



19th AMIC Annual Conference
“Technology and Culture: Communication Connectors and Dividers”
21-23 June 2010 Suntec, Singapore
Draft Conference Programme – Version 2

Day One - Monday, 21 June 2010

- 0900 – 1030 **Inaugural Session, Welcome Remarks and Opening Keynote Address
(Ballroom 3, Level 2)**
- Chair: Ang Peng Hwa, Chairman, AMIC, Singapore
- Sundeep R. Muppidi, Secretary-General, AMIC, Singapore
 - Henning Effner, Project Director, Fredrich-Ebert-Stiftung, Malaysia
 - Benjamin Detenber, Chair, Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore
- Opening Keynote Address: Patrick Daniel, Editor-In-Chief, English & Malay Newspapers, Singapore Press Holdings, Singapore**
- 1030 – 1100 ***Coffee Break***
- 1100 – 1230 **AMIC – FES Distinguished Forum
(Ballroom 3, Level 2)**
Technology and Culture: Communication Connectors and Dividers
- Chair: Arun Mahizhnan, Institute of Policy Studies, Singapore
- B.S. Bhatia, United World Business School, India
 - Bella Mody, University of Colorado at Boulder, USA
 - Tan Tarn How, Institute of Policy Studies, Singapore
 - Claire Roberge, McGill University, Canada
 - Girija Pande, Tata Consultancy Services, Singapore
- 1230 – 1400 ***Lunch***
(Concourse, Level 3)
- 1400 – 1530 **Plenary Session 1
(Ballroom 3, Level 2)**
Joint AMIC-UNESCO Special Plenary: Knowledge Societies
- Chair: Indrajit Banerjee, UNESCO, France
- Gaetan Tremblay, University of Quebec at Montreal, Canada
 - Andrew Taussig, International Institute of Communication, UK
 - Daya Thussu, University of Westminster, United Kingdom
 - Robert Seward, Meiji Gakuin University, Japan
- 1530 – 1600 ***Coffee Break***
- 1600 – 1730 **Plenary Session 2
(Ballroom 3, Level 2)**

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Technology and Society: Commonalities, Controversies, and Contradictions

Chair: Alan Knight, University of Technology Sydney, Australia

- Vinod Pavarala, University of Hyderabad, India
- Madanmohan Rao, Techsparks, India
- Usha Reddi, Administrative Staff College of India, India
- Terence Lee, Murdoch University, Australia
- Violet B. Valdez, Ateneo de Manila University, Philippines

1900 – 2200

Gala Dinner and AMIC Awards
(Ballroom 2, Level 2)

(End of Day 1)

Day Two – Tuesday, 22 June 2010

0800 – 0915

Parallel Sessions A

Parallel Session A1
(Room 201, Level 2)
Media and Advertising

Chair: Jerome Kliatchko, University of the Asia and Pacific, Philippines

- Hanyun Huang, The Chinese University of Hong Kong, Hong Kong SAR
Are “Glocalized” Advertisements Popular in China?---From the Perspective of Chinese Consumers
- Dave De Guzman Centeno, University of the Philippines, Philippines
Celebrification: The Relationship between Celebrity Endorsers’ Parasocial Interaction and the Publics’ Voting Behavior
- Neha Israni & Rajneesh Krishna, Mudra Institute of Communications, Ahmedabad, India
Portrayal of couples in TV advertisements: A semiotic perspective
- Michael Prieler, Hallym University, South Korea, Florian Kohlbacher, German Institute for Japanese Studies, Shigeru Hagiwara, Keio University & Akie Arima, Tokyo Woman’s Christian University, Japan
The Gendered World of TV Ads: Older People in Japan

Parallel Session A2
(Room 202, Level 2)
Blogs and Web 2.0 and social implications

Chair: Kim Kierans, University of Kings College, Canada

- Lyda Chea, Royal University of Phnom Penh, Cambodia

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- Empowering Women Psychologically in Cambodia through Blogging*
 - Syed Arabi Idid & Khaizuran Abd Jalil, International Islamic University Malaysia, Malaysia
- The Role of Blogs in an emerging society: A study of a Malaysian by-election*
 - Maria Nathalia Blanco, Milette Ann Dela Cruz, Gianninna Nicolai Melicor, Glenda Liza Reginaldo & Jesselie Sunga, University of Santo Tomas, Philippines
- Bloggng as Learning Aid: A Case Study of Lev Vygotsky’s Social Development Theory*
 - Azza Abdel-Azim Mohamed, United Arab Emirates University, UAE
- Online Privacy Concern among Social Networks Users*
 - Sandhya Rajasekhar, MOP Vaishnav College for Women, India
- Effectiveness of the email as a survey tool*

Parallel Session A3
(Room 203, Level 2)

Media and Youth I

Chair: Varsha Jain, Mudra Institute of Communications Research, India

- V. Durga Bhavani & P. Vijayalakshmi, Sri Padmavati Women’s University, India
Online Gaming Industry in India: A Content Analysis of Popular Online Games among Children
- Zhe Li, Rutgers University, USA
Chinese Urban Adolescents’ Use of Instant Messenger and Its Influences on Their Social Networks
- Suchitra Patnaik, The English and Foreign Languages University, India
Challenging Stereotypes: The Role of Internet as a Medium of Communication among the Youth
- Yang Ting & Sangho Seo, Konkuk University, South Korea
A study on the relationship between College Students’ Internet Addiction and Internet development
- Monowara Begum Moni, Journalist, Germany
Communication revolution and its effect on young generation
- Christian Anthony T. Cangao, University of the Philippines, Philippines
Learning as an Adventure: How Online Video Gaming Values can recreate the Traditional Classroom

Parallel Session A4
(Room 208, Level 2)

Organizational Communication from the Asia Pacific Region

Chair: Suwichit (Sean) Chaidaroon, Nanyang Technological University, Singapore

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- Kate Alexander, The University of Sydney, Australia & Suwichit (Sean) Chaidaroon, Nanyang Technological University, Singapore
Past, present and future: Emerging trends in organisational communication in Australia and New Zealand
- Lee Cheng Ean, Taylor’s University College, Malaysia
Computer-mediated communication and organisational communication: How Malaysian employees use new communications technology as a communication platform in the workplace?
- Judhaphan Padunchewit, National Institute of Development Administration, Thailand
Explicating the Implications of ‘High Contextualization’, Conversational Constraints Theory, and the Co-cultural Communication Model on Gender Representation in Thailand through the Lens of Feminist Communicology of Organization
- Kawpong Polyorat, Khon Kaen University, Thailand, Suwichit (Sean) Chaidaroon, Nanyang Technological University, Singapore & Chatchada Kamondetdecha, Thailand Institute of Scientific and Technological Research (TISTR), Thailand
Singaporeans’ High- versus Low-Context communication style & implications for workplace communication
- Ignatius Tan, & Nuntana Udomkit, Mahidol University International College, Thailand
Corporate Social Responsibility (CSR) – A Conceptual Framework for a Conduit Approach between Internal and External Implementations of CSR in Asia

Parallel Session A5
Community Radio in India
(Room 209, Level 2)

Chair: P.V. Sateesh, Deccan Development Society, India

- Shalini Raghaviah, Firebird Media- Communication & Binod C.Agrawal, TALEEM Research Foundation for Development, India
The Future of Community Radio in India: A Socio-Political Analysis
- Esther Kar, All India Radio, India
Social Impact of Community Radio Stations in India: Enhancing Participatory Development and Women Empowerment
- Dexia Li, Xiamen University, P.R. China
A historical comparison of Taiwan’s underground radio stations with the US partisan newspapers in its early years: Formation, function and social impact
- Suchi Gaur, Sarita Anand, Delhi University, India
Community Radio Connecting People: Exploring the Institutional Model
- Padma Rani, MOP Vaishnav College For Women, India
Community Radio, Participation, Social Inclusion:-A Case Study Of MOP CRS
- Vinod Kumar Pandey, Gujarat Vidhyapith University, India
Community Radio Services – The New Incarnation of Radio in India

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0920 – 1035

Parallel Sessions B

Parallel Session B1
(Room 202, Level 2)
ICTs for Development

Chair: Andrew Taussig, International Institute of Communication, UK

- Soraya Fadhal Abdurahman, University of Indonesia, Indonesia
Community Empowerment through Information and Technology literacy by Citizen Journalist in Community Media: An Indonesian Case
- Rachel Amtzis, National University of Singapore, Singapore
ICTs, Social Media and Horizontality: Revisiting the Theory of Participatory Development Communication
- Shruti Nair & Stephen D. McDowell, Florida State University, USA
ICTs in Economic Empowerment: The Gender Divide
- Siriwan Anantho, Sukhothai Thammathirat Open University, Thailand
Accessibility: How to Bridge the Digital Divide among Thai Elderly
- Michael L. Best, Georgia Institute of Technology, USA
Connecting In Real Space: How People Share Knowledge and Technologies in Cybercafés

Parallel Session B2
(Room 203, Level 2)
Internet, Religion and Culture

Chair: Biswajit Das, Jamia Milia Islamia, India

- Chandrabhanu Pattanayak, Himgiri Nabh Viswavidyalaya, India
Internet and Folklore
- Pranta Pratik Patnaik, University of Delhi, India
Virtual Space and Sexual Identity: Internet as a Communicator and Divider among Homosexual men in North Indian City
- Ang Hean Leng, University of Melbourne, Australia
Free and Uncensored Internet in Malaysia: Under Threat or Alive and Kicking?
- Saifuddin Ahmed, Marko M. Skoric, Nanyang Technological University, Singapore
Media Portrayals of Islam and their Impact on Indian Youth: An Empirical Study
- Mariane Medina Umali, University of Adelaide, Australia
Representations of Philippine Indigenous Groups on Missionary Websites: The Indigene, the Proselytizer and the Internet

Parallel Session B3
(Room 208, Level 2)
Mobile Phones and its impact across the world

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Chair: Madanmohan Rao, Techsparks, India

- Anusharani Govender, University of KwaZulu- Natal, South Africa
'Sell-phones in South Africa'
- Amanda H A Watson, Queensland University of Technology, Australia
Communication and culture: mobile telephony in PNG villages
- Renelle Joy A. Tabinas, Avril Adrienne B. De Guzman, Visayas State University, Philippines
Effects of Mobile Phone Use on the Livelihood of Market Vendors in Eastern Philippines
- T. Tripura Sundari, Sri Padmavati Women's University, India
Effects of cell phone use on rural women micro entrepreneurs: an Indian experience
- Parveen Pannu, University of Delhi, India
Public Service Announcements related to Health on Mobile Phones: Emerging Paradigm for Socio Economic Development of the Urban Poor

Parallel Session B4
(Room 209, Level 2)

Youth, ICTs and Political Engagement in Asia

Chair: Weiyu Zhang, National University of Singapore, Singapore

- Joanne Lim Bee Yin, University of Nottingham Malaysia Campus, Malaysia
ICT and political youth activism in Malaysia
- Clarrisa David & Ms. Jenna Mae Atun, University of the Philippines, Philippines
The Role of ICTs in Civic and Political engagement among the Youth in the Philippines
- P. Vigneswara Ilavarasan, Indian Institute of Technology, New Delhi, India
What I do is not activism! ICTs, Youth & Political engagement in India
- Shaseevan Ganeshanathan, Beyond Borders, Sri Lanka
Identity politics, youth engagement and ICTs in Sri Lanka

Parallel Session B5
(Room 201, Level 2)

Media, Globalization and Identity

Chair: Usha Harris, Macquarie University, Australia

- Nidhi Sinha, University of Hartford, USA
Globalization of Media
- Gwenetha Ybañez Pusta, University of Santo Tomas, Philippines
Bridging Multiple Divides in Culture and Technology through the Media of Communication in a Globalized World

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- Li-Jung Wang, Wei-Ching Wang, National Central University, Taiwan
Transnational Community, the Internet Use, and National Identity: A Case Study of Taiwanese Americans
- Hanyun Huang, The Chinese University of Hong Kong, Hong Kong SAR
National Identity in Post-Beijing-Olympic Era: A Comparative Study of Hong Kong and Mainland China
- Qian Sixuan, Hong Kong Institute of Education, Hong Kong SAR
The Palpable and the Incorporeal: mapping out the transculturation strategies in the Beijing Olympic Games

1035 – 1100

Coffee Break

1100 – 1215

Parallel Sessions C

Parallel Session C1
(Room 203, Level 2)

Media in the Public Sphere

Chair: Robert Seward, Meiji Gakuin University, Japan

- Marie A. Mater, Houston Baptist University, USA
Discourse Production in the Public Sphere: A New Conceptual Model of Old (and New) Media and Democracy
- David J. Schaefer & David Dombrowski, Franciscan University of Steubenville, USA, Anjali Roy, Indian Institute of Technology Kharagpur, India & Kavita Karan, Southern Illinois University, USA
Videoconferencing and Global Public Spheres: The potential for enhanced cross-cultural dialogue
- P. Thirumal, University of Hyderabad, India & Gary Michael Tartakov, Iowa State University, USA
India's Dalits Search for a Democratic Opening in the Digital Divide
- Jaime Manuel Q. Flores, Ateneo de Manila University, Philippines
Rules of Engagement: Fostering Public Engagement on Climate Change in the Philippines Through Online Media

Parallel Session C2
(Room 208, Level 2)

Media and Health Communications

Chair: Srinivas Melkote, Bowling Green State University, USA

- Verena Thomas, University of Technology in Sydney, Australia, Evangelia Papoutsaki, UNITEC, New Zealand & Joys Eggins, University of Goroka, Papua New Guinea
Visual Dialogues, Community Action & Social Change: a South Pacific Islands HIV/AIDS project application
- Shallyn Leow, Nanyang Technological University, Singapore

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Drawing the link between media effects research and the uses and gratifications approach in the context of communicating health messages via video games: A Theoretical Paper

- Cherie Glo D. Sabino Cabungcal, De La Salle Lipa, Philippines
Evaluation of Community Communication Media in the promotion of health campaigns: The Case of Alaminos Rural Health Unit
- Tejeswi Pratima Dodda, University Of Hartford, USA
A political economy case study of HIV/AIDS prevention among women in India: A Contextual Domain Framework assessment in Andhra Pradesh, India.
- Satyajee Nanda, Aparimita Pramanik, BK Vidya, Pradeep Krishnatray, Mudra Institute of Communications Research, India
Institutional Framework of Stigmatization surrounding HIV and AIDS: Health Service Provider’s Perspective in Hospital Setting
- Rahul Gadekar & Pradeep Krishantray, Mudra Institute of Communications Research, India
How Indian Newspapers cover a health crisis: A content analysis of the coverage of H1N1 flu crisis in The Times of India, India

Parallel Session C3
(Room 201, Level 2)

Advertising from different perspectives

Chair: Ma. Mercedes Robles, Ateneo de Manila University, Philippines

- Archana Menon & Rajneesh Krishna, Mudra Institute of Communications, Ahmedabad, India
Nation Branding: A Comparative Study of India and China
- Karishma Desai & Rukma Vasudev, Manipal University, India
The Swing Factor of Advertorials: A Focus on Selected Magazines
- Abbas Naseri & Hj. Musa Bin Abu Hassan, University Putra Malaysia, Malaysia
International Advertising; Homogenizing of Cultures or Adaptation to Cultures
- Emily Lau Kui Ling & Zuraidah Mohd. Don, University of Malaya, Malaysia
Ideological Construction of Femininity in Slimming Advertisements

Parallel Session C4
(Room 202, Level 2)

Media, Technology and New Media

Chair: Alan Knight, University of Technology Sydney, Australia

- Avril Adrienne B. De Guzman, Visayas State University, Philippines
When NGOs take to the Net: Message Framing of Greenpeace’s “Say No to Genetic Engineering” Online Campaign in Asia-Pacific
- Jieying Wang, Hong Kong Baptist University, Hong Kong SAR
Explore into User Identity in Web 2.0 SNS – A Symbolic Interactionism Perspective on Douban.com

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- Nivedhitha Krishnan & Rajneesh Krishna, Mudra Institute of Communications, Ahmedabad, India
Blog Reading: A Type-based Motivation Model
- Lin Qiu & Natalie Tang, Nanyang Technological University, Singapore
An Experimental Study on Twitter Usage
- Meghdad Mehrabi & Vivian Chen, Nanyang Technological University, Singapore
Violent Video Game Effects: Various Approaches with Opposing Results
- Alvin Wong, Agency for Science, Technology and Research, NTU, Singapore
Media Impact On The Acceptance Towards Robots

Parallel Session C5
(Room 209, Level 2)

Mobile Phones and it's impacts

Chair: Violet Valdez, Ateneo de Manila University, Philippines

- Anna Lourdes C. Javier, Avril Adrienne B. De Guzman, Visayas State University, Philippines
The Beeps and Tunes of a Portable Lifestyle: Motivations and Displacement Effects of Mobile Phone Use among College Students in Eastern Philippines
- Rhonda McEwen, Kathleen Scheaffer, University of Toronto, Canada
Orality in the Library: How Mobile Phones Challenge Our Understandings of Collaboration in Hybridized Information Spaces
- Hanna Suh, Minsik Seo, Sang-Woo Lee, Yonsei University, South Korea
Mobile phone divide: Focusing on the use of smart phone among Korean college students
- Dyeo Yunwen Clara, Lee Tee Main, Noorhafizzah Binte Abdul Rahman, Fernando Paragas, Nanyang Technological University, Singapore
To Have or Not to Have: Emotional, Cognitive and Behavioural Inclinations of the Singapore Elderly towards Mobile Phones
- Stephen Quinn, Deakin University, Australia
Mobile phones and changing newsgathering practices

1215 – 1330

Lunch
(Concourse, Level 3)

1330 – 1445

Parallel Sessions D

Parallel Session D1
(Room 209, Level 2)
Print Media

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Chair: Gerry Josue, Miriam College, Philippines

- Angelito A. Evangelista, University of the Philippines, Philippines
Bio-images: The Philippine Daily Inquirer’s Reporting of Selected Biotechnology Applications
- Munikoti Rochan, Nanyang Technological University, Singapore
How the Print Media in Singapore and Hong Kong Framed Google and Yahoo’s Entrance into China
- Uyanga Bazaa & Yu Chien Hsiao, Syracuse University, USA
Big Neighbor, Small Neighbors: Content Analysis on Mongolian and Taiwanese Newspapers’ Coverage of China
- Jinqiu Zhao & Minghui Wang, Communication University of China, P.R. China
The Construction of Social Reality in China Daily: A Frame Analysis of Cartoons
- Muneo Kaigo, Reggy Figer, Betsy Forero Montoya, Sei Matsueda & Matsuri Uchiyama, University of Tsukuba, Japan
When Local Infections are Global: Examining Print Media Responsibility in the Coverage of H1N1, A Four-Country Study
- Usharani Narayana, Suresh Kumar, University of Mysore, India
Content Analysis of Agricultural News in Language Press in India: A Case Study of Kannada Dailies
- Theodore Fernando, Open University of Sri Lanka, Sri Lanka
Depiction of the Political Character of Rajapakse and Fonseka as 2010 Presidential Candidates through Cartoons in Sinhala, Tamil and English Dailies.

Parallel Session D2
(Room 208, Level 2)

Media Laws and The Right to Information

Chair: Ang Peng Hwa, Nanyang Technological University, Singapore

- Mohammad Sahid Ullah, Chittagong University, Bangladesh
Challenges to the Implementation of the Right to Information Act 2009: In quest of citizen’s rights practice in Bangladesh
- Asoka Dias, Sirasa Television, Sri Lanka
Educating the General Public on the Constitution: Experiences of Sirasa TV, Sri Lanka
- Joseph M Fernandez, Curtin University of Technology, Australia
Fixing the truth defence jalopy in defamation law: Reform proposals to foster public interest speech
- France Aubin, University of Quebec, Canada
Freedom Of Expression, Public Right To Know And Right To Public Participation Vs Slapp In Canada
- Anita R Gautam, Sharda University, India
The Archaic regulations for Obscenity and Indecency need reform
- Michael Latzer & Florian Saurwein, University of Zurich, Switzerland

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Regulatory Choice in Communications: The Case of Content-Rating Schemes in the Audiovisual Industry

Parallel Session D3
(Room 201, Level 2)
Media and Films

Chair: Usha Vyasulu Reddi, Administrative Staff College of India, India

- David J. Schaefer, Franciscan University of Steubenville, Kavita Karan, Southern Illinois University, USA, Amar Donepudi, ESPN-Star Sports, Namrata Bansal, India
Cinematic Soft Power and Contra-flows: The Prevalence of South Asian Culture and Art in Popular Hindi Cinema
- Sunitha Chitrapu, Sophia Polytechnic, India
The economic effects of television on the Indian film market
- Zakir Hossain Raju, Monash University, Malaysia
Identity Formation in/by Bangladeshi and Malaysian Independent Cinemas: Merger between Technological and Cultural Determinisms?
- Budi Irawanto, National University of Singapore, Singapore
Experiencing the Experimentations: Preliminary Notes on Contemporary Experimental Film (Video) Scene in Indonesia and Malaysia

Parallel Session D4
(Room 202, Level 2)
Media and ICTs

Chair: Mira K. Desai, SNDT Women's University, India

- Parveen Pannu, University of Delhi, India
Challenges in using ICTs against Female Foeticide and reducing Gender Violence
- Bernardita Gwynne Bondoc, University of Santo Tomas, Philippines
Attitudes to and Usage of Information and Communications Technology: An Analysis of the Philippine Advertising Industry
- P. Kennedy, Osmania University, India
Role of ICTs in Promoting School Education: A Case Study of some Urdu Medium Schools in Hyderabad
- Suneet Kheterpal, Centre for Development of Advanced Computing (C-DAC), Mohali & Binod C. Agrawal, TALEEM Research Foundation, India
Emerging Seamless Communication through Information Technology: An Analysis of Virtual Bonding among Women
- Edson C. Tandoc Jr, Philippine Daily Inquirer & Mel Lawrence De Guzman, University of the Philippines, Philippines
How online news sites in the Philippines covered the Influenza A(H1N1)

Parallel Session D5
(Room 203, Level 2)
Media and Journalism Education

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Chair: Keval Kumar, International School for Business, India

- Mohammad Sahid Ullah, Chittagong University, Bangladesh
De-westernization of Media and Journalism Education in South Asia: in search of a new strategy
- Mark Pearson, Roger Patching, Bond University, Australia
Multimedia journalism as a research method - a new approach
- Shigekazu Kusune, University of Kanazawa, Japan
Do so-called de-westernized Asian media studies as a discipline serve authoritarian countries as a tool to control own people and cause more conflicts in the international communication?
- Pamela A. Custodio & Garry Jay S. Montemayor, University of the Philippines, Philippines
The Place of Devcom Los Banos Style in the Field of Communication

1450 – 1605

Parallel Sessions E

Parallel Session E1
(Room 202, Level 2)

Religious Broadcasting Bombardment 24 X 7: Search for Analytical Paradigm

Chair: Franz-Joseph Eilers, FABC-Office of Social Communication/Pontifical University of Santo Tomas, Philippines

Co-chair: Dr. C. Agrawal, TALEEM Research Foundation, India

- Anjum Zia, Lahore College for Women University, Pakistan
- Anas Amatayakul, Chulalongkorn University, Thailand
- Kiranjit Kaur, UNiversiti Teknologi MARA, Malaysia
- Fr. Sebastian Periannan, St. Peter’s Pontifical Seminary/Institute, India
- Ma. Stella C. Tirol, University of the Philippines at Los Banos, Philippines

Parallel Session E2
(Room 203, Level 2)

Media and Youth II

Chair: Md. Zin Nordin, Sultan Idris University, Malaysia

- Kajalie Shehreen Islam and Gitiara Nasreen, University of Dhaka, Bangladesh
Tuned In? What Children Learn from Bangladeshi Television Today
- Varsha Jain, Subhadip Roy, Aarzo Daswani, Mari Sudha, Mudra Institute of Communications Research, ICFAI Institute for Management Teachers, India
What Really Works for Teenagers: Human or Fictional Celebrity

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- Supriya Sakamuri, Educational and Documentary film producer, EMMRC, Osmania University, India
Impact of media on the scholastic performance of children: An Exploratory study of Children in Hyderabad, India.
- Maribeth C. Jadina, Avril Adrienne B. De Guzman, Visayas State University, Philippines
Youth Voters' Image Perceptions of the 2010 Philippine Presidential Candidates' Facebook Sites
- Govind Ji Pandey, Babasaheb Bhimrao Ambedkar University, India
Alternative Media, Youth and Civil Society
- Sylvia Yue Zhang & Louis Leung, The Chinese University of Hong Kong, Hong Kong SAR
Gratifications-sought, Audience Activities and the Displacement Effect of YouTube among Chinese Young Adults
- Prashant Mishra, Indian Institute of Management Calcutta & Madhupa Bakshi, NSHM Institute of Media & Communication, India
Media and Youth in Emerging Economies: A Study of Demographic Correlates in Indian Context

Parallel Session E3
(Room 208, Level 2)

Media Theories

Chair: Andrew Taussig, International Institute of Communication, UK

- Linda Jean Kenix, University of Canterbury, New Zealand
The Future of Alternative Media
- Grace Kwan, Nanyang Technological University, Singapore
Understanding Cyber Bullying from a Computer-Mediated Perspective: A Theoretical Paper
- Su-Kyung Han, Johannes Gutenberg University Mainz, Germany
“Why cannot globalization as meta-theory describe the world today?”
- Sang-Woo Lee, Minsik Seo, KyungChul Kang, Yonsei University, South Korea
Convergence Policy-making Process of IPTV in Korea using Actor-Network Theory
- Veena Raman, Pennsylvania State University, USA
Technologies for governance reconsidered: A Blended Model for developing countries

Parallel Session E4
(Room 209, Level 2)

Television and Cable in India, Korea and China

Chair: Chandrabhanu Pattanayak, Himgiri Nabh Viswavidyalaya, India

- Mira Desai, S N D T Women's University, India
Indian Family, Culture and Transnational Television: Intracultural Diversities
- Ruchi Jaggi, Symbiosis International University, India

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The Great Indian Television Soap Opera – Issues of Identity and Socio-cultural Dynamics

- Pallavi Majumdar, Amity University, India
Content regulation on private television news channels: Evaluation of regulatory framework in India
- Jane M. Shattuc, Emerson College, USA & Xi Zhao, Communication University of China, P.R. China
Chinese Cable TV and the Creation of Niche Networks: A Comparison/Contrast with American Cable and the Segmenting of Tastes
- Sang-Woo Lee, Hanna Suh & Kyungchul Kang, Yonsei University, South Korea
Ownership Structures and Market Performances of Cable Networks in Korea: An Empirical Study

Parallel Session E5
(Room 201, Level 2)
Blogs and Web 2.0

Chair: Marie A. Mater, Houston Baptist University, USA

- Mallika Vijay Kumar, Dr. Gro College of Science, India
Identity Management in Textual Instant Messaging Chat among college students in Coimbatore, India - A Goffmanian Interpretation
- Rajalakshmi Kanagavel & Chandrasekharan Velayutham, Anna University, India
Comparative Analysis of the Impact of Social Networking Sites among college going students in varied cultures- India and The Netherlands.
- Yasmin Ibrahim, University of London, UK
Ethics of New Knowledge Economies: The Dilemmas of Consumers as Producers with Web 2.0 and after
- Masduki, Indonesian Islamic University, Indonesia
New Media and Democratic Culture: A Study of Indonesia's Anti-graft 'Facebook Movement' 2009 as The New 'non-party' Politics in Indonesia

1605 – 1630

Coffee Break

1630 – 1745

Parallel Sessions F

Parallel Session F1
(Room 202, Level 2)
Media and Elections in ASEAN

Chair: Kalinga Seneviratne, AMIC, Singapore

- Kiranjit Kaur & Halimahton Shaari, Universiti Teknologi MARA, Malaysia
Coverage in the Malaysian media on women political candidates and the issues they champion
- Andrew Duffy & Yang Yuhong Ashley, Nanyang Technological University, Singapore

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For more information, please contact:

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Bread and Circuses: Food Meets Politics in the Singapore Media

- Edson C. Tandoc Jr., Philippine Daily Enquirer & Mikhail Franz Flores, University of the Philippines, Diliman, Philippines
Campaign websites in the 2010 Philippine Presidential Elections
- Hong Yah-Huei, Trisha Tsui-Chuan Lin, Ang Peng Hwa, Nanyang Technological University, Singapore
Political Campaigning in Cyberspace: Innovation Resistance among Internet Users in Singapore

Parallel Session F2
(Room 203, Level 2)

Media, Innovation and Organisational Communication

Chair: Gaetan Tremblay, University of Quebec at Montreal, Canada

- Kawpong Polyorat, Khonkaen University, Thailand
Decision to Grow Sugar Canes in Rice Fields: Innovation Adoption, Social vs. Commercial Sources of Information, and Farmers' Size
- Niranjala (Nina) Weerakkody, Ross Monaghan, Deakin University, Australia
Communication and community: Online multimedia content adoption for organisational communication and public information - A case study of the Victoria Police and Dairy Australia.
- Kuang Ching Hei, Maya Khemlani David, University of Malaya, Malaysia
Determining Politeness From The Use Of Openings and Closings in Service Encounters in Malaysian Hospitals
- Francis Raymond T. Calbay, University of Santo Tomas, Philippines
Technology Transfer Mediations of Filipino Technical Writers During Software Lifecycles
- Santana Pathak, Mudra Institute of Communications, Ahmedabad (MICA), India
Communication Strategy of Multinational Corporations (MNCs) and a study on the cross-cultural dimension in the Indian context
- Pamela A. Custodio, University of the Philippines, Philippines
Narrative Analysis of Farmers' Stories of Participation in Grassroots Research

Parallel Session F3
(Room 208, Level 2)

Media and the Environment

Chair: Pradeep Krishnatray, Mudra Institute of Communications, Ahmedabad, India

- Mohammed Zin Nordin, Shanti Balraj-Ambigapathy, Hasrina Mustafa, Sultan Idris University, Universiti Sains Malaysia, Malaysia
Enhancing Energy Agenda in Small Medium Industries in Malaysia: Information Campaign on Energy Efficiency

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- Norhayati Rafida Abdul Rahim, Islamic Science University of Malaysia, Malaysia
A Preliminary Study of Newspapers Reporting on Environmental Conflicts in Malaysia: An Interview Analysis
- Jessada Salathong, Waseda University, Japan
Environmental Journalism in Thailand: Journey, choices and challenges
- Puja Mahesh, Apeejay Institute of Mass Communication, India
Content Analysis of Social networking Sites creating Environment Awareness

Parallel Session F4
(Room 209, Level 2)
Role of Media

Chair: Keval Kumar, International School for Business, India

- Azmat Rasul & Stephen D. McDowell, Florida State University, USA
The media and conflict management: A case study of Indo-Pak relations after Mumbai attacks
- Lulu Rodriguez and Suman Lee, Iowa State University, USA
Technical, Psychometric and Sociocultural Dimensions of Risk Perception: Media Coverage and the South Korean Reaction to American Beef Imports
- Gatut Priowidodo, Marsefio S.L, Petra Christian University, Indonesia
Purification Movement and Media Construction
- Esmaeel Haditabar, University of Mazandaran & Khadijeh N. Khorrami, Allameh Mohaddec Institute, Iran
The Role of Media on Decarceration Policy

Parallel Session F5
(Room 201, Level 2)
Media in its various forms

Chair: Muneo Kaigo, University of Tsukuba, Japan

- Hui Luo, Xiamen University, P.R.China
A Comparison of the Marginal Population Striving for Media Discursive Power in China and in Western Countries
- Chandini Sankaran, University of South Carolina, USA & Sankaran Ramanathan, Mediaplus Research Consultancy, Malaysia
Promotion of the Millenium Development Goals by Media in ASEAN
- Hanne Kristine Hallingby, Telenor Global Business Development & Research, Norway
Complementarities and substitution in the new media landscape
- Rengin Ozan, Istanbul University, Turkey
New Media and Process of Transformation in Turkey
- Garry Jay S. Montemayor, University of the Philippines, Philippines

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*Exploring the Communicational Factors that Affect Filipino’s Behavior
in Knowledge Sharing*

1930 – 2100

AGM and Dinner (Only for AMIC Members)
**(Wee Kim Wee School of Communication & Information, Nanyang
Technological University)**

(End of Day 2)

Day Three - Wednesday, 23 June 2010

0900 – 1200

Poster Sessions
(Outside Ballroom 2 & 3)

- Aimee Dawis, University of Indonesia, Indonesia
The BlackBerry as a Social Phenomenon in Indonesia
- Annie N. Duru, Howard University, USA
Nigerian video film: An agent for raising consciousness
- Ido Prijana Hadi, Petra Christian University, Indonesia
Media convergence, journal, and local media in East Java, Indonesia
- Yin Qi, Xiamen University, P.R.China
*Research on Innovation of Chinese Media Organization’s Governance
Structure: Based on Stakeholder Theory*
- Irwa R. Zarkasi, University of Indonesia, Indonesia
*Management Pattern of Private Radio Broadcasting in Indonesia
Through Network-Based Broadcasting System: From Local to National
Area*
- Harjeet Kaur Phull, Guru Nanak Dev University, India
*Interplay of Culture and Technology in Postmodern Communication
Revolution: A case study of Jalandhar (Punjab) and surrounding regions*
- Gatut Priyowidodo, Petra Christian University, Indonesia
*People’s Political Rights and Strengthening of Political Organization’s
Identity in Cyberspace Age*
- Charulata Singh, Vivevekananda Institute of Professional Studies,
India
*New Media Technologies and the Cultural Shift: A Study on ‘Facebook’
as an interface between children and parents*
- Billy K. Sarwono, University of Indonesia, Indonesia
*Women and ecology: a reception study of Jakarta women concerning
environment issue*

0830 – 1015

Plenary Session 3
(Ballroom 3, Level 2)

Consultative Meeting on Journalism Education (Benchmarking Survey)
Assessing the Standard of Journalism Education Schools in Asia

Facilitator, Keval Kumar, International School for Business, India

Institutional training of journalism, especially in some Asian countries, is often
alleged to be inadequate in addressing the demands of the profession. This is one

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of the key challenges confronted by the profession of journalism in the region. In an attempt to address the disconnect between educators and professionals in the field of journalism, the 19th AMIC Annual Conference seeks to identify a set of benchmarking criteria that can be used as a yardstick in evaluating and thus helping maintain the standard of journalism programmes in Asia.

This plenary session, titled Consultative Meeting on Journalism Education (Benchmarking Survey), will bring together both academics and professionals from all over the world for an interactive discussion. At the end of the session, AMIC hopes to provide a framework of guidelines for assessing the quality and thus ensure the standard of journalism education programmes in Asia. This on-going, consultative meeting will be part of a bigger project undertaken by AMIC in its commitment towards enhancing media and communication expertise in the region.

All journalists, educators, program administrators and other media professionals are invited to attend this meeting and share their expert opinions.

1015– 1045

Coffee Break

1045 – 1200

Joint AMIC - Johns Hopkins University Centre for Communication Programme Panel on HIV/AIDS and Role of Media (Ballroom 3, Level 2)

Chair: Sundeep R. Muppidi, AMIC, Singapore

- Umakanth Panwar, Health Secretary, Uttarakhand, India
- Daxa Patel, Gujarat Network of Positive People, India
- Nidhi Dubey – Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs, India
- Ashok Row Kavi, UNAIDS, India
- Sanjanthi Velu, Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs, India

1200 – 1300

Lunch
(Concourse, Level 3)

1315 – 1415

Joint AMIC-ICA Plenary Session
(Theatre, Level 2)

Chair: Barbie Zelizea, University of Pennsylvania, USA

Speaker: Ien Ang, University of Western Sydney, Australia
The transnational Communication of “Racism”: Migration, Media & the Shaping of International Relations

1430 – 1600

Plenary Session 4
Status of DevComm

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(Ballroom 3, Level 2)

Chair: Srinivas Melkote, Bowling Green State University, USA

- Pradeep Krishnatray, Mudra Institute of Communications, Ahmedabad, India
- Oliver Boyd-Barret, Bowling Green State University, USA
- Karen Wilkins, University of Texas at Austin, USA
- P.V. Sateesh, Deccan Development Society, India

1600 – 1630

Coffee Break

1630 – 1800

**Closing Ceremony and Closing Keynote Speech
(Room , Level 2)**

Chair: Sundeeep R. Muppidi, Secretary – General, AMIC, Singapore

Closing Remarks: Indrajit Banerjee, Chief of Section for ICT in education, science and culture, UNESCO, France

- Ang Peng Hwa, Chairman, AMIC, Singapore
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(End of Conference)