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SCHOOL OF COMMUNICATION ARTS
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The 25th AMIC Annual Conference :
2017

**“Rethinking Communication in a
Resurgent Asia”**

Miriam College, Q.C. September 27-
29, 2017

***MOOC : Pedagogy for Alternative
and Life –long Learning
for Sustainable Development
under Thailand 4.0***

Kamolrat Intaratat, Piyachat Lomchavakarn

A Peace Communication Paradigm

- The emerging framework is a PEACE COMMUNICATION paradigm that will reflect the current reality and needs anchored on multilateralism

RELIGION IN ASIAN COMMUNICATION STUDIES



FRANZ-JOSEF EILERS, SVD
Director, Asian Research Center for Religion
and Social Communication (ARC),
St. John's University, Bangkok
Program Coordinator for Pastoral Communication,
University of Santo Tomas
Graduate School/Theological Faculty, Manila



**25TH ANNUAL
CONFERENCE**

ಕುರುಹು
KOMUNKASYON

**RETHINKING
COMMUNICATION
in a
RESURGENT ASIA**



Asst. Prof. Dr. Imtiyaz Yusuf
Director, Center for Buddhist-Muslim
Understanding
College of Religious Studies
Mahidol University
Salaya, Thailand



IMTIYAZ YUSUF

Lecturer and Director, Center for Buddhist-Muslim Understanding College of Religious Studies, Mahidol University, Thailand
Senior Fellow at the Prince Alwaleed Bin Talal Center for Muslim-Christian Understanding (ACMCU) Georgetown University, Washington D.C., USA.





THE NEXT BILLION

2017

7.6 Bn

Global Population

3.8 Bn

Internet Population

[51% of Global
Population]

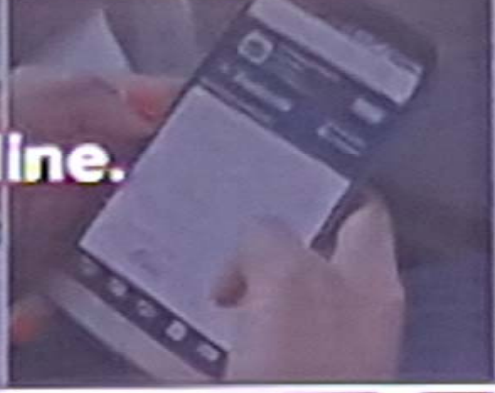
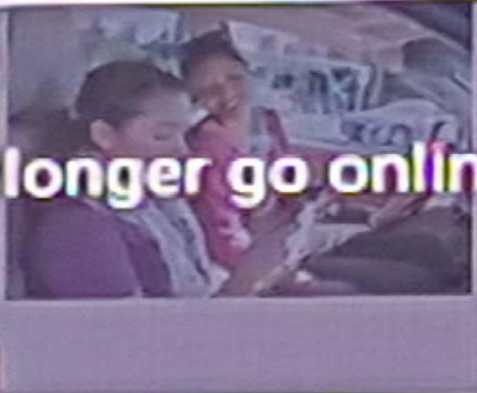
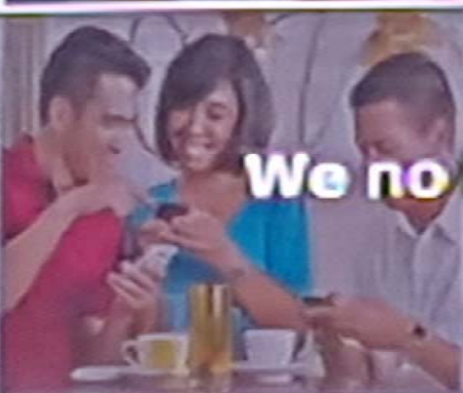
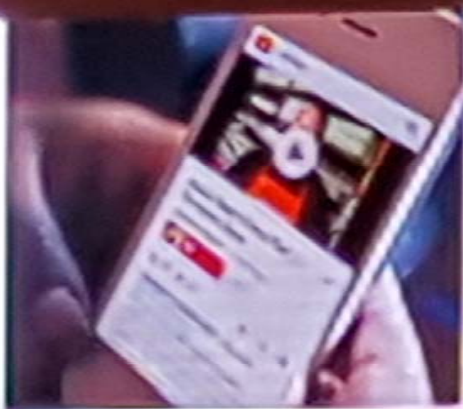
2020

8 Bn

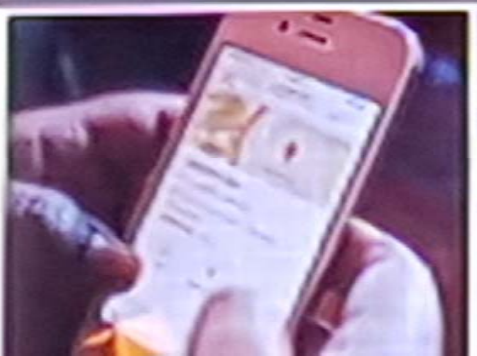
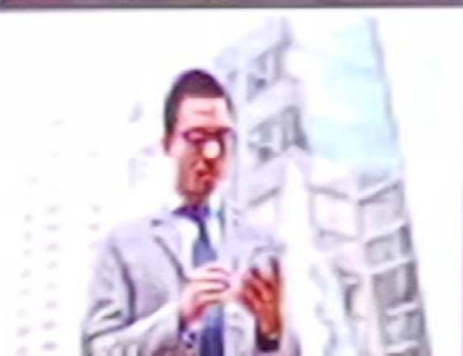
8 Bn*

[100% of Global
Population]



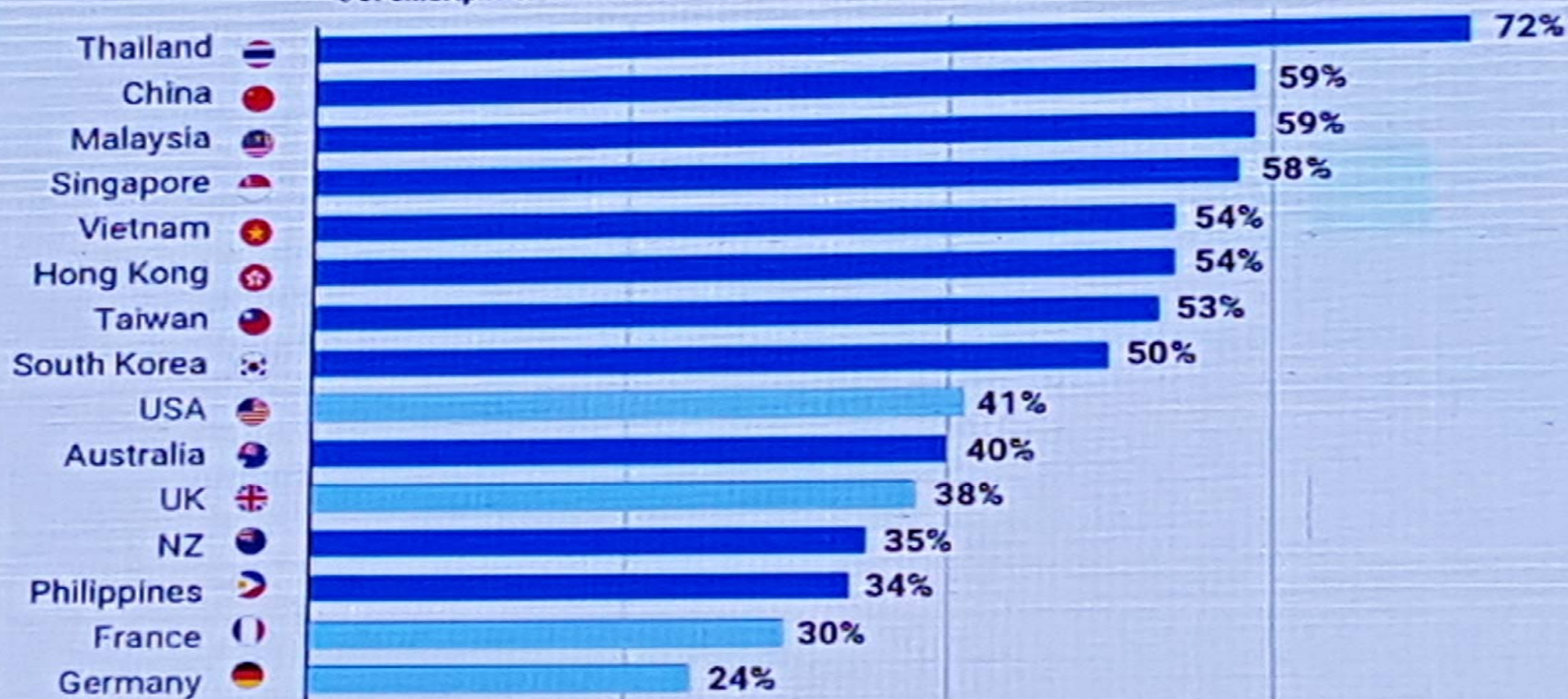


We no longer go online. We live online.



Video on Mobile

% of smartphone owners who watch video on their devices



Source: Consumer Barometer

LOCAL THAI CREATORS



Jannine Weigel

<https://www.youtube.com/user/JannineW>
Total subscribers: 2.4 Millions



Gentle Rock: ATOM

<https://www.youtube.com/user/GentleRock>
Total subscribers: 7.3 Millions



Die The Ska

<https://www.youtube.com/user/numberb01>
Total subscribers: 8.4 Millions



Double Tap: Beatbox

<https://www.youtube.com/user/beatboxthai>
Total subscribers: 615K



Billybilly01

<https://www.youtube.com/user/Billybilly01>
Total subscribers: 1 Millions



URboy TJ (TBC)

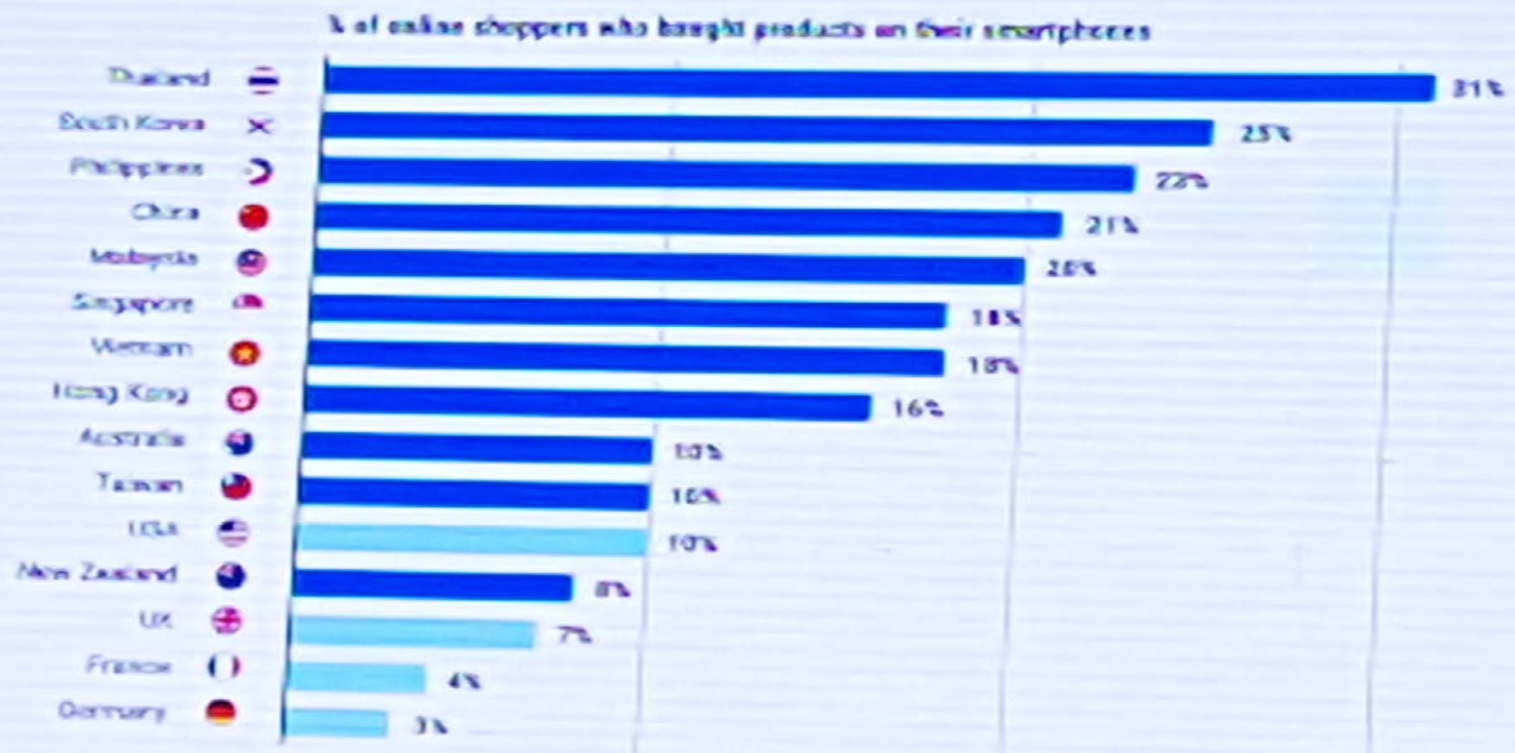
<https://www.youtube.com/user/TAMTJ22>
Total subscribers: 643K



Zommarie

<https://www.youtube.com/user/TheZomMar10>
Total subscribers: 615K

Shopping on Mobile



Source: Consumer Barometer 2015

Searches on Mobile

% of smartphone owners who use search engines at least weekly



Source: Consumer Barom

How to innovate for communication in Asia

Channel

Adaptable technology

Content

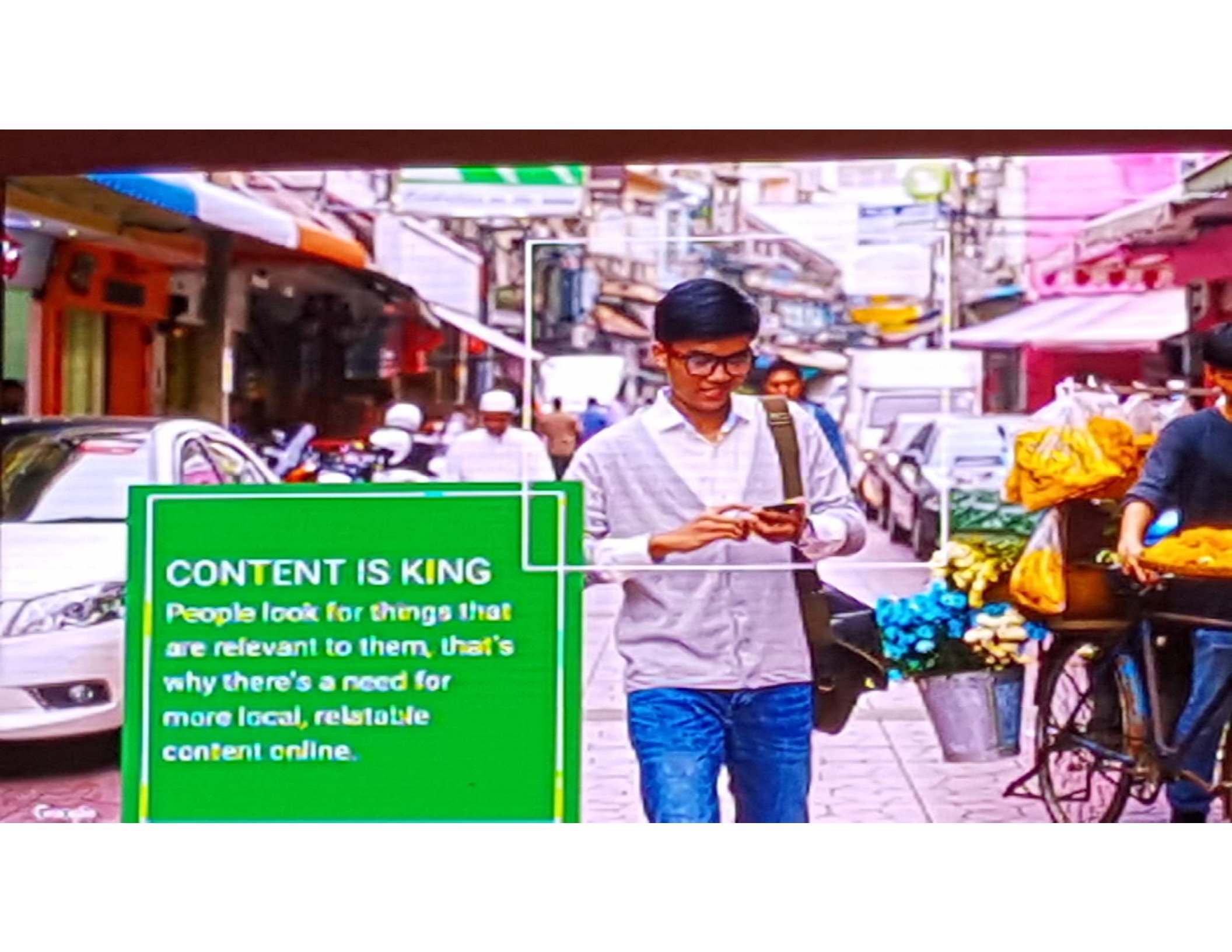
Local, relevant

Language

Understood, represented

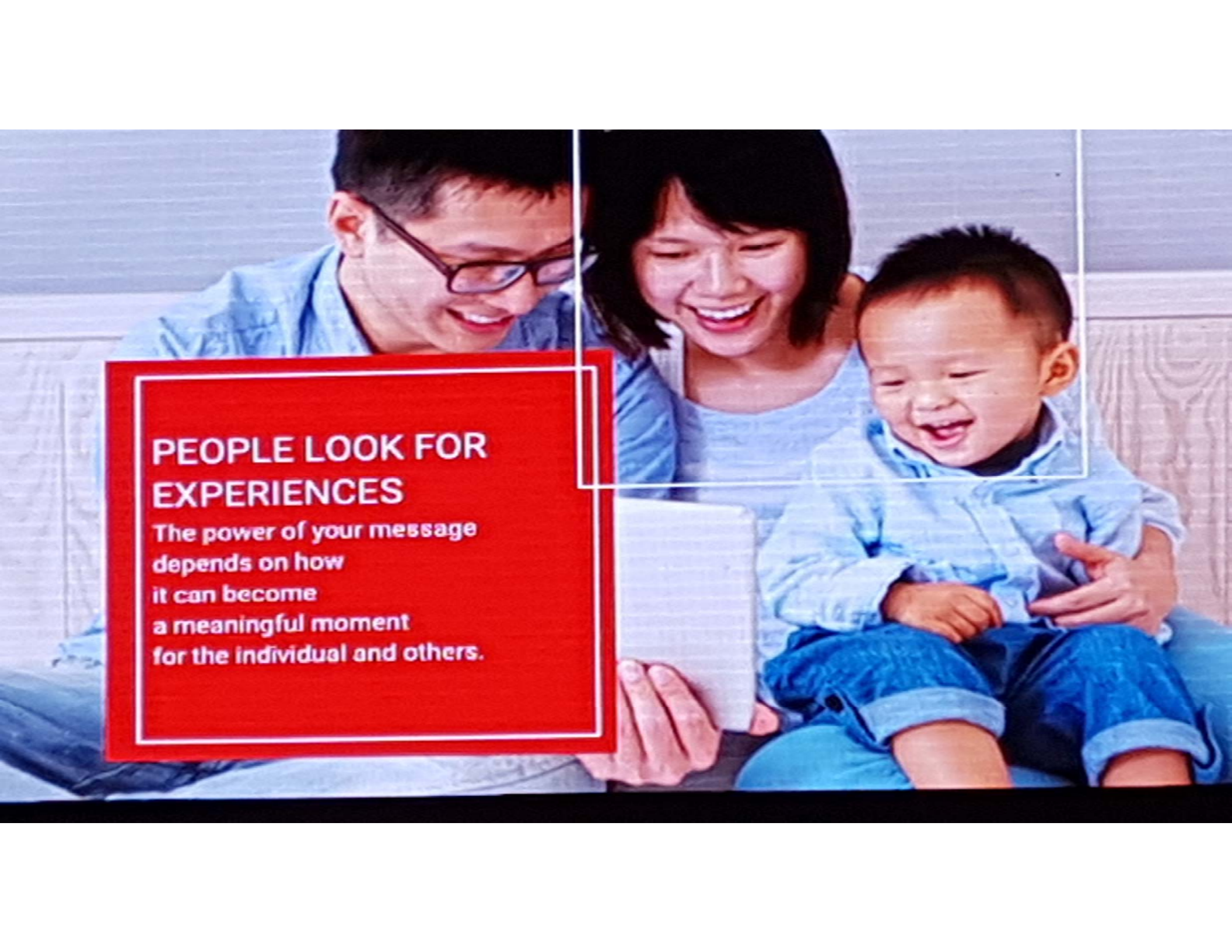
Experience

Meaningful moments

A vibrant, slightly blurred photograph of a busy street in what appears to be a developing country. In the foreground, a young man with dark hair and glasses, wearing a light blue button-down shirt and blue jeans, is walking and looking down at a smartphone in his hands. He has a black bag slung over his shoulder. To his right, a person is riding a bicycle loaded with yellow plastic bags and blue flowers. The background is filled with other pedestrians, parked cars, and colorful buildings with various signs, creating a sense of a bustling, everyday environment.

CONTENT IS KING

People look for things that are relevant to them, that's why there's a need for more local, reliable content online.

A photograph of a family sitting on a couch. A man with glasses is on the left, a woman is in the middle, and a young child is on the right. They are all looking at a book held by the woman. The child is laughing. A red box with white text is overlaid on the left side of the image.

PEOPLE LOOK FOR EXPERIENCES

The power of your message depends on how it can become a meaningful moment for the individual and others.



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