

Communication and Media in Asia Pacific

ISSN 2697 – 4428 (Print)

ISSN 2630 – 0621 (Online)

Vol.7 / No.2 July-December 2024

Editorial Advisor

Associate Professor Dr. Preeda Akarachantachote
Associate Professor Dr. Alongkorn Parivudhiphongs

Chulalongkorn University, Thailand
Chulalongkorn University, Thailand

Editor-in-Chief

Associate Professor Dr. Saravudh Anantachart

Chulalongkorn University, Thailand

Assistant Editor

Assistant Professor Dr. Papaporn Chaihanchai

Chulalongkorn University, Thailand

Advisory Board

Professor Emeritus Dr. Dennis Wilcox
Professor Emeritus Dr. Tom Watson
Professor Emeritus Dr. Sakda Pannengpetch
Professor Emeritus Dr. Yubol Benjarongkij

San José State University, U.S.A.
Bournemouth University, U.K.
Silpakorn University, Thailand
National Institute of Development
Administration, Thailand
Chulalongkorn University, Thailand
Chulalongkorn University, Thailand
University of Huddersfield, U.K.
Singapore Management University,
Singapore
Aberystwyth University, U.K.
San José State University, U.S.A.
University of Technology Sydney, Australia
Macquarie University, Australia
University of Cambridge, U.K.
Emerson College, U.S.A.
Thammasat University, Thailand

Professor Emeritus Dr. Surapol Virulrak
Professor Emeritus Rungnapar Pitpreecha
Professor Dr. Ann Gregory
Professor Dr. Augustine Pang

Professor Dr. Gary Rawnsley
Professor Dr. Howard Combs
Professor Dr. Jim Macnamara
Professor Dr. Naren Chitty
Professor Charles Hampden
Associate Professor Dr. Gregory Payne
Assistant Professor Dr. Adchara Panthanuwong

Editorial Board

Associate Professor Dr. Fiona Cownie
Associate Professor Dr. Kuntida Thamwipat

Bournemouth University, U.K.
King Mongkut's University of Technology
Thonburi, Thailand
University of Melbourne, Australia
University of the Thai Chamber of
Commerce, Thailand
Universitas Muhammadiyah Yogyakarta,
Indonesia
Vrije Universiteit Amsterdam, The
Netherlands

Associate Professor Dr. Suwichit Chaidaroon
Dr. Sopark Panichpapiboon

Dr. Twediana Budi Hapsari

Professor Wim Honders

CMAF Committee

Professor Dr. Worawan Ongkrutraksa
Assistant Professor Dr. Waraporn Chatratchart
Dr. Chanansara Oranop Na Ayuttaya
Dr. Manoch Chummuangpak
Nuttanai Lertpreechapakdee

Chulalongkorn University, Thailand
Chulalongkorn University, Thailand
Chulalongkorn University, Thailand
Chulalongkorn University, Thailand
Chulalongkorn University, Thailand