



4TH WORLD CONFERENCE ON **MEDIA & MASS COMMUNICATION**

“POWER OF MEDIA: SHAPING THE FUTURE”

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BOOK OF ABSTRACTS



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MESSAGE FROM THE CHAIR MEDCOM 2018



Experience has no limits, nor is it ever completed: it is a form of immense sensitivity, an enormous spider web made of silk threads suspended in the space of consciousness, which captures every particle of air in its fabric. It is the very climate of the mind, and when the mind is imaginative it draws to itself the most subtle traces of life, transforming the most imperceptible movements of the air into great revelations

Henry James, *The Art of the Novel*

Welcome to MEDCOM 2018 !! I am happy to wish you a good and fruitful participation in the conference. The media have become central in contemporary societies to the point that some researchers speak of the fourth revolution referring to the digital revolution. The centrality of the media in our daily life is now shared, they accompany us in all our activities without interruption.

Despite this there are still many situations where social and cultural inequalities do not allow conscious and productive access to media resources, but rather only as consumers and users.

The issue of crises related to natural disasters, terrorist organizations, wars, economic problems and politics has had and will have a major impact on contemporary media and their role in telling, but also in preventing and increasing awareness and knowledge.

Media education is a great resource that still has much to say and develop in the models and tools that can be used.

And yet, the ability of the media to increase social mobilization from below and build real and virtual communities.

The conference is a great opportunity both to learn about the state of the art research in the media all over the world and to build spaces for exchange, knowledge and future research among the participants.

I believe that each of you will find the right way forward. A warm greeting!!

Andrea Volterrani,
Conference Chair MEDCOM 2018,
University of Rome Tor Vergata,
Italy

MESSAGE FROM THE CO-HOSTING PARTNER MEDCOM 2018

It's really a great pleasure for my university to be a co-hosting organization of the MEDCOM 2018 Conference. Media and communication subjects have become some of the most relevant, exciting and powerful subjects in today's media-dominated cultural landscape.

In the panorama of Italian universities, the large campus of the University of Rome Tor Vergata is an environment where professors and students alike live in close contact in a stimulating community.

Since its foundation, the aim of the University of Rome Tor Vergata has been to create a "new" university with vast open-air and indoor areas and good students/teacher relations and balance.

Close interaction between science and the humanities makes academic relations extremely fruitful and stimulating. Our goals are increasing innovative and international educational programs and curricula, improving transnational and interdisciplinary research and developing selected Centers of Excellence and, finally, creating bridges between Institutions, Firms and Territory. Our mission is to contribute to people's education and training, to scientific research and to the technological, organizational and social innovation needed to achieve a truly sustainable development in Italy, Europe and worldwide pursuant to the Sustainable Development Goals approved by the United Nations in September 2015, to accomplish such ambitious purpose requires high skills and management of complex processes, not only is the University of Rome Tor Vergata deeply committed to excellent education and scientific research, but it also closely cooperates with the private sector, public institutions and non-profit organizations at national and international level and adoption of policies and behaviours focusing on sustainability both in terms of well-being for people and ecosystem conditions. Our vision aims at playing a leading role in research and education, as well as in technological, economic, organizational and social development in order to become not only a 'sustainable University' but also one of the best European Universities by 2025, being an open space to develop advanced and high-quality knowledge, lifelong learning and training for youngsters and adults, to conceive and experiment innovative solutions hence achieving sustainable development and cooperates both with similar national and international bodies and with public and private research institutes, promoting the internationalization of teaching and research, investing in lifelong learning for teaching and administrative staff, pursuing the development of existing resources to be exploited in the most efficient way.

Established in 1982, the University of Rome Tor Vergata is located in a 600-hectares campus in the South-east of Rome. Among the most important international networks developed by the University of Rome Tor Vergata is part of EUA, i.e. a network representing higher education institutions and the Rectors' Conferences of 46 European Countries. It is a reference point for and supports the development of cooperation and constant update for its members regarding political views about higher education and research; is member of YERUN, founded in January 2015 between 18 European universities under fifty years with

accredited presence in the main international rankings, with the aim of promoting joint initiatives in research and teaching, as well as encouraging research and teaching mobility. – Venice International University (VIU): in 2016, the University of Rome Tor Vergata has joined VIU. Tor Vergata currently offers 107 degree courses (bachelor degree, Master degree, single-cycle degree), 160 Post Graduate and Master Courses and 31 PhD courses. Because of our international vision 11 courses and most PhD courses are offered in English. 12 PhD programs grant a joint degree with foreign Universities. Research: our 18 Departments and 42 Interdisciplinary Research Centers are active in numerous disciplines to expand basic and applied research.

So through teaching, research and industry partnerships our universities play a key-role enabling students to develop the critical, creative and technical excellence needed to succeed and discover new possibilities and practices with interdisciplinary and innovative approaches to media studies and research.

Therefore, I confirm the complete support of Tor Vergata university to promote all the initiatives coming out from this MEDCOM Conference as a further opportunity to develop the internationalization process through such an interesting discipline with a global impact.

Prof. Giuseppe Novelli,
Rector Magnificus University of Rome Tor Vergata,
Italy.

MESSAGE FROM THE CO-HOSTING PARTNER MEDCOM 2018



The media landscape is going through a rapid change. The 21st century society today negotiates the path of information and communication technologies, involving many segments of the society into this process. Many experts call this phenomenon the “puzzle of the 21st century”; voicing their concerns that rapid technological change and its impact may be so disruptive that it may threaten the stability of society itself. The public sphere is being reconstructed as we speak and we face the complexities of public opinion making. We now need to address 21st century skills and embrace a more inclusive information-sharing culture.

Thus, academics and universities now play different roles. We are now facilitators. The Ministry of Higher Education Malaysia (MOHE) has outlined a 10 point approach in the Malaysian Education Blueprint 2015-2025 in our nation’s aspiration to ensure students have the right balance of *akhlak* (ethics and morality) and *ilmu* (knowledge and skills). Universiti Teknologi MARA (UiTM), being the pioneer in media education in Malaysia, realize that we need to adapt in our teaching approaches by rethinking content delivery through heutagogy – personalized or self-determined learning by co-creating knowledge and making the system conform to the learner – while continuously reviewing and updating our curriculum.

Students today must be well versed about the changing media systems and environment as well as things including media ownership, balanced news reporting, social media, and all forms of popular communication. The media education system must embrace the new wave of the 4th Industrial Revolution and the concepts of Sustainable, Development and Growth (SDG), if it wants to remain current and relevant. What better way of unlearning and relearning, than by attending conferences and trainings alike.

Universiti Teknologi MARA (UiTM) Malaysia is proud to be the co-hosting partner of the 4th World Conference on Media and Mass Communication 2018. It is with great honor that we welcome you, celebrated academics, thinkers, students as well as representatives from organizations, to this conference. On behalf of UiTM and the Faculty of Communication and

Media Studies, I hope that this conference will provide the platform for leaders in the media and communication industry to give insights on media vision and thought leadership, and to collaboratively develop innovative approaches to meet the challenges, ambiguity, disruption and risks brought about by the 4th industrial revolution.

I end by saying, "Through leaps and bounds we travel scholastically ; shaping the minds that broaden horizons, strengthening the hands that scribble opinions and orating ideas of many persuasion. Students may come and go, but they never actually leave. They leave imprints of their determination to flourish, so that the remaining students would emulate the same valor of success." Academics paint the white canvas which will color the world through their graduates. Let us all work together to paint that rainbow.

Professor Dr. Azizul Halim Yahya,
Dean,
Faculty of Communication and Media Studies,
Universiti Teknologi MARA (UiTM),
Malaysia.
April 2018

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MUSASHINO FUJIN (1952)**

P. Spicer

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ABSTRACT

The popular cinema in which Japanese filmmaker Kenji Mizoguchi forged a career, drew upon melodramatic devices and romantic stories, which often employed traditional frameworks and characters but re-presented them in modern guises. Mizoguchian melodrama often arose from this clash of cultural values. For example, his narratives frequently challenged traditional gender roles, and many of his female characters are caught between relationships, are unmarried, or inhabit sub-cultural worlds which are on the fringes of conventional society. Despite Mizoguchi being regarded as one of Japan's most celebrated film directors, a number of his immediate post-war films, are regarded as works which, although in-keeping with the questioning of preconceived notions of gender, struggled to portray these with any psychological depth. In addition, it is also argued that the director failed to represent contemporary themes and issues, particularly those prevalent during the American occupation. This paper will address these issues by examining one of a trilogy of Mizoguchi's early 1950s literary adaptations, *Musashino Fujin* (1952), which despite its critics, is the film of this period which addresses these themes most conspicuously. Through close textual analysis, this paper will explore how *Musashino* encompasses contrasting representations of female desire, and the effect of societal pressure and expectation. Furthermore, the work will reveal how Mizoguchi represents the psychological aspects of his leading characters through his *mise en scène*, where the exposition relies upon establishing a relationship between the human and the natural world, and the relationship between film and traditional art forms.

Keywords: Mizoguchi, Japanese, melodrama, film history, art history

PARTICIPATION AND COMMUNICATION AT THE TIME OF SOCIAL MEDIA CHIMERA OR AN OPPORTUNITY IN SOME EXPERIENCE IN ITALY

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ABSTRACT

Communication and participation immediately present themselves as a combination capable of developing mutual symbiosis and reinforcement. But it would be superficial to deduce that the use of social media has solved the problem of participation. Instead, it is necessary to start from the awareness of the problems of this binomial to try to follow some virtuous paths and avoid blind alleys. The paper presents the research / action carried out in some experiences of participation between real and virtual promoted by NGO's and the local public administration in some cities of Italy (Verona, Messina, Bolzano, Rome). The results highlight the opportunities and problems of participation through social media. In particular, opportunities are: 1) the possibility of involving a larger number of people who could not participate without social media; 2) the fact that the processes and not only of the results of the participation allows an active protagonism of people; 3) the care of the real and virtual places of participation facilitates the active involvement of people. On the other hand, are problems: 1) the lack of awareness of online media space generates redundancy in communication; 2) the difficulty to emerge in the online public media space generates disaffection and disinterest; 3) the scarce ability to be producers of online media content generates fake participation.

Keywords: participation, social media, citizens



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