



Journal of
CREATIVE COMMUNICATIONS

Volume 18 • Number 3 • 2023 • November

find this journal **online**
at journals.sagepub.com/home/crc
ISSN 0973-2586



Scheduled maintenance on Monday, July 29th. [See what this means for you](#)

Sage Journals

Journal of Creative Communications

Impact Factor: 1.5

5-Year Impact Factor: 1.4

Editorial board

 [Hide all](#)

Editor

Manisha Pathak-Shelat

MICA-The School of Ideas, Shela Ahmedabad, India

Associate Editors

Tugra Akarsu

University of Southampton, UK

**Anupama
Ambika**

IMT Dubai, UAE; MICA, India

Valentina Baú

Senior Research Fellow at Western Sydney University, Institute for
Culture and Society, Australia

**Rohit K
Dasgupta**

Senior Lecturer in Cultural Industries, School of Culture & Creative Arts,
University of Glasgow

**Garry Tan Wei
Han**

UCSI Graduate Business School, UCSI University, Malaysia

 [Privacy](#)

Yangsun Hong

Department of Communication and Journalism, The University of New Mexico, USA

Mary Papakosmas

University of Wollongong, Australia

Massimo Ragnedda

Northumbria University, Newcastle, UK

Dibyadyuti Roy

School of Fine Art, History of Art and Cultural Studies, University of Leeds

Rajat Roy

Bond University, Australia

Raiswa Saha

Senior Research Associate in Sparsh Global Business School (SGBS), Greater Noida, Delhi NCR

Piotr Siuda

Associate Professor at the Faculty of Cultural Studies at the Kazimierz Wielki University in Bydgoszcz, Poland

Pooja Thomas

MICA-The School of Ideas, Shela Ahmedabad, India

Yuan Wang

Department of Media and Communication, City University of Hong Kong

Editorial Board

**Russell Belk**

York University, Canada

Andy Bennett

Griffith University, Australia

Stephanie Lynn Edgarly

Northwestern Medill, USA

Shubhra Gaur

MICA, India

Ang Peng HwaWee Kim Wee School of Communication and Information,
Singapore**Asha Kaul**

Indian Institute of Management, Ahmedabad, India

Sirkku Kotilainen

Tampere University, Finland

Keval J Kumar

MICA, India

Usha Raman

University of Hyderabad, India

**Srividya
Ramasubramanian**Newhouse School of Public Communications, [Syracuse
University, USA](#)**Hernando Rojas**School of Journalism and Mass Communication, [University of
Wisconsin-Madison, USA](#)**Peter Shields**Department of Communication Studies, [Eastern Washington
University, USA](#)**Preeti Shroff**IMC Executive Programs, [Northwestern University](#) Medill, USA**Paurav Shukla**

University of Southampton, UK

H Leslie Steeves[University of Oregon, USA](#)**Daya Kishan Thussu**

Hong Kong Baptist University, Hong Kong

[Browse journal](#)[Current issue](#)[OnlineFirst](#)[All issues](#)[Free sample](#)

Scheduled maintenance on Monday, July 29th. [See what this means for you](#)

Sage Journals

Journal of Creative Communications

Impact Factor: **1.5**
5-Year Impact Factor: **1.4**

 [Previous issue](#)

Next issue 

Volume 19 Issue 2, July 2024

[View issue contents](#) ▾

[View additional files](#) ▾

☐ Select all

Export selected citations

Original Articles

☐  Restricted access | Research article | First published February 6, 2024 | pp. 115–129

[‘They Know What It’s Like’: Exploring Facebook Groups for Digital Coping](#)

Azer N. Parrocha , Jan Michael Alexandre C. Bernadas 

[Preview abstract](#) ▾

GET ACCESS



☐  Restricted access | Research article | First published June 11, 2023 | pp. 130–146

[Does Social Media Exposure Shape Consumer Response in the Form of Panic Buying?](#)

Archi Dubey , Somesh Kumar Sinha

 Privacy

[Preview abstract](#) 

GET ACCESS



Restricted access

Research article

First published January 24, 2024

pp. 147–

160

[Building Optimism Through Inspirational YouTube Videos During the Pandemic: An Empirical Examination](#)

Jandy E. Luik , Indriati Njoto Bisono, Agusly Irawan Aritonang[Preview abstract](#) 

GET ACCESS



Restricted access

Research article

First published January 6, 2024

pp. 161–178

[The Kuwaiti Government's Twitter Discourse During the COVID-19 Pandemic: Toward a Crisis Communication Model Using SCCT and CERC](#)

Eisa Al Nashmi, Manaf Bashir [Preview abstract](#) 

GET ACCESS



Restricted access

Research article

First published November 14, 2023

pp. 179–

196

[Lexico-grammatical Analysis of Media Representation of Men in Rape Coverage](#)

Nattawaj Kijratanakoson [Preview abstract](#) 

GET ACCESS



Journal of Creative Communications

COUNTRY United Kingdom  Universities and research institutions in United Kingdom  Media Ranking in United Kingdom	SUBJECT AREA AND CATEGORY Social Sciences └ Communication	PUBLISHER SAGE Publications Ltd	H-INDEX 18
PUBLICATION TYPE Journals	ISSN 09732586, 09732594	COVERAGE 2006-2023	INFORMATION Homepage How to publish in this journal manisha.shelat@micamail.in
IJFMR - Academic Journal Submit Paper for Publication Open	IJFMR - Academic Journal Submit Paper for Publication Open		

The Journal of Creative Communications promotes inquiry into contemporary communication issues within wider social, economic, marketing, cultural, technological and management contexts, and provides a forum for the discussion of theoretical and practical insights emerging from such inquiry. The journal encourages a new language of analysis for contemporary communications research and publishes articles dealing with innovative and alternate ways of doing research that push the frontiers of conceptual dialogue in communication theory and practice. The journal engages with a wide range of issues and themes in the areas of cultural studies, digital media, media studies, technoculture, marketing communication, organizational communication, communication management, mass and new media, and development communication, among others. JOCC is a double blind peer reviewed journal.

Join the conversation about this journal

Quartiles

Submit Paper for Publication

Research journal having impact factor 9.24 with low publication charge with DOI

IJFMR - Academic Journal

Open

FIND SIMILAR JOURNALS ?

1
Journal of Marketing Communications
GBR

51%
similarity

2
International Journal of Internet Marketing and
GBR

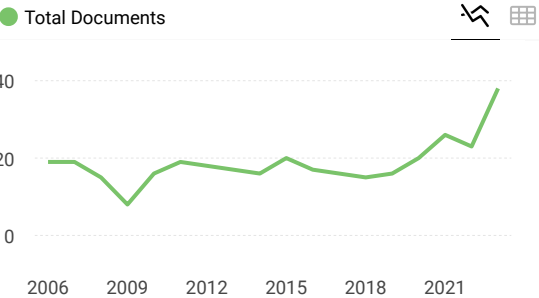
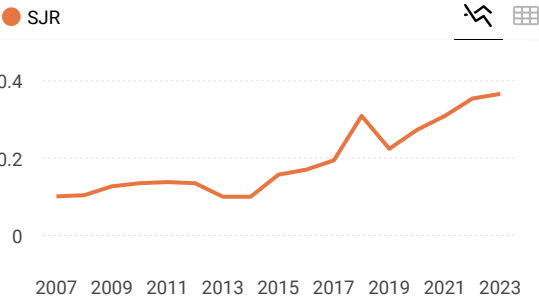
43%
similarity

3
Journal of Interactive Advertising
GBR

43%
similarity

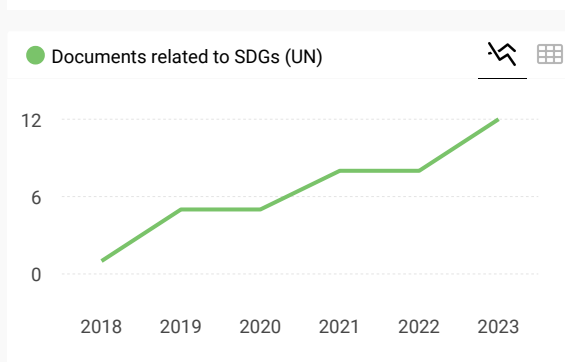
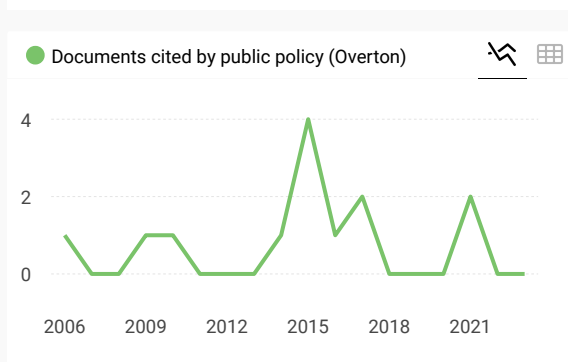
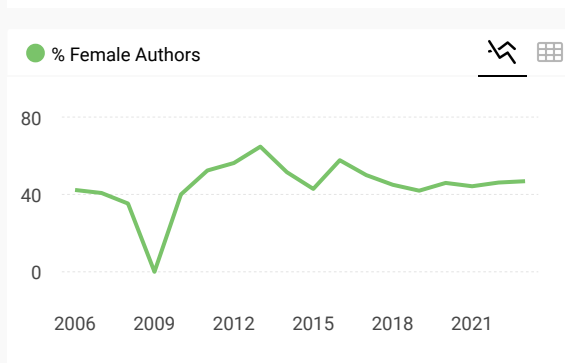
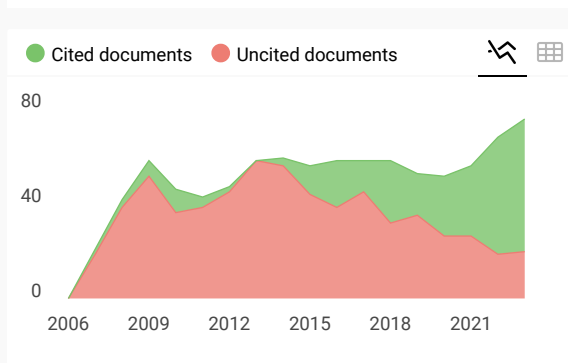
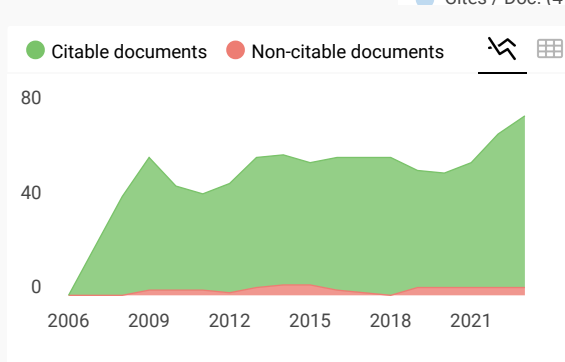
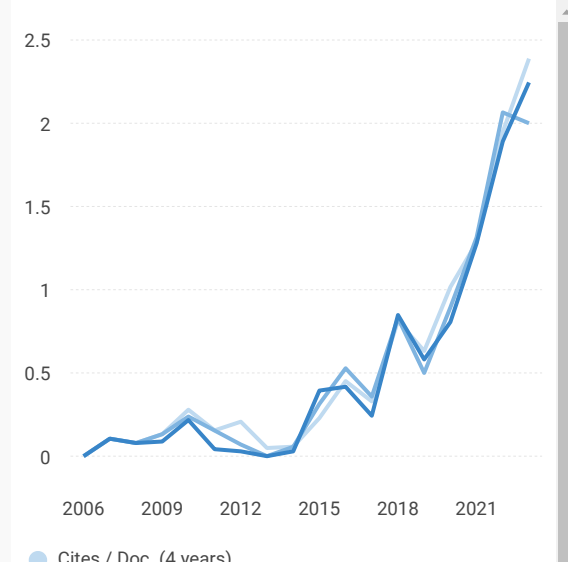
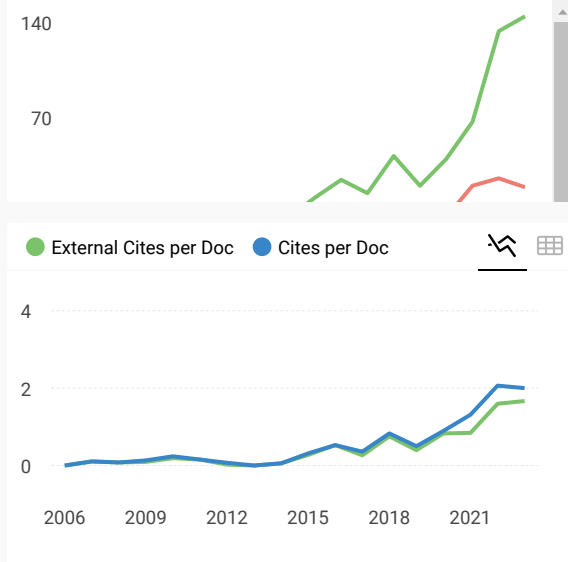
4
Chinese Journal of Communication
GBR

36%
similarity



Total Cites Self-Cites

Citations per document



Journal of Creative Communications

Q2 Communication

best quartile

SJR 2023 0.37

powered by scimagojr.com

Show this widget in your own website

Just copy the code below and paste within your html code:

```
<a href="https://www.scimagojr.com" style="color: #007bff; text-decoration: none;">

```

SCImago Graphica

Explore, visually communicate and make sense of data with our **new data visualization tool**.



Source details

Journal of Creative Communications

Years currently covered by Scopus: from 2006 to 2024

Publisher: SAGE

ISSN: 0973-2586 E-ISSN: 0973-2594

Subject area: Social Sciences: Communication

Source type: Journal

- View all documents >
- Set document alert
- Save to source list

CiteScore 2023
2.7 ⓘ

SJR 2023
0.366 ⓘ

SNIP 2023
0.575 ⓘ

CiteScore CiteScore rank & trend Scopus content coverage

CiteScore 2023

2.7 = $\frac{222 \text{ Citations } 2020 - 2023}{82 \text{ Documents } 2020 - 2023}$

Calculated on 05 May, 2024

CiteScoreTracker 2024 ⓘ

2.9 = $\frac{222 \text{ Citations to date}}{76 \text{ Documents to date}}$

Last updated on 05 August, 2024 • Updated monthly

CiteScore rank 2023 ⓘ

Category	Rank	Percentile
Social Sciences		
Communication	#157/511	69th

[View CiteScore methodology >](#) [CiteScore FAQ >](#) [Add CiteScore to your site](#)

Building Optimism Through Inspirational YouTube Videos During the Pandemic: An Empirical Examination

Journal of Creative Communications

1–14

© 2024 MICA-The School of Ideas

Article reuse guidelines:

in.sagepub.com/journals-permissions-india

DOI: 10.1177/09732586231222747

journals.sagepub.com/home/crc

Jandy E. Luik¹ , Indriati Njoto Bisono² and Agusly Irawan Aritonang¹

Abstract

This article presents the results of content categorisation and measurement of the effects of YouTube videos released publicly by commercial entities during the pandemic. The videos in question contain inspirational content concerning prosocial behaviour in response to COVID-19 and are released through the big companies' official YouTube accounts. In the first study, the authors analysed the content of videos from various companies. While the videos encompassed different presentations of actions taken and messages expressing optimism, those that conveyed empathetic communication and human values were predominantly featured. We categorised the findings into action-oriented, human values-oriented and empathic-oriented content for the selection of videos in the subsequent study. In the subsequent experimental study, aimed at understanding the effects, we asked participants to watch and evaluate the videos selected from the initial study. The results demonstrated that empathic-oriented content had the highest impact on individuals, leading to increases in five measures of inspiration: aspiring to become a better person, engaging in acts of kindness towards others, seeking what truly matters in life, striving to live a more fulfilling life and aligning personal goals.

Keywords

Inspirational media, public communication, media communication, COVID-19 pandemic, effects of communication

Introduction

This article presents our analysis of public communication through inspirational media delivered by commercial entities during an unforeseen situation. We specifically selected YouTube videos released by a set of big companies during the challenging situation of the COVID-19 pandemic and studied them to

¹ Department of Communication Science, Petra Christian University, Surabaya, East Java, Indonesia

² Industrial Engineering Department, Petra Christian University, Surabaya, East Java, Indonesia

Corresponding author:

Jandy E. Luik, Department of Communication Science, Petra Christian University, Q Building, Room 607, Jl. Siwalankerto 121–131, Surabaya 60236, East Java, Indonesia.

E-mail: jandyluik@petra.ac.id

assess their empathetic role in shaping public mood. Although the messages in these videos are intended for the companies' audiences, they are distributed through a social media platform that is accessible to the public. As a result, the content of these videos reaches people and, to a certain degree, influences their perception with a different message, such as empathetic and optimistic content. This is particularly significant considering the health-related information and fatalities of the virus, the prevalence of misinformation and conspiracy theories, and the sociopolitical crisis created by the pandemic.

During challenging situations, the content of public communication remains crucial due to its significant impact. The content can take various forms, such as instructional or persuasive content, each serving its own purpose during a crisis. In this study, we emphasise the importance of inspirational content, as highlighted by other researchers. Studies concerning media content focusing on inspirational content have been carried out in the conceptualisation of eudaimonic media (Rigby & Ryan, 2016; Wirth et al., 2012), including comparison with the conceptualisation of hedonic media (Bartsch & Hartmann, 2017; Oliver & Raney, 2011; Roth et al., 2014). Likewise, the role of inspirational media in building an affective and transcendental feeling was also carried out by researchers (Dale et al., 2017, 2020; Rieger & Klimmt, 2019) to provide information about types of content in general contextual situations. Similarly, we hypothesised that inspirational content presented by commercial entities during the pandemic might also have evoked an affective feeling among the public who were facing that event. However, studies concerning inspirational content in a specific unfortunate context such as the pandemic remain less attended by researchers. This article thus specifically offers a study of the categorisation of inspirational content and its effects during a specific period.

With that in mind, the present study contributes to the understanding of messages and their effects. This understanding will ultimately benefit communicators, whether they are a group of people or a company, in constructing specific key messages for a particular audience during challenging situations. The foundation of this understanding lies in delving deeper into the composition of key message components in inspirational content, particularly during unprecedented crises like the COVID-19 pandemic. The key message configuration referred to here is a variation in those messages that may have the same themes but different emphases in each video. Moreover, in responding to a pandemic, incorporating societal values of a particular locality in the configuration of these central themes can be a way to get closer to the audience, and it can even be a way to build optimism and maintain a certain level of good mood.

Alongside this current context, previous studies regarding inspirational content have examined the importance of specific categories or elicitors. For example, Dale et al. (2017) studied elicitors related to the appreciation of beauty and excellence, gratitude, hope and religiousness in a set of inspirational YouTube videos. Similarly, by referring to the Self-transcendent Emotion Dictionary (STED), Ji et al. (2019) measured the presence of awe, admiration, elevation, hope, gratitude and general inspiration from inspirational news content. Also, in assessing the aspects that make a film meaningful and pleasurable and the responses of the viewers, Oliver et al. (2012) employed Stern et al.'s (1998) 15-item inventory of values to come up with five categories: biospheric values (e.g., unity with nature), altruistic values (e.g., caring for the weak), conservative/traditional values (e.g., honouring parents and elders), self-enhancement/egoistic values (e.g., material possessions) and values reflecting openness to change (e.g., an exciting life). Although these three studies present three respective kinds of reactions, self-transcendent emotional reactions, news retransmission (i.e., socially shared news content) and affective and physical responses and motivation outcomes, they share similar characteristics to understand both the content and its effects. We subsequently structured our inquiry around the following two questions: (a) What are the underlying themes of the messages conveyed in inspirational videos addressing the challenges posed by the COVID-19 pandemic? (b) Do different configurations of inspirational themes in the selected videos result in distinct inspirational effects?

that provide inspirational effects for the public also added to building optimism in facing the pandemic. Optimism built through inspirational content contributed to individuals having the right attitude to face the pandemic and also contributed to the individual's relationship with his or her social environment. In addition, according to the aim of this study, among the selection of videos to watch are three videos that have extreme values, namely those that are dominant in optimistic actions and expressions, in the presentation of human values and empathetic messages. Future studies can use videos that have different theme configurations such as videos that have a presentation balance in action-oriented content and empathetic-oriented content or action-oriented and human values-oriented, or even a relatively balanced configuration of action-oriented, human values-oriented and empathetic-oriented content. Nevertheless, the knowledge gained from the results of our current study, and previous related studies (e.g., Jensen et al., 2022; Tkáčová et al., 2021), has provided initial knowledge for communicating with the public to build optimism and take action in difficult times.

Implications of Research

One of the implications of this study is that commercial, as well as non-commercial, organisations may consider utilising the key themes above to convey messages to the public during challenging times. Even though this study was carried out in the context of the pandemic, the common thread of finding ways to build empathetic communication can be a way of composing messages in a crisis. Moreover, incorporating what the organisation has done in response to the crisis can increase public awareness of the organisation's handling of the situation. Media, advertising and public relations agencies contracted by the organisation, when developing advertising messages, can also benefit from focusing on specific objectives to be conveyed using the key themes above to assist in delivering their aims. Similarly, defining the intended effect of inspirational messages by communicators would be beneficial for measuring the impact of those messages.

Another practical implication of this study is the use of the themes' configurations in various types of content, such as marketing materials, political messaging, persuasive messages and other social campaign messages. However, it is not intended that the key messages above should be seen as a rigid prescription; rather, the construction of optimism should be accompanied by creative treatments from the communicators.

Limitations

Aside from our empirical study participants having a relatively homogeneous social environment (i.e., all study participants were Asian students from a specific field), this study has offered an initial insight into building optimism during a pandemic, particularly from the audience's perspective. We hope that future studies on inspirational content, whether in crises or under general circumstances, will include participants from diverse sociocultural backgrounds. This will allow for a broader understanding of the topic.

Declaration of Conflicting Interests

The authors declared no potential conflicts of interest with respect to the research, authorship and/or publication of this article.

Funding

The authors disclosed the receipt of the following financial support for the research, authorship, and/or publication of this article: This research project was supported by the competitive research grant from the Ministry of Education, Culture, Research, and Technology (MOECRT) of the Republic of Indonesia.

Supplemental Material

The supplemental material for this article is available online.

ORCID iD

Jandy E. Luik  <https://orcid.org/0000-0003-2521-012X>

References

- Bartsch, A., & Hartmann, T. (2017). The role of cognitive and affective challenge in entertainment experience. *Communication Research*, 44(1), 29–53. <https://doi.org/10.1177/0093650214565921>
- Bickham, S. B., & Francis, D. B. (2021). The public's perceptions of government officials' communication in the wake of the COVID-19 pandemic. *Journal of Creative Communications*, 16(2), 190–202. <https://doi.org/10.1177/09732586211003856>
- Bruns, A., Harrington, S., & Hurcombe, E. (2020). 'Corona? 5G? or both?': The dynamics of COVID-19/5G conspiracy theories on Facebook. *Media International Australia*, 177(1), 12–29. <https://doi.org/10.1177/1329878X20946113>
- Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. Taylor & Francis.
- Dale, K. R., Raney, A. A., Janicke, S. H., Sanders, M. S., & Oliver, M. B. (2017). YouTube for good: A content analysis and examination of elicitors of self-transcendent media. *Journal of Communication*, 67(6), 897–919. <https://doi.org/10.1111/jcom.12333>
- Dale, K. R., Raney, A. A., Ji, Q., Janicke-Bowles, S. H., Baldwin, J., Rowlett, J. T., Wang, C., & Oliver, M. B. (2020). Self-transcendent emotions and social media: Exploring the content and consumers of inspirational Facebook posts. *New Media and Society*, 22(3), 507–527. <https://doi.org/10.1177/1461444819865720>
- Geirdal, A. Ø., Ruffolo, M., Leung, J., Thygesen, H., Price, D., Bonsaksen, T., & Schoultz, M. (2021). Mental health, quality of life, wellbeing, loneliness and use of social media in a time of social distancing during the COVID-19 outbreak: A cross-country comparative study. *Journal of Mental Health*, 30(2), 148–155. <https://doi.org/10.1080/09638237.2021.1875413>
- Green, M., Musi, E., Rowe, F., Charles, D., Pollock, F. D., Kypridemos, C., Morse, A., Rossini, P., Tulloch, J., Davies, A., Dearden, E., Maheswaran, H., Singleton, A., Vivancos, R., & Sheard, S. (2021). Identifying how COVID-19-related misinformation reacts to the announcement of the UK national lockdown: An interrupted time-series study. *Big Data and Society*, 8(1). <https://doi.org/10.1177/20539517211013869>
- Gruzd, A., & Mai, P. (2020). Going viral: How a single tweet spawned a COVID-19 conspiracy theory on Twitter. *Big Data and Society*, 7(2). <https://doi.org/10.1177/2053951720938405>
- Hameleers, M., Humprecht, E., Möller, J., & Lühring, J. (2021). Degrees of deception: The effects of different types of COVID-19 misinformation and the effectiveness of corrective information in crisis times. *Information Communication and Society*, 26(9), 1–17. <https://doi.org/10.1080/1369118X.2021.2021270>
- Hayes, M. (2020). Social media and inspiring physical activity during COVID-19 and beyond. *Managing Sport and Leisure*, 1–8. <https://doi.org/10.1080/23750472.2020.1794939>
- Innes, H., & Innes, M. (2021). De-platforming disinformation: Conspiracy theories and their control. *Information Communication and Society*, 26(6), 1–19. <https://doi.org/10.1080/1369118X.2021.1994631>
- Jensen, U. T., Ayers, S., & Koskan, A. M. (2022). Video-based messages to reduce COVID-19 vaccine hesitancy and nudge vaccination intentions. *PLoS ONE*, 17(4 April 2022), 1–17. <https://doi.org/10.1371/journal.pone.0265736>

- Ji, Q., Raney, A. A., Janicke-Bowles, S. H., Dale, K. R., Oliver, M. B., Reed, A., Seibert, J., & Raney, A. A. (2019). Spreading the good news: Analyzing socially shared inspirational news content. *Journalism and Mass Communication Quarterly*, 96(3), 872–893. <https://doi.org/10.1177/1077699018813096>
- Luik, J. (2022). What do Indonesian start-ups communicate during the COVID-19 pandemic? *Media International Australia*, 187(1), 139–152. <https://doi.org/10.1177/1329878X211068463>
- Oliver, M. B., Hartmann, T., & Woolley, J. K. (2012). Elevation in response to entertainment portrayals of moral virtue. *Human Communication Research*, 38(3), 360–378. <https://doi.org/10.1111/j.1468-2958.2012.01427.x>
- Oliver, M. B., & Raney, A. A. (2011). Entertainment as pleasurable and meaningful: Differentiating hedonic and eudaimonic motivations for entertainment consumption. *Journal of Communication*, 61, 984–1004. <https://doi.org/10.1111/j.1460-2466.2011.01585.x>
- Reinecke, L., & Oliver, M. B. (2016). Media use and well-being: Status quo and open questions. In L. Reinecke & M. B. Oliver (Eds.), *The Routledge Handbook of Media Use and Well-being: International Perspectives on Theory and Research on Positive Media Effects* (pp. 3–13). Routledge. <https://doi.org/10.4324/9781315714752>
- Rieger, D., & Klimmt, C. (2019). The daily dose of digital inspiration: A multi-method exploration of meaningful communication in social media. *New Media and Society*, 21(1), 97–118. <https://doi.org/10.1177/1461444818788323>
- Rigby, C. S., & Ryan, R. M. (2016). Time well-spent? Motivation for entertainment media and its eudaimonic aspects through the lens of self-determination theory. In L. Reinecke & M. B. Oliver (Eds.), *The Routledge Handbook of Media Use and Well-being: International Perspectives on Theory and Research on Positive Media Effects* (pp. 34–48). Routledge. <https://doi.org/10.4324/9781315714752>
- Roth, F. S., Weinmann, C., Schneider, F. M., Hopp, F. R., & Vorderer, P. (2014). Seriously entertained: Antecedents and consequences of hedonic and eudaimonic entertainment experiences with political talk shows on TV. *Mass Communication and Society*, 17(3), 379–399. <https://doi.org/10.1080/15205436.2014.891135>
- Shoemaker, P. J., & Reese, S. D. (2014). *Mediating the Message in the 21st Century: A Media Sociology Perspective*. 3rd ed. Routledge.
- Stern, P. C., Dietz, T., & Guagnano, G. A. (1998). A brief inventory of values. *Educational and Psychological Measurement*, 58(6), 984–1001. <https://doi.org/10.1177/0013164498058006008>
- Tkáčová, H., Pavlíková, M., Jenisová, Z., Maturkanič, P., & Králik, R. (2021). Social media and students' wellbeing: An empirical analysis during the Covid-19 pandemic. *Sustainability (Switzerland)*, 13(18). <https://doi.org/10.3390/su131810442>
- Toepfl, F., Kravets, D., Ryzhova, A., & Beseler, A. (2022). Who are the plotters behind the pandemic? Comparing Covid-19 conspiracy theories in Google search results across five key target countries of Russia's foreign communication. *Information Communication and Society*, 1–19. <https://doi.org/10.1080/1369118X.2022.2065213>
- Waterman, A. S., Schwartz, S. J., Zamboanga, B. L., Ravert, R. D., Williams, M. K., Agocha, V. B., Kim, S. Y., & Donnellan, M. B. (2010). The questionnaire for eudaimonic well-being: Psychometric properties, demographic comparisons, and evidence of validity. *Journal of Positive Psychology*, 5(1), 41–61. <https://doi.org/10.1080/17439760903435208>
- Wirth, W., Hofer, M., & Schramm, H. (2012). Beyond pleasure: Exploring the eudaimonic entertainment experience. *Human Communication Research*, 38(4), 406–428. <https://doi.org/10.1111/j.1468-2958.2012.01434.x>
- Yang, K. C., Pierri, F., Hui, P. M., Axelrod, D., Torres-Lugo, C., Bryden, J., & Menczer, F. (2021). The COVID-19 infodemic: Twitter versus Facebook. *Big Data and Society*, 8(1). <https://doi.org/10.1177/20539517211013861>
- Yue, Z., Lee, D. S., Xiao, J., & Zhang, R. (2021). Social media use, psychological well-being and physical health during lockdown. *Information, Communication & Society*, 26(7), 1–18. <https://doi.org/10.1080/1369118X.2021.2013917>
- Zheng, P., Adams, P. C., & Wang, J. (2021). Shifting moods on Sina Weibo: The first 12 weeks of COVID-19 in Wuhan. *New Media and Society*. <https://doi.org/10.1177/14614448211058850>

Authors' Bio-sketch

Jandy E. Luik is an Assistant Professor at the Department of Communication Science, Petra Christian University, Indonesia. He holds a Ph.D. degree from the University of York, United Kingdom. He has research interests in media and communication studies, new media and digital culture, media studies and creative industries.

Indriati Njoto Bisono is an Assistant Professor at the Department of Industrial Engineering, Petra Christian University. She holds a Ph.D. degree from the University of Melbourne, Australia. Currently, she leads the International Business Engineering programme.

Agusly Irawan Aritonang is a full-time Lecturer at the Department of Communication Science, Petra Christian University, Indonesia. He received his master's degree in communication from Gadjah Mada University, Indonesia. He has interest in research areas such as mass media research, political communications and communication policies.