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# RETHINKING COMMUNICATION AND MEDIA STUDIES IN THE DISRUPTIVE ERA

Selected, peer-reviewed papers from  
International Conference on Emerging Media & Communication 2021 (ICEMC 2021), 1-3  
June, 2021, Virtual Event

Edited by:

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# Preface

On behalf of the organising committee, I am pleased to present the proceedings containing selected peer review papers from the International Conference on Emerging Media and Communication 2021 with the theme, Rethinking Communication and Media Studies in the Disruptive Era. The conference was hosted virtually by the school of Communication, Universiti Sains Malaysia, in conjunction with its 50th anniversary of the Communication Program in Malaysia. The conference was graced by our esteemed founder and coordinator of the first communication school in Malaysia, Professor Emeritus Dr. John Lent, and we were privileged to have him as our keynote speaker.

With an aim to have a greater outreach and introduce diversity to the conference, we collaborated with reputed universities, and organisations from across the globe. The collaborators of the conference were Malaysian Association of Communication Educators (MACE), Abu Dhabi University, United Arab Emirates, Asosiasi Pendidikan Tinggi Ilmu Komunikasi (ASPIKOM), Indonesia, Ikatan Sarjana Komunikasi Indonesia (ISKI), Silpakorn University, Thailand, Taylors University, School of Media and Communication and Universitas Gadjah Mada, Indonesia.

The conference aimed to provide a platform for current debates, criticisms, and analysis in the fields of media and communication research, stimulating contemporary discussions surrounding these trends. Emphasis was given to the research, practice, policy, theory, and practical aspects of communication and media. The conference itinerary contained a keynote speech, a plenary session, parallel sessions and a workshop which covered a wide variety of conference sub themes such as Digital Culture, Digital Literacy , Social Media & Identity Construction , Big Data Analytics , Media Convergence & Creative Industries , Emerging Trends in Public Relations, Advertising, Marketing & Branding, Media Security, Health Communication Crisis (Covid), Environmental Communication, Gender, Religion, Society and Ethnicity, Political Communication , Visual Art, Heritage & Popular Culture and Economic Empowerment and Media Technology.

A total of 29 reviewers were involved in the review process. 113 abstracts were accepted, and 72 papers were selected to be presented in a 3-day parallel session. The manuscripts went through a double-blind review process to ensure that they met the conference standard and were in line with the theme and sub themes of the conference. The review committee comprised of both internal and external reviewers with great expertise. Among the 70 papers selected for the conference, 17 papers were selected for publication in the indexed journal, SEARCH, Journal of Media and Communication Research and 40 papers were accepted for the publication in the conference proceedings. With zero tolerance towards plagiarism and to promote and maintain ingenuity, appropriate software was employed.

We hope that the conference has provided an ideal platform to exchange ideas, discuss views and has covered and contextualized many of the current debates concerning relevant issues in the field of media and communication.

Finally, we would like to extend our heartfelt gratitude to the collaborators, the keynote speaker, forum panelists, participants, and workshop facilitators for their contribution and participation in the conference. Last but not the least, a special thank you goes to The Dean of the School, Dr. Nurzali Ismail, the organizing Committee, Technical Team, Moderators and Time-Keepers for their hard work and commitment in making this event a grand success.

24 January, 2022

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Vijay Viswanathan, Professor Dr.  
Northwest University, USA

## Workshops

### Workshop 1

#### **“Leveraging new Media in Creating Personal Learning Environment”**

(Interactive Session)

Abd Karim Alias, Professor Dr.

Director of Centre for Development of Academic Excellence (CDAE),  
Universiti Sains Malaysia

### Workshop 2

#### **Awareness of Fraudulent Practices in Scholarly Publishing**

Muhammad Akmal Ahmat,  
Senior Librarian,  
Universiti Sains Malaysia

## Collaborators



Abu Dhabi University



Taylor's University, School of Media and Communication



SEARCH Journal of Media and Communication Research



Malaysian Association of Communication Educators



Silpakorn University, School of Media and Communication



Padjadjaran University



Gadjah Mada University, Faculty of Social and Political Sciences, Department of Communication Science



The Association for Higher Education in Communication Studies (ASPIKOM)



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