



The 7th World Conference on **MEDIA AND MASS COMMUNICATION 2022**

5th – 7th May 2022 | A Virtual Conference

**"Media and Communication Practices in the Post Covid World :
Problems, Opportunities and Perspectives"**

PROGRAM BOOK



Our Official Partners

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Welcome to the 7TH World Conference on Media and Mass Communication 2022 (MEDCOM 2022)

The International Institute of Knowledge Management (TIKM) takes the pleasure to welcome you all the 7th World Conference on Media and Mass Communication 2022 (MEDCOM 2022).

MEDCOM 2022 will be a platform to gather media and mass-communication enthusiasts from all backgrounds (researchers, practitioners and policy-makers) under one banner- to create engaging learning experiences and facilitate the effective transfer of knowledge to advance careers while enriching the quality of research into media and mass-communications sphere. MEDCOM 2022 will consist of 80+ Participants from 24 Different Countries.

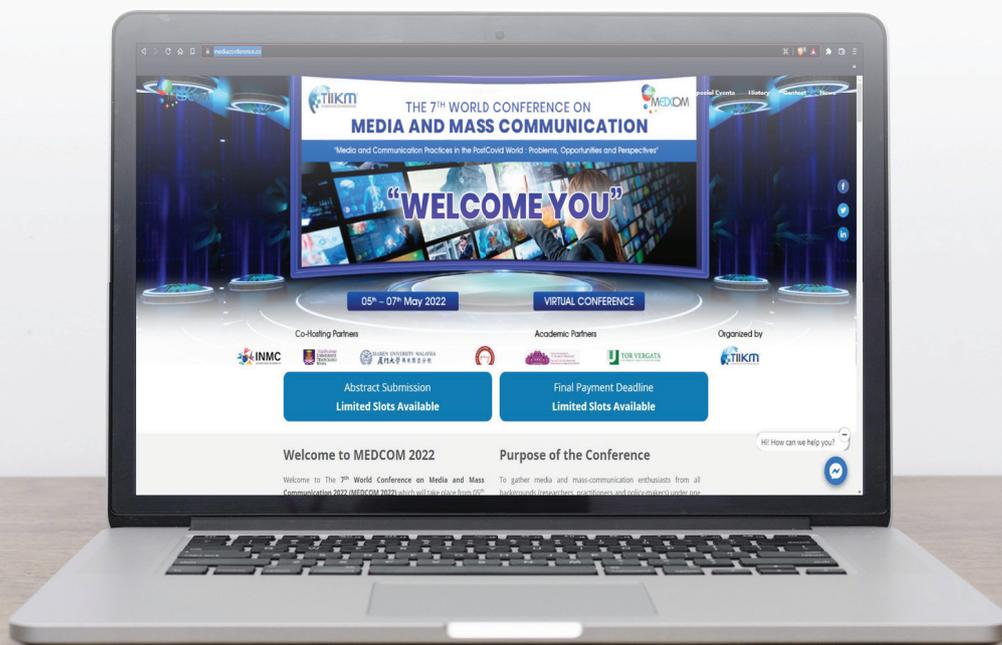


We welcome you to this great knowledge sharing platform presented to you by the International Network of Media and Communication (INMC), Sri Lanka, Universiti Teknologi MARA, Malaysia, Xiamen University Malaysia, Malaysia, Hatay Mustafa Kemal Universitesi, Turkey, University of Rome Tor Vergata, Italy and St. Kliment Ochridsky Sofia University, Bulgaria.

We wish all the participants a very productive and meaningful conference!



Please note that the time in the program is in Indian Time Zone (IST)



The 7th World Conference on Media and Mass Communication

"Media and Communication Practices in the Post Covid World: Problems, Opportunities and Perspectives"

05th - 07th May 2022 | Indian Standard Time (IST)

CONFERENCE PROGRAM

DAY 01	TIME	MAIN HALL
Thursday, 05 th May 2022	07.30 – 08.00	Conference Registrations
	08.00 – 08.20	Welcome Speech by the Conference Convener Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
	08.20 – 08.30	Welcome Speech by the Conference Co-Chair Prof. Chris Fenner (<i>University of West Florida, USA</i>)
	08.30 – 08.40	Welcome Speech by the Conference Co-Chair Dr. Tulay Atay (<i>Mustafa Kemal University, Turkey</i>)
	08.40 – 08.50	Welcome Speech by the Conference Co-Chair Prof. Manish Verma (<i>Vice President, University College of Bahrain (UCB), Bahrain</i>)
	08.50 – 09.00	Welcome Speech by the Conference Co-Chair Prof. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>)
	09.00 – 09.10	Speech by the Hosting Partner (<i>Universiti Teknologi MARA, Malaysia</i>)
	09.10 – 09.20	Speech by the Hosting Partner (<i>Xiamen University Malaysia, Selangor, Malaysia</i>)
	09.20 – 09.25	Speech by the Academic Partner (<i>Hatay Mustafa Kemal Universitesi, Turkey</i>)
	09.25 – 09.30	Speech by the Academic Partner (<i>University of Rome Tor Vergata, Italy</i>)
	09.30 – 09.35	Speech by the Academic Partner (<i>The St. Kliment Ochridsky Sofia University, Bulgaria</i>)
	09.35 – 09.40	Launch of the MEDCOM 2023
	09.40 – 09.45	Conference Group Photograph
09.45 – 10.00	Power Boost Break	

10.00 – 10.45		<p>Keynote Speech by Prof. K.G. Suresh (<i>Makhanlal Chaturvedi National University of Journalism & Communication, India</i>)</p> <p>"Infodemic in the Age of Pandemic"</p>
10.45 - 11.45		<p>SESSION 01: MEDIA AND CORPORATE</p> <p>Session Chair - Dr. Wan Norbani Wan Noordin (<i>Universiti Teknologi MARA, Malaysia</i>)</p> <p>A1. Analysis of Indonesian Community Sentiment on PPKM Policy Level 1-4 and Cancellation of PPKM Leve-3 Christmas and New Year 2021 on Twitter Using Brand24 Klara Tania Setyawan, Martha Tri Lestari (<i>Telkom University, Indonesia</i>)</p> <p>A2. The Impact of Fake News on Health Organizations' Reputation during the Covid 19 Outbreak Lakhdar Chadli (<i>Canadian University Dubai, UAE</i>)</p> <p>A3. Tweets for Content Consumption: A Study of Select Indian Over-The-Top (Ott) Platforms D. Prachi, Singh C.P. (<i>Guru Gobind Singh Indraprastha University, India</i>)</p>
11.45 - 12.45		<p>Special Workshop: "Communicating Diversity (People with Disabilities, Migrants, the Poor)"</p> <p>Moderated by Prof. Andrea Volterrani (<i>University of Rome Tor Vergata, Italy</i>), Prof. Gaia Peruzzi and Prof. Marco Bruno (<i>Sapienza University of Rome, Italy</i>)</p>
12.45 - 13.00		Power Boost Break
13.00 - 14.00		<p>SESSION 02: MULTICULTURALISM, CULTURAL STUDIES, YOUTH AND GENDER COMMUNICATION</p> <p>Session Chair - Dr. Amira El-Deeb (<i>American University, Cairo</i>)</p> <p>B1. Media Use, Media Trust and Cultural Differences Across Europe Roumiana Konstantinova (<i>Varna University of Management, Bulgaria</i>)</p> <p>B2. Gender Bias Represented in Contemporary Chinese Film and Television Zeng Xiaojuan, Yeoh Chu Ze (<i>Xiamen University Malaysia, Malaysia</i>)</p> <p>B3. Tweeting on COVID-19 Pandemic in South Africa: Fake News and Conspiracy Theories Metso M.R., Mutanga M.B., Khoalenyane N.B. (<i>University of Zululand, South Africa</i>)</p>

14.00 - 15.00	<p align="center">Special Workshop: "Digital Journalism Under the Shadow of Industry 4.0" Moderated by Dr. Tulay Atay (<i>Co-Founder of the Centre for Women's Studies of Mustafa Kemal University, Turkey</i>)</p>
15.00 - 15.20	Power Boost Break
15.20 - 16.00	<p align="center">SESSION 03: MEDIA EDUCATION Session Chair - Dr. Divyani Redhu (<i>Bharati Vidyapeeth's Institute of Computers Applications and Management (BVICAM), India</i>)</p> <p>C1. Digital Adverts: How Did It Influence Online Purchases During The Covid-19 Lockdown? Naidoo G.M., Khwebulana C. (<i>University of Zululand, South Africa</i>)</p> <p>C2. Teaching Interactive Media in Online Environments John M. Hebbeler (<i>University of Cincinnati / College-Conservatory of Music, USA</i>)</p> <p>C3. The Role of Digital Media and Communication to Promote Stakeholder Engagement in the Higher Education Sector Lourens M.E., Chikukwa T. (<i>Durban University of Technology, South Africa</i>)</p>
	<p>C4. Engagement with Digital Video Advertisements: A Qualitative Study in the Context of Sri Lanka Pemarathne Y.D. (<i>University of Colombo, Sri Lanka</i>)</p> <p>C5. Digital Communication: WhatsApp as a Tool for Teaching and Learning during the COVID-19 lockdown Moonasamy A.R., Naidoo G.M. (<i>University of Zululand, South Africa</i>)</p>
16.00 - 16.30	Networking Session – Meet & Mingle
16.30 - 17.50	<p align="center">SESSION 04: THEORY OF COMMUNICATION, LANGUAGES AND MEDIA I Session Chair - Assoc. Prof. Manuela Manliherova (<i>The St. Kliment Ochridsky Sofia University, Bulgaria</i>)</p> <p>D1. Communication Strategies of Chinese Fashion Micro-Influencers Peirong Ye, Carolina Quintero Rodriguez (<i>RMIT University, Australia</i>)</p> <p>D2. Picturing Africa: The Figurative Framing of the Continent in Online News Alexandra Béni (<i>Corvinus University of Budapest, Hungary</i>)</p> <p>D3. Means of Creating Authenticity in the Videos of Youtubers Talking about Mental Health</p>

		<p>Barańska-Szmitko A. (<i>University of Lodz, Poland</i>)</p> <p>D4. A Study of Smartphone Gaming Habits of Millennials in Delhi (India) Divyani Redhu (<i>Bharati Vidyapeeth's Institute of Computers Applications and Management (BVICAM), India</i>)</p>
18.00 - 18.45		<p>Keynote Speech by Prof. Steven Youngblood (<i>Founding Director of the Center for Global Peace Journalism, Park University, USA</i>)</p> <p>"The Peace Journalism Solution"</p>
18.45 - 19.00		Power Boost Break
19.00 - 19.45		<p>Keynote Speech by Prof. John V. Pavlik (<i>Department of Journalism and Media Studies, School of Comm. and Information, Rutgers, The State University of New Jersey, USA</i>)</p> <p>"Immersive Media in the Post-COVID World: Considering Augmented Reality and Virtual Reality Journalism in the 21st Century"</p>
CONCLUSION OF DAY 01		

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"Media and Communication Practices in the Post Covid World: Problems, Opportunities and Perspectives"

05th - 07th May 2022 | Indian Standard Time (IST)

DAY 02	TIME	MAIN HALL	
Friday, 06th May 2022	08.30 - 09.30	<p style="text-align: center;">SESSION 05: THEORY OF COMMUNICATION, LANGUAGES AND MEDIA II</p> <p style="text-align: center;">Session Chair - Dr. Wan Norbani Wan Noordin (<i>Universiti Teknologi MARA, Malaysia</i>)</p> <p>D5. Consumers' Purchase Intention towards Green Packaging among Young Adults in Klang Valley, Malaysia Fernandez D.E., Singh S.S.R. (<i>Xiamen University Malaysia, Malaysia</i>)</p> <p>D6. Song and Society Perception: Persuasive Communication of Ingat Pesan Ibu Song Towards Behaviour Change Nathanael Khareza Putra Cahyaning Tyas, Roro Retno Wulan (<i>Telkom University, Indonesia</i>)</p> <p>D7. Cultural Memory, Oblivion and Trauma: a Case Study of Bulgarian – Macedonian Negotiations for the Inclusion of North Macedonia in the European Union Diana Petkova (<i>Sofia University "St. Kliment Ohridski", Bulgaria</i>)</p>	
		09.30 - 10.15	<p style="text-align: center;">Keynote Speech by Dr. Durgesh Tripathi (<i>Founding Faculty Member of University School of Mass Communication, Guru Gobind Singh Indraprastha University, New Delhi, India</i>)</p> <p style="text-align: center;">"Rethinking Media and Socio-Cultural Change: India and the Globe in the Times of Pandemic"</p>
		10.15 - 10.30	Power Boost Break
	10.30 - 11.30	<p style="text-align: center;">Session on Mindfulness by Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)</p>	
	11.30 - 12.30	<p>SESSION 06: PUBLIC SECTOR COMMUNICATION I</p> <p style="text-align: center;">Session Chair - Asst. Prof. Separa, L.A.C (<i>Xiamen University Malaysia, Malaysia</i>)</p>	
		<p>E1. Public Sector Communication of Introduction the Opportunity Passport in Lithuania Miglė Eleonora Černikováitė (<i>Mykolas Romeris University, Lithuania</i>)</p> <p style="text-align: center;">E2. Gate Keeping through Military Communication A Study of the Content Disbursed by Directorate of Public Relations, MoD, GoI for Indian Navy's Perception Management in Indian Ocean Region Saxena Sangeeta, Agya Ram Pandey (<i>Galgotias University, Greater NOIDA, India</i>)</p> <p>E3. The Future of Traditional Communication System in the Nigeria Public Service in the Digital Age Ikusemiju A.O.¹, Lamidi I.K.², Ayo-Ikusemiju B.G.³ (¹<i>Office of the Secretary to the State Government Governor's Office, Akure, Ondo State, Nigeria</i>, ²<i>Adekunle Ajasin University, Nigeria</i>, ³<i>National Open University of Nigeria, Nigeria</i>)</p>	

12.30 - 13.15	Keynote Speech by Mr. Hosam El Sakkari (<i>Media Relations Coach, Trainer and Conference Moderator Media & Comms Consultant at MeSocial.M, United Kingdom</i>) "From Talking to Audiences to Working with ProdUsers"
13.15 - 13.30	Power Boost Break
13.30 - 14.10	<p align="center">SESSION 07: PUBLIC SECTOR COMMUNICATION II Session Chair - Asst. Prof. Separa, L.A.C (<i>Xiamen University Malaysia, Malaysia</i>)</p> <p>E4. The Role of a Health Advisory Council in Promoting Accurate Knowledge through Mass Media Lobo G., de Elía C., Debbag R., Broese Macrino B., Cassetti I., Perrone S., Ravanelli R. (<i>Arte Radiotelevisivo Argentino S.A. (Artear), Argentina</i>)</p> <p>E5. Exploring The Role of Risk/Health Communication in Averting Stigma and Denialism Related to Covid-19 Pandemic in Uganda Annette Kezaabu (<i>Uganda Christian University – Mukono, Uganda</i>)</p>
14.10 - 15.10	<p align="center">SESSION 08: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES I Session Chair - Dr. Kevin Naidoo (<i>University of Zululand, South Africa</i>)</p> <p>F1. The Effectiveness of New Media on Sharing Health Campaign in Bali as Tourism Destination Amelia Dwindi Gusanti, Roro Retno Wulan (<i>Telkom University, Indonesia</i>)</p> <p>F2. The Internet and Its Psychological and Social Effects on the UAEs Youth Fawzia Abdulla AlAli (<i>Sharjah University, UAE</i>)</p> <p>F3. The Practice of Emergency Gate Watching during the First Phase of the Pandemic. An Analysis through the Tweets in Italian, Spanish, French and German Gevisa La Rocca¹, Giovanni Boccia Artieri², Francesca Greco³ (¹<i>Kore University of Enna, Italy</i>, ²<i>University of Urbino, Italy</i>, ³<i>Sapienza University of Rome, Italy</i>)</p>
15.10 - 16.10	<p align="center">Special Workshop: "Political Communication Workshop"</p> <p>Moderated by Prof. Manish Verma (<i>Vice President, University College of Bahrain (UCB), Bahrain</i>)</p>
16.10 - 17.10	<p align="center">SESSION 09: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES II Session Chair - Dr. Kevin Naidoo (<i>University of Zululand, South Africa</i>)</p>

	<p>F4. Information Surfing on Social Media: A Comparative Study between University Students and Working Adults to Infordemic Hui Wen Chong, Yuek Li Ker (<i>Southern University College, Malaysia</i>)</p> <p>F5. Assessment of Social Media as an Information Dissemination Tool among People of Riverine Communities in Ondo State, Nigeria Ikusemiju A.O.¹, Lamidi I.K.², Olufunmi R.W.³, Adebumiti O.H.⁴, Awofadeju P.O.⁵ (<i>¹Office of the Secretary to the State Government, Governor’s Office, Akure, Ondo State, Nigeria, ²Adekunle Ajasin University, Nigeria, ³Ondo State Ministry of Information, Nigeria, ⁴Achievers University, Nigeria, ⁵Joseph Ayo Babalola University, Nigeria</i>)</p> <p>F6. Using Social Media to Promote Soft Power of China and Vietnam in Covid- 19 Context Trang Huyen Do (<i>Vietnam Ministry of Foreign Affairs, Vietnam</i>)</p>
17.10 - 17.30	Power Boost Break
17.30 - 19.00	TIIKM Publication Session
19.00 - 19.45	<p>Keynote Speech by Prof. Benjamin A. Davis (<i>Broadcast & Digital Journalism California State University, Northridge, USA</i>)</p> <p>"Need for Journalists to Master Digital Curation Skills as well as Non-Curation Skills"</p>
19.45 - 20.00	Power Boost Break
20.00 - 21.00	<p>SESSION 10: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES III Session Chair - Prof. Filippo Silvestri (<i>Università degli Studi di Bari Aldo Moro, Italy</i>)</p> <p>F7. Experiential Media and Social Change: A Qualitative Analysis of Augmented Reality Filters on Black Lives Matter, Climate Change, and COVID-19 (Vaccination, Social Distancing, And Wear a Mask) Movements Shravan Regret Iyer (<i>Rutgers, the State University of New Jersey, United States</i>)</p> <p>F8. An Investigation of Social Media Strategies and Authenticity as they Relate to Engagement Rate Increase Luis Camillo Almeida (<i>Claflin University, United States</i>)</p> <p>F9. Bi Wife Energy: The Semiotics of Sexual Fluidity on TikTok Jill Fredenburg (<i>University of Memphis, United States</i>)</p>
CONCLUSION OF DAY 02	

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DAY 03	TIME	MAIN HALL
Saturday, 07th May 2022	09.00 - 10.20	SESSION 11: DIGITAL COMMUNICATION TECHNOLOGY Session Chair - Dr. Divyani Redhu (<i>Bharati Vidyapeeth's Institute of Computers Applications and Management (BVICAM), India</i>)
		G1. The Relationship Between Lecturer and Student in "Third Spaces": The Role of Digital Media Between Didactic Communication and Social Practices in the University Context Adamoli M. ¹ , Scarcelli C.M. ² (¹ <i>IUSVE University, Italy</i> , ² <i>University of Padova, Italy</i>)
	G2. Modern Higher Education in Covid and Post-Covid World: Problematic Aspects of the Digital Learning Technology in Terms of User Interface and User Experience Design Vesselina Valkanova, Andreana Eftimova, Maya Stoyanova, Yordan Karapenchev (<i>Sofia University "St. Kliment Ohridski", Bulgaria</i>)	
	G3. The Reality of Studying in Media at Private Universities in Ho Chi Minh City, Vietnam Today - Case of Gia Dinh University Dinh Vi Tran Thuy (<i>Gia Dinh University HCMC, Vietnam</i>)	
		G4. Custodi Digitali. A Media Education Project for Children Involving Pediatrician, Teachers, Parents and Community Di Leva A. ¹ , Gerosa T. ² , Giordano M.M. ³ , Grollo M. ⁴ (¹ <i>University of Turin, Italy</i> , ² <i>University of Milano-Bicocca, Italy</i> , ³ <i>MEC (Media Education Community) Association, Italy</i> , ⁴ <i>MEC (Media Education Community) Association, Italy</i>)
	10.20 - 10.30	Power Boost Break
	10.30 - 11.30	SESSION 12: SOCIAL MEDIA: IMPACTS, FUTURE AND ISSUES IV Session Chair - Dr. Esra Cizmeci (<i>University of Yalova, Turkey</i>)
F10. Effectiveness of Social Media Promotions on Movie Marketing: A Case Study on <i>Minnal Murali</i> George Sebastian, Suresh A. (<i>Amritapuri Campus, Kollam, India</i>)		
		F11. Wars of Position in the Digital Arena: The Italian Case of Vaxxer-Anti-Vaxxer Confrontations in the Filter Bubbles of Some Facebook Profiles Filippo Silvestri (<i>Università degli Studi di Bari Aldo Moro Italy, Italy</i>)
		F12. Media, Public Health Communication and Covid 19 in Botswana: Government's Messaging in the Digital Space Lekgetho P.M., Madima J. (<i>University of Botswana, Botswana</i>)
	11.30 - 12.30	Networking Session – Meet & Mingle

12.30 - 13.15	<p>Keynote Speech by Dr. Sadia Jamil (<i>Country Representative, Asian Media Information and Communication Centre (AMIC), UAE</i>)</p> <p>"Reimagining Journalism Practice in a Post - Covid World: Problems and Opportunities"</p>
13.15 - 14.15	<p align="center">SESSION 13: SOCIAL MEDIA : IMPACTS, FUTURE AND ISSUES V</p> <p align="center">Session Chair - Dr. Esra Cizmeci (<i>University of Yalova, Turkey</i>)</p> <p>F13. Influencer and Digital Emotional Intelligence: The Case of Atta Halilintar's Digital Identity Kautsar Heliza Salsabila¹, Rahman Taufiqur¹, Annisa Firly¹, Warastri Annisa² (<i>¹Universitas Muhammadiyah Yogyakarta, Indonesia, ²Universitas 'Aisyiyah Yogyakarta, Indonesia</i>)</p> <p>F14. Criteria to Find the Perfect Corporate Influencer Sommer J. (<i>University of Applied Sciences BFI Vienna, Austria</i>)</p> <p>F15. New Media: The New Political Advertising Juggernaut Pachauri Rekha, Srivastava Mukul (<i>University of Lucknow, India</i>)</p>
14.15 - 14.30	Power Boost Break
14.30 - 15.30	<p align="center">Special Workshop: "Media Sustainability in a Pandemic World"</p> <p>Conducted by: Dr. Sadia Jamil (<i>Country Representative, Asian Media Information and Communication Centre (AMIC), UAE</i>)</p>
15.30 - 17.10	<p align="center">SESSION 14: JOURNALISM</p> <p align="center">Session Chair - Dr. Jeyasushma Veeriah (<i>Xiamen University Malaysia, Malaysia</i>)</p> <p>H1. Lessons From the Infodemic: Fact-Checking and the Old-New Ideals Of 'Modern Journalism' Serafini L., Zagni G. (<i>Lumsa University of Rome, Italy</i>)</p> <p>H2. Beyond Their Grasp: Malaysian Journalists' Perception of Journalism and Democracy Tan S.E. (<i>Xiamen University Malaysia, Malaysia</i>)</p> <p>H3. Effects of Infodemia on the Post Covid Society Velinova Neli, Raycheva Lilia (<i>The St. Kliment Ohridski Sofia University, Bulgaria</i>)</p> <p>H4. Journalistic Challenges of Investigative Reporting: The Case of Walta Television of Ethiopia Kassahun Wodajo Woldemariam, Girbo Sado (<i>Bonga University, South West Ethiopia</i>)</p> <p>H5. The Immigration Rhetoric of Political Parties in Italian Quality Press Cardenas Salazar Anieska (<i>Università Per Stranieri Di Perugia, Italy</i>)</p>
17.10 - 18.00	Networking Session – Meet & Mingle
18.00 - 19.00	<p align="center">Special Workshop: "How 5G Combined with A.I. will Transform Our World"</p> <p>Moderated by Prof. Benjamin A. Davis (<i>Broadcast & Digital Journalism California State University, Northridge, USA</i>)</p>
19.00 - 20.00	<p align="center">Publication Workshop: "Getting Published: A Workshop"</p> <p>Moderated by Prof. John V. Pavlik (<i>Department of Journalism and Media Studies, School of Comm. and Information, Rutgers, The State University of New Jersey, USA</i>)</p>
20.00 - 20.30	AWARDING CEREMONY & CONFERENCE CLOSURE OF MEDCOM 2022

Evaluation Panel

1. Dr.Siti Ezaleila Mustafa, Universiti Malaya, Malaysia
2. Dr. Reggie Metso, University of Zululand, South Africa
3. Dr. Fauziah Hassan, Universiti Sains Islam Malaysia, Malaysia
4. Dr. Sunil Kumar Mishra, VIPS, India
5. Dr. Peter Egielewa, Edo University Iyamho, Nigeria
6. Dr. Noha Atef, Independent Researcher, Egypt
7. Dr. Miral Sabry, Canadian International College (CIC), Canada
8. Dr. Mohd Syuhaidi Abu Bakar, Universiti Teknologi MARA, Malaysia
9. Dr. Mustak Ahmed, University of Rajshahi, Bangladesh
10. Dr. Sangeeta Tripathi, Sultanate of Oman, Oman
10. Assoc. Prof. Dr. Prasana Rosaline Fernandez, Xiamen University Malaysia, Malaysia
11. Dr. Savera Mujib Shami, University of the Punjab, Pakistan
12. Prof. Dr. A. Haluk Yuksel, Anadolu University, Turkey

Conference Chairs

Prof. Chris Fenner

(University of West Florida, USA)

Dr. Tulay Atay

(Mustafa Kemal University, Turkey)

Prof. Manish Verma

(Vice President, University College of Bahrain (UCB), Bahrain)

Prof. Andrea Volterrani

(University of Rome Tor Vergata, Italy)

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Conference Convener

Mr. Isanka P. Gamage

(The International Institute of Knowledge Management, Sri Lanka)

Conference Secretary

Ms. Natashya Kodituwakku

(The International Institute of Knowledge Management, Sri Lanka)

THANK YOU

FOR BEING PART OF

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