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# PROCEEDINGS

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7<sup>th</sup> Annual International Conference on  
Journalism and Mass Communications  
( JMComm 2018 )

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# **7<sup>th</sup> Annual International Conference on Journalism & Mass Communications (JMComm 2018)**

**22<sup>nd</sup> – 23<sup>rd</sup> October 2018  
Singapore**

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## Editorial

Journalism liberates.

From the onus of oppression, journalism procures the prerequisite of independent imagination. Trained journalists transform tunnel vision into panoramic potential.

While memory may function as the “personal journalism of the soul,” (Schickel, 1984) media forge “the heart of the world” (Luce, 1972).

With accolades for your accomplishments we present the Proceedings of the 7th Annual International Conference on Journalism & Mass Communications (JMComm 2018) organized by Global Science and Technology Forum in Singapore on 22-23 October 2018.

JMComm serves as a forum for scholars, policy makers, experienced professionals, and business executives to exchange new ideas on research in journalism and mass communications. The conference also is relevant to scholars in any field dependent on mass-mediated distribution. Journalists write the world, molding the mortality of impression into the miracle of imagination.

All papers selected for presentation in Singapore and for publication in the proceedings were subject to double blind peer review. We thank all review committee members, partner universities, organizing committee members, and especially all conference participants for making this conference meaningful.

Gratefully we acknowledge this conference as the brainchild of Professor Gary Swanson, instrumental in shaping our agenda. As a professor and professional passionate about Olympic news photography, Swanson sends the spirit of the ancient Athenians into venues from Beijing to Brighton, PyeongChang to Phuket.

I invite you to join us as we honor JMComm at the Crossroads 2018, our curiosity honed, our humanity kept.

**Dr. Lin Allen**  
JMComm, Editor-in-Chief  
University of Northern Colorado  
USA

## **Foreword**

This volume of conference proceedings contains a collection of research papers presented at the 7<sup>th</sup> Annual International Conference on Journalism & Mass Communications (JMComm 2018) organized by Global Science and Technology Forum in Singapore on 22<sup>nd</sup> – 23<sup>rd</sup> October 2018.

The JMComm 2018 conference is an international event for the presentation, interaction and dissemination of new advances relevant to political science sociology and international relations. As chairman of the Board of Governors, GSTF, I would like to express my sincere thanks to all those who have contributed to the success of JMComm 2018.

A special thanks to all our speakers, authors and delegates for making JMComm 2018 a successful platform for the industry, fostering growth, learning, networking and inspiration. We sincerely hope you find the conference proceedings enriching and thought-provoking.

**Professor the Hon. Dr. Stephen Martin**  
Chairman, Board of Governors, GSTF

## **Preface**

We are pleased to welcome you to the 7<sup>th</sup> Annual International Conference on Journalism & Mass Communications (JMComm 2018). JMComm 2018 continuously aims to foster the growth of research in journalism & mass communications and its concomitant benefits for the community at large. The research papers published in the proceedings are comprehensive in that they contain a wealth of information that is extremely useful to academics and professionals working in this and related fields.

It is my pleasure to announce the participation of leading academics and researchers in their respective areas of focus from various countries at this event. The Conference Proceedings and the presentations made at JMComm 2018, are the end result of a tremendous amount of innovative work and a highly selective review process.

We have received research papers from distinguished participating academics from various countries. There will be “BEST PAPER AWARDS” for authors and students, to recognize outstanding contributions and research publications.

We thank all authors for their participation and are happy that they have chosen JMComm 2018 as the platform to present their work. Credit also goes to all Program Committee members and Review Panel members for their contributions in reviewing and evaluating the submissions and for making JMComm 2018, a success and for increasing the standing of this annual conference from year to year.

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# “Y” Generation and Their Parents

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## Abstract

The concept “relations” is every time around where people live. The relation between mother and the baby begins as soon as she gives birth. The parents are the first educators, trainers for the kids. So far, this relation has been degenerating and becoming weaker. Parents being their role models are under stress since they do not have to be behind in the rapid changing of the world. On the other hand, a young person faces different types of conflicts during the communicative effort of existence while growing up. Purpose: The originating of this study is to examine the new generation parents and their young adult children from ages 18 to 24 according to their socioeconomic and sociocultural perspective. Content: The research is studied on 360 University students at different grades, ages differ from 18 to 24. Restrictions: In spite of the study on 360 students creates a data, it is limited to reach the entire research universe. Method: The research comprises the (QRI) Quality of Relationship. The interest for the fame and prosperity has been too significant for the society to have its features since the middle-age. It is also helpful for the determination of moral values, for the distinctive parts of the interpersonal relations. The development in the social economy causes the education standards and the income level to get higher positions within the same parallel of the technological innovation. This exchange named as the new culture form is connected to the social relationship and is beyond local borders [4]. Globalization is a menace to the traditional cultures. The development in technology has changed the relations, unfortunately. Although members of the society are in the crowd, they seem alone definitely. The values of one region decentralize the exported culture [3]. On the other hand, people get similar on behalf of the culture industry. While trying to keep the customs, it is not easy to get rid of the similarity as societies. The conflict faced by parents with “Y” generations are getting rather huge. Struggling with the globalization tends to be perceived differently by parents and children. The old always assume that they know better because of their experiences.

Inventory which was developed by Pierce and with his friends in 1990 and whose reliability and validity were confirmed. Participants complete a QRI for each of the following relationship: either mother or father. It consists of 25 items assigned to 3 facets; social support, depth, and conflict. Its factor analysis showed very high CFI values (range: 0.96-0.99). Subjects were instructed to generate responses for relationships that were necessary. Furthermore, they were intended to obtain both negative and the positive aspects of the specific correlation.

*Keywords: relations, young adult, conflict*

## I. INTRODUCTION

The technological development and usage of technology in education system make the young get better in their career. On the other hand, getting individualized makes them feel self-actualized. What is more, it is hard for them to accept the notions of the old without hesitation. The main aim of this study is to examine the generation gap between the young adult university student children and their parents according to the socioeconomic and sociocultural perspective.

## II. LITERATURE REVIEW

According to the psychologists, conflicting occurs internally among the people who compete. Communication starts inside and it is the first conflict [9]. Besides, “Psycho cultural theory” emphasizes that contradictory is the reason of having differences between psychology and culture [7]. The communication starts inside of a person firstly. On behalf of the internal contact, a person realizes his or her needs, questions himself or herself, and introspect. In spite of considering the conflict

is the antonym of reconciliation, it can be affirmative if s/he knows how to struggle. The factors causing to get in conflict: [9]

Cognition: The stimulant which is recognized and perceived from the sense organs to organisms. A powerful cognitive experience makes a person get along around well. Leading a life in stereotypes causes to be in polarization.

Perception: Perception reflects reality. It can change from person to person according to his/her values, norms, and experiences. For example; the objects seen behind the frosted glass can be assumed as food in the event of hunger.

Sense: Sense is the changes happening in the body. The internal organs begin to move in response to our emotional reactions.

Getting unconscious: The balance of mind is only possible with the balance of ego. According to the psychoanalyses, the emotions and conflicts experienced unconsciously direct the attitudes.

Needs: Struggling starts in case there is a need. Motivation includes wishes and hopes. Motivation is in two main groups: physiological and social. While physiological ones consist of hunger, thirst, and sleep, social ones are wonder and ambition to accomplish [1].

Personal Features: Each gender has different attitudes against the behaviours. It is easy to change them according to the physical appearance, the social status.

Natural Factor: The differences in culture is vital due to the conflict styles and conflict resolutions. To understand an individual, it is necessary to know his cultural background.

Roles: Roles are divided into two main groups generally; professional ones and social ones. The major conflict is carried out between these two roles owing to either of the quality or of the pressure they have to take [9].

The social structure determines the type of the production and economic relationship. That is why, struggling for the social class in the structure presents the qualification of the social life. Indeed, there is [10] a parallelism between social values and social, economic factors. Social, economic factors are the ones that direct the roles either professionally or socially. The structure of the social economy and the social values change from one country to another [5]. What is more in life, experiences contribute to the behaviours and notions. These all reflect in the general perspective attitudes of the parents towards their children. During globalization, school, media, and business life are the most vital

elements to consider the production of the social values. Therefore, in modern living, it is likely to reach the known points on these values [11]. However, from the perspective of the young, it is too difficult for the parents to adapt themselves considering all these new prospects. The factors causing the determination of socioeconomic elements are mainly under two main headings; culture and economy. In industrialization, the way of living has changed so far. Parents are now the money slavers working in big cities. Requirement to get a good education makes the kid to be dependent to the families until starting work because having a good profession requires high expenses. Undoubtedly, the decisive role of family structure in lifestyle is seen to be more dominant on a young person since the families provide the expenses of the study for the qualification of him/her. Having a profession can be described as the specialization that constitutes a constant income and livelihood source of an individual [8].

In other words; getting specialized and becoming an expert attempt to train the pupil for practical usefulness and administrative purposes in the organization of public authorities, disciplined armies [8].

It is true since in modern life, both are so important that every child wishes to be well-educated to the best in business life.

### III. AIM and METHOD

The target of this survey is to find out the relations between the families and their new generation young adults and tendencies of conflict in their attitude during the technological age with full of great innovations, and with rapid changing communication system in the globalized world. The principal research question addressed is new generation feel themselves under stress while trying not to be behind, but their dreams are restricted by the parents who were grown up traditionally and who used to have limited possibilities. In this article, during the research, the (QRI) Quality of Relationship Inventory which was developed by Pierce and with his friends in 1990 (p.10) and whose reliability and validity was confirmed is used. Subjects were asked to complete a QRI for each of the following relationship: either mother or father. The questionnaire consists of 25 items assigned to 3 facets; social support, depth, and conflict. Its factor analysis shows very high CFI values (range: 0.96-0.99). Subjects were instructed to generate responses for relationships that were necessary. Furthermore, they were intended to obtain both negative and the positive aspects of the specific interpersonal relationships.

#### A. Participants and Procedure

The participants of this study consisted of 360 pupils, ages ranging from 18 to 25. The participants are the ones who

are students at the faculty of Communication and Education at the University of Marmara, in İstanbul, Turkey. Among the participants, the average age for the girls is 20,4 while the average age of the boys is 19.

Table 1

As a demographic analysis; the table below provides a breakdown by selected gender groups; girls and boys. As can be seen from the table, 83,3 % of the girls, 66,6 % of the boys who participated in this survey consider dealing with their mothers in this survey. The ages of the mothers and fathers are very near to each other. Both of their mothers are nearly 46 years old whereas both of their fathers are 51,5 at an average. While the profiles for both of their parents make up roughly equal proportions as a high school graduate; 33, 3% to 28, 5 %, the proportions of the education profile at the primary or university section are so different from each other. Among the boys participated in this survey, 51, 7 % of their parents, among the girls 35, 7 % of the parents are primary school graduate. Furthermore, only 19, 6% of the parents of the boys participated in the survey are university graduate. When it is compared with the girls' parents, the percentage is two thirds of the total number of them; 30, 3 % to 19, 6 %.

#### B. Data Collection and Analysis

Quality of Relationship was assessed by QRI which has already indicated that mothers, fathers, or friends play an especially important role in personal adjustment [6]. Its factor analysis showed very high CFI values (range: 0.96-0.99). The participants' responses were recorded with a 4 point Likert scale, "not at all" was graded as 1 point and "very much" was graded as 4 points. The internal consistency reliability of the scale was high 0.85. Groups were given the questionnaire in classroom settings. Each participant was asked to read and complete a QRI consent form for the relationship with mother or father. The instructions were intended to give the response in both negative and positive aspects of the specific relations. This item consists of 25 items that are in three different scales: Support, Depth, and Conflict.

The support scale assesses the perceived availability of social support from the partner; questions 1, 3, 5, 8, 15, 18, 22 (p. 9) demonstrate this scale. As can be seen in tables 2 and 3, roughly 50 percent of the young trust their parents. What is more, approximately half of the participants consider not being listened to by their parents or taken help from them even when they need.

<b>GIRLS</b>	<b>Social</b>	<b>Scale</b>				
<b>Questions</b>	1	3	5	8	15	18
<b>percentages</b>	33,30%	66,60%	50%	50%	44,40%	39%
	always	a little bit	very much	very much	quite a bit	very much
<b>BOYS</b>	always	a little bit	very much	very much	quite a bit	quite a bit
<b>percentages</b>	33,30%	50%	50%	61%	66,60%	33,30%

The conflict scale in table 3 assesses the degree to which the relationship is perceived as conflicted with items 2, 4, 6, 7, 9, 14, 19, 20, 21, 23, 24, 25. The questions with the highest grades are in the table. Question 23 as an example for this can be given from the questionnaire "How often does this person make you feel angry?" Boys are higher scored at this question; nearly 90 %. What is more, the result of question 21 "How much do you argue with this person? Expresses that boys are in more trouble and under pressure than girls as new generations.

Figure 3

<b>GIRLS</b>	<b>Conflict Scale</b>						
<b>Questions</b>	2	9	14	21	23	24	25
	a little	a little	very much	a little	very much	quite a bit	a little
	55,50%	55,50%	53%	33,30%	66,60%	50%	39 %
<b>BOYS</b>	a little	a little	very much	a little	very much	a little	quite a bit
	50%	50%	55,50%	61%	88,80%	53,30%	53,30%

#### C. Restriction

There are some limitations to this study. Firstly, the research limits the study due to using a scale on 360 people who live in İstanbul totally. Secondly, the survey is on limited age group. Finally, the participants are mostly students at the same university although their majors are various.

#### IV. Discussion & Result

The present study aimed to find out the struggling points in the relations between the parents and the new Y



generation. Results of this study have shown that the young feel themselves under more stress owing to their parents. It is true that collectivist family model has a low autonomy [2]. In fact, the economic development, the prosperity which is seen due to the modernization lead the people to change positively, to be self-conscious, to be open-minded, to be self-actualized. In collectivist families, due to the disciplinary attitudes of the parents, children even Y generation who are insisting on their freedom are dependent on their parents although they are young adults at the age of between 20 and 25. For example, this kind of family types is also generally seen in Japan. They rarely say "yes". Due to leading a life in homogeneous culture, the content and the context of the discourse are important in their family structure. Members of the families are always under stress not to make any mistakes to reach their target. Competition is so radical that their only object is to be the best. On the other hand, to be an individualist, a young person needs not only economic prosperity but also social and geographic mobility. The agreed point is to bring up an individual who considers modernization, the equality values and the adaptation towards the modern innovations [2]. However, spiral theory of silence is among the people in collectivist societies. So as not to be seen different from the others, each obeys the moral values and ethical norms. In addition to this, demographic structure impacts on value prospects through social experiences.

## V. Conclusion and Suggestions

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Quality of Relationship (Q/R)				
Please write down how you feel the person relates to you				
Not at all	A little	Quite a bit	Very much	
A	B	C	D	
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
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61	62	63	64	65
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NOTE: The above items are to be used in the following manner:

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This project is supported  
by Marmara University  
Scientific Research Projects Unit.



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Date: 28th May 2018

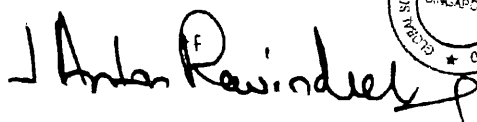
Dear Dr A. Muge Yazgan,

We are pleased to inform you that the Organizing Committee of **JMComm 2018**, has accepted your submission titled "*Y Generation and Their Parents*" for the **7th Annual International Conference on Journalism & Mass Communications (JMComm 2018)** to be held on 22th & 23rd October 2018 in Singapore.

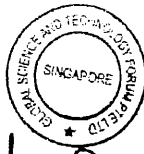
To keep you informed:

- • Keynote Speakers:
  - Assoc. Prof. Weiyu Zhang, Department of Communications and New Media, National University of Singapore
  - Prof. Guy Starkey, Professor and Associate Dean, Global Engagement at Bournemouth University, UK
- JMComm 2018 Conference Proceedings: Print ISSN: 2301-3710, E-periodical: 2301-3729 will be published and submitted to several indexing partners.
- Journal on Media & Communications: All authors who present their papers at the conference will be invited to submit an extended version of their research paper for the GSTF Journal on Media & Communication (JMC) - Print ISSN: 2335-6618, E-periodical: 2335-6626). All submitted papers will go through blind review process for acceptance. All accepted papers (after the review process) will be included in the JMC.
- Best Paper Awards and Best Student Paper Awards will be conferred at the conference (in order to qualify for the award, the paper must be presented at the conference).
- JMComm 2018 will also constitute a Special Panel Session.
- Panel Proposals are invited for submission. A minimum of three papers centering on a specific topic will be accepted for submission under Panel Category.

Warm Regards,



Dr. Anton Ravindran CEng (UK), FBCS  
President, Global Science and Technology Forum



**Global Science and Technology Forum**

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<http://dl4.globalstf.org>



7<sup>th</sup> ANNUAL INTERNATIONAL CONFERENCE

**JMComm 2018**

Journalism & Mass Communications

PRESENTED AND PUBLISHED  
BY

Dr A. MUGGE YAZGAN

*“Y” Generation and Their Parents”*



Date: 22 – 23 October 2018  
Venue: Singapore

Prof. the Hon. Dr. Stephen Martin  
Chairman, Board of Governors, GSTF

Assoc. Prof. Weiyu Zhang

Department of Communications and

New Media

National University of Singapore  
Singapore

Dr. Anton Ravindran CEng (UK), FBICS  
President, GSTF