering cash back, discounts, or free shipping to enhance the shopping experience for consumers. This study aims to understand the phenomenon of e-wallet platform gimmicks that affect the increase in transactions on TikTok Shop among students in five campuses in the Jakarta area. In this study, the author employs a quantitative approach with a survey method. The research focuses on the use of gimmick promotion and transaction enhancement in TikTok Shop among students in Jakarta. The sample for this study was obtained using purposive sampling technique, where the survey was distributed using Google Form to 100 students from five campuses in the Jakarta area. The data in this study were analyzed using regression analysis. The results indicate a significant influence of e-wallet platform gimmicks on the increase in transactions on TikTok Shop, where gimmicks are performed through cashback and price discounts. The results of the Coefficient of Determination test indicate that the R value for the Gimmick Promotion Variable is 0.843, which means the Gimmick Promotion Variable contributes 71%. Further research could explore the most effective types of gimmick promotions in increasing transactions on TikTok Shop and how to implement them optimally among Jakarta campus students.

## Critical and Cultural Studies, Gender and Communication

83898 | *Using Folktales in Media Discourse Addressed to Young People: "Umm Al-Duwais" in the Animated Series "Mansour" as a Mode*  
Hayam Almaamari, Mohamed Bin Zayed University for Humanities, United Arab Emirates

The human soul loves stories and tales spread around the world, and passed down through generations using the tools available to them. The means in our time have become so diverse that the modern media seeks to link the present with the past, and bring the cultural heritage closer together, in a way that suits the rapid changes of the era. Media discourse directed for educational purposes now bears the responsibility of conveying this heritage to the sensitive group of young people, in an easy language, in an enjoyable manner, and in an audible manner, visible, or both. To exemplify this, we can study the story of "Umm al-Duwais", which is considered one of the most famous folk tales in the United Arab Emirates, and in other countries, with different names and environments. It is a source of terror, and an element of suspense and excitement, for many individuals. Because it talks about the world of the jinn and its mysterious secrets. The research here, after introducing this popular story and the animated series "Mansour", seeks to answer the basic question, which is: How was the folktales used in the media discourse directed at young people, and in the example of the story of "Umm al-Duwais" in the animated series "Mansour" specifically? The research follows the semiotic approach and discourse analysis. To determine the elements of communication in this educational media discourse, analyze the moving image, its most important scenes, shots, and signs, and explain the connotations and paradoxes.

85805 | *Listeners' Participation in Community Radio: A Case of Radio Grahamstown, South Africa*  
Oluayinka Osunkunle, University of Fort Hare, South Africa

This paper aims to look at the role and importance of listeners' participation in community radio using Radio Grahamstown, a community radio based in Grahamstown, South Africa, as a case study. While radio has proven itself as a very important developmental tool, it is also important to note that listeners' participation is important for development and empowerment to take place. This paper therefore seeks to know if and to what extent listeners' are given platforms for participation in Radio Grahamstown. Another critical issue that this paper seeks to unravel are the hindrances to listeners' participation, if any. The theoretical framework that underpins this paper is Paulo Freire's theory of dialogic communication as a normative theory of participatory communication. Freire points to a strategy that involves traditional participants deliberating on issues that are of great importance to them and stresses the importance of local communities' participation in developmental processes at all levels, be they international, national, local or individual. This paper also builds on the democratic-participant theory, which postulates that individual citizens and minority groups have rights of access to media and information with a right to communicate, and also rights to be served by the media according to their own determination of needs. The study adopts qualitative research approach and data was collected through interviews with the radio station manager and focus group interviews with selected listeners and subsequently analysed using thematic analysis. The findings of the study revealed that the radio station encourages listeners' participation using various strategies. The participants also gave their views on their involvement in the radio station and the benefits of their participation and lack thereof.



# MediAsia2024 Pre-Recorded Virtual Presentations

83854 | *Unmasking Hate: A Critical Analysis of Anti-LGBTQ+ Discourse in Malaysian Social Media*

Chenri Xia, Universiti Malaya, Malaysia

Sahar Rasoulikolamaki, Universiti Malaya, Malaysia

Ali Jalalian Daghigh, Universiti Malaya, Malaysia

Discrimination against non-heteronormative individuals in Malaysia is a systemic issue extending across various societal levels. Mainstream media, in this regard, has been shown to play a significant role in framing public discourse, often reinforcing existing societal norms, thus further marginalizing non-heteronormative communities and supporting cis-heterosexism as the prevailing ideology. Particularly alarming is the discourse surrounding LGBTQ+ individuals and practices on Malaysian social media platforms, which are key spaces for gender-related discrimination yet remain largely under-researched. This proposed research adopts a bottom-up approach to explore anti-LGBTQ+ discourse on popular Malaysian social media platforms. Drawing on the Critical Discourse Analysis, particularly the Discourse-Historical Approach, the study aims to identify recurring linguistic patterns, intersecting themes, and predominant arguments against LGBTQ+ communities. The analysis reveals that discrimination and antagonism directed against LGBTQ+ individuals are discursively justified by arguments tied to biological determinism and reproduction imperatives, religious and moral obligations, social and familial destabilisation, pathological associations, and negative personal anecdotes. The research is significant for two main reasons. Firstly, it leverages the anonymity of social media to enable a candid exploration of public sentiments, uncovering underlying biases that might otherwise remain hidden in more reserved communication settings. Secondly, the selection of a large corpus provides a more comprehensive view of the current online climate surrounding the issue at hand. The findings will help promote alternative public interpretations and foster more inclusive environments for the LGBTQ+ community in Malaysian society.

## Education and Scholastic Journalism

84057 | *Your 'Justice' vs. My 'Justice': Quantifying Word Mental States in Context*

Hana Jee, York St John University, United Kingdom

This interdisciplinary study explores subtle semantic variations in identical words, using computational linguistics methods to analyze semantic differences between South Korean conservative (Dong A) and progressive (Oh My News) newspapers. I selected 36 target words, abstract and concrete, and extracted sentences containing each from both newspapers. Employing Latent Dirichlet Allocation (LDA) Topic Modeling, I investigated favored discussion contexts. Latent Semantic Analysis (LSA) identified the 100 closest words to each target word, revealing related concepts. Lastly, Sentiment Analysis demonstrated emotional portrayals. The results showed that word meanings can be influenced by context, with quantifiable differences. The conservative newspaper often linked words to national security, while the progressive newspaper covered broader social issues, reflecting each outlet's media frame (Goffman, 1974). For example, 'peace' in conservative media suggests 'peace against North Korean war threats,' while in progressive media, it signifies 'a societal state achieved through communication'. This contextual redefinition of words has implications for theoretical linguistics, validating fluid semantics and highlighting language's role in social cognition and ideology.

## Film and Literature: Artistic Correspondence

85888 | *Print to Screen: Analysing Film Adaptations – a Critique and Writing Course on the Process of Re-imagining Literature for Cinema*

Susan Lee, National University of Singapore, Singapore

Films adapted from books are a recognized genre popular among moviegoers and sometimes, one that draws controversial responses among literary fans. Cinema started adapting literature onto the screen by bringing canonical works read by educated and predominantly middle-class individuals to the mass public in the early 1900s. The direct comparison between the two media was described as a "fitful relationship between novel and film: overtly compatible, secretly hostile" (Bluestone, 1956, p.173) and the evaluation of an adaptation's "faithfulness" to its source literature has been deemed binary. In its place, Robert Stam introduced the dialogic approach to analysing adaptations' transtextual process. Hutcheon (2006) added that adaptations are both process and product that undergo "transposition" and "creative adaptation" (p. 16). Acknowledging the multiple influences that contribute to adapted films, Barthes described them as "stereophonic" pluralistic products with citations and references" (1977, as cited in Hutcheon, 2006, p.9). The discourse turned to medium specificity theory, which demands that "films must relinquish the narrative disciplines borrowed from literature... and discover its own structural modes" (Deren, 2004, as cited in Corrigan, 2007, p.39). Film lovers continue to ask what makes a good adaptation? What marks quality and how important is "faithfulness"? This presentation shares the aims and response to the course, Print to Screen: Analysing Film Adaptation, a critique and writing elective for non-film studies undergraduates. In the course, students explore the motivations, filmmakers' signature style and socio-cultural factors that plausibly contributed to choices made behind adaptations of fairy tales, non-fiction, comics and short stories.

# MediAsia2024 Pre-Recorded Virtual Presentations

## Film Criticism and Theory

85226 | *Cultural Symbolism in Vietnamese Horror Films*  
Liem Bui Quoc, RMIT University Vietnam, Vietnam

Vietnamese horror cinema has carved a niche in the global film industry, distinguished by its use of cultural symbolism to evoke fear. This study scrutinizes the intricate ways in which Vietnamese horror films incorporate indigenous beliefs, customs, and folklore to instill a profound sense of dread among local viewers. It revolves around three pivotal questions: the method by which these films infuse cultural symbols to craft a fear that is both nuanced and culturally relevant; the degree to which these symbols enhance the films' overarching messages or social critiques, possibly reflecting wider societal concerns or historical accounts; and the contrast in the depiction of these symbols in Vietnamese horror films against those from other national cinemas like Thai, Japanese, or American. The research dissects four acclaimed Vietnamese horror movies: "Thất Sơn Tâm Linh" (Kunmanthong), "Quả Tim Máu" (Vengeful Heart), "Bóng Đè" (The Ancestral), and "Lời Nguyền Huyết Ngải" (Blood Curse). By analyzing the employment of cultural symbols in these narratives, the study endeavors to enrich the comprehension of Vietnamese horror cinema's unique faculty for tapping into the specific fears and anxieties of its audience, thereby contributing to the genre's discourse. This exploration into the heart of Vietnamese horror aims to unveil how cultural underpinnings shape the genre's impact and resonance with its audience.

## Film Direction and Production

84823 | *Corpus-Based Analysis of Pervasive Linguistic Elements in Movies Scripts for Visualizing Characters: Trends in Parenthetical Directives*  
Souda Abdaly, Jazan University, Saudi Arabia

A movie script is a very technical written piece used among professionals working in the movie industry within restricted contexts. This has made it a shadowed area that has not been closely observed, especially in terms of the linguistic aspects. This early stage of filmmaking has unique linguistic features that are utilized under certain conditions of the scenes which in turn fulfill specific functions. For instance, an action verb can be performed explicitly in the scene or used to describe the execution of some actions based on their existing features. The current paper attempts to analyze a corpus of 30 movies scripts using AntConc software to identify certain characteristics of the samples by utilizing the useful functions of the study tool. These characteristics include grammatical changes, punctuation, and the writing style which accompanies one action verb in the same scene. This to find out how these elements aid visualizing the characters and the way they act in the movies. Eventually, a clear justification can be concluded based on the findings of the analysis. Consequently, writing such a technical piece will be more systematic and consistent especially regarding parenthetical directives. Additionally, technology is becoming more involved in movies production even as a virtual character. Therefore, having unified and evident framework when creating a movie script will make the job easier for the machine to process it. The study will also open the door for further studies in similar contexts.

## Journalism

86955 | *The Adoption of Artificial Intelligence into Journalism Practice: Perspectives from the Ghanaian Media Industry*  
Samuel Adefioye, University of Education, Ghana

The adoption of Artificial Intelligence (AI) technology in newsrooms globally is characterized by a significant disparity, with Western countries exhibiting more widespread and advanced usage compared to non-Western countries. As a result, research on AI's application in journalism has predominantly focused on developed economies, creating a substantial knowledge gap and scarcity of studies exploring AI's use in journalism in low-income countries. This study addresses this gap by examining the current state of AI deployment in Ghana's media industry, its potential benefits and risks, and the challenges hindering its adoption. The study was anchored on Rogers' adoption-diffusion theory and van Dijk's digital dichotomy theory. Based on twelve in-depth interviews with journalists selected through purposive and snowball sampling, this study reveals that AI is being leveraged to improve newsroom efficiency, but a significant digital divide persists. While some newsrooms actively adopt AI, others lag behind. The adoption of AI is expected to yield both positive outcomes, such as enhanced efficiency and innovative broadcasting, and negative outcomes, including diminished human creativity and potential disinformation. The high cost of deployment, inadequate data, and poor internet connectivity are barriers to AI adoption in Ghana's media industry.

# MediAsia2024 Pre-Recorded Virtual Presentations

## Law, Policy & Media Ethics

83872 | *Transparency in Education in the Bolsonaro Government: A Topic Modeling of Requests via the Brazilian Freedom of Information Act From*

Cristian Edel Weiss, Darmstadt University of Applied Sciences, Germany

This research assesses how the hostile policy of the extreme right-wing Brazilian president Jair Bolsonaro (2019-2023) towards the critical journalism has affected the access to public information by journalists in the area of education. An exploratory data analysis was performed on the public database of requests of the Brazilian Freedom of Information Act (LAI), from 2015 to 2022. It was found that the years 2019 and 2020 (first half of the Bolsonaro term) had the highest number of requests (96078 and 111538, respectively), that journalists' requests were the most denied and education was the most demanded area. Those findings guided the topic modeling in Python with the Top2Vec technique (Angelov, 2019), performed on the corpus of the 6348 requests for information submitted by journalists to generate clusters of words that synthesized the subjects of the requests. Semi-structured interviews with three journalists, experts in LAI and education, helped to shed additional light on the topics. The results showed that the journalists acted as watchdogs of public administration, questioning fraud in racial quotas in universities, defaults in student financing, and the implementation of military schools. These issues were directly linked to the scandals of ministers of Education and the outcomes suggest evidence that, due to the government's resistance to responding to journalists, LAI remained the only resource for them. Although Bolsonaro's term has been marked by challenging democratic institutions, no significant evidence was found that passive transparency Meijer (2012, 2013), within the scope of the LAI and education, has been affected.

86158 | *"Political Fairness" in Japan: A Comparative Analysis with the US Legal Framework*

Naoki Kuroishi, Ohio University, United States

Guided by Social Responsible Theory, the research employs a qualitative media content analysis to compare political fairness regulations towards the press in the US and Japan. While the US abolished the Fairness Doctrine in 1987, Japan has long discussed an expansive interpretation and potential removal of the political fairness clause Article 4 of the Broadcasting Act. Referencing constitutional guarantees of free speech, it aims to find similarities and differences in how these regulations apply to journalism practices, ultimately identifying the role expected of Japanese broadcasters under the regulation and examining the notion of Japan's press freedom from historical and cultural perspectives. This approach offers a comprehensive examination of press freedom under the legal lens, aiming to provide multifaceted insights to help regulators better understand the broadcaster's role in democracy and produce appropriate policy initiatives and actions. The findings suggest that the Japanese political fairness clause was influenced by the defeat in WWII and the adoption of Western liberal democratic values, although Asian culture has remained influential in terms of relatively flexible legal enforcement. The main mission of Japan's political fairness is to guide the country to become a peace-loving nation, not revert to a military state like the Empire of Japan. Consequently, broadcasters in Japan are expected to act more as enlightened leaders for the public than as traditional watchdogs in the Western manner. However, if Japan's legal enforcement becomes more Westernized and strict, maintaining this principle might prove challenging and potentially infringe on press freedom.

86595 | *Sensationalism in YouTube Viral Contents: How Heavily Emotion-Loaded Contents Are Ignoring News Standards in Nepal*

Prakash Acharya, Ohio University, United States

Sensationalism in YouTube news platforms is common in developing countries given amateur content creators having easy access to produce video contents and unhealthy competitions in going viral. This study explores how viral-going sensational stories have ignored journalistic ethical standards in Nepal. Contents of 20 mostly viewed video stories streamed in 14 YouTube news platforms were analyzed to evaluate some core ethical values. The study was focused on whether the sample video stories followed principles of harm minimization; responsibility to sources and audiences; and comprehensiveness in the stories to enhance truthfulness. This study found that the YouTube platforms heavily used negative emotions such as extreme anger, cruelty, heartlessness, cold-heartedness, having no mercy or pity or compassion in their stories with substantial misrepresentation. They blatantly violated ethical principles while covering the two cases which were based on vulnerable and gullible people. The qualitative content analysis analyzed the latent meaning of the contents through the content cloud approach. This paper puts down how unsubstantiated contents flow along with the viral-going culture. It concludes that such a devious role has posed threats to journalistic values. Further, this paper will help to widen the ethical scholarship about rising viral culture and ignorance to ethical principles, particularly by YouTube-based alternative news platforms in developing countries. At theoretical level, this study addresses the literature gap on how sensationalism is promoting buzz culture further harming the vulnerable people.

80212 | *Popularization of Land Laws Through Legal Communication in Digital Media Platforms*

Jamil Creado, University of the Philippines Los Baños, Philippines

Aileen Macalintal, University of the Philippines Los Baños, Philippines

The Supreme Court of the Philippines has identified a lack of publicly accessible information on the courts, judicial process, and legal aid, and one initiative for accessibility is to pursue the development of intelligent platforms for self-help legal services such as TikTok, podcasts, and social media. This is important in the context of the Agricultural Free Patent Reform Act, where restrictions on agricultural free patents were lifted and parcels of land were given away to Filipino farmers. This development communication study aimed to analyze the legal communication process of an online social media-based program on property law popularization, produced by a public advocacy organization. Five key members of the program were purposely sampled and interviewed using semi-structured questions. The interviews were thematically analyzed through John Barnes' Network Theory and George Mead's Symbolic Interactionism. Data analysis involved a process of coding, sorting, integration, and analysis. Specifically, the data gathered from interviews underwent the six-step thematic analysis method of Braud and Clarke. The qualitative study found that legal communication is not the mere translation of legal concepts, but a recontextualization through a series of popularization strategies, which are enabled by facilitative practices. Results also showed that the most prominently employed popularization strategies were the use of exemplification and the use of scenarios. Based on these findings, legal communication in the Philippine context needs to be grounded on relatable, everyday situations for it to find value in development communication praxis.

# MediAsia2024 Pre-Recorded Virtual Presentations

## Media Disaster Coverage

83494 | *When Disaster Creates Ruptures: Analyzing the Influence of Media Narratives in the Aftermath of the 1970 East Pakistan Cyclone*  
Muhammad Asiful Basar, North South University, Bangladesh

The impact of media on the cultural and political consequences of disasters is a significant focus within the field of disaster politics. This is particularly relevant in regions prone to conflicts, where media coverage can influence public perceptions and government responses. The current research aims to examine the influence of national, regional, and international media on the political landscape of East Pakistan, now known as Bangladesh, in the aftermath of the devastating Bhola cyclone of 1970. It is hypothesized that the cyclone played a pivotal role in the outcome of the December 1970 national election in Pakistan, where a party based in East Pakistan achieved a landslide victory but was prevented from forming the government by the central military administration, leading to a violent military crackdown that killed thousands within six months after the disaster and ultimately establishing the independent country of Bangladesh in 1971. The study argues that the collective outcry of media outlets during the post-catastrophic period contributed to political repercussions in East Pakistan, fueling anti-central sentiments that were effectively leveraged by the East Pakistani parties, particularly the Awami League, in the course of their electoral campaigns. This study aims to explore the impact of media on disaster narratives and electoral politics in Pakistan in 1970 by conducting a qualitative analysis of historical newspapers, visual materials, and interviews, using discourse analysis as a method.

## Newspapers & Magazines as Print/Digital Media

83560 | *The Pragmatic Aspect of Indonesian and Polish Press Death Notices: An Analysis from the Perspective of Comparative Genre Studies*

Przemyslaw Wiatrowski, Adam Mickiewicz University in Poznan, Poland

This paper continues the author's comparative research on Indonesian and Polish languages, ongoing since 2014, focusing on parallel genres within both communication communities. The presentation examines contemporary Indonesian and Polish press death notices. The corpus includes 2,789 Indonesian death notices from two dailies, "Pikiran Rakyat" and "Kompas" (2015-2018), collected during an academic stay in Indonesia in 2017/2018, supplemented by issues from 2015-2017 due to the limited number of notices. The Polish collection (2019-2020) consists of 13,297 texts from "Gazeta Pomorska" and "Głos Wielkopolski", gathered upon returning to Poland in 2019 and restricted to two years due to the abundance of material. The study of press obituaries is within the genre theory framework of English for Special Purposes, as defined by John Swales and his followers, where pragmatic criteria are primary. The presentation aims to characterize the pragmatic model of Indonesian and Polish obituaries, exploring the sender and receiver's roles, their relationships, communicative intentions (illocutionary potential), and primary communicative functions. The research highlights differences in the pragmatic dimension of the obituaries. Indonesian obituaries lack farewell notices, which are present in the Polish corpus. The illocutionary goals in Indonesian notices are consistently formal, unlike in Polish ones. The intentions in the texts show a greater degree of stereotyping in Indonesian obituaries compared to Polish ones, both in expression and composition. Significant differences also exist in identifying the sender; Indonesian notices include detailed anthroponymic data covering all family generations, including deceased members, which is not observed in Polish obituaries.

## Social Media and Communication Technology

83667 | *Virtual Confessions: Understanding the Needs and Functions of Israeli Confession Pages on Facebook*

Tal Laor, Ariel University, Israel

This study investigated the attributes of confession pages on Facebook, their role within social networks, and their impact on society. It also explored the themes of posts uploaded to confession pages, their defining traits, the need for confession pages as a means for authors to evoke responses and support, and the effects of anonymity on those who post on these pages. The research methodology involved coding 1,280 posts extracted from select pages, and semi-structured in-depth interviews with 15 prominent followers. The research findings indicate and supplementary purposes and needs for confession pages, extending beyond those identified in the current literature. These include the need for anonymous expression, a longing for community, and the needs for entertainment and escape. Anonymity was found to be important because it helps individuals avoid social repercussions. Prominent recurring themes included formal behavior, relationships, and sexuality—topics that frequently involve social sanctions and penalties. The study also underscored the sense of community fostered by the interaction between writers posting on confession pages and readers of these posts. Engagement was shown by readers who extended offers to help and provided suggestions to support authors facing different challenges. The research findings indicate that different confession groups serve to satisfy different needs, aligning with the theory of uses and gratifications in communication media.



# MediAsia2024 Pre-Recorded Virtual Presentations

83429 | *Tele-Presence: A Critical Study of Telematic-Art in the Context of Dromology and Spatio-Temporal Perception*  
Chih-Yung Aaron Chiu, Tsing Hua University Taiwan, Taiwan

This research takes the current background of "telecommunication-based digital performance" as its context, analyzing how digital performances transform the concept of "physical presence" into "mediated presence" through remote connections under driven of telecommunications by utilizing Paul Virilio's theoretical concept of "Dromology." Three Taiwanese famous government-funded pieces of digital performance titled "Lunatic Town" (2021), "Turn Left, Turn Right. Love, or Regret" (2022) and "Operation 1'71701'/" (2023), which implement 5G telecommunication technology to the performance and produced by National Theater & Concert Hall, will be taken as cases for textual analysis and critical analysis in context of cultural studies. The research examines how digital technology, on one hand, enables performances to transcend their spatial constraints; and on the other hand, aims to critically assess the outcomes of performative works when applying digital telecommunication technology from the cultural critical perspective. Within this context, telematic-art not only breaks through geographical limitations but also challenges the notions of time and space in artistic creation. It further reveals the role of "speed" in contemporary societal and cultural imagination, exploring how the triangular relationship of "speed-remote-connection" undergoes decisive changes in contemporary technological art creation. Thus, this research aims to deeply explore the critical aspects of power of speed and spatio-temporal relationships manifested in tele-art. The paper also seeks to analyze how artistic practices adopted remote-connections and high-speed transmission represent the socio-cultural phenomenon in the digital age.

84241 | *Understanding the Role of Personal Motivations in Social Media Use and Choices for Interpersonal Communication*  
Karabo Sitto-Kaunda, University of Pretoria, South Africa

The public introduction of social media such as Facebook and exponential growth of social media as a medium in the last twenty years has been unprecedented, revolutionizing interpersonal interactions between people and driving up internet growth rates. In Africa, mobile phones rapidly grew in popularity as the easiest and most affordable means for people to become connected online to be able to access it; with South African high-cost internet connectivity rates ten years ago being at about 25 – 30%, and present internet penetration rates at 74%. As recently as ten years ago, the top three mainstream social media networking sites (SNS) that were used in South Africa, were Facebook, LinkedIn, and Twitter (now X), but are currently WhatsApp, Facebook, and TikTok. The ongoing changes in preferences of SNS need to be examined concerning the motivations behind people's use and fulfilment of their use, supported by the uses and gratification theory. As part of a study evaluating interpersonal communication, 23 in-depth interviews were conducted to evaluate experiences on how participants keep in touch with their social circles. Participants reported how the ongoing rise of new SNSs has fragmented their attention and interests, making people feel less connected to each other leading to reduced content shared publicly. Seemingly the fewer participants SNS users post the lower their sense of connectedness, and the higher the likelihood of SNS use diminishing. Understanding how to SNS users' online behavior changes as they seek to maintain personal connections and privacy is critical to communication practice.

## Visual Communication

86557 | *Ephemeral Content as an Instrument to Convey Identity Values in Masstige Fashion Brands' Communication*  
Sigita Kamašauskė, Vilnius Gediminas Technical University, Lithuania

During the last decades economists have noticed the increased power of middle-class consumers and call it a key megatrend (The World Bank, 2023). Scholars notice middle-class consumers changing their purchase habits and leaning more towards hedonic values than the utilitarian (Kuman, et al., 2021), aiming for social power and self-improvement (Eckhardt, et al., 2015). These changes have caused the emergency of masstige strategies among brands which refers to affordable luxury, or the "sweet spot between mass and class" (Silverstein, Fiske, 2003). Masstige strategies that are focused on the powerful middle-class are found to be radically different from the luxury (Paul, 2015) and needs clear separate research insights (Rodrigues, Rodrigues, 2019; Kim, et al., 2019; Das, et al., 2022). Ephemeral communication in social media is an exclusively important channel for masstige brands as people tend to spend longer time watching ephemeral content and remember better the message (Nimwegen, Bergman, 2019). This thesis fills the research gap and finds the relationship between ephemeral social media content, masstige strategies and consumers associations of it. The research will delve into how consumers perceive the messages conveyed by masstige brands in their Instagram Stories. This research will involve a triangulation approach, combining both qualitative content analysis and quasi-experiment.



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## Kyoto

October 15-19, 2024

The 15th Asian Conference on Media, Communication & Film (MediAsia2024)  
The 5th Kyoto Conference on Arts, Media & Culture (KAMC2024)

## Incheon

October 28-November 01, 2024

The Korean Conference on Education (KCE2024)  
The Korean Conference on Arts & Humanities (KCAH2024)

## Barcelona

November 12-16, 2024

The 5th Barcelona Conference on Education (BCE2024)  
The 5th Barcelona Conference on Arts, Media & Culture (BAMC2024)

## Tokyo

November 25-29, 2024

The 16th Asian Conference on Education (ACE2024)

## Honolulu

January 03-07, 2025

The 10th IAFOR International Conference on Education in Hawaii (IICE2025)  
The 5th IAFOR International Conference on Arts & Humanities in Hawaii (IICAH2025)

## Kuala Lumpur

February 21-25, 2025

The 5th Southeast Asian Conference on Education (SEACE2025)

## Tokyo

March 24-29, 2025

The 11th Asian Conference on Education & International Development (ACEID2025)  
The 15th Asian Conference on Psychology & the Behavioral Sciences (ACP2025)  
The 11th Asian Conference on Aging & Gerontology (AGen2025)

## Tokyo

May 12-16, 2025

The Asian Conference on Cultural Studies (ACCS2025)  
The Asian Conference on Arts & Humanities (ACAH2025)  
The Asian Conference on the Social Sciences (ACSS2025)

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June 10-14, 2025

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The Paris Conference on Arts & Humanities (PCAH2025)



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