

“COMMUNICATION/CULTURE AND THE SUSTAINABLE DEVELOPMENT GOALS (CCSDG): Challenges for a new generation”

CHIANG MAI UNIVERSITY, THAILAND
17-21 DECEMBER 2015

Final schedule (dd 6-12-15)

Venue: UNISERV, Chiang Mai University, Thailand

17 December 2015	
13.00-14.45	Registration
15.00-16.00	<p><u>Welcome and opening</u></p> <ul style="list-style-type: none"> - MC: Mr. Pisith Nasee, Faculty of Social Sciences, Chiang Mai University - Associate Professor Rome Chiranukrom, Vice President for International Relations and Alumni Affairs, Chiang Mai University - Gwang-Jo Kim, Director of UNESCO's Office in Bangkok - Lucia Grenna, Director C4C program, World Bank - Nick Booth, Programme Advisor, Governance, Conflict Prevention, Access to Justice and Human Rights, United Nations Development Programme (UNDP) - Jan Servaes, Chair Professor, City University Hong Kong
16.00-17.45	<p><u>Plenary I : Sustainability redefined</u></p> <ul style="list-style-type: none"> - Chair: Patchanee Malikhao, Fecund Communication, Hong Kong - Kiran Prasad, Sri Padmavati Mahila University, India: <i>Culture, Communication and Capacity for Sustainable Development: Revisiting Green Policies in India</i> - Gaelle Duthler, Zayed University, UAE; Pavel Slutsky, Chulalonghorn University, Thailand; Inka Stever, Zayed University, UAE; Katharina Wolf & Kamala Vainy Pillai, Curtin University, Australia: <i>Companies' accountability in sustainability: A comparative analysis of SDGs in five countries</i> - G. Arockiasamy, Mallika Vijayakumar, Sujeevan Kumar & Anna Asheervadham Mary, Karunya University, India: <i>A Structural Reform Only Can Empower Sustainable Development and Eradicate Poverty*</i> - <i>Respondent</i>: Loes Witteveen, Wageningen University, Netherlands
18.00	<p>Opening of Exhibition “Cultural Crossroads of the Golden Triangle” with Curator Walk by Victoria Vorreiter</p> <p>Welcome reception afterwards</p>



18 December 2015			
8.30-9.00	Registration		
9.00-10.15	<p>Session I: <u>The transition from MDGs to SDGs</u> - Chair & Respondent: Jan Servaes, City University of Hong Kong - Madhushala Senaratne, University of Sussex, UK: <i>The Transition from MDGs to SDGs: Buzzwords and Narratives</i> - Danesto B. Anacio, University of the Philippines Los Baños: <i>American Episcopal Missions, Material Use and Consumption Pattern Shifts in Sagada, Northern Philippines: Contexts for Achieving Sustainable Development Goals (SDGs)</i></p>	<p>Session II: <u>Mindfulness, Religion and Social Communication</u> Panel discussion with - Chandrika De Alwis, University of the Sunshine Coast, Australia - Anthony Le Duc, Asian Research Center for Religion and Social Communication, Thailand - Shelton Gunaratne, Minnesota State University, USA - Patchanee Malikhao, Fecund Communication, Hong Kong - Yoke-Sim Gunaratne, USA</p>	<p>Session III: <u>Focus on Myanmar/Burma</u> Preview of new Springer book "Politics of Autonomy and Sustainability: New Hope...New Life?" by editor Walaiporn Tantikanangkul; and Chayan Vaddhanaphuti, RCSD Director.</p>
10.15-10.30	Break		
10.30-12.00	<p>Plenary II: <u>Strategies for commons transition and sustainable development</u> - Chair: Jan Servaes, City University of Hong Kong - Michel Bauwens, Peer2Peer Foundation, Thailand: <i>Re-aligning economics and politics for a commons-centric society</i> - Ana von Teschenhausen, Independent Researcher, Brazil, <i>In The People We Trust - Role and Challenges of Crowdsourcing and Citizen Science in the Context of the Data Revolution and the SDGs</i> - Respondent: Michael Best, UNU Macau</p>		
12.00-13.00	Lunch		
13.00-14.15	<p>Presentation: Repository – Mekong Regional Land Governance & Discussion Introduction by Dr. Chayan Vaddhanaphuti, RCSD Director and Prof. Philip Hirsch, University of Sydney Usage of Mekong Land Repository by Daniel Hayward, project coordinator</p>	<p>- <u>Selection of award winning C4C films</u> https://vimeo.com/91748047 <i>Age Category 18-35</i> 1st Prize – The Trail of a Tale by Gonçalo Tocha (Portugal) https://vimeo.com/90993982 (3:54) 2nd Prize – Global Warning by Dobrin Kashavelov (Bulgaria) https://vimeo.com/95871886 (12:40) 3rd Prize – Snows of the Nile by Nathan Dappen (USA) https://vimeo.com/95457095 (11:37) <i>Age Category 14-17onai</i> 1st Prize – The Violin Player by Francina Ramos and Benjamin Braceras (Argentina) https://vimeo.com/95909475(3:00) 2nd Prize – Facing the Flood by Constantin Huet (Switzerland) https://vimeo.com/95905537 (8:06)</p>	

		<p><i>Jury Special Prize</i> Balud by Panx Solajes (Philippines) https://vimeo.com/107639017/7.03</p> <p><i>C4C Special Prize</i> Tinau by Victoria Burns (Kiribati) https://vimeo.com/95872818 (8:37) The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc (Vietnam) https://vimeo.com/95871554(10:22)</p>
14.15-15.30	<p>Presentation by MAPP Foundation (Communication & Migrant Workers) Saengmuang Mungkorn, Secretary General of MAP Foundation and Homchuen, Manager of Community Radio for Migrants</p>	<p>Selection of award winning C4C films (continued)</p>
15.30-15.45	Break	
15.45-17.00	<p>Presentation & Discussion: Indigenous People, Gender and Communication by Mrinalini Rai, Advisor to Global Forest Coalition</p>	<p>Selection of award winning C4C films (continued)</p> <p><i>Others</i> Pequeño by Diego Martinez, Ana Gutiérrez and Juan Pablo Mayorga (Mexico) https://vimeo.com/95547706(11:04) The Climate Game by Petri Luukkainen (Finland) https://vimeo.com/95786567 (9:33) Desplazada by Patrick Riggs (USA) https://vimeo.com/90992646 (9:27) Cook Forward by François Veltin (France) https://vimeo.com/95531664 (12:04) Yukon Kings by Emmanuel Vaughan-Lee (USA) https://vimeo.com/90994226 (06:56)</p> <p><i>Non-HD/ Asia region</i></p> <p>Hopeful (China) by Jonah Kessel http://vimeo.com/90992825 (08:17) Hope in a Garden (Philippines) by Breech Harani http://vimeo.com/95804423 (12:04) Apocalyptic Future (China) by Nico Lee http://vimeo.com/90989599(12:08) At the Desert's Edge by Kit Gillet (Romania/China) https://vimeo.com/90989600 (9:43) We Can Make a Difference (Indonesia) by Sapto Pamungkas https://vimeo.com/95803854 (10:07)</p>
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19 December 2015			
8.30-9.00	Registration		
9.00-10.15	<p>Session IV: <u>Tradition and Modernity</u></p> <p>- Chair & Respondent: Rico Lie, Wageningen</p> <p>- Honaida Shahbar, University of Ottawa, Canada: <i>The Development of Saudi Arabian Women in the Face of Socio-cultural Challenges in Western Societies</i></p> <p>- Thi Hong Ha Hoang, University Paris Ouest, France: <i>Vietnam cultural policy from the period of Renovation (DoiMoi). The preservation of cultural identity in globalization</i></p> <p>- Zaenal Abidin Eko Putro, State Polytechnic of Jakarta, Indonesia: <i>Local Leader Initiative and Public Discontent behind the Creating of the Island of Integrity. A Qualitative Study on Implementation of Integrity Pact and Its Impact on Society in Pontianak, West Kalimantan of Indonesia*</i></p> <p>- Saad Alkarni, University of Ottawa, Canada: <i>ICTs and Socio-cultural Change in Saudi Arabia</i></p>	<p>Session V: <u>Focus on Thailand</u></p> <p>- Chair & Respondent: Chayan Vaddhanaphuti, Chiang Mai University</p> <p>- Boonlert Supadhiloke, Bangkok University: <i>The role of mass media and culture in building social capital in young people in rural Thailand. A Sufficiency Economy perspective</i></p> <p>- Patchanee Malikhao, Fecund Communication, Hong Kong: <i>Tourism, Digital Social Communication and Development Discourse: A Case Study on Chinese Tourists in Thailand</i></p> <p>- Fiona Servaes, Peace Development Fund, USA: <i>Sex Trafficking Issues in Thailand. The case of Urban Light</i></p> <p>- Jerimiah Morris & Norrachai Nanthakij, Mahidol University, Thailand: <i>Sustainable organizing: Discourse of an eco-university</i></p> <p>- Adipon Euajarusphan, Communication University of China, Beijing, China: <i>Media Use and Information Needs of Urban Farmer: A Case Study of Bangkok Metropolitan Region, Thailand</i></p>	<p>Session VI: <u>Communicating and managing risks</u></p> <p>- Chair & Respondent: Marianne Sison, RMIT Australia</p> <p>- Mahmoud Eid, University of Ottawa, Canada: <i>Risk Communication and Public Safety in the Era of Terrorredia</i></p> <p>- Katrina M. Sanchez & Dennis John F. Sumaylo, University of the Philippines Mindanao: <i>IEC Strategies on Risk Management and other Precautionary Practices of Residents in Barangay Matina Crossing 74-A</i></p> <p>- Warit Wipulanusat, Walailak University, Thailand & Kriengsak Panuwatwanich, Griffith University, Australia: <i>Innovation Diffusion in the Built Environment: A Review</i></p> <p>- Hassan, Mohummad Kamrul & Torres, Cleofe S., University of the Philippines Los Baños, Philippines: <i>Rural Communication Services in the Delivery and Adoption of Saline-Tolerant Rice Variety among Farmers in Amtali, Barguna District, Bangladesh</i></p>
10.15-10.30	Break		

10.30-12.00	<p>Session VII: <u>Small, slow or big data for sustainable development</u></p> <p>- Chair & Respondent: Rico Lie, Wageningen</p> <p>- Michael Best, UNU Macau, <i>Small data and sustainable Development.</i></p> <p>- Pornpun Prajahnate, NIDA, Thailand: <i>A Synthesis of the Studies on Information Communication Technologies (ICT) for Education Projects in ASEAN: Can We Close the Digital Divide?</i></p> <p>- Maya Velmuradova, Aix Marseille Université, France: <i>Development Communication and the Social Integration of the New Services and Techniques: Acceptance, Appropriation and the Role of the Perceived Value of Use. Multi-Site Case Study within the SME Support in Central Asia</i></p>	<p>Session VIII: <u>Natural disasters, health issues and crisis communication</u></p> <p>- Chair & Respondent: Marianne Sison, RMIT, Australia</p> <p>- Ya Yang, Renmin University, China: <i>The Analysis of Social Resource Mobilization on New Media: A Case Study of Chinese Environmental Protection Video 'Under the Dome'</i></p> <p>- Daniel Joseph N. Cruz & Artin G. Umali, De La Salle University – Dasmariñas, Philippines: <i>An Evaluation of How Television Users View Abs-Cbn's News Coverage About Mers-Cov</i></p> <p>- Christine Marie P. Arreza, & Dennis John F. Sumaylo, University of the Philippines Mindanao, <i>Localization of IEC Materials of Carrascal LDRMO Through Disaster Management Training</i></p> <p>- Lili Wang, Ke Xue, & Mingyang Yu, Shanghai Jiao Tong University, China: <i>Shifting from authority to grassroots? The comparison of official media credibility and unofficial media credibility in natural disasters</i></p>	<p>Session IX: <u>Community media and social change</u></p> <p>- Chair & Respondent: Mahmoud Eid, University of Ottawa, Canada</p> <p>- Bidu Bhusan Dash, Indian Institute of Management Kashipur, India, <i>Community Radio Stations of Krishi Vigyan Kendras*</i></p> <p>- Regine M. Legaspi, Marco Sealnoie M. Maestro and Janel Anne G. Paguio & Marco M. Polo, Communication and Journalism Department, DLSU-Dasmariñas, Philippines: <i>Evaluation of the Crisis Response Activities of the Catholic Clergy in the City of Dasmariñas: A Basis for a Crisis Management Plan</i></p> <p>- Gervacio, Ruth F.; San Pedro, Rael B.; Serquiña, Samantha Louis A.; & Valera, Isolde E., De la Salle University Dasmariñas, Philippines: <i>A Study on the Basis for Promotion of Philippine Independent Film Industry through Cavite Filmmakers Association</i></p>
12.00-13.00	Lunch		
13.00-14.30	<p>Session X: <u>Sustainability, Culture and Identity</u></p> <p>- Chair & Respondent: Kiran Prasad, Sri Padmavati Mahila University, India</p> <p>- Boonlert Supadhiloke, Bangkok University, Thailand: <i>A transition from analogue to digital television in Thailand: A great challenge for sustainability</i></p> <p>- Ranran He, Communication University of China: <i>Branding a Nation: Exploring the Branding Function of Documentaries in the New Media Environment</i></p> <p>- Mishra Maitreyee, Manipal University, India: <i>Traditional Knowledge Systems, Culture and Environmental Sustainability: Concepts from Odisha, India</i></p>	<p>Session XI: <u>Media effects and ecological attitudes</u></p> <p>- Chair & Respondent: Loes Witteveen, Wageningen</p> <p>- Cornelia Wallner, Rebecca Rogers, Bernhard Goodwin, Werner Heitland, Wolfgang Weisser, Anja Uretschlager & Hans-Bernd Brosius, TUM & LMU, Munchen, Germany: <i>Mass media effects on risk perception and intended pro-environmental behavior: How different styles of newspaper articles are perceived by the reader and influence risk perception on personal and societal level</i></p> <p>- Mahyuddin Ahmad, Lee Yuen Beng & Wang Lay Kim, Universiti Sains Malaysia: <i>Development, environment and the marginalized: Politics of development and environmental change in Malaysia</i></p> <p>- Remeen Firoz, Consultant, Bangladesh &</p>	

		Jonas Dahlström , Development Researcher, Sweden: <i>Indigenous Communities of the CHTs – coping with environmental perils and scoping future adaptive capacities</i>												
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14.45-16.15	<p>Session XII: <u>Youth, social media and participatory culture</u> Chair & Respondent: Dr. Jiraporn Wittayapsakphan, Dean of the Faculty of Communication at CMU</p> <ul style="list-style-type: none"> - Padma Rani, Manipal University, India, Usha Rodrigues, Deakin University, Australia, & Deepak Joyappa, Independent Researcher, Mangalore, India, <i>Convergence, Participatory Culture, Collective Intelligence: A Study Of New News Media</i> - Chen Jinyun, Jinan University, Guangzhou, China: <i>Can Online Social Network Foster Young Adults' Civic Engagement?</i> - Mario Antonius Birowo, Universitas Atma Jaya Yogyakarta & Rini Darmastuti, Universitas Kristen Satya Wacana, Indonesia: <i>Media Literacy Strategy for Teenagers Based on Local Wisdom of Yogyakarta</i> - 	<p>Session XIII: <u>Migration, Ethnicity & Identity</u> - Chair & Respondent: Mahmoud Eid, University of Ottawa, Canada - Yang Lai Fong & Leong Wai Kit, Taylor's University Malaysia: <i>Different Political Beliefs and Different Frame Building for an Inter-Religious Conflict: A Comparative Analysis of Malaysian Newspapers</i></p> <ul style="list-style-type: none"> - Yvonne Basera, Ellie Calonzo, Camille Guillarte, and Artin Umali, De La Salle University – Dasmariñas, Philippines: <i>Cultural Anthropology and Preservation: Easter Sunday Tradition “Salubong” In Selected Churches In Cavite</i> - Minghua Xu, & Enny Ingketría, Huazhong University of Science and Technology, Wuhan, China: <i>Imagining Chinese Indonesians in Contemporary Cultural Politics: Maintaining their Identity through the Chinese Media</i> 												
16.30-18.00	<p>Session XIV: <u>Learning the practice of Rural Development Professionalism: Challenging the professional 2.0</u></p> <p>In this interactive session we will reflect on the challenges of rural development professionals as an update of Robert Chambers 'Challenging the Professional'. Focusing on the competences of rural development professionals in the global South, who are bridging theory and practice of social change on a daily basis, we will address the implications for Higher Education.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; text-align: center;">16:30</td> <td>Opening</td> <td></td> </tr> <tr> <td style="text-align: center;">16:30 – 16:50</td> <td>Puzzles, wicked problems and learning An introduction facilitated by Loes Witteveen</td> <td></td> </tr> <tr> <td style="text-align: center;">16:50 – 17:10</td> <td>Learning for a Sustainable Future. Rural Development Professionals in Higher Education Presentation with film fragments by Rico Lie</td> <td></td> </tr> <tr> <td style="text-align: center;">17:10 – 17:25</td> <td>Buzzing about 2 propositions <i>International Higher Education for the global South needs to focus much more on competences related to listening and observing in order to come to grips with reality.</i> – This means that a focus on interventions and policy design should be grounded in locally rooted understandings of reality. How can we address these locally rooted understandings in our formal educational programs?</td> <td></td> </tr> </table>		16:30	Opening		16:30 – 16:50	Puzzles, wicked problems and learning An introduction facilitated by Loes Witteveen		16:50 – 17:10	Learning for a Sustainable Future. Rural Development Professionals in Higher Education Presentation with film fragments by Rico Lie		17:10 – 17:25	Buzzing about 2 propositions <i>International Higher Education for the global South needs to focus much more on competences related to listening and observing in order to come to grips with reality.</i> – This means that a focus on interventions and policy design should be grounded in locally rooted understandings of reality. How can we address these locally rooted understandings in our formal educational programs?	
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	<p>Many of the learning outcomes of Master programs for Rural Development Professionals do not address the actual challenges of the Professionals, but instead confirm traditional modernist thinking.</p> <p>Why should we teach how to use SPSS? Isn't the general focus on research in our Master programs outdated and inappropriate? Do we use terms like 'participatory' to hide skills' gaps such as poor facilitation competences? What are training implications of 'working in an interdisciplinary or transdisciplinary way'? What topics and competences should we prioritize in our International Higher Educational Programs for the global South?</p> <p>Introduced by Rico Lie</p>	
	<p>17:25 – 17:50</p> <p>Searching for updated principles about the training of Rural Development Professionals</p> <p>A plenary session moderated by Patchanee Malikhao</p>	
	<p>17:50 – 18:00</p> <p>Wrapping up and Closure</p> <p>By Loes Witteveen</p>	
18.30	A night at Wua-lai Saturday Market (Van departs in front of the UNISERV)	
20 December 2015		
	<p>Field visit to communities (at extra charge) *One group is limited to 10 persons</p> <ol style="list-style-type: none"> 1) Karen Network for Culture and Environment 2) Human Trafficking, Migrant Worker and Education 3) Craft & Local Life - Clay, wood and textile craft work <p>*Details of each field site will be provided later.</p> <p>List of NGOs in Thailand: http://p2pfoundation.net/NGOs_in_Thailand</p>	
21 December 2015		
9.30-10.45	<p>Session XIV: <u>Focus on China</u></p> <p>- Chair & Respondent: Ke Xue, Shanghai Jiao Tong University, China</p> <p>- Kai Yao & Jonathan Rante Carreon, Huachiew Chalermprakiet University, Thailand: <i>A Study of Linguistic Landscapes in Nanning City, China</i></p> <p>- Xijing Zhao, National Chengchi University, Taiwan & Jie Gu, Communication University of China: <i>Legal Regulation or Self-regulation? Copyright Disputes of Chinese Online Video Industries: Case Studies of "De-piratization" of QVOD, Fansub Group" and "Xunlei"</i></p> <p>- Yujun Wang, Zhejiang University, China: <i>The Morality Kidnaps News and Opinions: A Common Public Ideology of the Contemporary China</i></p> <p>- Qinyu E, Communication University of China & Xuejun Chen, Kent State University, USA: <i>E-mail, telephone, and face-to-face communication: Workplace communication in Chinese multinational companies and domestic companies</i></p>	<p>Session XV: - <u>Poster presentations</u></p> <p>- Longo, L, Agresti, S., Bjellquist, J., Van Heest, S., Etheridge, J., & Pollock, J.C., The College of New Jersey, USA: <i>Comparing cross-national coverage of Muslim immigration. A community structure approach</i></p> <p>- Aparna Moitra, Aaditeswar Seth and Archna Kumar, University of New Delhi, India: <i>IVR Systems and Hyper-local Communications: Mapping Jharkhand Mobile Radio's Community Building Strategies</i></p> <p>- Krysti Peitz, Elizabeth Watson, John C. Pollock, Cara Esposito, Phil Nichilo & James Etheridge, The College of New Jersey, USA: <i>Comparing Coverage of Genetically Modified Organisms: A Cross-national Community Structure Approach</i></p> <p>- Jude Vincent Espesor Parcon, University of the Philippines, Los Banos: <i>Filipino Television In The Middle East: Towards A Sense Of National Identity</i></p>

10.45-11.00	Break
11.00-12.00	Closing plenary Members of Scientific Committee
12.30	Refreshments