SEAMS 2024

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SUNWAY UNIVERSITY
KUALA LUMPUR, MALAYSIA
29 February - 2 March 2024
OPENING & WELCOME CEREMONIES

Dr. Alexander J. Klemm
SEAMSA Executive Director

Alonzo dela Cruz
SEAMSA Conference Director
KEYNOTE SPEECH

AP Dr. Reuben Alagaran

“Building Bridges for a Sustainable Future: Integrating Media and Information Literacy with AI Awareness in BA Communication Programs”
PLENARY ADDRESS & SEAMSA PLENARY SESSION

SDG Media Compact Goals

- inspire news and entertainment organizations to leverage their resources and talent to amplify and accelerate progress towards achieving SDGs.

- provide a gateway to the UN for media industry leaders and innovators interested in deepening their commitment to supporting the achievement of the SDGs.

- provide regular opportunities for engagement with UN experts on key issues relating to the SDGs, as well as regular updates, relevant content and insights on UN priorities.

Dr. Janet Wasko
(Former President of IAMCR)
PARALLEL SESSIONS

An Analysis of TikTok and #MakeSchoolASaferPlace: How TikTok Impacts Digital Activism among Malaysian Youths

Presented by Craig Tan-Tike
University of Wollongong, Malaysia
SEAMES 2024

TRADITIONAL THEATRE AS A PLATFORM FOR WOMEN EMPOWERMENT:
A CASE STUDY OF YAKSHAGANA, A SOUTH INDIAN DANCE-DRAMA

PRAKASHA RABINATH BELUVIYARABANAMA
ASSISTANT PROFESSOR, DEPT OF JOURNALISM & MASS COMMUNICATION, TUMkur UNIVERSITY, KARNATAKA, INDIA

Beauty queens in Vietnam: Media discourses on a booming industry

Dr. Rossitsa Bolgurova
Lecturer, RMIT University Vietnam
PARALLEL SESSIONS
PARALLEL SESSIONS

The PH socio-political landscape

One time, someone said that campaigning for Leni is useless because Marcos Jr. will surely win the vote of the masses, so I rebutted and said the tides can still turn like the one when Leni won the last (2016) election.

- reacting to online posts
- reporting fake accounts
- signing petitional/manifestos

Pandananons’ Perceptions Toward Community Radio’s Nutritional Programs in Pandan, Antique

LIEZEL MARGIE LOU S. BASTIAN-OMEDA
University of the Philippines Open University
PARALLEL SESSIONS
With a few clicks of the finger, we can watch online, browse freely, attend class, listen to music, and talk to 50 different people at the same time.
CLOSING CEREMONY

Dr. Sibrandes Poppema
Sunway University
President

Prof. Mayco Santaella
Dean of School of Arts
Sunway University
BEST PRESENTERS

Kate Ashlyn N. Dayag-Nonay

Anne Jeanette O. Priela

"Engaging the Unengaged: Drivers of GCash Adoption and Continuance Intention Among Unbanked Consumers in the Philippines"
SEE YOU IN THE NEXT
SEAMSC