

**THE 5th INTERNATIONAL SEARCH CONFERENCE 2017**  
**18-19 MAY 2017**  
**CONFERENCE PROGRAMME**

| <b>WEDNESDAY 17 MAY 2017</b> |                  |       |
|------------------------------|------------------|-------|
| TIME                         | EVENT            | ROOM  |
| 3.00 PM – 6.00 PM            | PRE-REGISTRATION | LT 12 |

| <b>THURSDAY 18 MAY 2017</b> |  |                        |
|-----------------------------|--|------------------------|
| TIME                        | EVENT  | ROOM                   |
| 7.00 AM – 9.00 AM           | REGISTRATION   | LT 12                  |
| 9.00 AM – 9.30 AM           | <b>OPENING CEREMONY</b><br>Officiated by Professor Michael Driscoll<br>Vice Chancellor and President, Taylor’s University<br><b>BEST PAPER PRESENTATION</b><br>Professor Pradeep Kumar Nair<br>Deputy Vice Chancellor, Taylor’s University                           | LT 12                  |
| 9.30 AM – 10.30 AM          | <b>PLENARY 1</b><br><b>Professor Ang Peng Hwa</b><br>Wee Kim Kee School of Communication and Information,<br>College of Arts and Social Sciences, Nanyang Technological University,<br>Singapore<br><b>Moderator:</b><br><b>Associate Prof. Dr. Antoon de Rycker</b> | LT 12                  |
| 10.30 AM – 11.00 AM         | TEA  | LT 12                  |
| <b>PARALLEL SESSION 1</b>   |  |                        |
| <b>11.00 AM – 1.00 P.M</b>  |  |                        |
| TIME                        | <b>THEME – USE OF SOCIAL MEDIA IN POLITICS</b>   | VENUE                  |
| 11.00 – 11.30               | <b>Francis Barclay</b><br><b>Central University of Tamil Nadu, India</b><br>Media Effect on Media: Progression of Political News and Tweets during India’s 2014 Elections  | LT4<br>Winston         |
| 11.30 – 12.00               | <b>Hah Foong Lian</b><br><b>Curtin University Sarawak, Malaysia</b><br>Marketing Culture and Identity in Political YouTube videos in the 11 <sup>th</sup> Sarawak State Election   |                        |
| 12.00 – 12.30               | <b>Khor Gee Khing</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Media Coverage of the Twelfth and Thirteenth General Elections: A Content Analysis  |                        |
| 1.00 – 2.00 P.M.            | LUNCH  | Temptations Restaurant |

| <b>PARALLEL SESSION 2</b><br><b>11.00 AM – 1.00 P.M</b> |   |                                   |
|---|---|-----------------------------------|
| <b>TIME</b>   | <b>THEME – FACEBOOK AND ITS USES</b>  | <b>VENUE</b>                      |
| 11.00 –<br>11.30  | <b>Sivasangari Genapathy, Judith Nesamalar</b><br><b>Taylor’s University, Malaysia</b><br>Malaysian university student’s expression on news with strong race and religious elements on Facebook   | LT5<br>Rosaline                   |
| 11.30 –<br>12.00  | <b>Sharon Wilson, Surita Mogan, Kiran Dhillon</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Knitting Communities Together: Facebook Discussion Content and Support of Endometriosis  |                                   |
| 12.00 –<br>12.30  | <b>Dusti Howell</b><br><b>Emporia State University, USA</b><br>A Humorous Look at Facebook’s Shadows  |                                   |
| 12.30 –<br>1.00   | <b>Tan Huey Pyng</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Grieving through Facebook and Understanding the Meaning of Death: A religious Perspective   |                                   |
| <b>1.00 –<br/>2.00 P.M.</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 3</b><br><b>11.00 AM – 1.00 P.M</b> |   |                                   |
| <b>TIME</b>   | <b>THEME – THE BUSINESS OF GOING ONLINE</b>   | <b>VENUE</b>                      |
| 11.00 –<br>11.30  | <b>Yoyoh Hereyah</b><br><b>Mercu Buana University, Indonesia</b><br>Marketing Communications : Activity Omni Channel Marketing in Nowadays 21 Century Bisnis  | C6.04<br>Dr Rama                  |
| 11.30 –<br>12.00  | <b>Hafizah Awalia</b><br><b>Airlangga University, Indonesia</b><br>Onlineshop and Hyperreality, A New Style of Shoppingholic Generation In Indonesia  |                                   |
| 12.00 –<br>12.30  | <b>Slamet Riyadi (Dr. Soetomo University, Indonesia),</b><br><b>Daniel Susilo (Airlangga University, Indonesia)</b><br><b>Siska Armawati Sufa (Dr. Soetomo University, Indonesia)</b><br>The Impact of Online Photography on Instagram: Effective Promotion of Indonesian Tourism |                                   |
| <b>1.00 –<br/>2.00 P.M.</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 4</b><br><b>11.00 AM – 1.00 P.M</b> |   |                                   |
| <b>TIME</b>   | <b>THEME – SOCIAL MEDIA AND THE LAW</b>   | <b>VENUE</b>                      |
| 11.00 –<br>11.30  | <b>Jason James Turner, Puteri Sofia Amirnuddin</b><br><b>Taylor’s University, Malaysia</b><br>Perspectives of Privacy in the Context of Social Media and the Rule of Law: An Analysis of Malaysian and UK Consumers   | C6.06<br>Justin Victor            |

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|---|---|-----------------------------------|
| 11.30 –<br>12.00  | <b>Yvonne Hoh Jgin Jit</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Beyond Big Brother: Surveillance Studies and Malaysia   |                                   |
| 12.00 –<br>12.30  | <b>A. Vijayalakshmi Venugopal, Marini Arumugam</b><br><b>Taylor’s University, Malaysia</b><br>Defamatory Comments & Copyright Infringement of Images in Social Media  |                                   |
| <b>1.00 –<br/>2.00 P.M.</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 5</b><br><b>11.00 AM – 1.00 P.M</b> |   |                                   |
| <b>TIME</b>   | <b>THEME – SOCIAL MEDIA AND CRISES</b>  | <b>VENUE</b>                      |
| 11.00 –<br>11.30  | <b>Nurzali Ismail, Jamilah Ahmad, Shuhaida Md. Noor,<br/>Jayslyn Saw</b><br><b>Universiti Sains Malaysia, Malaysia</b><br>Understanding Youth’s Usage of Social Media During Natural Disasters:<br>An Application of the Social Mediated Crisis Communication Model                                     | C6.07<br>Lina                     |
| 11.30 –<br>12.00  | <b>Dayang Aizza Maisha Abang Ahmad, Noratikah Mohamad Ashari,<br/>Mus Chairil Samani</b><br><b>University Malaysia Sarawak, Malaysia</b><br>Communicating Crisis on Social Media: Analysing the Role of Message<br>Attributions and Crisis Types in Developing Strategic Approach to Crisis<br>Response |                                   |
| 12.00 –<br>12.30  | <b>Muzayin Nazaruddin</b><br><b>Universitas Islam Indonesia , Indonesia</b><br>Social Media and Disaster Risk Reduction:<br>A Case Study of Facebook Group ‘Info Merapi’  |                                   |
| <b>1.00 –<br/>2.00 P.M.</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 6</b><br><b>11.00 A.M.-1.00 P.M</b> |   |                                   |
| <b>TIME</b>   | <b>THEME – USER GENERATED SOCIAL MEDIA</b>  | <b>VENUE</b>                      |
| 11.00 –<br>11.30  | <b>Daniel Susilo</b><br><b>Airlangga University, Indonesia</b><br>Nationalism Discourse of Youtube Video, Tipikal Anak Muda Indonesia<br>(Typical of Indonesian Youth) by Last Day Production   | C6.08<br>Yuen Ching               |
| 11.30 –<br>12.00  | <b>Wan Hartini Wan Zainodin, Mariah Muda, Ilias Salleh</b><br><b>Universiti Teknologi Mara, Malaysia</b><br>User Generated Online Video: Gen Y Escapism Towards the Government<br>Supremacy   |                                   |
| 12.00 –<br>12.30  | <b>Nur Leila Khalid, Sheila Yvonne, Nurzihan Hassim</b><br><b>Taylor’s University, Malaysia</b><br>Don’t Be Square - Connecting Unique Malaysian Food Experiences Through<br>Instagram Hashtags   |                                   |
| <b>1.00 –<br/>2.00 P.M.</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |

| PARALLEL SESSION 7<br>11.00 A.M.-1.00 P.M |   |                        |
|---|---|------------------------|
| TIME                                      | THEME – GENDER STUDIES  | VENUE                  |
| 11.00 – 11.30                             | <p style="text-align: center;"><b>Malissa Maria Mahmud (Sunway University Malaysia)</b><br/> <b>Chandra Reka Ramachandiran (Taylor’s University, Malaysia)</b><br/>           An Etymological Shift: Rethinking Communicative Styles and Gender Differences on Social Media</p>   | LT12<br>Philip Gan     |
| 11.30 – 12.00                             | <p style="text-align: center;"><b>Norealyna Misman (International Islamic University, Malaysia),<br/>           Hamed Mohd Adnan, Amira Sariyati Firdaus (University of Malaya, Malaysia)</b><br/>           The Representation of Foreign Women in the Crime News of Malaysian English Newspaper</p>                                   |                        |
| 12.00 – 12.30                             | <p style="text-align: center;"><b>Uma Rani A Rethina Velu, Surinderpal Kaur<br/>           University of Malaya, Malaysia</b><br/>           Convergence of Visual Interpretation and Collective Practices of Masculinity in a Malaysian Televised Show</p>   |                        |
| 12.30 – 1.00                              | <p style="text-align: center;"><b>Usha Devi Rajaratnam, Antoon De Rycker<br/>           Taylor’s University, Malaysia</b><br/>           From Gender Stereotyping to Co-Constructing Political Identity: Changes in <i>Malaysiakini</i>’s Portrayal of Women Politicians During Malaysia’s 2008 and 2013 General Elections</p>          |                        |
| 1.00 – 2.00 P.M.                          | <b>LUNCH</b>  | Temptations Restaurant |
| PARALLEL SESSION 8<br>2.00 P.M – 4.00 P.M |   |                        |
| TIME                                      | THEME – ONLINE JOURNALISM   | VENUE                  |
| 2.00 – 2.30                               | <p style="text-align: center;"><b>Ziinine Abdesselam, Dr.Zulkifli Abd. Latiff<br/>           University Teknologi Mara, Malaysia</b><br/>           The Impact of Independent Online Media on the Mainstream Media (In the Context of Malaysia)</p>   | LT4<br>Sheila          |
| 2.30 – 3.00                               | <p style="text-align: center;"><b>Nur Haniz Mohd Nor, Amira Sariyati Firdaus, Surinderpal Kaur<br/>           University of Malaya, Malaysia</b><br/>           Malaysian Netizens Perceptions of the 1MDB Scandal</p>  |                        |
| 3.00 – 3.30                               | <p style="text-align: center;"><b>Ihediwa Samuel Chibundu (Universiti Tunku Abdul Rahman Malaysia),<br/>           Chester Chin Zhao Liang (The Star Malaysia)</b><br/>           An Analysis of How Malaysian Journalists are Adapting to the Use of Social Media Tools in News Gathering and Information Dissemination Processes.</p> |                        |
| 3.30 – 4.00                               | <p style="text-align: center;"><b>Khairul Azam Bahari, Mohammed Zin Nordin,<br/>           Siti Nor Amalina Ahmad Tajuddin<br/>           Universiti Pendidikan Sultan Idris, Malaysia</b><br/>           News, Stories and Thunderstorms: A New Phenomenon in Social Media Studies</p>   |                        |
| 4.00 – 4.30 PM                            | <b>AFTERNOON TEA</b>  | C6 Lounge              |

| <b>PARALLEL SESSION 9</b><br><b>2.00 P.M – 4.00 P.M</b>  |   |                   |
|--|---|-------------------|
| <b>TIME</b>  | <b>THEME – PROMOTING SOCIAL MOVEMENTS</b>   | <b>VENUE</b>      |
| 2.00 –<br>2.30   | <b>Manjula Venkataraghavan, Padma Rani</b><br><b>Manipal University, India</b><br>A Study to Understand the Benefits and Barriers of Healthcare Delivery through Mobile Phones From the Rural Beneficiary Perspective           | LT5<br>Kannan     |
| 2.30 –<br>3.00   | <b>Quraisyah Binti Azmi</b><br><b>University of Malaya, Malaysia</b><br>Tiger Conservation Campaign: Analysis of Malaysian Naturalist and The Star.   |                   |
| 3.00 –<br>3.30   | <b>Pupung Arifin</b><br><b>Universitas Atma Jaya Yogyakarta, Indonesia</b><br>Strategic Communication on Permaculture Farming Community (Risk Communication Study of Community Resilience on Sustainable Farming)               |                   |
| 3.30 –<br>4.00   | <b>Mansoureh Ganjian, Hasmah Zainuddin, Jatswan Singh</b><br><b>University of Malaya, Malaysia</b><br>Satellite Channels and Social Movements:<br>The BBC Persian TV and Iran’s Green Movement                                  |                   |
| <b>4.00 –<br/>4.30 PM</b>                                | <b>AFTERNOON TEA</b>  | <b>C6 Lounge</b>  |
| <b>PARALLEL SESSION 10</b><br><b>2.00 P.M – 4.00 P.M</b> |   |                   |
| <b>TIME</b>  | <b>THEME – EDUCATION</b>  | <b>VENUE</b>      |
| 2.00 –<br>2.30   | <b>Johnnie Jada Lim</b><br><b>San Sebastian College Recoletos De Cavite, Philippines</b><br>Criminology Students’ Attitude Towards the Use of Instructional Materials   | C6.04<br>Manickam |
| 2.30 –<br>3.00   | <b>Christina Ong Sook Beng, Tan Chee Seng, Tan Swee Mee,<br/>Sim Chzia Poaw</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Communicative Readiness and Motivation among UNHCR Refugee Teachers of English in Malaysia |                   |
| 3.00 –<br>3.30   | <b>Catherine Lee Cheng Ean</b><br><b>Sunway University, Malaysia</b><br>Making Sense of Social Media and Learning Management System (LMS) Use in Higher Education: Students’ Perspective  |                   |
| 3.30 –<br>4.00   | <b>Leong Wai Kit, Roslina Abdul Latif</b><br><b>Taylor’s University, Malaysia</b><br>Innovative Teaching Pedagogies for Audio Visual Production:<br>An Evaluation from the Student’s Perspective.                               |                   |
| <b>4.00 –<br/>4.30 PM</b>                                | <b>AFTERNOON TEA</b>  | <b>C6 Lounge</b>  |
| <b>PARALLEL SESSION 11</b><br><b>2.00 P.M – 4.00 P.M</b> |   |                   |
| <b>TIME</b>  | <b>THEME – DISCOURSE AND LINGUISTICS</b>  | <b>VENUE</b>      |

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|---------------------------|--|------------------------|
| 2.00 –<br>2.30            | <b>Lim Soo Jin, Cheah Shu Xu</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Do You Know How to Cheong or Not? : A Study of the Online and Offline Discourses of Malaysian Clients of Prostitutes   | C6.06<br>Justin Lopez  |
| 2.30 –<br>3.00            | <b>Mohd Faizal Kasmani</b><br><b>Universiti Sains Islam Malaysia, Malaysia</b><br>Twitter and Political Communication in Malaysia:<br>A Critical Discourse Analysis Approach   |                        |
| 3.00 –<br>3.30            | <b>Intan Norjahan binti Azman</b><br><b>( Universiti Kuala Lumpur-Malaysian Institute of Chemical and Bioengineering Technology),</b><br><b>Maryna Maros (Universiti Kebangsaan Malaysia),</b><br><b>Kesumawati Abu Bakar (Universiti Kebangsaan Malaysia),</b><br><b>Naem Farveez Azim Azmi</b><br><b>( Universiti Kuala Lumpur-Malaysian Institute of Chemical and Bioengineering Technology)</b><br>Swearing in Communication:<br>An Exploratory Study on (Im)politeness among Youths in Malaysia |                        |
| 3.30 –<br>4.00            | <b>Prasana Rosaline Fernandez (Taylor’s University, Malaysia)</b><br><b>Surinderpal Kaur, Ng Kwan Hoong (University of Malaya, Malaysia)</b><br>Representation of Self-Victimisation and the Demonisation of the ‘Other’ in the Discourse on Risks from RF   |                        |
| <b>4.00 –<br/>4.30 PM</b> | <b>AFTERNOON TEA</b>   | <b>C6 Lounge</b>       |
|                           | <b>PARALLEL SESSION 12</b><br><b>2.00 P.M. – 4.00 P.M</b>  |                        |
| <b>TIME</b>               | <b>THEME – VISUAL COMMUNICATION: MOVIES, DRAMAS AND ONLINE GAMES</b>   | <b>VENUE</b>           |
| 2.00 –<br>2.30            | <b>Ramachandran Ponnar, Antoon De Rycker, Nicole Yang Lai Fong, Mohammad Abeer Syed</b><br><b>Taylor’s University, Malaysia</b><br>Variables Moderating The Perceived Effect Of Movie Violence Cognitions On Audiences’ Behavior: A Case Study Of Young Indian Moviegoers In Suburban Malaysia   | C6.07<br>Mary Varghese |
| 2.30 –<br>3.00            | <b>Kavita Maheendran, Lokasundari Vijaya Sankar</b><br><b>Taylor’s University, Malaysia</b><br>We Spoke Different Languages, Yet We Sang the Same Song:<br>An Analysis of Multiculturalism in <i>Ola Bola</i>  |                        |
| 3.00 –<br>3.30            | <b>Nurzihan Hassim, Sheila Yvonne, Nur Leila Khalid</b><br><b>Taylor’s University, Malaysia</b><br>An Analysis of Fantasy K-Dramas from the Perspective of Media Users   |                        |
| 3.30 –<br>4.00            | <b>Au Yong Geok Lian, Tan Han Keong, Tai Liang Kwang</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Gender Gap and the Social Construction of Identity in Violent Online Games: A Case Study among Female Gamers in the Klang Valley   |                        |

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| 4.00 –<br>4.30 PM                                 | AFTERNOON TEA   | C6 Lounge     |
| <b>PARALLEL SESSION 13</b><br>2.00 PM – 4.00 PM   |   |               |
| <b>TIME</b>                                       | <b>THEME: PUBLIC RELATIONS AND ADVERTISING</b>  | <b>VENUE</b>  |
| 2.00 –<br>2.30                                    | <b>Craig J Selby, Benjamin Lee Cheng Han</b><br><b>Orchan Consulting Asia Sdn Bhd   Metanoia Ltd, Malaysia</b><br>When the Light at the End of the Tunnel is in Fact Another Train:<br>Emerging Problems Facing the PR Industry                             | C6.08<br>Siva |
| 2.30 –<br>3.00                                    | <b>Jamsari Hashim, Bahiyah Omar</b><br><b>Universiti Sains Malaysia, Malaysia</b><br>Factors Affecting Social Media Use for Public Relations in Malaysia  |               |
| 3.00 –<br>3.30                                    | <b>Siti Nor Amalina Ahmad Tajuddin, Mohammed Zin Nordin,</b><br><b>Khairul Azam Bahari</b><br><b>Universiti Pendidikan Sultan Idris, Malaysia</b><br>Examining Unity and Social Cohesion Through Public Service Advertisements<br>(PSAS) in the Digital Age |               |
| 3.30 –<br>4.00                                    | <b>Manimekalai Jambulingam, Srikaanth Sivasubramaniam, Kyra Law Ley Sy</b><br><b>Taylor's University, Malaysia</b><br>Predictors of Ad Click Behaviour on Facebook Advertisements   |               |
| 4.00 –<br>4.30 PM                                 | AFTERNOON TEA   | C6 Lounge     |
| <b>FRIDAY 19 MAY 2017</b>                         |   |               |
| <b>TIME</b>                                       | <b>EVENT</b>  | <b>ROOM</b>   |
| 9.00 –<br>9.30 A.M.                               | <b>PRESENTATION OF RESEARCH GRANTS</b><br><b>Associate Professor Dr. Ramachandran Ponnar</b><br><b>Taylor's University, Malaysia</b><br>Violence Among Generation Y Movie Goers<br>In Selected Urban Peripherals In West Malaysia                           | LT12          |
| 9.30-<br>10.00<br>A.M.                            | <b>Dr. Nicole Yang Lai Fong</b><br><b>Taylor's University, Malaysia</b><br>Malaysia-China Bilateral Relations:<br>A Comparative Analysis Of Malaysian And Chinese Newspapers  |               |
| 10.00 –<br>10.30 AM                               | TEA   | LT12          |
| <b>PARALLEL SESSION 14</b><br>10.30 AM – 12.30 PM |   |               |
| <b>TIME</b>                                       | <b>THEME – POLITICS AND MEDIA</b>   | <b>VENUE</b>  |
| 10.30 -<br>11.00                                  | <b>Tony Wilson</b><br><b>Visiting Fellow, Media and Communications, LSE, University of London,</b><br><b>United Kingdom</b><br>Citizens, Consumers and Screen Narrative in Malaysia:  | LT4<br>Usha   |

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|  | An Audience Hermeneutic Practices Perspective  |                                   |
| 11.00 –<br>11.30   | <b>Lubna Zaheer</b><br><b>University of the Punjab, Lahore, Pakistan</b><br>Social Media: A New Avenue for Political Development in Pakistan   |                                   |
| 11.30 -<br>12.00   | <b>Cecilia Fe L Sta Maria-Abalos</b><br><b>University Of The Philippines Baguio, Philippines</b><br>Political Sides, Competing Information and Multiplicity Of Source:<br>A Reading of the Pro and Anti Duterte in the Facebook  |                                   |
| 12.00 -<br>12.30   | <b>Vinaya R Mestha. H.S. Subha</b><br><b>Manipal University, India</b><br>Study on Twitter Use by External Affairs Minister of India Sushma Swaraj   |                                   |
| <b>12.30 –<br/>2.00</b>                                  | <b>LUNCH</b>   | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 15</b><br><b>10.30 AM – 12.30 PM</b> |  |                                   |
| <b>TIME</b>  | <b>THEME- BONDING THROUGH SOCIAL MEDIA</b>   | <b>VENUE</b>                      |
| 10.30 -<br>11.00   | <b>Catherine Lee Cheng Ean, Serena Leow Wai Yee</b><br><b>Sunway University, Malaysia</b><br>Assessing the Relationship Between Facebook Safety and Frequency of<br>Usage on Bonding And Bridging Social Capital   | LT5<br>Leila                      |
| 11.00 –<br>11.30   | <b>Orville B. Tatcho</b><br><b>University of the Philippines Baguio, Philippines</b><br>Image Building in the 2016 Philippine Presidential Debates:<br>The Case of Philippine President Rodrigo Duterte  |                                   |
| 11.30 -<br>12.00   | <b>Phanomkorn Yothasorn</b><br><b>Thammasat University, Bangkok, Thailand</b><br>The Quest Of the Self: Social Media through J.J. Rousseau's Eyes  |                                   |
| 12.00 –<br>12.30   | <b>Diong Fong Wei ,Cheah Phaik Kin</b><br><b>(Universiti Tunku Abdul Rahman, Malaysia),</b><br><b>Amiso M. George (Texas Christian University, USA)</b><br><b>Siah Poh Chua (Universiti Tunku Abdul Rahman, Malaysia)</b><br>Student Perceptions of the Roles of a University in Sustaining<br>University-Community Engagement |                                   |
| <b>12.30 –<br/>2.00</b>                                  | <b>LUNCH</b>   | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 16</b><br><b>10.30 AM – 12.30 PM</b> |  |                                   |
| <b>TIME</b>  | <b>THEME – JOURNALISM</b>  | <b>VENUE</b>                      |
| 10.30 -<br>11.00   | <b>Manimegalai Ambikapathy, Hasmah Zanuddin</b><br><b>University of Malaya, Malaysia</b><br>Coverage of Lahad Datu Conflict: Analysis of Malaysia Mainstream<br>Newspapers   | C6.04<br>Zee                      |
| 11.00 –<br>11.30   | <b>Sowparnika Pavan Kumar Attavar</b><br><b>Manipal University,India.</b><br>Understanding the Relationship between Journalistic Narrative and Data  |                                   |



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|  | Visualization in Data Driven Stories: Insights from Indian Data Journalism   |                               |
| 11.30 - 12.00  | <b>Ong Sheau Wen, Ihediwa Samuel Chibundu</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Debating the Issue of Vernacular Schools System In Malaysia:<br>A Comparative Analysis of Multi-Lingual Local Dailies   |                               |
| 12.00 – 12.30  | <b>Mark Anthony P. Sabili</b><br><b>University of Asia and the Pacific, Philippines</b><br>Filipino Youths Awareness towards Fake Political News in Social Media   |                               |
| <b>PARALLEL SESSION 17</b><br><b>10.30 AM – 12.30 PM</b> |  |                               |
| TIME   | <b>THEME – SOCIAL MEDIA AND COMMUNICATION</b>  | VENUE                         |
| 10.30 - 11.00  | <b>Mohd Asrizal Razali</b><br><b>Taylor’s University, Malaysia</b><br>Relationship between Social Media Use and Organization Productivity among Employees at The One Academy Of Communication Design Bandar Sunway   | C6.06<br>Suzanne              |
| 11.00 – 11.30  | <b>Ming Ming Diao, Hui (Janet) Xue, Justin Devlin</b><br><b>(Western Sydney University – Sydney City Campus (WSU-SCC)) &amp; Sydney Institute Of Business And Technology (SIBT), Australia</b><br>The Impact of Practice Enhanced Engagement System on Young People’s Communication Experience |                               |
| 11.30 - 12.00  | <b>Kumutham Krishnan, Raduan Shariff, Thinavan Periyayya, Abdul Satar Abdullah Harun</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Social Media Usage and Influence: A Study on Behavioural Change of Pre School Children and Parent Mediation                                      |                               |
| 12.00 – 12.30  | <b>Priyadharshini Ahrumugam, Yesuselvi Manickam</b><br><b>Sunway University, Malaysia</b><br>Embracing Diversity: A Study On Department Of Communication & Liberal Arts, Sunway University Students Experience Towards An Equitable Education  |                               |
| <b>12.30 – 2.00</b>                                      | <b>LUNCH</b>   | <b>Temptations Restaurant</b> |
| <b>PARALLEL SESSION 18</b><br><b>10.30 AM – 12.30 PM</b> |  |                               |
| TIME   | <b>THEME – ETHNICITY AND GENDER</b>  | VENUE                         |
| 10.30 - 11.00  | <b>Noranis Ismail, Shamsul Hamimi Ab. Rahman</b><br><b>Taylor’s University, Malaysia</b><br>Incorporating Cultural Elements into Corporate Image: A Case Study   | C6.07<br>Edward Sim           |
| 11.00 – 11.30  | <b>Yan Yew Loong</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>What’s So Queer About Malaysian Chinese?   |                               |
| 11.30 - 12.00  | <b>S. Maartandan (Universiti Tunku Abdul Rahman)</b><br><b>Mohd. Khairie Ahmad (Universiti Utara Malaysia)</b><br>From Ultra Malay to Indian Community Transformer:  |                               |

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|   | Exploring Tun Mahathir's Leadership Communication   |                                   |
| 12.00 –<br>12.30                                    | <b>Chuan Tek Pheung</b><br><b>Tunku Abdul Rahman University College, Malaysia</b><br>Adopting Masculine Traits to Get Ahead –A Case Study of Malaysian Female<br>& Male Public Relations Practitioners' Job Role & Organisational Position<br>Disparities |                                   |
| <b>12.30 –<br/>2.00</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 19</b><br>10.30 A.M – 12.00 P.M |   |                                   |
| TIME  | <b>THEME – SOCIAL MEDIA EFFECTS</b>   | VENUE                             |
| 10.30 -<br>11.00                                    | <b>Chong Eu Choong</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>On the Wild Side of the Social Media:<br>A Psychoanalytical Reading of the Malaysian Context  | C6.08<br>Antoon                   |
| 11.00 –<br>11.30                                    | <b>Mok Sew Kuen</b><br><b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Exploring Football Fandom and Fidelity Through Social Media  |                                   |
| 11.30 -<br>12.00                                    | <b>Ismail Sheikh Yusuf Ahmed (Qatar University, Qatar),<br/>Syed Arabi Iddid, Zeti Azreen Ahmad<br/>(International Islamic University Malaysia)</b><br>Determining Factors Influencing Attitude Towards News Consumption:<br>A SNS Context                |                                   |
| 12.00 –<br>12.30                                    | <b>K.Padmakumar, Padma Rani</b><br><b>Manipal University, India</b><br>Radio & Social Media Content Integrations - Perceived Effects on Listeners:<br>An Asian Perspective  |                                   |
| <b>12.30 –<br/>2.00</b>                             | <b>LUNCH</b>  | <b>Temptations<br/>Restaurant</b> |
| <b>PARALLEL SESSION 20</b><br>10.30 A.M- 12.00 P.M. |   |                                   |
| TIME  | <b>PAPER THEME – INNOVATIVE USES OF SOCIAL MEDIA</b>  | VENUE                             |
| 10.30 -<br>11.00                                    | <b>Mary Varghese &amp; Yang Lai Fong</b><br><b>Taylor's University, Malaysia</b><br>Malaysia-China Trade Diplomacy in The Media:<br>Negotiating Relationships and Maintaining Positions   | LT4<br>Marzura                    |
| 11.00 –<br>11.30                                    | <b>Jenny Heng, Winston Lim, Siow Yuen Ching</b><br><b>Taylor's University, Malaysia</b><br>Framing Strategies of <i>Bersih</i> 5.0 On Facebook  |                                   |
| 11.30 -<br>12.00                                    | <b>Imtiaz Mohammad Sifat</b><br><b>International Islamic University Malaysia, Malaysia</b><br>Stale News Hypothesis Vis-À-Vis Social Media Buzz in Selected Asean Stocks  |                                   |
| 12.00 –<br>12.30                                    | <b>Olowo Emmanuel Opeyemi, Raduan Shariff, Anita Morah Abas,<br/>Thinavan Periyayya</b>   |                                   |

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|  | <b>Universiti Tunku Abdul Rahman, Malaysia</b><br>Wechat Uses and Gratifications among Young Malaysian Adults in Klang Valley, Malaysia  |                               |
| <b>12.30 – 2.00</b>  | <b>LUNCH</b>   | <b>Temptations Restaurant</b> |
| <b>PARALLEL SESSION 21</b><br><b>2.00 PM – 4.00 PM</b>     |  |                               |
| <b>TIME</b>  | <b>PAPER THEME – EDUCATION</b>   | <b>VENUE</b>                  |
| 2.00 – 2.30  | <b>Rajasekar Thangarasu</b><br><b>Bharathiar University, Tamilnadu, India</b><br>A Study on Enhancing Speaking Skills through Collaborative Learning   | LT5<br>Judith                 |
| 2.30 – 3.00  | <b>Kok Hui Meian (University Of Tunku Abdul Rahman, Malaysia),</b><br><b>Tan Ser Zian (Taylor’s University, Malaysia),</b><br><b>Inderjit Kaur Lally (University Of Tunku Abdul Rahman)</b><br>The Impact of Game-Based Learning Towards Students’ Performance |                               |
| 3.00 – 3.30  | <b>Ismail Ahmad, Rosni Abdul Rani, Mohammed Zin Nordin</b><br><b>Universiti Pendidikan Sultan Idris, Malaysia</b><br>Media Literacy of Primary School Pupils:<br>An Exploratory Study in SK Cator Avenue, Ipoh, Perak.   |                               |
| <b>4.00 – 4.30 PM</b>                                      | <b>AFTERNOON TEA</b>   | <b>C6 Lounge</b>              |
| <b>PARALLEL SESSION 22</b><br><b>2.00 PM – 4.00 PM</b>     |  |                               |
| <b>TIME</b>  | <b>PAPER THEME: EDUCATION</b>  | <b>VENUE</b>                  |
| 2.00 – 2.30  | <b>Ahmad Nazri Jelani, Khairul Firhan Yusob,</b><br><b>Khairunisa Nikman, Norhidayah Md Yusof</b><br><b>University Teknologi Mara (UITM), Malaysia</b><br>Exploring ESL learners’ Anxiety in Speaking Assessment: A look into Malay Tertiary Students          | C6.04<br>Mary Josephine       |
| 2.30 – 3.00  | <b>Ariel S. Barrias</b><br><b>Philippine Science High School ,Philippines</b><br>Facebook as a Strategy in Education   |                               |
| 3.00 – 3.30  | <b>A.M Sultana (University of Tunku Abdul Rahman, Malaysia),</b><br><b>Siti Amira Nabilah binti Khairuddin</b><br><b>(Universiti Pendidikan Sultan Idris, Malaysia)</b><br>Measuring Learning Styles and Learning Stimulus among Secondary School Students     |                               |
| 3.30 – 4.00  | <b>Juhi Garg (Graphic Era University, Dehradun),</b><br><b>Anshul Garg (Taylor’s University, Malaysia)</b><br>A Correlational Study on Hospitality Interest Domains Among Indian-Malaysian Students  |                               |
| <b>4.00 – 4.30 PM</b>                                      | <b>AFTERNOON TEA</b>   | <b>C6 LOUNGE</b>              |
| <b>PARALLEL SESSION 23</b><br><b>2.00 P.M. – 4.00 P.M.</b> |  |                               |

| <b>TIME</b>               | <b>THEME: GENERAL SOCIAL MEDIA USAGE</b>   | <b>VENUE</b>        |
|---------------------------|--|---------------------|
| 2.00 –<br>2.30            | <b>Vandana Saxena</b><br><b>Taylor’s University, Malaysia</b><br>Constructions of Authorship: Challenges in the Digital Era  | C6.06<br>Edward Koh |
| 2.30 –<br>3.00            | <b>Mohamad Malaka</b><br><b>Cairo University, Egypt</b><br>Damat Rüstem Pasha Khans In Istanbul: A Study of the Architecture History   |                     |
| 3.00 –<br>3.30            | <b>Noratikah Mohamad Ashari, Dayang Aizza Maisha Abang Ahmad,<br/>Mus Chairil Samani</b><br><b>University Malaysia Sarawak, Malaysia</b><br>Do Viral Messages Prime a Certain Issue? : A Study on Viral Messages Framing and Its Effects of Knowledge and/or Emotional Activation Towards Issues Among Active Social Media Users |                     |
| 3.30 –<br>4.00            | <b>Ramachandran Ponnar, Balaguru Ambalavanan,<br/>Catherine Lee Cheng Kiat, Jenny Heng Gek Koon</b><br><b>Taylor’s University</b><br>Consumer Preference and Mobile Advertising  |                     |
| <b>4.00 –<br/>4.30 PM</b> | <b>AFTERNOON TEA</b>   | <b>C6 LOUNGE</b>    |
|                           | <b>PARALLEL SESSION 24</b><br><b>2.00 P.M. – 4.00 P.M.</b>   |                     |
| <b>TIME</b>               | <b>THEME:</b>  | <b>VENUE</b>        |
| 2.00 –<br>2.30            | <b>Evie Ariadne Shinta Dewi</b><br><b>Universitas Padjadjaran, Indonesia</b><br>Social Construction Realities of Democracy in Context of “Bandung City Mayor Election” - A Study of Social Media Analysis  | C6.07<br>Shana      |
| 2.30 –<br>3.00            | <b>Mohammed Qurait Alenezi, Paul G. Keble</b><br><b>University Of Tasmania, Australia</b><br>Saudi Youths’ Identity Construction Strategies in Online Communication: An Exploratory Study  |                     |
| 3.00 –<br>3.30            | <b>Shammah E.C Nyathi</b><br><b>Taylor’s University, Malaysia</b><br>The Effects of Social Media Dependence among Malaysian Youth  |                     |
| <b>4.00 –<br/>4.30 PM</b> | <b>AFTERNOON TEA</b>   |                     |
|                           | <b>PARALLEL SESSION 25</b><br><b>2.00 P.M. – 4.00 P.M.</b>   |                     |
| <b>TIME</b>               | <b>THEME:STUDENT PRESENTATIONS</b>   | <b>VENUE</b>        |
| 2.00 –<br>2.30            | <b>Dyuty Firoz</b><br><b>Taylor’s University, Malaysia</b><br>How Young Adults Get Influenced By Tourism Advertisement Promotional Videos  | C6.08<br>Joethi     |
| 2.30 –<br>3.00            | <b>Inas Inayath</b><br><b>Taylor’s University, Malaysia</b><br>The Use Of Social Media By Donald Trump:  |                     |

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|                   | A Content Analysis From The Perspective Of Agenda Setting  |  |
| 3.00 –<br>3.30    | <p style="text-align: center;"><b>May Wong</b><br/> <b>Taylor’s University, Malaysia</b><br/> Employees’ Perception Towards Teleworking:<br/> A Case Study in a Malaysian Private Higher Education Institution</p> |  |
| 4.00 –<br>4.30 PM | <b>AFTERNOON TEA</b>   |  |