

OPENING SPEECH OF THE DEAN OF THE FACULTY OF COMMUNICATION ARTS,
CHULALONGKORN UNIVERSITY
AT THE CONFERENCE ON FAKE NEWS AND ELECTIONS IN ASIA

11 July 2019

Professor Dr. Parichart Sthapitanonda

Our national and international colleagues and distinguished guests,

First, I would like to welcome you to our Faculty of Communication Arts at Chulalongkorn University campus where scholars and researchers, in partnerships with government, industry and nonprofit organizations, develop cutting-edge knowledge and innovations for our future society.

I am particularly delighted with our latest collaboration with Asia Centre, a not-for-profit organisation that aims to create social impact in the region. I have been impressed with Asia Centre's effort in tackling such controversial but very crucial topics in Thailand: Fake News and Elections.

Information manipulation is rising with the help of social media and the internet, while the general public is less than equipped with digital skills, critical thinking and media literacy to deal with this phenomenon. It is increasingly difficult to determine who has real control over the media and how information is presented.

We, as one of the leaders in the field of communication arts, needs to keep up to speed with the key issues related to the phenomenon of fake news and disinformation. The discussions on emerging laws and legislation to curb disinformation, effectiveness of media literacy programmes and fact check endeavours, as well as the role of artificial

intelligence, data science, technology within this conference will engender not only public knowledge and further studies, but also actions to prevent the public from falling victims to those who abuse their power through the media.

As Dean of the Faculty of Communication Arts, I would like to congratulate Asia Centre and the organizing committee for their tremendous efforts in organizing the conference. I hope that the conference will accomplish all of its aims. Once again, I am honored to welcome you to our country, city and university, and wish that all of us participating will be more hopeful and enriched at the end of our encounter.