

## JMCOMM 2018 Conference Program

# DAY 1

**Date:** 22<sup>nd</sup> and 23<sup>rd</sup> October 2018

**Venue:** HFC, Singapore

**Room:** TBA

8:00-8:30	<b>Registration</b>
8:30-8:40	<p><b>Opening Address: Prof. the Hon. Dr. Stephen Martin</b>  Chairman, Board of Governors, Global Science &amp; Technology Forum (GSTF)  Chairman, Bank of China (Australia)  Former Speaker Parliament of Australia  Former Deputy Vice Chancellor (Strategy and Planning) Curtin University of Technology  Former Pro Vice Chancellor International, Victoria University</p>
8:40-9:20	<p><b>Keynote Address: “Designing Online Deliberative Processes and Technologies for Citizen Input to Policy Making”</b>  Assoc. Prof. Weiyu Zhang  Department of Communications and New Media  National University of Singapore  Singapore</p>
9:20-9:40	<p><b>JMCOMM 119_124</b>  <b>“The Golden Age of Canadian Science Fiction Television?”</b>  Dr. David Garfinkle  MacEwan University, Canada</p>
9:40-10:00	<p><b>JMCOMM 116</b>  <b>“Culture and Its Expression in Brand Communication. Results of a Pilot Study based on Examples of US and Chinese Advertising”</b>  Prof Stephan Schwarz  Hochschule RheinMain, Germany</p>
10:00-10:20	<p><b>JMCOMM 112</b>  <b>“What Drives Negative Electronic Word-of-Mouth Online?”</b>  Prof Vilma Luoma-aho &amp; Matias Lievonen  Jyväskylä University School of Business and Economics, Finland</p>
10:20-10:30	<b>COFFEE BREAK</b>
10:30-10:50	<p><b>JMCOMM 114_115_118</b>  <b>“Mobile Internet and Television: Impact of Telecommunication Technologies on Audiovisual Media Market. Case study of Lithuania”</b>  Dr Mantas Martišius  Vilnius University, Lithuania</p>

10:50-11:10	<p align="center"><b>JMCOMM 135</b>  <b>“Drone Journalism: A Flight Plan for Curriculum Development”</b>  Prof. R.S. (Kip) Wotkyns III  Metropolitan State University of Denver, USA</p>
11:10-11:30	<p align="center"><b>JMCOMM 120</b>  <b>“THE PSYCHOLOGICAL IMPACT OF WHATSAPP AMONG YOUTH IN INDIA”</b>  Dr. P. RAJENDRAN  Madurai Kamaraj University, India</p>
11:30-11:50	<p align="center"><b>JMCOMM 132</b>  <b>“The Impact of YouTube on Journalism”</b>  Mr. John Britto Parisutham  Madurai Kamaraj University, India</p>
11:50-12:10	<p align="center"><b>JMCOMM 117_123</b>  <b>“Y Generation and Their Parents”</b>  Dr A. MUGE YAZGAN  MARMARA UNIVERSITY, Turkey</p>
12:10-1:10	<b>LUNCH</b>
1:10-1:30	<p align="center"><b>JMCOMM 134</b>  <b>“Framing Korean Peninsula Crisis of 2017 A Comparison of Securitization Through News Media In the Broadcasts of Six Major Countries”</b>  Se Jin Kim  Korea University School of Media &amp; Journalism, South Korea</p>
1:30-1:50	<p align="center"><b>JMCOMM 130</b>  <b>“The Merlion in Wedlock: Present at the (Axial) Creation in Masterpiece Cakeshop v. Colorado Civil Rights Commission ”</b>  Dr. Lin Allen  University of Northern Colorado, USA</p>
1:50-2:10	<p align="center"><b>JMCOMM 131</b>  <b>“Global shift of the TV Landscape and Popular Culture in East Asia: From Cultural Imperialism to the Rise of Regionalisation”</b>  Dr. Hsin-Pey Peng  Zhaoqing University, China</p>
2:10-2:30	<p align="center"><b>JMCOMM 111</b>  <b>“THE UNIQUE FEATURES OF PRESIDENT RODRIGO DUTERTE’S PUBLIC STATEMENTS: AN ASSESSMENT”</b>  Ms Jynea Baldevarona  Central Philippine University MassComm Circle, Philippines</p>

2:30-2:50	<p align="center"><b>JMCOMM 113_122</b>  <b>“Access to and Consumption of News via Various News Sources”</b>  Prof Elirea Bornman  University of South Africa (UNISA), South Africa</p>
2:50-3:10	<p align="center"><b>JMCOMM 146</b>  <b>“Citizen Journalism in India: A Study”</b>  Ms. Pushpita Dey  Symbiosis Institute of Media and Communication, India</p>
3:10-3:30	<p align="center"><b>JMCOMM 138_139</b>  <b>“Corporate Social Responsibility Reporting Within Kuwaiti Top 100 Corporations: CSR Issues, Targeted Stakeholders and Reporting Standards”</b>  Dr. Manaf Bashir  Kuwait University, Kuwait</p>
3:30-3:40	<b>COFFEE BREAK</b>
3:40-4:00	<p align="center"><b>JMCOMM 143</b>  <b>“Data Journalism Practice in the Arab world”</b>  Dr. Nagwa Fahmy &amp; Dr. Maha Abdul Majeed Attia  Zayed University &amp; Ajman University, United Arab Emirates</p>
4:00-4:20	<p align="center"><b>JMCOMM 126</b>  <b>A Study on Social connectivity through Whatsapp among Rural Students in establishing “Perpetual Contact”</b>  Dr. SAMBASIVAM HEMAMALINI  Thiru. Vi. Ka. Government Arts and Science College, India</p>
4:20-4:40	<p align="center"><b>JMCOMM 151</b>  <b>Analysis of Facial Emotion Recognition in Video Chatting</b>  Asst. Prof. Qiuwen Li  University of South Dakota, USA</p>
4:40-5:00	<p align="center"><b>JMCOMM 155</b>  <b>Research of ‘possible audience’ effect on third-person effect in Guangzhou Higher Education Mega Center Security Event Report</b>  Ms. Zi-Han Wang  Sun Yat-sen University, China</p>
5:00-5:20	<p align="center"><b>JMCOMM 156</b>  <b>“The Battle of Fake News: Traditional Journalism V. Digital Journalism”</b>  Parvin Lalehparvaran  Grambling State University, USA</p>
5:20-5:40	<p align="center"><b>JMCOMM 129_133</b>  <b>“The Advertising Show is Going on Brand Discourses Contemporary Metamorphoses and Hybridizations between Information, Entertainment, and Communication”</b>  Prof. Karine Berthelot-Guiet  Sorbonne Université CELSA-GRIPIC</p>

5:40-6:00

**JMCOMM 127**  
**“The Mystical Heroic Symbol: The Mermaid As  
The Symbol Of Charm And Secrets In Different Cultures”**  
Prof. Nilufer Pembecioglu  
Istanbul University Faculty of Communication

6:00-6:15

**BEST PAPER AWARDS**  
**(Group Photo & Distribution of Certificates)**

### **JMCOMM 2018 Conference Program**

## **DAY 2**

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10:00-1:00

**COMPLIMENTARY CITY TOUR**