**Cross-Cultural Communication Conference 2022**
2022 Online edition hosted by Chulalongkorn University (Thailand)
**15 September 2022 (5:00 pm - 9:00 pm ICT)**

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# DIGITAL FUTURES OF CROSS-CULTURAL COMMUNICATION

Conference proceedings

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**Flipped Classroom Teaching Method of a Business Model Project at EAE Business School**

*S. Ajour El Zein, E. Ordeix, A. Arisó, C. Tomas*

The collaboration project of four professors from 4 different departments consists of creating a collaborative transversal and innovative learning environment through a flipped Classroom experience joint academic activity between the Finance, Economics, Data Science, and Marketing department at EAE Business School University in Spain.

65 students enrolled in the entrepreneurship start-up course at EAE Business School enrolled in Business Organization and Administration program taught by Professor Dr. Albert Arisó and Dr. Samer Ajour El Zein.

The main objective of this study is to explore methods to enrich the Final Year Project (FYP) and create an effective business model. The FYP offers an opportunity for the competencies to be viewed from a broader sense to be acquired by the student in order to deal with complex and challenging realities that encourage sustainable creativity.

**Method Implementation:**
Firstly, Albert Ariso´s (Data Science Department) students presented their business idea supported with data from quality information sources to describe the opportunity. Secondly, Samer Ajour El Zein´s (Economics Department) students analyzed those projects to explore the possibility of marketing the product in a completely new market. Then, students presented their business projects to the professors from other departments who evaluated them through a rubric. At this later stage, EAE teachers Dr. Cristina Tomas Perez (Finance Department) and Dr. Enric Ordeix (Marketing Department) played the role model with our students about the validated business ideas students through which they will conduct a feasibility study.

In addition, for the correct development of this student's work and learning activity, the method adopted relied on Google Suits, videos, calendar, active instructions and evaluation rubrics.

The initial activity was an Icebreaker activity for all students. Once the randomized groups of students were established to ensure method robustness, the activity was initiated in a very organized way to ensure a constant dialogue and feedback between the groups.

The major outcomes of the first round were the effectiveness of the incubator pitch experience. The first stage of students was to carry out an analysis of the opportunities and threats to commercialize the product whereas the other group of students proposed strategies based on the analysis received. The outcomes of the second round were an innovative marketing plan, as well as a feasible financial plan assessed by the professors of the Finance and Marketing Department. Lastly, a pitch session was handled by representative of both teams using digital tools

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(Padlet, Slack and Zoom) to present and defend the business plan in an international context and whereby Professors Samer Ajour El Zein and Albert Ariso played a role model, assessed by the students and the professors Cristina Tomas Perez and Enric Ordeix.

**Conclusions and Further Research:**

The flipped classroom method has been found to be a very enriching experience with innovative learning skills for the four departments. The students valued the effort to carry out this activity with professionalism and effective intercultural communication skills, considering cross competencies barriers, and adopting intelligent argumentation. The authors consider this simulation a great academic contribution value that offers a better understanding for future education. A future research is needed with more samples, various groups, various departments and different conditions so that it could be extrapolated to a business environment.

The main objective is to prepare future leaders for a collaborative environment formed by diverse groups. These are the demands of the future business trends in a post-pandemic environment.

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**The Role of Digital Communication to Avoid Cross-Cultural Isolation During the COVID Pandemic**

*Paloma Bernal-Turnes, Ricardo Ernst, Enric Ordeix*

The confinement and social restrictions slammed the brakes on economic growth and the drop in active small businesses and entrepreneurs were witnessed in nearly all industries. However, the capacity to cope with the disruptions created by the pandemic is uneven. Businesses could respond to the shock of COVID-19 thanks to the use of communication tools, such Internet and digital technologies as well as cooperation between companies. uncharted ripple effects in the presence of policy constraints motivate the present paper. This study reveals that the cross-cultural isolation that small and medium size firms suffered, which was forced by the confinement, bolted to be focused on resilience in their virtual social interactions and communications building cooperative and philanthropic relations with stakeholders, allowed mutual business survival for both, for the one who provides the help and for the one who receives it. The paper concludes that those firms that use Internet-based communication tools and those that built new ways of business cooperation and provided help to society during the lockdown show higher survival rates after the lockdown.

# Global Pandemic and the Surge of OTT-Based Entertainment: A Case Study of Bengali OTT Platform *Hoichoi*

*Sunayan Bhattacharjee*

The global Covid-19 pandemic was not just a health disaster, it was also a game-changer in so many different ways. Entertainment in general and home entertainment, in particular, witnessed massive transformations. In fact, it would not be an overstatement if one were to say the entire entertainment paradigm has changed irreversibly. The prolonged lockdown made people devour audio-visual entertainment mostly on portable computing devices – desktops, laptop and tablet computers, and smartphones. While this transformation was a pan-world phenomenon, it was more pronounced for a country like India, which has been witnessing exponential growth in internet penetration over the past decade or so. Entertainment through Over-the-Top (OTT) platforms had become quite a phenomenon in India even before the pandemic. However, the pandemic caused an unbelievable surge in the number of people subscribing to different OTT platforms including global behemoths such as *Netflix* and *Amazon Prime Video*. However, there was one trend that was distinctly visible – the growth of local OTT platforms beaming content in vernacular Indian languages including the likes of Bengali, Tamil, Telugu, and Marathi. This research paper will analyze the rather interesting case of *Hoichoi*, the leading OTT platform exclusively beaming Bengali language content. From being just one of the players after getting launched five years back in 2017 to becoming the leading Bengali OTT platform, *Hoichoi* has traversed a long way. With a repertoire of more than 100 original series and 600 movies, *Hoichoi* aims to cross the 250 million subscriber base very soon. This paper would qualitatively analyze the reasons and the background that propelled *Hoichoi* to the summit and emphasize how Covid-19 was an instrumental reason in the process. The researcher would also delve into the larger global background while focusing on the local factors in doing the analysis.

## Female Image as a Response to Today's Society: The Case of Genshin Impact

*Chen, Y., Chen, L. Y., Ou, Y., Yan, N.*

Genshin Impact is a video game that, as of January 2022, features 48 unique characters representing a variety of cultures. This video game has been enormously successful, especially in the post-pandemic age. Further investigation revealed that Hu Tao, frequently referred to as "cute and adorable," is the top-ranked female character among Chinese and foreign players, according to many surveys on the most well-liked characters among gamers. This character seems to have convinced the audience with a particularly attractive feminine image when compared to Keli, another character labeled as "cute". To understand the underlying cultural factors influencing the public's preference, the authors attempt to decode and compare the cultural meanings communicated by Hu Tao and Keli using Roland Barthes' Semiotic Theory and the characters' in-game spoken text. The findings imply that Hu Tao, who stands for a female who is friendly, innocent yet autonomous, responsible, brave, and resourceful, is more desirable and persuasive in today's social setting than Keli, who may be viewed as an innate concept of femininity. As a result of today's constantly changing culture, the findings can substantially reflect the essential beliefs of the current generation. It also suggests that game developers and communication specialists can include this popular idea in their work.

## The Perceived Influence of Nollywood Home Movies in Altering the Belief and Perception of Youths in Sabon Tasha – Kaduna About Their Cultures And Traditions

*Dogo, M. B., Dambo, T. H., Dogo, B., Galadima, A. S., Dogo, J. S.*

Over time, the media is seen as a tool to shape people's perspectives and change their ways of life. This is seen in several studies, which agree and attest to the claim that television has the ability to alter the behaviours of its audience, to make them act, think and behave like the characters they see in the media. Television is one of the electronic media that is easily accessed in most homes, especially by young people who have become acquainted with how the medium functions and assists them to intermingle with their environment and beyond (Ogakason, 2017). In a research carried out in Nigeria by Usaini (2010) on the "influence of television on the social behaviour among teenagers", it was palpable that teenagers spend sufficient time watching television. According to the research, about 68.8% of the respondents said they watch television stations heartily, this accounts for the reason why about 81.9% frequently watch the stations. The teenagers spend sufficient time exploring television programmes/contents like movies, soap operas, fashion shows, music videos, reality TV shows, and entertainment news. As one of the major forms of media to ever exist, the television is prominent in young people's daily lives as they are exposed to the content of it in one way or the other. Notwithstanding the positive effects of television on its audiences, some television programmes/contents are not only inappropriate, particularly for young minds, but are inimical to the formation of their traditions. Unfortunately, the television in most cases is such an open medium that viewers can virtually have access to all its programmes/contents without constraint or inhibition, except being put in place with the use of parental control. The question to ask is, how is the Nigerian home video/movie industry (Nollywood) affecting or altering the beliefs and perceptions of youths in Sabon – Tasha, Kaduna state about their cultures and traditions. This study, therefore, sought to find out if the media through Nollywood home movies actually influence the alteration of beliefs, traditions, and the perception of youths in Sabon-Tasha, Kaduna. The social learning theory was the theoretical foundation for the study, which emphasizes the importance of observing and modelling the attitudes, behaviours, and emotional reactions of people that are seen in the media – television. That is, we learn through television how people from other parts of the world live their lives and even how some people achieve greatness in their chosen careers (Babaleye, 2016). The study adopts the cross-sectional design, where data were gathered at a single instance. This study is phenomenological and it considers the use of a qualitative approach as more suitable for attaining its aims. This study selects the qualitative method because it is highly effective and the best approach to use when substantial data is needed (Dogo, 2018). Data was collected from 15 youths in Sabon-Tasha, through face-to-face interviews, and the study employed the use of manual thematic analysis to analyse the data and to bring out findings. The study found out that there is to some extent the alteration of some cultural beliefs and ways of life, thanks to the Nollywood movies the respondents were exposed to. However, the data also shows that there were respondents that were not influenced by what they saw in these Home movies, as they claimed to have been able to differentiate between fiction and realities. There were some other respondents though, who indicated to have adjusted their ways of life to suit what they see in Nollywood home movies. They claim they have changed their dressing, the way they talk,

their perception about their cultures and some of them posit that they better express themselves in cultures that are not theirs. The study therefore recommends that scholars in the field should try to extend the research and increase the scope, in trying to see if the results gotten from this study would still be gotten and achieved in other parts of the country or it would differ. The study further recommends that other methodologies like the quantitative approach can be applied to test for better reliability of the data collected and to see if the results would be the same or differ if put under examination using another instrument for data collections and analysis. This research endeavour identified various ways Nollywood Home Movies try to shape the minds of the youths in Sabon – Tasha, Kaduna, and some of these ways might be consciously and unconsciously.

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## Malaysia AIMS Mobility: Intercultural Experience During COVID-19 Pandemic

*Isma Rosila Ismail, Yusnita Yusof, Zaliha Zainuddin, Yus Sharmiza Yushriman, Fiffy Hanisdah Saikim*

People are more frequently placed in intercultural circumstances as a result of today's global society, which has increased the field of intercultural communication. To get around the COVID-19 travel ban, the mobility programme began as an online or virtual initiative. To encourage mobility even during the epidemic, virtual mobility (VM) has been established. As a result, universities started to explore VM to be better equipped to operate in intercultural settings and instruct their students on how to interact effectively in such settings both in person and digitally. Typically, intercultural experience occurs through international mobility programmes. The VM programme, however, may expose the participants to a variety of intercultural experiences or maybe not. This study will explore the intercultural experiences of outbound tourism students during their participation in The Asian International Mobility for Students (AIMS) Programme from 2020 to 2021. A purposive sample of 13 AIMS outbound tourism students from Malaysia higher institutions are interviewed via e-interview, or online. Findings reveal that the students' discontent with VM and their limited ability to engage in intercultural experiences. However, they stated that this program brings more advantages than disadvantages despite all the restrictions during the COVID-19 pandemic.

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## Information-Based Corporate Sustainability Evaluation Framework for Assessing Triple Bottom Line Practices by Conducting Content Analysis of Digital Communication Across Cultures

*Chanapa Itdhiamornkulchai*

In recent decades, the definition of green marketing has evolved from being limited to specific environmentally friendly activities in the 20th century to the contemporary 21st-century sustainable marketing era that urges organizations to implement holistic strategic approaches of genuinely delivering and communicating the triple bottom line (TBL) benefits of people (social value), planet (environmental value), and profit (economics value) in their core business operations, or otherwise be considered as greenwash (counterfeit green marketing with untruthful sustainable benefits). Furthermore, previous research has shown cross-cultural differences in the effects of digital corporate sustainability communications regarding the TBL.

Concurrently with the surge of corporate sustainability practices throughout the 21st century due to increasing market demands, many scholars and organizations have initiated new frameworks for evaluating corporate sustainability practices. Many existing frameworks based on the TBL require advanced quantitative skills, and they analyze business operations by obtaining sustainability information from interviewing internal managers. A limitation of this method is that internal managers might not disclose negative aspects concerning corporate sustainability practices. Meanwhile, evaluations of corporate sustainability communications and public opinions and publicity about corporate sustainability are essential because these communications influence stakeholders' perceptions across cultures.

Consequently, the present research endeavor aims to propose a new framework for evaluating corporate sustainability in terms of the TBL practices using simple yet effective quantitative and qualitative indicators developed by the researcher along with methods that any stakeholders could utilize anytime, which involve critically analyzing information on the brands' sustainable practices that are available to the general public, especially the companies' digital communication regarding their business sustainability strategies and implementations as well as publicity and public opinion from external stakeholders that are available on the Internet. This proposed methodology, with its emphasis on analyzing strategic communications, could enhance practicality in less quantitative fields concerned with green marketing for both academia and business industries, especially strategic marketing and communication management. After initiating the framework, primary research of expert reviews has been conducted to test the content validity of the researcher's proposed facets and indicators in measuring the TBL. These experts also gave quantitative ratings of the importance of each facet and indicator since this framework includes the process of comparing corporate sustainability scores of the organization in each indicator to the rating of importance given by the experts. Subsequent to receiving constructive feedback from all six experts, the author's proposed framework is finalized as shown on the next page.

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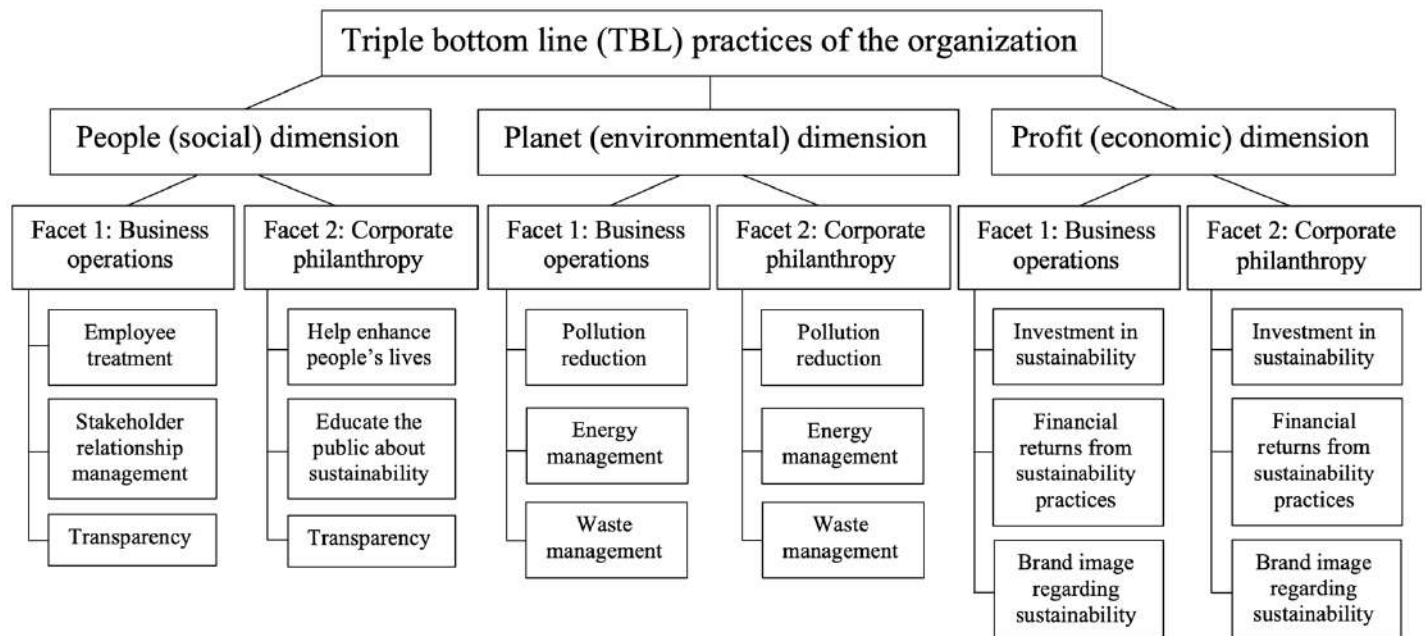Conference co-organised by:

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                    Triple bottom line (TBL) practices of the organization
            ┌──────────────────────────┬──────────────────────────────┬──────────────────────────┐
    People (social) dimension     Planet (environmental) dimension      Profit (economic) dimension
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| People (social) dimension | | Planet (environmental) dimension | | Profit (economic) dimension | |
|---|---|---|---|---|---|
| Facet 1: Business operations | Facet 2: Corporate philanthropy | Facet 1: Business operations | Facet 2: Corporate philanthropy | Facet 1: Business operations | Facet 2: Corporate philanthropy |
| Employee treatment | Help enhance people's lives | Pollution reduction | Pollution reduction | Investment in sustainability | Investment in sustainability |
| Stakeholder relationship management | Educate the public about sustainability | Energy management | Energy management | Financial returns from sustainability practices | Financial returns from sustainability practices |
| Transparency | Transparency | Waste management | Waste management | Brand image regarding sustainability | Brand image regarding sustainability |

To demonstrate the practical application of this proposed framework, content analysis on the case study of Unilever's sustainability practices is conducted and analyzed qualitatively and quantitatively to give sustainability scores in each indicator, facet, and TBL dimension. The key findings reveal that, despite achieving high corporate sustainability scores on almost every indicator, Unilever's sustainability performance only exceeds experts' ratings of importance on two indicators, "help enhance people's lives" and "financial returns on sustainability," with the lowest performance on the "pollution reduction" indicator due to existing controversies regarding several issues raised through public opinions on online media both before and after Unilever received publicity for taking action to solve these issues. This indicates the importance of effective digital communication strategies and implementations in reaching various external stakeholders across cultures. To conclude this case study, Unilever's overall sustainability practices reflect tangible implementations in various TBL indicators and could be further enhanced by increasing transparency, clarity, and reach of cross-cultural digital communication regarding sustainability issues that are of concern among internal and external stakeholders.

This study provides academic and practical implications. Academics and practitioners, especially in the fields of strategic marketing and communication management, could utilize this proposed framework for evaluating and developing corporate sustainability practices and corporate sustainability communications of organizations in various industries.

**TFIOS (The Fault In Our Systems): The Limits of Technology and Challenges in Instructor Immediacy in Conducting Webinars on Gender Sensitivity**

*Christine Joy A. Magpayo*

In March 2022, the Diliman Gender Office of the University of the Philippines Diliman launched *Filipin/As: Women in Philippine Society*, a resource material that aims to present and dissect the realities of Filipino women in society through training and learning modules that can be used in seminars on gender equality and women empowerment. The *Filipin/As* workbook is primarily developed for high school students, and covers five main topics: (1) Filipino Family Roles (2) Gender Equity and Equality, (3) Choice Feminism and the Politics of Choice, (4) Consent, (5) and Reproductive Health. The societal issues explicated in each topic are tackled using communicative perspectives.

As an educator who served as project co-head and contributor of the *Filipin/As* workbook, I outlined in this paper the best practices in the process of developing the module on Choice Feminism and the Politics of Choice, which is grounded in Rhetorical and Intrapersonal Communication theories. The challenges encountered during the conception, writing, and pilot implementation stages of the said module will also be discussed. More specifically, this paper highlights cross-cultural communication concerns, which include instructional immediacy in a virtual setup where Gen X and Gen Y instructors are expected to deliver lectures and facilitate activities on relatively sensitive topics for Gen Z learners.

## The Rediscover Rosarito Public Diplomacy Project

*Ashley Osmecki, Mark Brodie, Shepard Vargo, Gregory Payne*

The Rediscover Rosarito Public Diplomacy Project was an important experience for Emerson College students and the community of Rosarito, Mexico. When attempting to build bridges across cultures it is essential to be engulfed in the environments in order to have the best possible understanding of the community. Students from Emerson connected with the community through gastro diplomacy, sports diplomacy, as well as art and film diplomacy as they made their way through Baja California. In addition, the students worked with their Mexican counterparts to not only shot and produce films for a cross-cultural film festival, but did the heavy lifting of putting on a live show, including coordinating public relations, creating logos and artwork, as well as managing and fulfilling many different operations that were required for the event, all while learning about and adjusting to a new culture.

Director of the program, Dr. Gregory Payne is joined with Executive Producer of the Rosarito Film Festival, Professor Mark Brodie, Shepard Vargo, Rosarito alumnus and 2022 Associate Director, along with Ashley Osmecki and other students will discuss the program's success, challenges and what the students accomplished. The panel will cover main takeaways from the program as well as share stories of meaningful moments between students and community members, and discuss future plans for Rediscover Rosarito.

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**Team Harmony – Eradicate Hate Grass Roots Civic Engagement Public Diplomacy Projects**

*Rick Rendon, Tricia Raynard, Shepard Vargo, Gregory Payne, Rob Brown, Trinitee Stokes, and other Emerson students.*

This panel will discuss two grassroots civic engagement projects, a collaborative effort of the Communication Studies Department at Emerson College in Boston and the Rendon Group, Boston, in the aftermath of the death of George Floyd and the nationwide protest over his murder.  The first project will focus on describing and evaluating the effectiveness of the award-winning Team Harmony Eradicate Hate project which included webinars, the Virtual Institute of Activism, and the Activist Toolkit highlighted by over 100 youth reporters from around the world reporting on hate issues in their countries/cultures.  The group of change agents will also preview their second such project - We Have a Dream - dedicated to providing high school students from every state in the U.S. the immersive opportunity to travel to Tulsa, Ok, and learn firsthand the history of the 1921 race massacre and how we can learn from such tragedies in our effort to eradicate hate.

## Should Cultural Diversity be Allowed to Cease to Exist?

*Pavel Slutskiy*

Thinking about cross-cultural communication makes one ask questions one would perhaps never ask otherwise — for example, would not it be easier for us to communicate if we had fewer cultural differences, or even fewer cultures altogether? The popular argument suggests that cultural diversity, as well as linguistic diversity, should be maintained because diversity is inherently valuable. However, value is a subjective category — it is an individually held judgment. It would be paternalistic and selfish of those who do not belong to a particular culture to think that this culture is worth preserving its unique identity even if the members of this culture explicitly or implicitly express no desire to maintain in and clearly gravitate towards assimilation. If the real subject of our analysis is not the culture, but the individual who may or may not choose to adhere to certain cultural practices which form his or her cultural identity (whether it is language, traditions, rituals, etc.), then we can conclude that some of those individuals may actually prefer to abandon their culture and assimilate. For smaller cultures this can pose a real threat — they may cease to exist when everybody but a few thousand might abandon the culture and no longer identify with it. In the case of languages, for example, even the most 'optimistic realistic' linguists now estimate that half of today's oral languages may have disappeared or at least not be learned by children in 100 years' time (Wurm, ed., 2001). So, what?—it could be asked. If a culture ceases to exist because everybody who identifies with it wants to abandon it, why should one be concerned? But then, it could be asked, would not the disappearance of culture also mean the disappearance of distinct languages, rituals, traditions, and religions, and are not those worth preserving? On the one hand, yes, if those within these cultures see the value in preserving them,  but if people do not care about these cultures, why should they be maintained through the efforts of outsiders? And are not the motives of those outsiders similar to the motives of those who want to preserve rare species in zoos? The loss of the variety of human traditions is not particularly attractive, and there is some validity in the argument that maintaining cultural diversity is no less important than maintaining biological diversity. The question is, whether it is justifiable to implement policies that will lead to artificial maintenance of cultures that people no longer want to sustain. For example, can one justify government programs of teaching indigenous languages in schools regardless of children's and parents' preferences simply because someone in the government thinks that the linguistic variety is worth preserving? And also, is it possible to justify financing such programs through taxation of those who do not belong to these cultures and do not care about their preservation? There is a clear trade-off between the maintenance of cultural diversity and the freedom of individuals to do as they please. Although there is a lot to be said in favour of preserving disappearing cultures, it is also important to remember that the process of preserving them is not costless — for both within these cultures as well as the outsiders who are forced to finance the preservation through taxation. But the most important argument is whether one can justify preserving traditions by suppressing the freedom of individuals to abandon them, and whether traditions that no one cares about are worth preserving.

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### WeChat as Tool of Remote Academic Instruction in a Sino-Foreign University Setting

*Agata Ewa Wrochna*

***Background.*** Smartphone application WeChat has had over a decade-long presence in mainland China, currently with over one billion users actively enjoying its features every month (Montag *et al.* 2018). WeChat has long outgrown its primary function as software for audio and video communication. It is now used for a wide variety of purses, some of which include being a news platform, a payment intermediary, and a constantly expanding platform for e-commerce (Waliczko 2020); but even these barely scratch the surface of WeChat's true utility. It should therefore come as no surprise that in the last few years of the global pandemic COVID-19, it has also become a frequent and reliable tool of academic instruction. Since universities were abruptly forced to move online and implement remote modes of teaching, creativity in content delivery has become particularly important. Without the frequent use of technology and multimedia to diversify student learning experience, it can quickly prove to become dull and discouraging.

***Objectives.*** The purpose of this paper is to illustrate some of the most significant ways in which the WeChat application was employed to facilitate and enhance the teaching of the Intercultural Communication module in a virtual classroom setting. It explains the activities introduced during the class and the degree to which chosen WeChat features aided in their completion. It also discusses the general strengths and weaknesses of WeChat as a remote teaching tool.

***Methods.*** This study is the result of the author's personal observations and interactions with roughly 350 Chinese undergraduate students taking Intercultural Communications as a core module. The teaching took place between September 2020 and January 2022 and followed the curriculum of a Chinese-American higher education institution. Using WeChat installed on their laptops and mobile devices, students participated in a variety of complimentary tasks, including group discussions, projects, short quizzes, and more.

***Findings***. During the abovementioned period of remote teaching, using WeChat as a teaching aid proved to be overall more convenient and had significant advantages over some of other tools present in software like Tencent Meeting or Canvas Seminar, both of which were assigned as main learning platforms in the author's university. The main benefit is arguably tied to the fact that WeChat is wide-spread in mainland China, which makes it easily familiar and accessible to everyone on their mobile devices. While the pandemic in the country continues to be treated as a serious problem, it helped that students were able to participate in various tasks not only from their dormitories or homes, but sometimes even hospitals and quarantine facilities. Additionally, on more than one occasion students themselves suggested WeChat features that could be used to facilitate teacher-student exchanges. WeChat was particularly effective as a means of conducting small group discussions and short in-

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class tests during lectures. It was also employed as a platform to share materials during live sessions and explain assignments. Finally, it served as a good method of consultation and extending pastoral care.

***Contribution.*** This study builds upon past bibliographic research on remote teaching techniques as well as the use of technology and multimedia in classrooms. It offers alternative solutions for remote instruction. It is also suggested that despite the steady return to in-person teaching, WeChat can still be used as a tool to further encourage active participation.

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## An Exploration of Storytelling Techniques and Tourism Destination Images of Thailand by Chinese Douyin Content Creators

*Xuanrui Xiao, Jessada Salathong*

Douyin is changing people's lives in China and fostering many content creators in various fields. This paper examines the storytelling techniques of Chinese Douyin content creators and the tourism destination images they portrayed on the Douyin platform. In particular, fifty popular Thai-related vlogs by ten famous Chinese Douyin content creators were selected to conduct qualitative research. The data were gathered through a narrative analysis of the vlogs posted on the content creators' Douyin accounts. Storytelling techniques based on the dimensions of function, action, and level of narration help content creators vividly portray different tourism destination images of Thailand. The storytelling techniques used by the content creators in their vlogs and their portrayal of the tourism destination image of Thailand are valuable references for other content creators or tourism agencies to develop creative or marketing strategies.

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## Building Characters With Cultural Values: Textual Analysis of Protagonists Versus Antagonists in Disney Animated Films

*Mingcan Xu, Rosechongporn Kolmosevin*

This research mainly focused on examining the ways in which protagonists and antagonists are portrayed in Disney's "Princess Series" animated films. The researcher selected five animation films from Disney's "Princess Series" animated films, including *Snow white and the seven dwarfs*, *Beauty and the Beast*, *Mulan*, *Wreck-It Ralph*, and *Frozen*. Based on two main theories, gender roles and stereotypes, the research used textual analysis as the research method and analyzed the content in these five Disney animation films. Gender roles and stereotypes all have influences on the characters in animated films. Moreover, with the change in gender roles and stereotypes in society, the characters are becoming different in animation films.

There are mainly five parts in this research First of all, the researcher introduced the background of the research in the introduction part. Then, in the literature review, the researcher reviewed the related theories which could help to have a deeper understanding of the research. Third, the research method was introduced. The last two parts of this research are findings and discussion. In the finding part, the results of the textual analysis of the content in the five Disney animation films. Last but not least, the finding of the research was discussed in the discussion part.

**Exploration of Distance Teaching in Primary School**

*Ni Yan, Yi Chen, Yan Ou, Lingyan Chen*

During the COVID-19 epidemic control period, online teaching was implemented in primary and secondary schools in China. Distance teaching requires teachers to pay attention to four basic links: teaching design, resource sharing, online teaching, and after-school feedback. Online teaching design needs to be student-centered and fully mobilize students' enthusiasm for online learning. Compared with traditional teaching, online teaching pays attention to student interaction to improve the efficiency of information transmission. And this requires us to collect students' opinions on online learning and make timely adjustments after class to improve students' satisfaction. Through online teaching practice, explore the possibility of distance teaching in primary school, and provide a reference for the effective implementation of online teaching in the later stage.

# A Preliminary Study of Postgraduate International Students' Sociocultural Adaptation in Malaysia's Public University

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In order to achieve the aspirations and agenda of the Ministry of Higher Education Malaysia in internationalising the field of higher education in Malaysia, more international student applications were received. As of December 2021, 40,000 applications from international students had been received to continue their studies at Malaysia's public and private universities. As a result, this article will address the difficulties that international postgraduate students encounter at Malaysian public universities. Twelve students from various countries were chosen as study participants, with sociocultural adaption as the primary determinant. This study will address the experiences of international postgraduate students at Malaysia's Research Universities, Universiti Malaya, Universiti Sains Malaysia, Universiti Kebangsaan Malaysia, and Universiti Putra Malaysia, by focusing on social adaptation and cultural adaptation as the main challenge from Kim Young Yun's Integrative Theory of Cross-cultural Adaptation, which was built in 2017 as a revision from the 2001 model. Semi-structured in-depth interviews were conducted with these students using the guide provided by Janet Salmons in her Online Interview book, which was published in 2017. The interview yielded two themes: social and cultural adaptation, with three sub-themes for each theme. It is found that Medium of Communication is no longer a concern to international students during their adaptation process but still happens among minorities. But new factors such as Stress-Reliever, Early Exposure, and Familiarity were stressed in their interviews. This study focuses on the adaptation process for the new batch of international students in order for them to acclimatise organically during their studies in Malaysia.