

## **DAY 1 - August 2<sup>nd</sup> (Wed.)**

**14:00-15:30**

### **Parallel Session1:**

#### **Cross-Cultural Communication (1)**

*Nature of Cross-Culture Communication*

**Chair: Seon-Gi Baek (Korea)**

**Venue: 306**

**1. Jeong-ah Yoon & Seon-Gi Baek (Korea)**

The Phenomenon of nonconformist characters in the post of 1960s in the musical

**2. Jyldyz Bekbalaeva, Jyldyz Kuvatova, Elira Turdubaeva, Stephen M. Croucher (Kyrgyzstan(3), USA)**

An Exploratory analysis of communication apprehension, self-perceived communication, competence and willingness to communicate in Kyrgyzstan

**3. Dinara Kolkombaeva (Kyrgyzstan)**

Fairy tale is a tool to cross-cultural communication education

## **New Media & Advertisement**

### *Technology in Advertising*

**Chair: Eun-Kyoung Han (Korea)**

**Venue: 307**

**1. Eun-Ah Ryu & Eun-Kyoung Han (Korea)**

Advertising recall on media multitasking behavior

**2. Nargiza Kalibekova (Kyrgyzstan)**

The Use of information technology in advertising communications

**3. Zhilong Jin & Eun-Kyoung Han (China, Korea)**

Immersion, engagement and presence in VR advertising

## **New Media & Technology (1)**

### *Internet and Media Technology*

**Chair: Eun Kyoung Choi (Korea)**

**Venue: 308**

**1. Nargiza Alieva (Kyrgyzstan)**

Multimedia and new models of the media of the Kyrgyz Republic

**2. JIAYUAN WEN (China)**

Get over the wall: Information and Communication Technology (ICT), political information processing and participation

**3. Amal-Sher Kurbanov (Afghanistan)**

Testing different communication channels to popularize a mobile application in Kyrgyzstan, on the case of “Meals” mobile application.

**Health Communication & Organizational Communication**

*Health Service and Treatment*

**Chair: Barbara S. Monfils (USA)**

**Venue: 434**

**1. So Hyung Kim, Hyosook Kim, Jeongtak Kim (Korea)**

Cancer patients' communicative pattern and its role on the treatment: In relation to the level of "communicative definition"

**2. Moniza Waheed (Malaysia)**

Online threats and risky behavior from the perspective of Malaysian youth

**3. Bagila Akhatova, Ksenia Pavlenko, Gulchehra Noruzova (Kazakhstan)**

Express-assessment method as an indicator of organizational communication of Kazakhstan Universities

**4. Nurzhan Kadyrkulova (Kyrgyzstan)**

Effectiveness of crisis communications: Case of Kumtor Gold Company

## DAY 1 - August 2<sup>nd</sup> (Wed.)

16:00-17:30

### Parallel Session2:

#### Cross-Cultural Communication (2)

*Cross-Cultural Communication Studies and Implication*

Chair: Stephen M. Croucher (USA)

Venue: 306

**1. PISIT SREEPRASERT & Seon Gi Baek (Thai, Korea)**

Media representation, Thai cuisine and Korean cuisine and inter-cultural implication: A Comparative study on Thai cuisine and Korean cuisine through media representation

**2. Kunawi Bsyir (Indonesia)**

Muslim tradition of Islam Nusantara in Indonesia

**3. Diers-Lawson Audra & Betty Wan (USA)**

A Cross-culture study in the effectiveness of crisis response strategies: Through the lens of self-other perceptual gap

**4. Tingting Shen & Stephen M. Croucher (China, USA)**

A Cross-cultural analysis of teacher confirmation and student motivation in China, Korea, and Japan

## **Culture and Politics (1)**

### *Culture and Political Conflict*

**Chair: Seon-Gi Baek (Korea)**

**Venue: 307**

**1. Seon Gi Baek (Korea)**

Media coverage, frames, discourses, and political implications in Korea: A Case study of the 2016 General Assembly Election in Korea

**2. So Hyung Kim (Korea)**

Politics of collective remembering in the digital age: The Case of Spirit's Homecoming

**3. Muhammad Ittefaq (Pakistan)**

Comparative empirical case study of foreign news between Chinese & English social media (Twitter vs. Sina Weibo)

**4. Kamila Zhalalidinovna Rakhmatulaeva (Kyrgyzstan)**

Kyrgyz-Uzbek ethnic conflict in the southern part of Kyrgyzstan in 2010

## **New Media & Technology (2)**

### *New Technology and Audience Reception*

**Chair: Eun Kyoung Choi (Korea)**

**Venue: 308**

**1. Eun Kyoung Choi (Korea)**

Reconsidering notion of audience commodity in the digital media age

**2. Artur Ajibaev (Kyrgyzstan)**

Innovative and integrative education in journalism

**3. Elina Turalyeva (Kyrgyzstan)**

Effectiveness of outdoor advertising in Bishkek

## **History and Culture (1)**

### *Historical Conflicts and Cultural Implications*

**Chair: Carolyn Calloway-Thomas (USA)**

**Venue: 434**

**1. Cheng Bi & Jeongtak Kim (China, Korea)**

Reconciliation of antagonistic media frame between China and South Korea on the THAAD issue:

From an alternative perspective of Taoism

**2. Mohd Haizra Hashim, Abdul Mu'ati Zamri Ahmad, Muhammad Pauzi Abdul Latif, Mohd Yazid Mohd Yunos (Malaysia)**

Visual communication in Queen of Langkasuka (Film)

**3. Deffi Ayu Puspito Sari, Rizky Afriono, Rudyanto, Tirton Nefianto (Indonesia)**

The Integration of cultural resources management in disaster management at special region province of YOGYAKARTA

**DAY 2 - August 3<sup>rd</sup> (Thur.)**

**09:00-10:30**

**Parallel Session3:**

**Culture and Power (1)**

*Change and Socio-Cultural Movement*

**Chair: Javier Protzel de Amat (Peru)**

**Venue: 434**

**1. Saule Khatiatovna Barlybayeva (Kazakhstan)**

New media development and media education in KazNU

**2. Zahra Farhoudi, Wai Hsien Cheah, Min Liu (Iran, USA, China)**

Work and family-life balance of Iranian women: Professional and relational identities

**3. Jihye Woo & Seon Gi Baek (Korea)**

"The Self-portrait of the youth, young discourse and mimesis in the pop music

: With a focus on the comparison between the Korean songs in the 1990s and 2010s"

## **Culture and Politics (2)**

### *International Conflict and Mutual Understanding*

**Chair: Yung-Ho Im (Korea)**

**Venue: 308**

**1. YUN LIU & Seon Gi Baek (Korea)**

Media Coverage, China-Korea FTA and ideological implications: A Semiotic and discourse analysis on media coverage of between China and Korea

**2. Jingyu Liang (China)**

SCO - A Model of mutual understanding between different civilizations

**3. Sharipa Nurzhanova & Nikolay Zykov (Kazakhstan, Russia)**

The Impact of mass media to the easing of social tension and building civil society in Kazakhstan and Kyrgyzstan

**4. PRAVESH KUMAR GUPTA (India)**

Tajikistan-Pakistan relations, 1991-2014: A Way forward for greater cooperation in Central Asia and South Asia



## **Cross-Cultural Communication (3)**

### *Popular Culture and Implication*

**Chair: Seon-Gi Baek (Korea)**

**Venue: 307**

**1. DOUDOU CHEN & Seon Gi Baek (China, Korea)**

A Study on the expression of popular culture theories in movies—focusing on the film “The Wedding banquet”

**2. Muhabbat Makhbudovna Yakubova (Tajikistan)**

Identity and intercultural communication: The Role and impact of identity on college students’ intercultural communication

**3. Seitbek Tillekov (Kyrgyzstan)**

Culture and values in digital age: Cross-generational analysis of social networking sites usage in Kyrgyzstan.

**4. Ningbi Feng & Seon Gi Baek (China, Korea)**

‘Diaoyu Islands’ conflict, media coverage, and territorial disputes: A Semiotic and discourse analysis on its media coverage

## **Communication and Psychology**

### *Communication Perception and Cognitive Reception*

**Chair: Eun Kyoung Choi (Korea)**

**Venue: 220**

**1. Tolgonai Turgazieva & Elira Turdubaeva (Kyrgyzstan)**

Privacy calculus on social networking sites in Kyrgyzstan

**2. Ahmad Murad Merican (Malaysia)**

Studying communication: Worldviews, the self and other

**3. SALLEH M HASSAN & MUHAMMAD F DAUD (Malaysia)**

Understanding communication barriers towards effective communication among executives in a Malaysian conglomerate

**4. Olga Shen (Kyrgyzstan)**

Uses and gratifications of Instagram users

## **PR & Crisis Communication**

### *PR and Social Responsibility*

**Chair: Barbara S. Monfils (USA)**

**Venue: 306**

**1. Kaliia Kubatbekova & Elira Turdubaeva (Kyrgyzstan)**

The Practice of corporate social responsibility through public relations in Kyrgyzstan

**2. Gulnoz Sattorova (Uzbekistan)**

Tashkent publisher: An Exploring study on problems and resolution

**3. Moniza Waheed (Malaysia)**

Investigating the news coverage of an online safety program in Malaysia

**DAY 2 - August 3<sup>rd</sup> (Thur.)**

**11:00-12:30**

**Plenary Session1:**

**World Conflicts, Discontents, Discourses**

**Chair: Seon-Gi Baek (Korea)**

**Venue: 434**

**1. Seon-Gi Baek (Korea)**

Crisis in the Korean peninsula: North Korea's threats, media coverage and frame, and international implications: An Comparative study on news coverage of South Korea, North Korea, China and U.S.

**2. Nello Barile (Italy)**

Surrounding conflicts: The Sphere as a controversial metaphor of a new mediatic global environment

**3. Javier Protzel (Peru)**

Globalization and its new discontents

**4. Gulazor Gulmamadova (Tajikistan)**

Discourse analysis of media coverage of July conflict 2012 in Khorog, Tajikistan

## DAY 2 - August 3<sup>rd</sup> (Thur.)

14:00-15:30

### Parallel Session4:

#### Culture and Power (2)

*Cultural Activity and Power Attribute*

Chair: Antonieta Alfaro(Peru)

Venue: 308

**1. Youngjoo Lee (Korea)**

An Essay on the politics of letter writing

**2. Jeong-ah Yoon & Seon Gi Baek (Korea)**

Heterotopia in Korean society: The Discourse of space and ideology

**3. Malake Kadyraliev & Seitbek Tilekov (Kyrgyzstan)**

Relationship between attributional style and power distance

**4. Lucyann Kerry (USA)**

The Cultural mythology of American sniper and global resistance: Militarism, Hollywood realism, and film genre

## **Culture and Education**

### *Various Relation and Cultural Implication*

**Chair: Stephen M. Croucher (USA)**

**Venue: 307**

**1. Thomas Burkhardt (Germany)**

Quality assurance cultures in higher education - Comparing Western and Eastern approaches

**2. Kuchma Anna & Stephen M. Croucher (Ukraine, USA)**

Relationship between intercultural friendship networks and homesickness of international degree students

**3. Wai Hsien Cheah & Hemla Singaravelu (USA, Malaysia)**

Using multiple lenses to understand the Gay and Lesbian clients' needs in Islamic Malaysia: A Cultural praxis guide for practitioners

**4. Luh Wina Julianty Wismareni & Tinitis Rinowati (Indonesia)**

The Effectivity of WAYANG PURWA as not-formal education effort of preparedness improvement  
(Case study: Gunung Kidul, Ponjong District, Bedoyo Village)

**5. KIRANJIT KAUR (Malaysia)**

Culture and digital inclusion of senior citizens

## **Culture and Politics (3)**

### *Media and Governmentality*

**Chair: MD Salleh Hassan (Malaysia)**

**Venue: 306**

**1. Begimai Sataeva (Kyrgyzstan)**

Online political communications: Students' interaction with Kyrgyz parliament members on Facebook

**2. YONAS KLEMENS GREGORIUS DORI GOBANG (Indonesia)**

Local government corruption: Function control of local mass media in East Nusa Tenggara Province

**3. Muhammad Izawan Baharin (Malaysia)**

Media roles in the Malaysia ethnic based political system

## **Health Communication & Strategic Communication**

### *Health Service and Strategy*

**Chair: Carmencita P. Del Villar (Philippines)**

**Venue: 434**

**1. Aiyma Salieva (Kyrgyzstan)**

Health communication: Ethical issues of communication campaigns in pharmaceutical industry

**2. Tinitis Rinowati & Luh Wina Julianty (Indonesia)**

Communication approach of Sister Village: Sustainable camp management

**3. Altynai Mambetova (Kyrgyzstan)**

Strategic communication in government: Case study of the new energy tariff policy in the Kyrgyz Republic

**4. Faina Nakanechnaya (Belarus)**

The Availability of educational and health services and other cultural resources in the ATO zone (Donetsk and Lugansk regions) in Ukraine

**Semiotics in Communication Studies**

*Pop Culture, Media, Ads and Semiotics*

**Chair: Eun Kyoung Choi (Korea)**

**Venue: 220**

**1. Jihye Woo & Seon Gi Baek (Korea)**

Pop culture, SNS criticism, and conflicts between professional critics and popular ones: A Discourse study on controversial argumentations on the Korean popular singer's interpretation

**2. Irina Sergeevna Morozova (Russia)**

Specificity of scientific political metaphor (A Case study of A.J. Gregor's scientific article "Roots of revolutionary ideology")

**3. Kanishay Muktarova (Kyrgyzstan)**

Semiotic analysis of contemporary advertising media

## DAY 2 - August 3<sup>rd</sup> (Thur.)

16:00-17:30

### Parallel Session5:

#### Gender Inequality (1)

*Women, Homosexual and Gender Inequality*

Chair: Yung-Ho Im (Korea)

Venue: 308

**1. PISIT SREEPRASERT & Seon Gi Baek (Thai, Korea)**

Homosexual in Korea, individual experiences and cultural conflicts: A Narrative study on a foreign homosexual experience

**2. Anastasiya Shevtsova & Elira Turdubaeva (Kyrgyzstan)**

Media literacy and media criticism in Kyrgyzstan

**3. Alina Alymkulova (Kyrgyzstan)**

Progress on gender equality in Kyrgyzstan: The Influence of social media to advance women's roles



## **Global Elites and Geopolitics**

*Global Power, Global Elites and Geopolitics*

**Chair: Altin Asanova (Kyrgyzstan)**

**Venue: 307**

### **1. Shirin Tumenbaeva (Kyrgyzstan)**

Regional powers vs Regional hegemon: Determinants of foreign policy in Central Asia and South  
Caucasus

### **2. João Relvão Caetano & Alexandra Martins (Portugal)**

The Myth that Europe is not a superpower and the consequences it has

### **3. Altin Asanova & Svetlana Elebesova (Kyrgyzstan)**

Problems of global elite and geopolitics in the publicism of Chyngiz Aitmatov

## **Culture and Power (3)**

*Representation, Conflicts and Media Frames*

**Chair: Javier Protzel de Amat (Peru)**

**Venue: 306**

### **1. Kum-Ryang Kang & Seon Gi Baek (Korea)**

Representation of conflict between corrupt governmental power and the public and semantic  
structure of its relation change: A Semiotic analysis on <The Attorney> and <New Trial>, Korean films

**2. Jack KangJie Liu (China)**

A "Swindle" Internet culture? - Communication trends and influential factors in the 2016 Baidu and Ctrip crises

**3. Wooju Lee & Seon Gi Baek (Korea)**

Misogyny and post-feminism in a TV drama: An Analysis of a TV drama <Super-power Girl, Do Bong-soon (2017)>

**Culture and Politics (4)**

*Politics, Media Representation and Identity*

**Chair: Shizu Koyanagi(Japan)**

**Venue: 434**

**1. Minkyung Kang & Seon Gi Baek (Korea)**

North Korea defectors, media representations, and identical conflicts

**2. Gulzada Stanalieva (Kyrgyzstan)**

Coverage of the uprising of the Kyrgyz in 1916 against the colonial policy of Tsarist Russia in foreign media in Kyrgyzstan: On the example of radio "Azattyk" and "BBC"

**3. Charles Christopher Schwartz (USA)**

Totemism and Panopticon: WikiLeaks and the fractured public opinion it creates

**4. Nadirabegim Eskiçorapçı (Turkey)**

Media and democracy in Turkey: the electoral news coverage in the 2011 Turkish general elections.

## **Religion and Culture**

### *Religion, Media Representation and Identification*

**Chair: Stephen M. Croucher (USA)**

**Venue: 220**

**1. Asel Emilbekova (Kyrgyzstan)**

Theme of religion in journalism

**2. Aizhamal Idirisbekovna Muratalieva & Pavel Yurievich Sidorov (Kyrgyzstan, Russia)**

Factors influencing the representation of the image of Islam as "radical Islamism" in Russian and foreign media: Regression analysis

**3. Diers-Lawson Audra & Fiona Nazari (USA, Malaysia)**

Adapting crisis communication theory to a global environment: The Influence of cultural and religious identifications

## DAY 4 - August 5<sup>th</sup> (Sat.)

09:00-10:30

### Parallel Session6:

#### Gender Inequality (2)

*Gender Stereotypes and Disbalance*

Chair: Elira Turdubaeva (Kyrgyzstan)

Venue: 220

**1. Jinok Mun & Seon Gi Baek (Korea)**

Representation of genres and their differences: A Comparative study between the novel version and the film version of <The Last Princess of Korea>

**2. Nafisa Badalova (Uzbekistan)**

Migration and marriage: Strategies, goals, expectations and realities of Uzbek women in Russia and Kyrgyzstan

**3. Mariya Savelyeva (Kyrgyzstan)**

Gender disbalance in parliament of Kyrgyz Republic

**4. Alina Kozhoeva (Kyrgyzstan)**

Gender stereotypes in television advertisements: An Observer-response exploration in Kyrgyzstan

## **Intercultural Communication (1)**

*Perception, Understanding and Intercultural Communication*

**Chair: Shizu Koyanagi (Japan)**

**Venue: 306**

### **1. Botagoz Rakisheva (Kazakhstan)**

Perception of the other in youth in Central Asia (The Results of an international sociological survey in Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan)

### **2. Shizu Koyanagi (Japan)**

Understanding host cultural norms based on the theory of Cognitive Behavioural Therapy (CBT)

### **3. Alex Matveev (USA)**

Exploring contextual variables of competent intercultural communication in a two-culture study

## **Immigration and Culture (1)**

*Migrants, Refugees and Asia*

**Chair: Wai Hsien Cheah (USA)**

**Venue: 307**

### **1. Sairagul Taalaibek kyzy (Kyrgyzstan)**

Leaving to survive: The Case study of Kyrgyz women migrant workers in Kazakhstan.

### **2. Alena Zelenskaya & Elira Turdubaeva (Russia, Kyrgyzstan)**

The Representation of migrants from Central Asia in Russia in the media in Kyrgyzstan

**3. Ajlina Karamehic-Muratovic & Wai Hsien Cheah (USA)**

Well-Being of Bosnian refugees: Linking psychological symptom dimensions with self-esteem, language competence, and identity salience

**4. Cheng Zeng (China)**

Migrant workers and migrants

**Global Cultures in Transition (1)**

*Pop Culture, Media Representation and Cultural Implication*

**Chair: Eun Kyoung Choi (Korea)**

**Venue: 308**

**1. Jinju Baek & Seon Gi Baek (Korea)**

New societal trend, media representation and cultural implication: A Narrative study on a drama <Men and Women Drinking Alone> of tvN

**2. João Relvão Caetano & Alexandra Martins (Portugal)**

Francis and Guterres: Charisma and will in the new global order

**3. Sabrina Desiree Gerke & Seon Gi Baek (Germany, Korea)**

Hip Hop culture, subculture, and the social and cultural implications: A Comparative case study on Hip Hop culture among Germany, Korea and USA

## **Culture and Politics (5)**

*Politics, Power and Culture*

**Chair: Seon-Gi Baek (Korea)**

**Venue: 434**

### **1. Kum-Ryang Kang & Seon Gi Baek (Korea)**

Representation of relational cohesion structure and class context of political power in film-Semiotic and discourse analysis on <Inside men: The Original> and <The King>, Korean films

### **2. Lana V Kulik (Russia)**

Protest communication in Trump's America: Not for Tea Party only

### **3. Galiya Zhunusovna Ibrayeva (Kazakhstan)**

Third modernization of Kazakhstan is the preservation of Kazakh culture and national code: How the youth of Kazakhstan sees their future through the past century

## DAY 4 - August 5<sup>th</sup> (Sat.)

11:00-12:30

### Plenary Session2:

#### Women Risks, Inequality, Feminism

Chair: Barbara S. Monfils (USA)

Venue: 434

**1. Siti Ratna Alfiah, Rizky Afriono, Deffi Ayu Puspito Sari (Indonesia)**

Women social mobility in disaster risk reduction

**2. Madina Demirbas (Kyrgyzstan)**

Can feminism prevent world peace?

**3. Getee Habibi (Italy)**

Media representation of Afghan women

**4. Michael Zirulnik & Mark Orbe (USA)**

African American female pilots on the flight deck: Utilizing creative nonfiction as critical-cultural narratology



## DAY 4 - August 5<sup>th</sup> (Sat.)

14:00-15:30

### Parallel Session7:

#### Media Studies (1)

*Journalism, Politics and Social Networks*

Chair: Carolyn Calloway-Thomas (USA)

Venue: 220

**1. Moniza Waheed (Malaysia)**

Journalism practices in Malaysia: Quality vs. Popular newspapers in Malaysia

**2. Adamu Muhammad Hamid & Umar Muhammad Shira (Nigeria)**

Community-based broadcasting, Germaine idea for futuristic African developing democracies: The  
Northeastern Nigerian practice

**3. Kimbat Kalibekova (Kyrgyzstan)**

Development of social networks in the work of the media

**4. Hadicha Shambetalieva (Kyrgyzstan)**

Features of the development of journalism in independent Kyrgyzstan

## **Immigration and Culture (2)**

*Immigration, Culture and Social Networks*

**Chair: Stephen M. Croucher (USA)**

**Venue: 306**

### **1. Baktybek Isakov (Kyrgyzstan)**

Social Networks is a family business in post-Soviet Kyrgyzstan.

### **2. Flora Galy-Badenas, Stephen Michael Croucher, Maria Sharapan, Margareta Salonen, Geethika**

**Rodrigo, Shawn Condon (France, USA, Russia, Finland , Sri Lanka)**

Immigrant and refugee perceptions of Finnish culture

### **3. Aleksei Sukhorukov (Russia)**

The literature of the Iranian emigrants in USA

## **Global Cultures in Transition (2)**

*Film, Sense and Cultural Implication*

**Chair: Javier Protzel de Amat (Peru)**

**Venue: 307**

### **1. YUN LIU & Seon Gi Baek (China, Korea)**

Chinese film, ideological conflicts, and young generation response: A Semiotic study on a Chinese film, <Tiny Times>

**2. PISIT SREEPRASERT & Seon Gi Baek (Thai, Korea)**

Asian sense in the Hollywood films: An Ideological approach on the film (The Last Samurai) and (Memoire of Geisha) with narrative analysis

**3. Ali Can (Turkey)**

The Philosophical basic of globalization of communication and its cultural results

**4. Antonieta Alfaro & Jared Johnson (Peru, USA)**

Media in the margins: Use of new media by Peruvian indigenous people

**Intercultural Communication (2)**

*Diversity, Orientation and Argumentation*

**Chair: Carmencita P. Del Villar (Philippines)**

**Venue: 308**

**1. Talgat Subanaliev, Elira Turdubaeva, Stephen Michael Croucher (Kyrgyzstan (2), USA)**

An Exploratory analysis of argumentativeness in Kyrgyzstan

**2. Carmencita P. Del Villar (Philippines)**

Link between cultural orientations and successful aging of Filipino elders

**3. Diyako Rahmani (Iran)**

Apprehension and anxiety in communication

## **Culture and Politics (6)**

*Malaysia Panel Session 'U.S. Presidential Election and Malaysian Perspectives'*

**Chair: MD Salleh Hassan (Malaysia)**

**Venue: 434**

**1. MD SALLEH HJ HASSAN, MOHD NIZAM B OSMAN, ROSMIZA H BIDIN (Malaysia)**

Malaysian perception on the USA presidential election process

**2. MD SALLEH HJ HASSAN, MOHD NIZAM OSMAN, ROSMIZA BIDIN (Malaysia)**

Perception of President Donald Trump administration policy

**3. ROSMIZA BIDIN, MOHD NIZAM, MOHD SALLEH (Malaysia)**

Perceptions of the USA country brand in trade and tourism: Communication antecedents and consequences from local Malaysian and foreigners

**4. MOHD NIZAM OSMAN, MD SALLEH HJ HASSAN, ROSMIZA BIDIN (Malaysia)**

Malaysian media coverage of president Trump's inaugural speech

## DAY 4 - August 5<sup>th</sup> (Sat.)

16:00-17:30

### Parallel Session8:

#### Education and Inequality

*Hierarchy, Inequality, and Education*

Chair: Eun Kyoung Choi (Korea)

Venue: 220

1. **Seung Jae Lee (Korea)**

In-class English education, is it unbalanced or inequality?

2. **Frank George Karioris (USA)**

Professing equality & Practicing hierarchy: The Roles of 'Student' & 'Professor'

3. **Chikalova Lidiya (Armenia)**

4 factors of inequality in education in Central Asian countries

#### Media Studies (2)

*Media, Civil Society and Transition*

Chair: Elira Turdubaeva (Kyrgyzstan)

Venue: 306

1. **Elira Turdubaeva & Altyn Asanova (Kyrgyzstan)**

Political communication in Kyrgyzstan: New actors, new media and new publics

## **2. Jyldyz Kuvatova (Kyrgyzstan)**

The Case of investigative reporting in cooperation with civil society in Kyrgyzstan

## **3. Aynura Kabatay kyzy & Elira Turdubaeva (Kyrgyzstan)**

The Representation of Eurasia in the media in Kyrgyzstan

## **Linguistics and Communication (1)**

*Media, Sensitivity and Culture*

**Chair: Alex Matveev (USA)**

**Venue: 307**

### **1. Jungwoo Jang & Seon Gi Baek (Korea)**

Historical films, representations, different interpretations in time gaps: A Semiotic analysis on the film <the Throne>

### **2. Tatiana Permyakova , Elena Smolianina, Irina Morozova (Russia)**

Asymmetries in lexical opposition in 'sport competition' (The Case of the Russian language).

### **3. Kadir Yogurtcu (Kyrgyzstan)**

Cultural sensitivity in foreign language teaching: A Research on preparatory class instructors of Manas University of Kyrgyzstan Turkey.

### **4. Ezhar Bin Tamam, Moniza Waheed, Jusang Bolong, Hanina Hamsan (Malaysia)**

Predicting civic responsibility from curricular/co-curricular diversity engagement and peer civic talk among final year undergraduates of five Malaysian public universities

## **Intercultural Communication (3)**

*Media, Popular Culture, and Cultural Meaning*

**Chair: Barbara S. Monfils (USA)**

**Venue: 308**

**1. YAO GUO & Seon Gi Baek (China, Korea)**

<Kung Fu Panda>, main characters, and cultural conflicts between China and US: A Semiotic analysis on series of <Kung Fu Panda> 1 and 2

**2. Abdul Latiff Ahmad, Emma Mirza Wati Mohamad, Arina Anis Azlan, Ali Salman (Malaysia (3), Ghana)**

The Malaysian student intercultural adaptation experience

**3. Regina Jamankulova & Elira Turdubaeva (Kyrgyzstan)**

The Role of intercultural communication in cinema: Comparative analysis of “YA TAYANSHYAN” (1972) film of Irina Poplavskaya and “Red Scarf” (1978) film of Atif Yilmaz.

**4. Kum-Ryang Kang & Seon Gi Baek (Korea)**

TV talk show, conflicts between mother-in-law and daughter-in-law, and sub-cultural implications : A Discourse analysis on <Welcome to Mother-in-law>, a TV talk show, in Korea

## **Cross Border Issues (1)**

*Territory, Ethnicity, and Conflicts*

**Chair: Stephen M. Croucher (USA)**

**Venue: 434**

### **1. Alina Jasina (Estonia)**

Between Kazakhstan, Russia and the globe: Russian speakers and their experiences of place in the Kazakhstani borderland.

### **2. Ayna Duyshekeeva (Kyrgyzstan)**

Ethnic mosaic of programs of radio "Dostuk" of the public television and radio broadcasting corporation of Kyrgyzstan

### **3. Gokce Yogurtcu (Kyrgyzstan)**

The Media coverage of disabled: Case of Turkey and Kyrgyzstan



## DAY 5 - August 6<sup>th</sup> (Sun.)

09:00-10:30

### Parallel Session9:

#### History and Culture (2)

*Representation, Utopia, and Cultural Implication*

Chair: Seon-Gi Baek (Korea)

Venue: 220

**1. Jeong-ah Yoon & Seon Gi Baek (Korea)**

The Image and idea of Utopia and Heterotopia in *La La Land* (2016)

**2. Dakyung Choo & Seon Gi Baek (Korea)**

Historical representations, popular media, and their political and cultural implications: A Comparative study on a TV drama <The Secret Door> and a film <The Throne> with Semiotic and discourse analysis

**3. Rusif Huseynov (Azerbaijan)**

How cult of Stalin survives in Russia and influences the society

## **Cross Border Issues (2)**

### *International Event and Geopolitics*

**Chair: Eun Kyoung Choi (Korea)**

**Venue: 306**

**1. Altin Asanova, Meerim Janakunova, Aijan Baktibek kyzy (Kyrgyzstan)**

Geopolitical education

**2. Meerim Artysheva (Kyrgyzstan)**

Analysis of the coverage of international events in the media of Kyrgyzstan: On example of news agencies

**3. Christopher James Galloway (New Zealand)**

Strangling Syria: The Strategic struggle of competing narratives

## **Linguistics and Communication (2)**

### *Literacy, Story, and Image*

**Chair: Stephen M. Croucher (USA)**

**Venue: 307**

**1. Elena Smolianina (Russia)**

Cultural differences in use of word Travel in English and Russian tourism communication

**2. yahya polat & Alimjan Zakirov (Turkey, Kyrgyzstan)**

Translation of multiple senses in unrestricted texts

**3. Natalya Khokholova (USA)**

Stories of the dark Russian waters

**4. Bubu Tokoyoeva (Kyrgyzstan)**

The Image of Kanat Khan in the works dedicated to the uprising of the Kyrgyz in 1916 against the colonial policy of Tsarist Russia

**Intercultural Communication (4)**

*Kyrgyzstan Session*

**Chair: Elira Turdubaeva (Kyrgyzstan)**

**Venue: 434**

**1. Elira Turdubaeva (Kyrgyzstan)**

Public perception of other countries in Kyrgyzstan

**2. Rohullah Azhad & Zohreh Ahrari (Afghanistan)**

Silkway-tech: Improving social media connectivity between Central Asia and South Asia citizens

**3. Yu-Wen Chen & Olaf Günther (Taiwan, Germany)**

Back to normalization or conflict with China in Greater Central Asia? Evidence from local students' perceptions

**4. Katja Lehtisaari (Finland)**

The Image of the other in Kyrgyz media

## **DAY 5 - August 6<sup>th</sup> (Sun.)**

**11:00-12:30**

### **NCA – WCA Workshop:**

#### **Emerging Communication Pedagogies in the Age of Globalization**

**Chair: Carolyn Calloway-Thomas (USA)**

**Venue: 434**

**1. Carolyn Calloway-Thomas (USA)**

Creating global experiences without leaving the classroom

**2. Janet Colvin (USA)**

Opportunities and challenges in moving the classroom to the community

**3. Soumia Bardhan (USA)**

Creating global experiences around the world

**4. Stephen M. Croucher (USA)**

Teaching intercultural communication in an intercultural environment