



Assistant Professor Jessada Salathong, PhD

Contact

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Education

- PhD in International Studies. Graduate School of Asia Pacific Studies (GSAPS) Waseda University, Tokyo, Japan under Japanese Government Scholarship (2008-2011)
- MA in International Relations (Dean's List with highest GPA), GSAPS, Waseda University. Tokyo, Japan under Japanese Government Scholarship (2006-2008)
- Asian Youth Fellowship Program, Kuala Lumpur Malaysia under Japan Foundation Scholarship (2005-2006)
- BSc in Environmental Science (Honor), Thammasat University Bangkok, Thailand (1997-2001)

Research Interest

- Soft power and creative industry (content industry, content glocalization, Y world, and creator culture)
- Media and global agendas (DEI: Diversity, Equality and Inclusivity, SDGs: Sustainable Development Goals, international affairs and geopolitics)
- Changing media ecosystem (MIDL: Media Information and Digital Literacy, fact-checking, AI and newsrooms and cyber threats)

- Communication as a soft skill (public speaking, story-telling, presentation, emceeing and anchoring)

Academic Experience (Selected)

- Editor of Journal of Communication Arts (TCI Tier1), Faculty of Communication Arts, Chulalongkorn University (Since 2022)
- Lecturer at Department of Mass Communication, Faculty of Communication Arts, Chulalongkorn University (Since 2014)
- Lecturer at College of Social Communication Innovation, Srinakharinwirot University (2012-2014)
- Invited lecturer and speaker for various academic institutions, governmental organizations and companies such as National University of Singapore, Waseda University, Chiang Mai University, Air War College, Ministry of Foreign Affairs, Siam Cement Group, Harley-Davidson (TH) and Toyota (TH)

Management and Consultant Experience

- Former Assistant to the President for International Affairs, Chulalongkorn University
- Former Chairperson of BCM and MSCM Program at the Faculty of Communication Arts, Chulalongkorn University
- Project Manager, Trusted Media Thailand (Media literacy and fact-checking capacity building initiative)
- Academic Consultant for Sure and Share Centre, Thai News Agency

Keynote Speaker and panelist (Selected)

- “Gender diversity in Thai media and higher education” for Waseda University and Tokyo University of Marine Science and Technology as a part of research on Reverse Gender Gap (RGG) in Southeast Asia 『東南アジアにおけるリバース・ジェンダー・ギャップ—進む女性の高学歴化は何を意味するのか, July 2025 (Keynote speaker)
- “UNLOCK WHAT MATTERS” for Biodiversity-based Economy Development Office (Public Organization), Thailand, Aug 2025 (Keynote speaker)
- “Working in a newsroom” for UNIMAS, Malaysia, June 2016 (Keynote speaker)
- “ESD and Place-based Education” for ECOPLUS for Sustainable Future, Tokyo, Jan 2015 (Keynote speaker)

- "The Digital Newsroom: Exploring Policies, Practices, and Innovative Tools" for The Asian Media Information and Communication Centre (AMIC) 31st Annual Conference, Mumbai, Oct 2025 (Panelist)
- "Sharing Good Teaching Practices: How Have We Coped In The Time of A Pandemic?", National University of Singapore (NUS), Aug 2020 (Panelist)
- "Re-examining Teaching and Learning in Challenging Times: What are our assessment options?", National University of Singapore (NUS), June 2020 (Panelist)

Media and MC Experience (Selected)

- Radio Host, "Good Morning ASEAN", MCOT Radio FM100.5
- International news commentator, TNN world and Thai PBS World
- Moderator and bilingual MC for various organizations such as UNHCR, PTT Global Chemical, SCG, Line Thailand, AbbVie, Nikkei Asia and Techsauce Global Summit.
- News anchor at Thai News Agency (MCOT) and Spring News.
- Announcer and translator, NHK WORLD's Radio Japan, Thai section
- Reporter, Nation Multimedia Group Public Co, Ltd

Attended Seminars and Training (Selected)

- News literacy workshops at Institute for News Literacy Fellows in Asia 2018 at Faculty of Journalism and Communication at the University of Social Sciences and Humanities, part of Vietnam National University, Ho Chi Minh City, in collaboration with the Center for News Literacy at Stony Brook University, USA and The Journalism and Media Studies Centre (JMSC), the University of Hong Kong (13-15 December, 2018)
- APAC Trusted Media Summit 2018 and Train-the-Trainer Workshop by Google Asia Pacific, Singapore (22-27 July, 2018)

Reviewer for Academic Journals (Selected)

- Cogent Arts & Humanities (SCOPUS)
- Asian Journal of Arts and Culture, Walailak University (SCOPUS, TCI T1)
- Jurnal Komunikasi Indonesia, Department of Communication, Faculty of Social and Political Sciences, Universitas Indonesia
- UltimaComm Journal, Universitas Multimedia Nusantara (UMN), Indonesia
- Communication and Media in Asia Pacific (CMAP) Journal, Chulalongkorn University (TCI T1)
- Political Science and Public Administration Journal (PSPAJ), Chiang Mai University (TCI T1)

- Journal of Communication and Integrated Media, Chiang Mai University (TCI T2)
- Journal of Social Communication Innovation, Srinakharinwirot University (TCI T2)

Publications and presentations in English (Selected)

Soft power and creative industry (content industry, content globalization, Y world, and creator culture)

- Salathong, J. (2024). Opportunities and Challenges for the Thai Content Industry Penetrating the Japanese Market. *Political Science and Public Administration Journal*, 15(Suppl. 2), 121-134. (TCI Tier1)
- Rattanaphansri, C. & Salathong, J. (2024). K-pop idol trainees selection process in Thailand. *Communication and Media in Asia Pacific*, 7(1), 18-29. (TCI Tier1)

Media and global agendas (DEI: Diversity, Equality and Inclusivity, SDGs: Sustainable Development Goals, international affairs and geopolitics)

- Kittipongvises, S., & Salathong, J. (2025). Chulalongkorn university and SDG 13 climate action: from policies to implementation on education, research, and public outreach. *Journal of Contemporary East Asia Studies*, 1-28. (SCOPUS Q1, Tier1)
- Salathong, Jessada. 2015. Media coverage in the context of Education for Sustainable Development (ESD): Content analysis of climate change in Thailand's newspapers. In *The International Journal of Environmental Sustainability*, 11 (1). (SCOPUS Q4)
- Salathong, Jessada. 2013. Thai audiences and journalists' responses to a holistic, future-oriented, participatory and empowering (HOPE) model for climate change coverage. In *International Journal of Media and Cultural Politics*, 9 (1). (SCOPUS Q2)
- Salathong, J., & Korwatanasakul, U. 2021. Challenges in communication during COVID-19 crisis in Japan1. *COVID-19 in Asia: Communication, Nationalism and Technology*, 114. (Conference Proceedings)
- Salathong, Jessada. 2012. "Climate change coverage in Thailand's newspapers". In *Communication and environment: Sustainability and risks*. Penang: USM Press.

- Salathong, Jessada. 2009. Education for Sustainable Development and human security. In Journal of Global Development and Peace (April): 34-44.
- Salathong, Jessada. 2007. The Sustainable Use of Oil Palm Biomass in Malaysia with Thailand's Comparative Perspective; In the Research on Endogenous Development in the Poor Village of Malaysia Using Biomass, Initiative for Attractive Education in Graduate Schools Systematic Development of International Joint Projects, Waseda University.

Changing media ecosystem (MIDL: Media Information and Digital Literacy, fact-checking, AI and newsrooms and cyber threats)

- COVID-19 on media freedom, journalist safety and media viability in Southeast Asia. 2022. As country's researcher (Thailand), commissioned by UNESCO and PMA. (https://www.publicmediaalliance.org/wp-content/uploads/2022/02/2021_SEA-PMA-UNESCO-ADN-Report-1.pdf)
- Salathong J. 2023. The Creation Strategies, Participants' Satisfaction and Learning Experiences of 'Sure and Share's Fact Check Detective Club' ISSN: 2189-101X – The Asian Conference on Education & International Development 2023. (Conference Proceedings) <https://doi.org/10.22492/issn.2189-101X.2023.65>
- Ampon, S., & Salathong, J. 2023. Battleground of Philippine Elections": Political Message Strategies of Bongbong Marcos and Leni Robredo on Social Media. International Journal of Social Science and Human Research, 6(7), 4121-4125.
- Salathong J. (2021) The Usage of Social Media to Communicate Social Issues by Young Generation in Malaysia. Journal of Social Sciences, Srinakharinwirot University 2564. 24 (2). (TCI Tier1)

Proceedings from Academic Conferences

- Xuanrui Xiao and Jessada Salathong "An Exploration of Storytelling Techniques and Tourism Destination Images of Thailand by Chinese Douyin Content Creators" (Chulalongkorn University, Thailand) at Cross Cultural Communication Conference 15 September 2022, Faculty of Communication Arts, Chulalongkorn University. (Conference Proceedings)
- Jessada Salathong, Vipas Atthapoolsup, Jutaluck Tongpratun, Natnaree Tinnachote, Duanghathai, Sawangphop, Thunwa, wongnarathiwat and Pabpreng Liengsuk. The Analysis of Formats and Contents in Political Debates Organized by Terrestrial Digital TV Stations During Electoral Campaign for 2019 General Election in Thailand in INTERNATIONAL

CONFERENCE ON FAKE NEWS AND ELECTIONS IN ASIA 10-12 July
2019 Faculty of Communication Arts, Chulalongkorn University.
(Conference Proceedings)

- Suthimanat Chinakarapong and Jessada Salathong. Fact Checking Process in Social Media Among the Elderly in Thailand in INTERNATIONAL CONFERENCE ON FAKE NEWS AND ELECTIONS IN ASIA 10-12 July 2019 Faculty of Communication Arts, Chulalongkorn University.
- Salathong, Jessada. 2017. Volunteerism in Malaysia, in “Collaboration and Knowledge Exchange in Moral Education through Volunteerism: ASEAN Caring and Sharing Community”, Chulalongkorn University, 12-13 September 2017.
- Boonma, Weerabhat and Salathong, Jessada. 2017. Adaptation of Nithan Gom Short Fable on YOUTUBE, in “9th International Conference on Humanities and Social Sciences (ICSiSS#9)”, Faculty of Liberal Arts, Prince of Songkla University, 26 May 2017.
- Salathong, Jessada and Kongchan, Watsayut. 2017. Coverage of Aging Society in Thai media: Case study of Thairath newspaper in 2015, in “5th International Conference ACTUAL ECONOMY Asian Discourse on Global Challenges”, Suan Sunandha Rajabhat University, Thailand. 18-19 May, 2017. (Conference Proceedings)
- Sintupan, Jirayuth and Salathong, Jessada. 2016. ASEAN Integrated Media Practice: A Model for Transcultural Media Education, in “The International Conference on Communication and Media 2016 (i-COME’ 16)”, School of Multimedia Technology and Communication, Universiti Utara Malaysia, 18-20 September 2016.
- Salathong, Jessada and Yodnane, Paonrach “ASEAN Integrated Media Practice: A Model for Transcultural Media Education” in The International Conference on Communication and Media 2016 (i-COME’ 16) School of Multimedia Technology and Communication, Universiti Utara Malaysia, 18-20 September 2016
- Salathong, Jessada. Media Coverage in the Context of Education for Sustainable Development (ESD): Content Analysis of Climate Change in Thailand’s Newspapers. In The Ninth International Conference on Environmental, Cultural, Economic & Social Sustainability, Hiroshima, Japan, 22-25 January 2013.
- Salathong, Jessada. Climate change in Thailand’s newspapers: The reflection from young readers. In ECREA Pre-conference on Communicating Climate Change III -The Audience Perspectives, Istanbul, Turkey, 23 October 2012,.

- Salathong, Jessada. Education for Sustainable Development (ESD) and media: Case study of the climate change coverage in Thailand's newspapers and their online version. In 55th Annual Conference of Comparative and International Education Society (CIES), Montreal, Canada, May 1-5, 2011
- Salathong, Jessada. Environmental Journalism in Thailand; Journey, choices and challenges. In the 19th Asian Media Information and Communication Centre (AMIC) Conference, Singapore, June 21-23, 2010.
- Salathong, Jessada. Media and Education for Sustainable Development (ESD): Case study of the newspaper coverage in Thailand. In the 8th International Symposium Communication in the Millennium, Anadolu university, Turkey, May 23-26, 2010.
- Salathong, Jessada. The interplay between Education for Sustainable Development (ESD) and climate change in media. In 54th Annual Conference of Comparative and International Education Society (CIES), Chicago, US, March 1-5, 2010
- Salathong, Jessada. Climate change coverage in Thailand's newspapers: The case study of Thairath, Matichon and Bangkok Post in 2007. In the International Conference on Communication and Environment: Transformation for a sustainable tomorrow, Penang, Malaysia, December 6-12, 2010.
- Salathong, Jessada. Thailand's newspapers coverage of climate change: Choices and challenges in learning Education for Sustainable Development (ESD). In the 4th World Teachers' Day in Thailand and the 12th UNESCO-APEID International Conference, Bangkok, Thailand, Mar 24-26, 2009.
- Salathong, Jessada. Media and Education for Sustainable Development (ESD): Thailand's Newspapers coverage of Climate change. In the Conference on Communications and Sustainable Development, the Faculty of Communication Arts, Chulalongkorn University, Thailand, February 11-13, 2009
- Salathong, Jessada. Education for Sustainable Development (ESD) and Human Security, In the International Development Studies Conference on Mainstreaming Human Security: The Asian Contribution, the Faculty of Political Science, Chulalongkorn University, Thailand, October 4-5, 2007