

## International Intellectual Discourse

October, 17<sup>th</sup> 2025 at 08.30 a.m. – 02.30 p.m.

Chookiat Piticharoenkit Meeting Room (3<sup>rd</sup> Floor), Faculty of Communication Sciences, PSU

| Time                    | Activity                                                                                                                                                              |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 08.30 – 09.00 a.m.      | Registration                                                                                                                                                          |
| 09.00 – 09.15 a.m.      | Opening Ceremony <ul style="list-style-type: none"><li>● Opening Speech by Asst. Prof. Dr. Phirakarn Kainunna<br/>Dean of Faculty of Communication Sciences</li></ul> |
| 09.15 – 10.00 a.m.      | Paper Presentation                                                                                                                                                    |
| 10.00 – 10.30 a.m.      | Q&A                                                                                                                                                                   |
| 10.30 – 10.45 a.m.      | Coffee Break                                                                                                                                                          |
| 10.45 – 11.30 a.m.      | Paper Presentation                                                                                                                                                    |
| 11.30 a.m. – 12.00 p.m. | Q&A                                                                                                                                                                   |
| 12.00 – 1.30 p.m.       | Lunch Break                                                                                                                                                           |
| 01.30 – 02.00 p.m.      | Paper Presentation                                                                                                                                                    |
| 02.00 – 02.20 p.m.      | Q&A                                                                                                                                                                   |
| 02.20 – 02.30 p.m.      | Closing Ceremony                                                                                                                                                      |

## Room 1 (66A301) : Communication, Media, and Marketing

Session Chair : Dr. Sofia Hayati Yusoff

| Time                    | Research Title                                                                                    | Presenter                                                                  |
|-------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| 09.15 – 09.30 a.m.      | From Buzz to Box Office: Social Media's Role in Marketing Malaysian Film                          | Dr. Suria Hani A Rahman<br>Faculty of Leadership & Management, USIM        |
| 09.30 – 09.45 a.m.      | Harnessing Data Analytics for Local Entrepreneurship Development: A Data-Driven System Approach   | Dr. Sariya Binsaleh<br>Faculty of Communication Sciences, PSU              |
| 09.45 – 10.00 a.m.      | Power, Community and Change: Communicative Practices in Azizi Haji Abdullah's Harga Sebuah Maruah | Dr. Mohamad Yazid Abdul Majid<br>Faculty of Major Language Studies, USIM   |
| 10.00 – 10.30 a.m.      | Q&A                                                                                               |                                                                            |
| 10.30 – 10.45 a.m.      | Coffee Break                                                                                      |                                                                            |
| 10.45 – 11.00 a.m.      | The Battle of Narratives: Mainstream vs Alternative Media Framing of Anwar Ibrahim                | Dr. Sofia Hayati Yusoff<br>USIM 'Ālamiyyah (International Office), USIM    |
| 11.00 – 11.15 a.m.      | Clickbait, Speculation, and Justice: Rethinking Media Responsibility in the Age of Trial by Media | Dr. Rosninawati Hussin<br>Faculty of Leadership & Management, USIM         |
| 11.15 – 11.30 a.m.      | Narrative Strategies of Misinformation in Southern Thailand: A Qualitative Inquiry                | Asst. Prof. Dr. Phirakarn Kainunna, Faculty of Communication Sciences, PSU |
| 11.30 a.m. – 12.00 p.m. | Q&A                                                                                               |                                                                            |
| 12.00 – 1.30 p.m.       | Lunch Break                                                                                       |                                                                            |

| Time               | Research Title                                                                                          | Presenter                                                                           |
|--------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 01.30 – 01.45 p.m. | Broadcasting for Nation-Building:<br>Revisiting Public Service Media in<br>the Digital Age              | Dr. Rosidayu Sabran<br>Faculty of Leadership &<br>Management, USIM                  |
| 01.45 – 02.00 p.m. | Marketing Communication on<br>Entrepreneur Performance and<br>growth: A Systematic Literature<br>Review | Asst. Prof. Dr. Kritsadee<br>Phuangrod<br>Faculty of Communication<br>Sciences, PSU |
| 02.00 – 02.20 p.m. | Q&A                                                                                                     |                                                                                     |
| 02.20 – 02.30 p.m. | Closing Ceremony                                                                                        |                                                                                     |

## Room 2 (66A302) : Intercultural, Health, and Literary Communication

Session Chair : Asst. Prof. Dr. Wannisa Matcha

| Time                    | Research Title                                                                                                                                   | Speaker                                                                        |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 09.15 – 09.30 a.m.      | Investigating Morphological Errors in Standard Arabic Writing by University Students in Southern Thailand: Causes and Solutions                  | Dr. Mohamed Irfan Peer Mohamed<br>Faculty of Islamic Sciences, PSU             |
| 09.30 – 09.45 a.m.      | Communication of Qur’anic Eschatology through Rhetorical Analysis: Integrating Design Thinking and Gagne’s Nine Events                           | Dr. Khairul Asyraf Mohd Nathir<br>USIM ‘Ālamiyyah (International Office), USIM |
| 09.45 – 10.00 a.m.      | Reflective Practice as a Strategy for Intercultural Communication and Understanding: Evidence from Pre-service Teachers in the South of Thailand | Dr. Meechai Wongdaeng<br>Faculty of Education, PSU                             |
| 10.00 – 10.30 a.m.      | Q&A                                                                                                                                              |                                                                                |
| 10.30 – 10.45 a.m.      | Coffee Break                                                                                                                                     |                                                                                |
| 10.45 – 11.00 a.m.      | Augmented Reality for Cross-Border Islamic Heritage: Evaluating Tourist Acceptance                                                               | Asst. Prof. Dr. Wannisa Matcha<br>Faculty of Communication Sciences, PSU       |
| 11.00 – 11.15 a.m.      | Immersive Learning and Cultural Participation in Southern Thailand: A Case Study of 3D and Interactive Cultural Exhibitions                      | Ms. Rusada Natthaphatwirata<br>Faculty of Education, PSU                       |
| 11.15 – 11.30 a.m.      | Stylistic Markers of Public Response: Malaysian TikTok Reactions to the Zara Qairina Parliamentary Statement                                     | Dr. Hishomuddin Ahmad<br>Faculty of Major Language Studies, USIM               |
| 11.30 a.m. – 12.00 p.m. | Q&A                                                                                                                                              |                                                                                |

| Time               | Research Title                                                                                                                 | Speaker                                                                |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| 12.00 – 1.30 pm    | Lunch Break                                                                                                                    |                                                                        |
| 01.30 – 01.45 p.m. | The Influence of Communicative Elements in the Egyptian Novel Zainab on the Malaysian Novel Faridah Hanum: A Comparative Study | Prof. Dr. Rosni Samah<br>Faculty of Major Language Studies, USIM       |
| 01.45 – 02.00 p.m. | Health Communication Challenges in Thailand's Southernmost Region: An Epistemic Network Analysis Approach                      | Asst. Prof. Dr. Hamdia Mudor<br>Faculty of Communication Sciences, PSU |
| 02.00 – 02.20 p.m. | Q&A                                                                                                                            |                                                                        |
| 02.20 – 02.30 p.m. | Closing Ceremony                                                                                                               |                                                                        |