

PARALLEL SESSION 1A – KOMUNIKASI: SUMBANGAN TERHADAP MASYARAKAT**PENERIMAAN DAN PENGGUNAAN TELEFON BIMBIT DALAM KALANGAN KOMUNITI ORANG ASLI MAH MERI***Siti Syamsiddar Bagimin dan Muhamad Sham Shahkat Ali***Abstrak**

Perkembangan teknologi komunikasi dan maklumat pada hari ini membenarkan seseorang individu itu berkomunikasi dengan mudah dan pantas tanpa mengira jarak, masa dan tempat. Telefon bimbit adalah di antara medium perhubungan yang paling digemari oleh segenap lapisan masyarakat untuk meluaskan jaringan sosial. Selain itu juga medium ini digunakan untuk menguruskan kehidupan seharian iaitu sebagai alat peringatan untuk program tertentu, memudahkan urusan harian dan juga sebagai alat penghubung individu dalam menjalinkan hubungan yang lebih akrab dengan individu lain. Komuniti Orang Asli Mah Meri merupakan suku kaum yang berada dalam kumpulan Orang Asli Senoi. Kajian ini bertujuan untuk memahami penerimaan dan penggunaan telefon bimbit dalam kalangan Orang Asli Mah Meri di Kampong Bukit Bangkong. Kajian ini dijalankan menggunakan kaedah kualitatif berpandukan “fenomenologi” bagi mendapatkan pengalaman mereka berkenaan penerimaan dan penggunaan telefon bimbit dalam kehidupan mereka. Seramai 15 orang informan terlibat dalam kajian ini dan temubual bersama informan telah ditranskrip dan dianalisis untuk mencari tema kajian. Hasil kajian ini mendapati Orang Asli Mah Meri sudah menerima dan menggunakan telefon bimbit untuk pelbagai tujuan seperti alat perhubungan, alat hiburan dan juga alat keselamatan.

Kata kunci: Penerimaan; Penggunaan; Telefon Bimbit; Orang Asli Mah Meri

**SUMBANGAN FILEM DALAM MENEROKAI KEBUDAYAAN MASYARAKAT “NANA” MELALUI FILEM-FILEM
‘NANA TANJUNG’:SATU PANDANGAN SUTRADARA**

*Azizul Rahman Mahfudz dan Muthualagan A/L Thangavelu***Abstrak**

Kajian-kajian terhadap bidang filem sudah lama mendapat perhatian oleh para sarjana terdahulu dan ia masih diminati sehingga kini. Kajian-kajian yang telah diterokai lebih menjurus terhadap konsep naratif cerita, nilai estetika ataupun sumber dalam memaparkan budaya masyarakat sasaran. Akhirnya, kebanyakan hasil kajian menunjukkan bahawa filem adalah salah satu saluran yang mempunyai kaitan rapat dengan konflik dan kepercayaan yang berlaku dalam sesebuah masyarakat. Fenomena ini berlaku disebabkan pengolahan cerita dalam filem oleh ‘sutradara’ yang menjadi ‘nadi’ dalam penerbitan sesebuah filem. Sutradara atau pengarah filem berperanan dalam mengatur, mengubah, dan menyusun penceritaan sehingga menjadi satu sistem yang mempunyai seninya yang tersendiri. Bermakna, hasil karya sesebuah filem terletak kepada kreativiti sutradara serta dengan bantuan krew belakang tabir itu sendiri. Para penonton (audien) sekadar berpeluang untuk menjadi ‘juri’ samaada sesebuah filem itu baik dari segi mesej yang disampaikan ataupun sebaliknya. Kajian-kajian filem boleh diklasifikasikan kepada beberapa kategori iaitu naratif cerita, yang tertumpu kepada mesej serta corak penceritaan yang ingin disampaikan kepada audien. Kemudian, kajian nilai estetika atau nilai ‘seni’ filem tersebut, dan seterusnya kajian yang menjurus kepada teknikal perfileman seperti penataan cahaya, penyuntingan dan sebagainya. Sehubungan dengan itu, penulisan ini berfokus kepada sudut pandangan pengarah serta sumbangannya dalam memperkasakan kebudayaan yang diamalkan oleh masyarakat Malaysia, terutamanya masyarakat Nana di Utara Semenanjung Malaysia melalui cara pertuturan, serta tingkah laku. Melalui pandangannya dalam berkarya dan mengolah penceritaan dalam filem dan penyampaian mesej-mesej kebudayaan masyarakat Nana dalam filem-filemnya, dapat memberi gambaran bahawa terselit identiti yang tersendiri yang cuba diketengahkan. Professor Madya Abdul Razak Mohaideen, salah seorang sutradara juga sebagai akademik di salah sebuah universiti tempatan telah menggunakan medium ini dalam usaha memperkenalkan budaya Nana dan melalui penulisan ini, filem ‘Nana Tanjung’ dan ‘Nana Tanjung 2’ bakal dijadikan bahan untuk perbincangan dalam kajian ini. Hasil kajian ini bakal membantu hasil kajian budaya ‘Nana’ yang telah dilakukan sebelum ini dan membuktikan bahawa bidang filem ini mampu memberi impak yang lebih efisien dalam menyebarkan mesej-mesej yang berlatarkan kebudayaan sesuatu masyarakat. Malah dengan kreativiti pengarah itu sendiri, penyebaran kebudayaan ini secara tidak langsung dapat dipelajari dan mungkin dipraktikkan sebagai satu ‘harta’ yang tidak ternilai oleh generasi akan datang.

FILEM DOKUMENTARI “THE KINTA STORY” (1949): PEMBINAAN MAKNA DI SEBALIK TEKNIK PENERBITAN*Mohd. Nor Shahizan Ali***Abstrak**

The Kinta Story (1949) sebuah karya Filem Negara Malaysia (pada ketika itu dikenali sebagai Malayan Film Unit) yang mengisahkan perjuangan penduduk, pelombong dan pihak berkuasa British) dalam mewujudkan skim menghapuskan kekacauan komunis di kawasan perlombongan bijih timah di Lembah Kinta. Setiap aspek yang divisualkan dalam filem dokumentari ini menjadi perlambangan kepada perjuangan mereka menentang ancaman pengganas komunis. Teknik penerbitan dianalisis bagi mengenalpasti mesej tertentu yang ingin disampaikan penerbit kepada penonton melalui enam sekuen filem dokumentari tersebut. Rentetan daripada faktor sosial, teknologi dan pengaruh budaya luar yang mempengaruhi tahap literasi dan pembinaan makna penonton, maka filem dokumentari The Kinta Story (1949) telah menjadi bahan sampingan secara senyap menyuntik nilai pensejarahan dan kekejaman komunis di mata masyarakat. Persoalannya, adakah mesej yang ingin disampaikan oleh filem dokumentari ini melalui teknik penerbitan yang ditampilkan dapat mencapai kumpulan sasarannya? Analisis pembinaan makna di sebalik teknik penerbitan ini berdasarkan pendekatan Richard M. Blumenberg (1975), David Bordwell & Kristin Thompson (1997) dan Herbert Zettl (2005). Analisis teknik penerbitan meliputi jenis syot, pergerakan kamera, kedudukan kamera serta teknik penyuntingan yang digunakan. Adakah penonton melihatnya sebagai sesuatu yang menggambarkan keadaan sebenar atau hanya sekadar sebuah perlambangan? Kewujudan indeks seiringan dengan linguistik dalam sesebuah wacana membolehkan penonton memahami setiap persembahan visual dengan mengaitkan setiap indeks tersebut dengan keadaan dunia yang sebenar. Implikasinya, dapat menambahkan lagi persembahan semulajadi yang menjadi daya penarik ke atas filem dokumentari tersebut. Hasilnya teknik penerbitan yang digunakan dalam menghasilkan filem dokumentari ini telah berjaya menghasilkan sebuah filem dokumentari propaganda untuk mendapat sokongan rakyat dalam menghapuskan ancaman komunis.

PENDEDAHAN DAN PENGGUNAAN WEB TV: KAJIAN KES DI UNIVERSITI MALAYSIA SARAWAK*Jamilah Maliki, Siti Haslina Hussin dan Khadijah Mohd. Tuah***Abstrak**

Internet membuka ruang kepada perkembangan media interaktif di Malaysia. Walaupun berada pada tahap yang masih baharu, inovasi siaran TV melalui laman Web ini dilihat mempunyai potensi untuk menjadi media alternatif kepada pengguna. Berdasarkan Teori Difusi Inovasi (Diffusion of Innovation Theory) kertas kerja ini meninjau pendedahan dan penggunaan Web TV dalam kalangan 100 penuntut Universiti Malaysia Sarawak. Kajian ini menggunakan kaedah kuantitatif dalam mengkaji faktor pendedahan, tahap penerimaan, kekerapan penggunaan serta faktor persekitaran yang menggalakkan penggunaan Web TV.

HUBUNGAN ANTARA FAKTOR DEMOGRAFI TERHADAP FOBIA PENGUCAPAN AWAM DALAM KALANGAN PELAJAR POLITEKNIK: SUATU KAJIAN AWAL*Mohd Effendi @ Ewan bin Mohd Matore***Abstrak**

Salah satu daripada teras ko-kurikulum di universiti adalah pengucapan awam. Setelah hampir 30 tahun, institusi pengajian tinggi (IPT) dibenarkan mewujudkan semula sudut pidato khas bagi meningkatkan kemahiran pengucapan awam dalam kalangan mahasiswa. Malangnya status pengucapan awam berada di tangga paling bawah daripada segi jumlah program yang dianjurkan oleh universiti dan penyertaan penuntut. Kajian lepas membuktikan bahawa pengucapan awam merupakan ketakutan pertama dan fobia bagi manusia. Maka, kajian awal ini bertujuan untuk mengenalpasti tahap fobia pengucapan awam pelajar secara keseluruhan dan mengenalpasti tahap fobia pengucapan awam pelajar di politeknik daripada aspek gender dan latar kelahiran. Kajian turut mengenalpasti sama ada terdapat hubungan antara pelajar daripada aspek gender, latar kelahiran, sendiri dan pencapaian akademik dengan tahap fobia pengucapan awam pelajar.

Seramai 40 orang pelajar bagi modul Seminar (J5822) di Politeknik Kota Kinabalu telah dipilih secara persampelan rawak mudah. Dapatan kajian menunjukkan bahawa tahap fobia pengucapan awam pelajar yang mengikuti modul Seminar (J5822) adalah amat tinggi. Tahap fobia pelajar perempuan lebih tinggi berbanding pelajar lelaki. Manakala pelajar yang lahir di luar bandar memiliki tahap fobia pengucapan awam yang lebih tinggi berbanding pelajar yang lahir di bandar. Dapatan kajian juga menunjukkan kekuatan korelasi yang kuat bagi elemen demografi gender ($r=.878$, $p=.000$) dan pencapaian akademik ($r=.806$, $p=.000$) terhadap tahap fobia pengucapan awam pelajar. Bagi elemen lain seperti latar kelahiran pula menunjukkan korelasi yang sederhana iaitu ($r=.619$, $p=.000$). Hanya elemen sendiri sahaja memiliki kekuatan korelasi yang sangat lemah. Sehubungan dengan beberapa keputusan – keputusan kajian yang diperolehi, maka implikasi dan cadangan telah dikemukakan.

Kata kunci: fobia; pengucapan awam; gender; latar kelahiran; akademik; sendiri.

MERAPAT JURANG TEORI DAN PRAKTIS MELALUI KAEDAH PEMERHATIAN DI ORGANISASI MEDIA: SATU PENGALAMAN PERIBADI

Siti Suriani Othman dan Liana Mat Nayan

Abstrak

Usaha mendekatkan ilmu teori kewartawanan dan praktis adalah gembelangan yang amat penting dalam memastikan wujudnya hubungan kesinambungan antara teori yang berteraskan akademik dengan praktis yang bertunjangan amalan pengamal media. Keperluan ini dilihat sebagai antara cabaran dan isu utama berkaitan pengajaran dan pengkajian bidang komunikasi dan media. Di Barat misalnya, banyak usaha dibuat untuk merapatkan jurang ini dan antara kaedah kajian yang boleh dijalankan ialah melalui kaedah pemerhatian dan temubual bersemuka dengan pengamal media di organisasi media. Kertas ini adalah rentetan pengalaman penulis di United Kingdom yang berusaha mendapatkan kebenaran untuk menjalankan kajian lapangan dalam bilik-bilik berita akhbar di United Kingdom dalam tempoh pengajian doktor falsafah. Berdasarkan pengalaman ini, dapat disimpulkan bahawa kebanyakan organisasi akhbar di UK kurang memberi kerjasama positif kepada calon doktor falsafah untuk menjalankan kajian terutamanya untuk menjalankan kaedah pemerhatian yang dianggap mengganggu rutin harian jurnalis, tetapi secara peribadinya, sebilangan jurnalis lebih terbuka untuk ditemubual. Hal ini, walaupun bagaimanapun tidak berlaku di Malaysia. Sokongan positif daripada organisasi akhbar Malaysia seolah-olah memberi isyarat bahawa akademik media atau pelajar dalam bidang media di Malaysia lebih mudah untuk turut serta dalam usaha merapatkan jurang antara teori media dan praktis melalui kajian-kajian mereka. Kelebihan ini perlu dijadikan dorongan sebagai antara cabaran untuk melahirkan graduan kewartawanan yang celik industri dan terdedah kepada praktis sebenar dunia kewartawanan sebelum memulakan karier dalam bidang ini.

PARALLEL SESSION 1B – MEDIA MASSA: CABARAN TERHADAP REMAJA

MEDIA MASSA, REMAJA DAN RELIGIOSITI

Hamisah binti Hasan PhD, Ezhar Tamam PhD, Muhammad Rosli Selamat dan Narimah Ismail PhD

Abstrak

Konsep sekularisme meletakkan agama sebagai mempunyai perkaitan yang negatif dengan penggunaan media massa. Sementara media massa pula dikatakan sebagai mempamerkan pandangan yang bertentangan dengan nilai keagamaan. Kajian lepas yang meninjau perkaitan ini mengenalpasti kesan nilai keagamaan dengan pembabitan dalam perlakuan negatif. Justeru, kajian ini bertujuan untuk mengenalpasti perkaitan di antara pendedahan media massa dan nilai keagamaan atau religiositi. Untuk tujuan tersebut satu kajian kuantitatif berbentuk survei yang menggunakan soalselidik sebagai alat pengutipan data dijalankan terhadap responden dalam kalangan remaja di sekitar kawasan Lembah Kelang. Secara spesifiknya kajian adalah untuk mengenalpasti tahap pendedahan media massa dari segi jenis dan kadungan media massa dalam kalangan remaja yang berusia di antara 15 – 25 tahun. Di samping itu, kajian ini juga adalah untuk mengenalpasti

pandangan mereka mengenai agama. Seramai 500 responden dipilih untuk tujuan pengumpulan data dan kajian ini menunjukkan kebanyakan remaja yang ditemubual mengalami pendedahan yang tinggi kepada televisyen berbanding media massa yang lain. Mereka juga menunjukkan kecenderungan yang tinggi terhadap pendedahan program berbentuk hiburan. Dari aspek pandangan mereka mengenai agama pula, didapati mereka mempamerkan tahap kefahaman agama yang sederhana. Justeru, menunjukkan kefahaman mereka mengenai suruhan, larangan dan amalan agama. Walau bagaimanapun, kajian ini mendapati tiada perkaitan yang signifikan di antara pendedahan terhadap media massa dengan kefahaman agama dalam kalangan remaja tersebut.

KEKANGAN DALAM MEMAHAMI BAHASA DALAM MEDIA MASSA KALANGAN PELAJAR SEKOLAH

Rohaidah Mashudi, Hawa Rahmat dan J. Sham Wahid

Abstrak

Perkembangan pesat dalam dunia komunikasi masih tidak mengetepikan fungsi media massa dalam menyebarkan maklumat kepada masyarakat yang sentiasa dahagakan akan berita-berita terkini. Begitu juga dengan pelajar sekolah menjadikan media massa medium untuk mereka mendapatkan maklumat terkini yang diperlukan sebagai bahan rujukan dan bahan tambahan dalam membuat sesuatu projek di sekolah. Namun sejauh manakah pelajar sekolah benar-benar dapat memahami segala maklumat yang disebarkan dalam media massa? Jika bahasa menjadi satu permulaan untuk memikat pelajar sekolah dalam mendekatkan diri kepada media massa, maka sewajarnya media massa dapat menyampaikan maklumat mengikut tahap yang diperlukan oleh setiap masyarakat. Dalam kajian ini, satu kajian kes dengan merujuk sekumpulan pelajar di Sekolah Menengah Kebangsaan Durian Daun bagi memahami dan melihat tahap keperluan bahasa Melayu yang sewajarnya sesuai bagi pelajar sekolah terhadap media massa di Malaysia. Dapatan daripada kajian ini akan dapat menjawab beberapa persoalan seperti adakah latar belakang pelajar mempengaruhi tahap pemahaman bahasa Melayu? Adakah penguasaan bahasa Melayu kalangan pelajar mengikut kedudukan kelas mereka? Apakah permasalahan yang dihadapi oleh pelajar dalam memahami maklumat yang disampaikan melalui media massa sama ada bahasa atau faktor lain?

PERSEPSI PELAJAR EKSEKUTIF TERHADAP PAKAIAN PENSYARAH DI UPM

Kunnasunthary A/p Ramachandran

Abstrak

Penampilan diri seseorang dipengaruhi oleh simbol komunikasi bukan verbal. Pakaian dikenalpasti sebagai salah satu simbol komunikasi bukan verbal yang terbaik, berperanan dalam menggambarkan penampilan diri seorang individu dari segi status dan imej. Oleh yang demikian, pakaian merupakan elemen pengaruh utama bagi pensyarah untuk mewujudkan persepsi positif pada tanggapan pertama para pelajar. Kajian ini mengenalpasti gaya pakaian yang manakah dapat menilai pensyarah dari segi ciri-ciri penampilannya. Ciri-ciri penampilan pensyarah dibahagikan kepada 17 elemen dan gaya pakaian pula dikelaskan kepada tiga kategori. Kajian ini juga membandingkan perbezaan persepsi pelajar lelaki dan perempuan terhadap pakaian pensyarahnya. Teknik persampelan kelompok digunakan untuk memilih sampel kajian. Pelajar yang mengikuti program eksekutif dari tujuh program ijazah bachelor di dua fakulti dipilih sebagai sampel kajian. Borang soal selidik diedarkan kepada responden sebagai instrumen kajian. Hasil kajian mendapati tiada perbezaan signifikan antara persepsi pelajar lelaki dan pelajar perempuan terhadap gaya penampilan pensyarah. Setiap kategori pakaian mempunyai ciri-ciri penampilan tersendiri. Hasil kajian boleh memberi satu garis panduan dari segi kod etika pakaian yang bersesuaian dengan penampilan sebagai pensyarah.

Kata kunci: penampilan, persepsi, jantina, gaya pakaian

KOMUNIKASI IBU BAPA DENGAN ANAK DAN SALAH LAKU REMAJA*Zakiyah Jamaluddin***Abstrak**

Kajian ini bertujuan mengkaji kesan persekitaran sosial terhadap permasalahan sosial remaja. Objektif kajian ini ialah menilai hubungan interaksi di antara ibu bapa dengan anak-anak dan kesan terhadap salah laku remaja. Kajian ini menggunakan kaedah kajian kes iaitu dengan menggabungkan kedua-dua kaedah kuantitatif dan kualitatif. Pengumpulan data dilakukan dengan menggunakan kaedah tinjauan, temubual dan pemerhatian. Seramai 333 sub sampel ibu bapa dan 333 sub sampel remaja dipilih secara rawak sebagai sampel kajian bagi kaedah tinjauan yang menggunakan borang soal selidik. Manakala seramai 19 responden dipilih sebagai peserta dan informan kajian iaitu 11 orang remaja, tiga orang ibu kepada remaja terbabit, dua orang ketua UMNO cawangan, seorang ketua Wanita MCA cawangan, seorang bekas Pengerusi Surau dan seorang bekas pekerja di kafe Internet bagi pengumpulan data secara temubual. Hasil kajian mendapati terdapat hubungan di antara salah laku remaja dengan interaksi di antara ibu bapa dengan anak-anak ($p < 0.01$). Begitu juga terdapat perbezaan bagi faktor interaksi di antara ibu bapa dengan anak-anak berdasarkan faktor bangsa ibu bapa, bangsa remaja dan jantina remaja ($p < 0.01$). Kajian juga mendapati terdapat jurang yang cukup besar dalam hubungan interaksi ibu bapa dengan anak dengan salah laku remaja akibat hubungan kekeluargaan yang bermasalah. Ibu bapa yang kurang berkomunikasi dengan anak-anak mendedahkan risiko untuk remaja lebih terlibat dalam pelbagai salah laku.

POLA KOMUNIKASI ORIENTASI KEAKURAN DALAM KALANGAN IBU BAPA*Aziyah Abu Bakar dan Mohd Yahya Ariffin***Abstrak**

Pola komunikasi keluarga memainkan peranan penting dalam memberi pengaruh ke atas ahli keluarga. Pola komunikasi berorientasikan keakuran dikatakan mempunyai pengaruh dan memberi kesan kepada tingkah laku dan juga dari aspek psikologi terutama kepada anak-anak. Kajian ini bertujuan mengenal pasti perbandingan pola komunikasi orientasi keakuran dalam kalangan ibu bapa berdasarkan demografi. Sebanyak 390 orang ibu bapa yang terdiri daripada "keluarga lengkap" dipilih sebagai sampel kajian. Hasil kajian menunjukkan terdapat perbezaan yang signifikan pola komunikasi keluarga antara ibu bapa Melayu dan bukan Melayu.

Kata kunci: Pola Komunikasi Keluarga, Pola Komunikasi Keakuran, Demografi dan Ibu bapa.

HUBUNGAN ANTARA CARA GAYA KOMUNIKASI IBU BAPA, KONSEP KENDIRI DAN TINGKAH LAKU DELINKUEN REMAJA*Norlizah Che Hassan PhD dan Norani Mohd Salleh***Abstrak**

Tujuan kajian adalah untuk mengenalpasti cara gaya komunikasi ibu bapa, konsep sendiri dan tingkah laku delinkuen dalam kalangan remaja (pelajar tingkatan empat) dari keluarga nuklear/asas dan keluarga ibu tunggal. Kajian ini dijalankan secara kualitatif, dapatan dari temu bual dengan lima orang pelajar dibentangkan secara kajian kes (profile). Hasil temu bual mendapati wujud perkaitan antara cara gaya komunikasi ibubapa, konsep sendiri dan tingkah laku delinkuen pelajar tersebut. Selain dari itu, didapati bahawa pelaksanaan cara gaya komunikasi yang berkesan adalah penting dan memberi impak ke atas pembentukan konsep sendiri dan tingkah laku delinkuen remaja berbanding dengan struktur keluarga itu sendiri (sama ada keluarga ibu tunggal maupun keluarga nuklear). Remaja yang menerima cara gaya keibubapaan yang bercorak authoritative

menunjukkan konsep sendiri yang tinggi dan tingkah laku yang lebih baik. Kajian ini menyumbang kepada dapatan yang menyatakan bahawa cara gaya komunikasi keibubapaan yang berkesan adalah penting dalam melahirkan insan yang cemerlang, terutamanya dalam aspek konsep sendiri yang positif dan tingkah laku yang lebih baik. Konsep sendiri yang positif boleh menghindarkan remaja daripada terlibat dengan masalah sosial. Dapatan kajian ini juga mendapati bahawa anak-anak dari keluarga ibu tunggal turut mempunyai konsep sendiri yang positif, di mana bagi anak-anak dari keluarga ibu tunggal yang mempunyai daya tahan yang tinggi (tahap resiliensi) mereka mampu mencipta kejayaan (Mc Cormic, 2002). Dapatan kajian menunjukkan terdapat corak komunikasi yang menggambarkan bahawa anak-anak yang delinkuen juga mempunyai tanggapan yang positif terhadap cara gaya komunikasi yang mengarah kepada pemantauan keluarga ke atas aktiviti seharian mereka, yang menyebabkan mereka rasa dihargai dan dipedulikan.

CORAK KAJIAN MENGENAI FAKTOR- FAKTOR PENGGUNAAN E- DAGANG DI KALANGAN PENGGUNA INTERNET

Ahmad Syahrul Haniff bin Mohd Rawi, Siti Zobidah Omar dan Muhamad Sham Shahkat Ali

Abstrak

Kemajuan Teknologi Maklumat dan Komunikasi (ICT) yang semakin canggih dan moden kini telah wujud pelbagai kaedah dan aplikasi teknologi baharu diperkenalkan kepada pengguna dan masyarakat menjadikan kehidupan ini lebih ringkas, mudah dan praktikal. E-dagang merupakan salah sebuah aplikasi yang dibangunkan bagi memudahkan pelbagai aktiviti dijalankan berkaitan dengan perdagangan, baik dari segi perkhidmatan mahupun barangan seperti urusan perniagaan, iklan, perbankan, peluang pekerjaan, lelongan, perkhidmatan, tempahan, dan sebagainya. Kesemua aktiviti tersebut berlangsung secara maya yang mana peranan Internet di sini merupakan faktor teras penggerak dalam merencanakan aktiviti terbabit tanpa melibatkan batasan waktu dan sempadan. Selain daripada itu, terdapat juga beberapa faktor lain yang turut menjadikan aktiviti-aktiviti e-dagang sebagai salah satu keperluan hidup terutama di pengguna Internet itu sendiri. Tujuan kajian ini adalah untuk melihat corak kajian lalu berkaitan dengan faktor-faktor penggunaan e-dagang di kalangan pengguna Internet. Justeru, kaedah kajian ini adalah tertumpu kepada mengkaji sorotan literatur yang lalu. Ia juga akan melihat perkembangan kajian berkaitan dengan penggunaan e-dagang. Hasil dapatan kajian ini adalah diharapkan dapat mengkategorikan aspek faktor penggunaan e-dagang di kalangan pengguna Internet, teori yang digunakan dan juga metodologi yang digunakan bagi mengkaji aspek faktor penggunaan e-dagang. Sehubungan dengan itu, menerusi rujukan dan panduan dalam sorotan literatur ini adalah diharapkan ianya dapat memberi gambaran dan perspektif yang baharu kepada para sarjana dan penyelidik yang lain yang ingin menjalankan penyelidikan berkaitan dengan faktor penggunaan e-dagang di kalangan pengguna Internet.

PARALLEL SESSION 1C – KAJIAN AKHBAR: ANALISIS ISU

PEMULIHAN IMEJ TUN ABDULLAH SELEPAS PILIHANRAYA UMUM KE 12 DALAM AKHBAR

Ishak bin Ismail

Abstrak

Tun Abdullah telah menghadapi pelbagai isu yang menjejaskan imejnya sebagai Perdana Menteri ketika itu ekoran prestasi buruk Barisan Nasional (BN) dalam Pilihanraya Umum ke 12, di mana buat pertama kalinya dalam sejarah BN gagal memperolehi majoriti dua pertiga di Parlimen serta kalah di lima negeri (Kelantan, Kedah, Selangor, Pulau Pinang dan Perak) kepada pakatan pembangkang iaitu Pakatan Rakyat. Diantara isu-isu yang telah menjejaskan imej beliau ialah seperti isu kegagalan BN menang majoriti dua pertiga di Parlimen, desakan oleh pelbagai pihak supaya beliau meletak jawatan sebagai Perdana Menteri, isu kenaikan harga minyak dan harga makanan dan sebagainya. Oleh kerana imej amat penting kepada seseorang individu atau sesebuah organisasi, sekiranya imej telah tercemar, usaha perlu dilakukan untuk memulihkan semula imej tersebut. Kajian ini akan menganalisis kenyataan Tun Abdullah dalam akhbar Berita Harian dalam tempoh

setahun (9 Mac 2008 hingga 8 Mac 2009) dalam usaha beliau memperjelaskan isu-isu yang telah mencemarkan imejnya. Objektif khusus kajian ini ialah untuk mengenal pasti isu-isu yang menjejaskan imej Tun Abdullah, mengenal pasti strategi yang paling kerap digunakan oleh Tun Abdullah dalam usaha memulihkan imej beliau, mengenal pasti strategi-strategi yang digunakan beliau mengikut isu, mengenal pasti perubahan strategi yang dilakukan oleh beliau dalam setiap isu dan juga mengenal pasti kesesuaian atau ketepatan strategi yang telah digunakan oleh beliau. Selain daripada kaedah analisa kandungan, kaedah soal selidik juga akan dilakukan untuk mengenal pasti kesesuaian strategi pemulihan imej yang telah digunakan oleh Tun Abdullah. Kajian ini akan menggunakan Teori Pemulihan Imej (Image Repair Theory) oleh William L. Benoit yang telah membahagikan strategi pemulihan imej kepada 5 kategori iaitu penafian (denial), mengelak daripada tanggungjawab (evading responsibility), mengurangkan tindakan ofensif (reduction of offensiveness), tindakan pembetulan (corrective action) dan permohonan maaf (mortification). Kajian ini penting kerana seseorang individu khususnya pemimpin perlu mengetahui serta menggunakan strategi yang sesuai dalam usaha untuk memulihkan imej yang tercemar.

BERITA INDUSTRI MUZIK MALAYSIA: ANALISIS AKHBAR

Norshafawati binti Saari dan Asiah binti Sarji PhD

Abstrak

Kajian ini merupakan kajian komunikasi media dan dasar awam, yang meninjau dan meneroka isu utama pemaparan media cetak yang berkaitan dengan industri muzik di Malaysia. Muzik adalah salah satu khazanah yang mampu menggambarkan imej dan ketamadunan seni kreatif sesebuah bangsanya. Penghargaan kepada nilai seni yang dihasilkan adalah satu pengiktirafan kepada penciptanya. Industri muzik, adalah salah satu cabang industri hiburan yang sememangnya sinonim dengan aktiviti komunikasi yang memerlukan penglibatan media dalam perkembangan industri berkenaan. Selain jenis-jenis media yang lain, media cetak adalah medium komunikasi utama dalam menyampaikan sebarang jenis berita dan maklumat kepada masyarakat. Akhbar pula adalah antara media cetak yang sangat popular dan seringkali dikaitkan dengan medium maklumat utama sejak dahulu hingga kini. Atas dasar tersebut, kajian ini dilakukan untuk mengenal pasti sejauhmanakah media cetak memberi perhatian terhadap pelaporan mengenai dasar industri muzik di Malaysia, mengetahui sikap media cetak terhadap muzik serta mengetahui tumpuan utama liputan yang diberikan mengenai industri muzik. Penyelidikan ini menggunakan kaedah kuantitatif iaitu kaedah analisis kandungan, bagi mencapai tujuan kajian. Sampel kajian dipilih secara rawak dan kandungan akhbar yang dikaji ialah akhbar Utusan Malaysia, Harian Metro, Berita Harian, Sin Chew Daily, Nanyang Siang Pau, China Press dan New Straits Time (3 akhbar berbahasa Melayu, 3 akhbar berbahasa Cina dan sebuah akhbar berbahasa Inggeris). Bulan bagi kajian juga dipilih secara rawak iaitu bulan yang mempunyai probiliti penyiaran maklumat dalam tempoh empat tahun dari tahun 2005 hingga tahun 2008 iaitu pada bulan Januari & Mei 2005, Julai & Ogos 2006, April & September 2007 dan November & Disember 2008. Hasil kajian diproses dan dianalisis menggunakan perisian SPSS bagi mengeluarkan dan merumuskan data yang diperolehi. Hasil daripada analisis yang dilakukan, kajian mendapati selain menyiarkan jenis berita biasa mengenai industri muzik, akhbar juga banyak memaparkan jenis berita rencana umum, liputan khas dan gosip. Jenis isu utama yang diberi perhatian adalah aktiviti dan gosip yang berkaitan dengan industri muzik manakala isu dasar kurang mendapat pendedahan di dalam akhbar. Berfungsi sebagai penyalur maklumat, paparan media kebiasaannya akan menjadi isu semasa seterusnya isu kepada rakyat, dan apa yang kurang mendapat perhatian daripada media juga akan kurang mendapat perhatian daripada masyarakat. Media cetak seperti akhbar harus sensitif dan peka terhadap isu yang lebih penting yang seharusnya diberi perhatian kerana media mempunyai kuasa tersendiri dalam menyampaikan maklumat dan mampu memberi kesan yang besar kepada masyarakat mahu pun negara.

WACANA AKHBAR SEMASA PILIHAN RAYA DI INDONESIA*Amir Purba***Abstrak**

Kajian ini menelusuri wacana Waspada dan Analisa dalam memberitakan kempen Golongan Karya (Golkar) dan Parti Demokratik Indonesia (PDI) dalam pilihan raya tahun 1997 dan Parti Demokratik Indonesia Perjuangan (PDIP) dalam pilihan raya tahun 1999. Pilihan raya tahun 1997 diselenggarakan pada akhir berkuasanya Orde Baru, yang menganut sistem politik otoritarian. Dalam pilihan raya ini, Golkar mengalahkan PDI. Pilihan raya tahun 1999 diselenggarakan pada awal berkuasanya rejim Reformasi, yang menganut sistem politik demokrasi. Pada pilihan raya ini, PDIP mengalahkan Golkar. Perbezaan sistem politik yang diamalkan oleh kedua-dua rejim, berpengaruh terhadap wacana Waspada dan Analisa dalam memberitakan kempen Golkar dan PDI(P). Permasalahan kajian ini adalah untuk meneliti, "Bagaimanakah akhbar Waspada dan Analisa mewacanakan kempen parti politik Golkar dan PDI pada pilihan raya tahun 1997 dan kempen parti politik Golkar dan PDIP pada pilihan raya tahun 1999? Tujuan kajian ini, adalah pertama, mengetahui wacana Waspada dan Analisa pada pemberitaan kempen parti politik Golkar dan PDI(P) pada kempen pilihan raya tahun 1997 dan pilihan raya 1999. Kedua, mengetahui perubahan wacana Waspada dan Analisa pada pemberitaan kempen parti politik Golkar, dan PDI(P) pada pilihan raya tahun 1997 dengan kempen pilihan raya tahun 1999. Kajian menggunakan kaedah N. Fairclough dengan tiga dimensi analisisnya; iaitu, Kajian Teks (text), Praktik wacana (discourse practice), dan Praktik sosiobudaya (sociocultural practice). Pertama, setiap teks secara bersamaan memiliki tiga fungsi, iaitu, representasi, relasi, dan identiti. Kedua, praktik wacana meliputi cara para pekerja media memproduksi teks. Ketiga, praktik sosiobudaya menganalisis tiga perkara iaitu, ekonomi, politik, dan budaya. Hasil kajian ini membuktikan bahawa (1). Dalam pilihan raya 1997 Waspada berpihak kepada Golkar. Hal ini berlaku disebabkan kuatnya penguasaan Golkar. Dalam hal PDI pula, Waspada lebih menumpukan perhatian terhadap konflik yang terjadi antara Soerjadi dengan Megawati kerana Waspada lebih berpihak kepada Megawati. (2). Dalam pilihan raya 1999 Waspada berpihak kepada PDIP. Hal ini berlaku kerana, di samping adanya persamaan ideologi, terdapat hubungan yang erat antara pendirian Waspada dengan pendirian PDI(P). Waspada juga memberikan kritikan yang pedas terhadap Golkar. (3). Selain itu berlaku perubahan wacana Waspada, iaitu daripadaberpihak kepada Golkar dalam pilihan raya 1997, bertukar pihak kepada PDIP pada pilihan raya 1999. (4). Pada pilihan raya 1997 Analisa telah berpihak kepada Golkar. Hal ini berlaku kerana wujudnya kekuasaan Golkar yang kuat. Dalam hal parti PDI, Analisa lebih banyak memberikan tumpuan terhadap konflik yang terjadi antara Soerjadi dengan Megawati. Analisa lebih berpihak kepada Megawati. (5). Pada pilihan raya 1999 pula Analisa berpihak kepada PDIP. Hal ini berlaku kerana sokongan umum terhadap PDIP terlalu kuat. Analisa mengkritik Golkar dengan menggunakan kepentingan umum sebagai landasan untuk menyatakan kebenarannya. (6). Akhirnya wujud perubahan wacana Analisa, iaitu daripada berpihak kepada Golkar pada pilihan raya 1997, menjadi berpihak kepada PDIP pada pilihan raya 1999.

TINJAUAN PERSEPSI PENGUNDI MUDA TERHADAP IKLAN POLITIK BN PRU 2008*Suhaimee Saahar @ Saabar, Abuzar Abdul Halim, Antashah Mohd Nor dan Ahmad Faisal Md. Fiah***Abstrak**

Dalam menghadapi pilihan raya, sesebuah parti politik yang bertanding akan merangka dan membina strategi kempen mereka yang tersendiri. Perancangan teliti dibuat bagi memastikan setiap kempen yang dilaksanakan akan memenangi dan menawan hati dan minda pengundi. Pengundi muda menjadi signifikan utama kepada parti politik yang bertanding. Malah, bilangan pengundi muda semakin meningkat dan telah mempengaruhi keputusan PRU 12 2008. Ramai yang menyatakan bahawa orientasi pengundi muda terhadap parti politik terutamanya terhadap Barisan Nasional telah berubah kesan daripada pendemokrasian maklumat serta perkembangan pesat media baru masa kini telah sedikit sebanyak mempengaruhi sokongan pengundi muda terhadap kepimpinan BN. Disamping peranan media baru, periklanan politik melalui iklan-iklan politik bercetak yang disiarkan dalam surat khabar memainkan peranan penting dalam membujuk dan mendapatkan perhatian pengundi muda. Peranan iklan-iklan politik adalah besar kerana ia menggantikan maklumat-maklumat yang

tidak dapat disampaikan melalui berita mahupun laporan-laporan lain. Dalam merangka iklan cetak, strategi kreatif merupakan aspek yang paling diutamakan. Penghasilan sesebuah iklan cetak akan melalui proses-proses kreatif tertentu seperti pemilihan tajuk utama, tajuk kecil dan aspek visualisasi yang boleh memenuhi matlamat komunikasi politik dan periklanan politik. Keputusan PRU 12, telah mengejutkan banyak pihak terutamanya pihak Barisan Nasional sendiri. Kecemerlangan PRU 11 tidak dapat dipertahankan dan tsunami politik berlaku. BN kehilangan 4 buah negeri, satu kehilangan yang amat besar di samping jumlah kerusi parlimen yang semakin berkurangan. Kajian ini juga menganalisis persepsi pengundi di kawasan Dewan Undangan Negeri Bandar Baru Bangi (DUN 26) terhadap elemen-elemen kreatif terpilih dalam iklan cetak politik BN yang disiarkan dalam akhbar-akhbar arus perdana. Pemilihan kawasan ini sebagai kawasan kajian adalah bertepatan kerana BN di bawah calon baru telah gagal mempertahankan kerusi DUN ini. Oleh itu, adalah wajar kajian dilakukan bagi mengenal pasti reaksi pengundi muda di kawasan ini terhadap iklan cetak politik BN. Secara ringkasnya, dapatan kajian ini mencerminkan keputusan pilihan raya kawasan ini.

MEDIA DAN KOMUNIKASI PARTI KOMUNIS MALAYA SEWAKTU DARURAT DI TANAH MELAYU: SATU TINJAUAN

Zulhilmi bin Paidi

Abstrak

Media dan komunikasi merupakan salah satu aspek paling penting dalam menentukan kejayaan sesebuah organisasi. Bagaimana maklumat disampaikan dan bagaimana ianya diterima akan menentukan kelicinan pertubuhan berkenaan. Darurat yang diisytiharkan secara rasmi pada tahun 1948 oleh Sir Edward Gent dan telah menjadi medan paling hebat pertembungan dua ideologi dan telah berlangsung selama 12 tahun. Pemberontakan bersenjata oleh Parti Komunis Malaya (PKM) telah mengakibatkan keadaan huru hara yang tidak terhingga di negara ini. Kegagalan pemberontakan PKM ini seringkali dihubungkan dengan kehebatan dasar pertahanan dan keselamatan yang dilancarkan oleh pihak British dan kemudiannya kerajaan Persekutuan Tanah Melayu. Memang tidak dinafikan darurat menjadi medan pertembungan media dan komunikasi yang berbeza antara dua pihak. PKM secara umumnya menyedari antara punca utama kegagalan organisasi itu ialah akibat kelemahan jentera media dan komunikasinya. Walaupun begitu amat jarang diperkatakan tentang corak media atau komunikasi yang digunakan oleh PKM. Seringkali yang tertonjol ialah bagaimana kejayaan jentera media dan komunikasi yang dilancarkan Jabatan Penerangan dalam dasar counterinsurgency British. Jabatan Penerangan menerusi perancangan rapi komunikasi medianya telah berjaya menambat hati rakyat Tanah Melayu sekaligus mengendurkan lagi propaganda PKM. Justeru itu kertas kerja ini akan mengupas sedikit sebanyak corak komunikasi dan corak media yang diketengahkan PKM sepanjang perjuangan mereka untuk mewujudkan sebuah Republik Soviet Malaya di Tanah Melayu. Hasil perbincangan kertas kerja ini diharap dapat memberi pengajaran dan kefahaman kepada semua.

ANALISIS PERANAN MEDIA SEBAGAI AGEN PROPAGANDA KOMUNIS BOLSHEVIK

Azlizan Mat Enh, Zubaidah VP Hamzah, Mohd Samsudin, Rupawan Ahmad dan Rashila Ramli

Abstrak

Kertas kerja ini bertujuan untuk menganalisis peranan media yang digunakan oleh pemimpin komunis dalam usaha untuk mempengaruhi orang ramai bagi menyokong pergerakan komunis Soviet sejak Perang Dunia 1 sehingga selepas Perang Dunia II. Perbincangan artikel ini, adalah lebih menjurus kepada usaha Lenin dan Stalin menggunakan media sebagai salah satu agen propaganda dalam merealisasikan perjuangan komunis. Kajian ini membolehkan sarjana melihat keberkesanan peranan media yang digunakan oleh pemimpin untuk memastikan kelangsungan survival politik bangsa dan negara mereka. Data-data yang diperolehi dalam kajian ini adalah berdasarkan analisis ke atas dokumen-dokumen seperti teks ucapan Lenin dan media cetak seperti risalah-risalah agama yang terdapat di Public Record Office, Kew, London. Hasil kajian ini mendapati bahawa

saluran media yang digunakan oleh pemimpin Soviet dapat diterima oleh golongan politik di beberapa negara termasuk di Asia Barat yang anti imperialisme.

PARALLEL SESSION 1D – PERANAN MEDIA MASSA: POLISI DAN CABARAN

ISU GLOBAL WARMING DAN KONSTRUKSI REALITI MEDIA (ANALISIS FRAMING BERITA SAIL BUNAKEN 2009 DI SURAT KHABAR HARIAN KOMPAS)

Emilia Ramadhani

Abstrak

Dalam pengajian komunikasi, analisis framing dipakai untuk membedah cara-cara atau ideologi media saat mengkonstruksi fakta. Analisis ini mengkaji strategi seleksi, penonjolan dan pertautan fakta ke dalam berita agar lebih bermakna, lebih menarik, lebih bermakna atau lebih ambil perhatian, untuk menggiring tafsiran awam sesuai perspektifnya. Dengan kata lain, framing adalah pendekatan untuk mengetahui bagaimana perspektif atau cara pandang wartawan ketika menyeleksi isu dan menulis berita. Cara pandang atau perspektif itu akhirnya menentukan fakta apa yang akan diambil, bahagian mana yang ditonjolkan dan dihilangkan, serta hendak dibawa kemana berita tersebut (Nugroho dkk 1999:21). Dalam kajian ini penulis ingin melihat bagaimana frame media terhadap isu global warming. Kajian kes tentang berita Upacara Peringatan Detik-detik Proklamasi 17 Ogos 2009, di bawah laut Pantai Malalayang, Manado Sulawesi Utara (Sulut) yang dilakukan berkaitan dengan kegiatan Sail Bunaken 2009. Bagaimanakah frame media dalam mengemas berita- berita tersebut. Menurut Gordon McGranahan daripada Antarabangsa Institut Alam Sekitar dan Pembangunan Antarabangsa di London, Jakarta adalah satu daripada 180 bandar di dunia yang 70 persen wilayahnya berada di kawasan pantai berelevasi rendah yang terancam oleh naiknya permukaan laut akibat pemanasan global (Jurnal Environment and Urbanization, 28 Mac 2007). Panel Antarpemerintahan untuk Perubahan Iklim juga telah menyebutkan bahawa kawasan pantai akan terkena dampak paling buruk daripada pemanasan global. Salah satu surat khabar terbesar di Indonesia, yang sangat konsern dengan berita-berita global warming adalah Harian Kompas. Harian Kompas melakukan frame media dengan menonjolkan sisi perayaan Sail Bunaken yang spektakuler namun tidak terlepas daripada unsur promosi wisata alam Indonesia kepada dunia yang harus dilindungi. Seperti kita ketahui isu global warming merupakan isu global yang saat ini menjadi punca perbincangan dikalangan dunia. Frame yang dilakukan di berbagai media yang ada di dunia menunjukkan betapa khawatirnya kita akan adanya global warming ini. Namun di pihak lain kita justru melihat bagaimana alotnya KTT Perubahan Iklim (COP 15) di Copenhagen, Denmark dalam menghasilkan kesepakatan. Bahkan kelompok negara berkembang mengatakan bahawa rancangan kesepakatan iklim di Copenhagen sebagai yang terburuk dalam sejarah. Shoemaker dan Reese (1991: 117) mengatakan bahawa teks berita yang dihasilkan oleh media massa dipengaruhi oleh pekerja media secara individu, rutinitas media, organisasi media itu sendiri, institusi di luar media dan ideologi. Pengaruh faktor-faktor tersebut berada dalam hubungan hirarkis. Di tingkat paling atas, disadari atau tidak, keseluruhan faktor tersebut dipengaruhi oleh ideologi yang ada dalam masyarakat.

PERANAN MEDIA DALAM PERKEMBANGAN KANAK- KANAK: PENDEKATAN MODEL EKOLOGI BRONFENBRENNER

Wan Anita Wan Abas

Abstrak

Makalah ini membincangkan sorotan susastera tentang peranan media dalam perkembangan fizikal, tingkah laku, dan kognitif kanak-kanak. Model Ekologi Bronfenbrenner digunakan sebagai asas pendekatan membincangkan isu ini. Hasil sorotan susastera lepas, hubungan antara penggunaan dan pendedahan media kanak-kanak dan konteks ekologi mereka dikenalpasti melalui tiga aspek penting iaitu: pemakanan tidak sihat, tingkah laku pro dan anti sosial; dan pencapaian akademik. Di samping perbincangan tentang media elektronik tradisional dan baru diambil kira, makalah ini memberi perhatian khusus kepada bagaimana konteks ekologi

boleh membentuk kesan televisyen ke atas perkembangan kanak-kanak. Melalui perbincangan ini juga, penulis membentangkan beberapa panduan yang boleh diamalkan oleh para ibu bapa yang mengambil berat tentang cara terbaik dalam mengurus penggunaan media di rumah dan dalam kalangan anak-anak.

TELEVISYEN DAN KANAK- KANAK (CABARAN DALAM MEWUJUDKAN TELEVISISYEN SIHAT BAGI KANAK- KANAK DI INDONESIA)

Mazdalifah

Abstrak

Televisyen adalah media amat popular dan disuka masyarakat Indonesia khasnya bagi kanak-kanak. Tayangan televisi Indonesia ramai mengandungi keganasan, kemewahan, mistik dan seksualiti. Hasil kajian oleh Yayasan Kesejahteraan Anak Indonesia (YKAI) menunjukkan bahawa televisyen untuk kanak-kanak bermuatan tayangan anti sosial. Hasil yang sama telah pula ditemukan pada rancangan tayangan kanak-kanak. Secara kuantiti rancangan kanak-kanak di dominasi oleh program yang diimport daripada negara Jepun yang memiliki kandungan kekuatan supranatural, keganasan, mahupun seksualiti yang dianggap tidak sesuai dengan kelompok kanak-kanak. Komisi Penyiaran Indonesia (KPI) adalah jabatan yang bertugas mengawal kualiti siaran di Indonesia, melakukan amatan sepanjang April 2008 kepada 47 sampel dari 10 stesen televisyen. Hasil amatan menunjukkan bahawa dari tujuh ragam program hiburan (sinetron, variety show, film layar lebar/lepas dan reality show), acara muzik (MTV Top, MTV Ampuh, MTV Muzik Banget) duduk dalam peringkat nombor satu sebagai tayangan yang mengandungi tayangan seksualiti. Kualiti tayangan televisyen telah menimbulkan kekhuatiran wujudnya kesan buruk pada kanak-kanak. Hal ini dikarenakan masa menonton televisyen yang tinggi. Secara purata kanak-kanak Indonesia, masa menonton televisyen lebih lama berbanding dengan masa belajar mereka disekolah. Mereka meluangkan masa 1600 jam untuk menonton TV, dan hanya 740 jam masa untuk belajar di sekolah. Perhitungan ini berasaskan hasil kajian Yayasan Pengembangan Media Anak (YPMA) tahun 2006 mengenai masa menonton televisyen kanak-kanak Jakarta, Bandung, mendapati bilangan 30 - 35 jam seminggu, atau 4,5 jam dalam masa sehari, sehingga dalam setahun mencapai kurang lebih 1600 jam. Pada asasnya, kanak-kanak di Medan memiliki pola menonton televisyen yang sama dengan kanak-kanak di bandar lain. AGB Nielsen (2007) sebuah lembaga kajian mencatat bahawa kanak-kanak di Medan yang berumur 5 – 14 tahun menghabiskan masa tiga jam dalam satu hari menonton televisyen. Pada masa bercuti (sabtu atau Ahad), masa menonton televisyen meningkat menjadi 4 – 6 jam dalam satu hari. Indonesia perlu mewujudkan televisi yang sehat bagi anak iaitu tayangan televisyen yang mengandungi nilai-nilai yang baik, yang dapat menambah pengetahuan dan belajar kanak-kanak. Dalam mewujudkannya akan menghadapi tiga cabaran. Kesatu, regulasi (aturan) penyiaran belum berlaku dengan baik. KPI (Komisi penyiaran Indonesia) tidak punya kuasa dalam menjalankan standard penyiaran. Kedua, kualiti tayangan televisyen yang belum baik, hanya berasaskan rating saja. Ketiga, pengetahuan dan keterampilan masyarakat Indonesia masih rendah.

Kata kunci : Kualiti tayangan, Pola menonton kanak-kanak, Cabaran Televisi Sehat.

SATU TINJAUAN LITERATUR PERANAN MEDIA MASSA DALAM PEMBANGUNAN MODAL INSAN DI KALANGAN REMAJA

Aini Faezah Ramlan dan Siti Hajar Abd Aziz

Abstrak

Media massa mempunyai pelbagai peranan yang besar dalam pembangunan sesebuah negara. Pembangunan ini tidak boleh dilihat dari aspek pembangunan fizikal semata-mata tetapi pembangunan modal insan harus juga dilihat sebagai satu agenda penting negara untuk menjamin kemajuan sesebuah negara dalam pelbagai aspek termasuk di dalam bidang sains, teknologi dan keusahawanan. Hasrat untuk melahirkan dan membangunkan modal insan berhadapan dengan cabaran budaya hedonisme dan budaya popular terutamanya di kalangan remaja yang dibawa oleh media massa. Fenomena penjajahan budaya yang disebut sebagai '*cultural imperialism*' sangat ketara diamalkan oleh golongan remaja menerusi cara pergaulan, pakaian, hiburan dan aktiviti seharian. Peranan media massa yang utama sebagai sumber maklumat telah

disalahgunakan untuk mendapatkan hiburan semata-mata. Penilaian literatur ini bertujuan meninjau peranan media massa dalam usaha pembangunan modal insan, di samping menganalisa tahap penggunaan media di kalangan remaja. Dapatan daripada penilaian literatur ini diharap akan menjadi asas kepada kajian lapangan yang lebih terperinci untuk menguji teori yang telah diutarakan oleh sarjana sebelumnya.

BAHASA YANG HARMONI MEMUPUK INTERAKSI SOSIAL YANG SEJAHTERA: DI LIHAT DARI SUDUT 1 MALAYSIA

S. Salahudin Suyurno, Aini Faezah Ramlan dan Khairul Faezi Mohd Said

Abstrak

Bahasa jiwa bangsa, ia merupakan satu sistem yang lengkap dan sempurna dari segi peraturan dan pola. Bahasa terdiri daripada sistem bunyi, sistem makna dan sistem tatabahasa. Penggunaan bahasa yang baik serta jelas akan meningkatkan keberkesanan penafsiran makna. Dalam konteks Malaysia yang sinonim dengan sebuah negara yang multy racials dan multy religions, maka kepenggunaan bahasa yang harmoni amat-amat diperlukan demi survival sebuah negara yang merdeka. Tambahan pula dengan penegasan Perdana Menteri terhadap konsep 1 Malaysia, yang diharap akan terus menjadi tanda aras kepada perpaduan dan keharmonian negara, maka interaksi sosial sesama warga Malaysia mestilah diceriakan dengan mengambil kira aspek penggunaan bahasa yang harmoni. Seterusnya, perlembagaan negara meletakkan Islam sebagai agama persekutuan, menuntut agar ianya difahami dan dihayati. Justeru itu, kertas kerja ini akan membincangkan perihai potensi yang dikemukakan oleh komunikasi secara islamik, yang amat menekankan perihai kepenggunaan bahasa yang segar dan harmoni dalam usaha memastikan agar interaksi sosial di Malaysia terus berada dalam keadaan yang sejahtera. Penuturan bahasa yang dipimpin oleh nilai-nilai agama menyegarkan khalayak penutur serta pendengar, tambahan pula mesej yang disebar membugarkan nilai-nilai kemanusiaan dan mengeratkan lagi hubungan sesama mereka.

KOMUNIKASI MEDIA: ASAS KEJAYAAN PERANG PSIKOLOGI TEMPLER DAN PENAMATAN DARURAT DI TANAH MELAYU

Rohani Hj Ab Ghani, PhD and Zulhilmi bin Paidi

Darurat diisytiharkan secara rasmi bermula pada tahun 1948 oleh Sir Edward Gent dan telah berakhir pada 1960. Dalam tempoh 12 tahun pemberontakan bersenjata yang dilancarkan oleh Parti Komunis Malaya (PKM) telah mengakibatkan keadaan huru-hara yang tidak terhitung di negara ini. Kegagalan pemberontakan PKM ini sekali gus memberi isyarat kejayaan dasar pertahanan dan keselamatan yang dilancarkan oleh pihak British dan kemudiannya kerajaan Persekutuan Tanah Melayu. Sememangnya sebahagian punca kekalahan PKM adalah berpunca dari kegagalan organisasi itu sendiri. Namun secara umumnya semua pihak sedar kejayaan menumpaskan pemberontakan ini banyak bergantung dengan keberkesanan dasar pertahanan dan keselamatan yang dilaksanakan sepanjang tempoh darurat oleh pihak berkuasa di Tanah Melayu. Dasar pertahanan dan keselamatan yang sering disebut sebagai "counter insurgency" dan kejayaannya seringkali dikaitkan dengan nama General Templer, Pesuruhjaya British di Malaya yang ketiga. Kejayaan Templer seringkali dihubungkan dengan kehebatan "Psychological War" ataupun Perang Psikologi. Asas kejayaan perang saraf dan psikologi ini sering dihubungkan dengan kemantapan Jabatan Penerangan yang disusun semula sewaktu Templer. Jabatan Penerangan menerusi perancangan rapi komunikasi medianya telah berjaya menambat hati rakyat Tanah Melayu sekali gus mengendurkan lagi propaganda PKM. Mungkin Templer sangat berperanan atau sebenarnya ianya hanya kebetulan yang mengangkat nama beliau sebagai hero Malaya. Justeru itu kertas kerja ini akan mengupas perang psikologi Templer terutamanya peranan komunikasi media yang dilaksanakan British dan sejauh mana ianya berperanan dalam penamatan darurat ini. Hasil perbincangan kertas kerja ini diharap dapat memberi pengajaran dan kefahaman kepada semua. Kertas kerja ini menggunakan pendekatan historiografi dan sumber-sumber rujukan berasaskan kepada rekod-rekod yang dirujuk di Arkib Nasional British, Kew, London.

PARALLEL SESSION 2A – COMMUNICATION AND TECHNOLOGY: DO POLITICS AND NEWS MATTER?

A COMPARATIVE STUDY OF INDONESIAN MEDIA IN 1960S AND 2000S ON KONFRONTASI

Rudi Sukandar PhD and Erda Handayani

Abstract

The relationship between Indonesia and Malaysia has always been fluctuating. Although both countries enjoy similarities in languages, cultural values, and religions, they have constantly been in disputes. The dispute can be seen in, for example the territorial conflict over Sipadan-Ligitan and Ambalat islands and conflict over the claims of cultural artifacts. This situation is worsened by the shadow of past conflict in 1960s when Indonesia and Malaysia were involved in an armed confrontation after the establishment of Malaysia Federation. Narratives from the confrontation era in the 1960s are still used by Indonesian media whenever the bilateral conflict escalates. Given the importance of this issue, this paper attempted to compare the perspectives of Indonesian media in the 1960s and 2000s toward the conflict and how the confrontation was presented in the history textbooks. The research uncovered the common slogan of “Ganyang Malaysia” (Crush Malaysia) has become a recurring theme whenever strain in relationships occurred. While the media in 1960s presented Indonesians’ responses in a more serious tone due to heavy influence from Sukarno and Indonesian nationalism, the media in 2000s presented a mix of serious and humorous tones when reporting Indonesians’ responses. This difference in tones was arguably influenced by whether or not the media during each era enjoyed freedom in reporting news or expressed their opinions. It is also argued that the emergence or disappearance of the slogan in the contemporary Indonesian narratives reflected the ups and downs of relationship between Indonesia and Malaysia. In terms of the description of the confrontation in Indonesian and Malaysian high school history textbooks, the research revealed that the infamous slogan was not included in the textbooks from both countries. This finding is considered interesting as the narratives of Konfrontasi seem to remain in Indonesians’ collective mind despite the absence of their explanation in the history textbooks.

POLITICS, MEDIA AND YOUTH: POLITICAL EFFICACY THROUGH NEW MEDIA

Qurrat-ul-Ann Malik

Abstract

Incompatible claims have been put forward regarding the effects of new media use on real-life political efficacy. Some scholars are of the view that new media use stimulate political efficacy; others fear that intensive new media use is associated with a withdrawal from public life. The aim of the research is to testify the uses and gratification theory whether the new media has strong influence in creating political understanding amongst the educated youth. The youth of today, will be the leaders of tomorrow, if they do not have political efficacy about socio-political issues of the country, than there is no hope. Thus, it is important to instill in them the ideals of democracy and participation. They have to learn their own importance and realize the crucial role they will have to play in the future. Political efficacy is the means towards creating political socialization amongst young generation to transform them into responsible citizens of a democratic society. In this regard, media have the potential to have significant control on our lives. Therefore, the present research would focus to find out the contribution of new media in enhancing the political efficacy amongst the youth. Political efficacy will be measured in term of his cognitive level, interest in political activities in the country and it would further focus on the socio-economic factors and gender as predictors of media use. The study would be quantitative in nature, involving a survey from the urban youth studying public universities of Rawalpindi and Islamabad as they are the only ones to have an awareness and

access to new media. Using random sampling techniques, a sample of 400 students would be drawn from each of the four largest universities of twin cities. In this study, the independent variable new media refers to different forms of electronic communication that have been made possible through the use of computer technology with particular focus on Internet which includes web sites, chat rooms, e-mail, blogs, e-newsletters, online communities and web advertising etc. The dependent variable political efficacy refers to determine ones knowledge as well as interest in the political scenario. The survey instrument will be validated through pilot study and comprise of closed ended questions and later, only valid and complete questionnaire will be a part of the final analysis. The data will be analyzed through SPSS application and correlation coefficient and t-test will be performed to testify the assumptions of the study and to find out the answer to the research questions.

Keywords: New Media, Political Efficacy, Youth and Politics

POLITICAL PARTIES ONLINE AND STRENGTHENING OF POLITICAL ORGANIZATION'S BRAND IMAGE IN ICT ERA

Gatut Priowidodo

Abstract

Modern political party organizations should have some proper ways to communicate with voters or prospective voters (Sudulich, 2007). Conventional way would be judged not up to date again in line with world events. Colossal meeting or campaign meeting with thousands of listeners is not right anymore. To convince prospective voters had to use persuasive methods, personal and not manipulative. People more intelligent judge which political parties are only sold appointments and political parties which are committed under articulating aspirations of the people (grassroots). One mechanism to establish communication with the people is to use a political party websites. Although Indonesia has more than thirty organizations of political parties, but not all political parties have a website to interact with members or potential constituents online. This fact is the implications of the ICT era. One of the political party organizations that use information technology advances is the Indonesian Democratic Party of Struggle (PDI Perjuangan Jawa Timur). Based on these backgrounds, the research question in this study were formulated: First, how is political parties website as an effective means of communication to carry out socialization programs to the members of the party or parties a virtual public? Second, how to create online discussion forum interactions and two-way communication between the party leaders and members or the public? Third, how is the impact or implication online discussion forum for strengthening political party image? Objective of this study is the first, to obtain a description that a political party websites is an effective means of communication to carry out socialization programs to members of the party or the party's public cyberspace. Second, to obtain a description that online discussion forum is a means to create interaction and two-way communication between the party leaders and members or the public. Third, to explore impact or implication which is reproduced by online discussion forum for strengthening of political party's image. Research approach used was interpretive approach to qualitative-descriptive methods. Interpretive method is emphasized culture as a social perspective construction (Papa, Daniels, Spiker, 2008). Data collection conducted through site analysis contained in the website of (PDI Perjuangan Jawa Timur) between 20 November to 20 December 2009. The findings of this study is that the website is still not an effective means to distribute the programs of political parties. Public or party members still need direct communication in the field. PDI Perjuangan Jawa Timur has 38 DPD in second-level (region/municipality). Although less effective, the website is an efficient tool. The cost required is very cheap. Second, the presence of party websites open space of discussion and interaction with the public leader of the party. Leaders are busy, still can answer the question, complain, input and new ideas from members without bureaucratic rules. Third, the public response to the party's image to be good and open. Qualitatively their comments and critical conducive. Although fairly detailed exploration of public response, this study is also limited. Limitation of this study only focused on one political party websites. For comparative studies should be done with the website parties like the other major Democratic Party and the Golkar Party.

CONTROLLING POLITICAL COMMUNICATION IN THE BLOGSPHERE: BUSINESS AS USUAL IN MALAYSIA

Farid Sufian Shuaib

Abstract

Malaysia has a list of restrictive laws that prevent publication of political communication. Most of these laws were enacted before the explosion of online communication through online news portal and blogs. Malaysia, her citizen and her government, have embraced this information communication technology on the belief of its ability to propel the nation to become a developed nation. Because of this belief, contrary to provisions of the restrictive laws, the government guarantee no censorship in the Internet. This guarantee invited expectation that restrictive laws that have been applied to the press and broadcasters will not be applied in online communication. The objective of this paper is to examine whether this expectation materialised. This paper examines to what extent the guarantee assist in liberalisation of political communication through online publication. Legal provisions, case reports and incidents will be analysed in this study.

AN EXTENSION OF NEWS CIRCULATION CHANNEL: AN ADOPTION OF SMS NEWS ALERTS

Wilson, Sharon

Abstract

Globalization has made the world smaller as per Marshall McLuhan (1964) who mentions that the world has become a global village. One important element which determines the globalization process is the development of communication technologies. Through communication systems such as the Internet and mobile phones, the global world physically been reduced in size and it seems that this is done with ease. With this globalization, the people have also found ways and means to use communication technologies to break the boundaries and widen perimeters of the local environment to become a more globalized environment. Malaysia has transformed gradually into an information society with the step up towards vision 2020. Technology convergence and integration with media has allowed the audience to gain information instantaneously and this progressive effort has become a platform for fast and convenient service to the target audience. According to market research.com (2009), the mobile subscriber base has jumped just two million in 1998 to 27 million (and 100% penetration) in 2008. Malaysians have also been big adopters of SMS with the regulator reporting that 73billion SMS were sent during 2008. In fact Synovate Young Asians Survey 2007 mentions that 37% of youth aged 15-24 in Asia Pacific responded that they "could not live without" the Internet, with 29% saying the same thing about their mobile phones. The same survey found that 64% of Malaysians aged 8-24 own a mobile phone (Tan, 2008).

Based on these technological advancements, newspaper organizations are latching on to these latest trends not only revelling on print and online integration, but offering new paths for the transmission of latest information via mobile short message service (SMS) to news readers which is also known as SMS breaking news alerts. In Malaysia most of the newspapers offer SMS breaking news alert services under collaboration with telecommunication agencies. News alerts is a presubscribed service by mobile customers where daily breaking news are sent via SMS. These SMS-es deliver up-to-date news in concise format. This exploratory study identifies the perception of young adults in Petaling Jaya towards SMS breaking news alerts in terms of allowing the researcher to have a better understanding of the situation of the traditional and digital form of media under the competing choices to obtain news. In addition this study also enables the researcher to examine the news consumption behaviour of young adults in their preference of traditional news vs. digital.

NEW SOCIAL MEDIA AS RESISTANCE TOOLS: STUDYING ROLE OF SOCIAL MEDIA IN 10TH PRESIDENTIAL ELECTIONS OF ISLAMIC REPUBLIC OF IRAN

Dalirian, Sara

Abstract

Creating new communicational networks like Internet will result in increasing role of media addressee and increase possibility of bilateral communication between sender and receiver at vast level. Thus resistance of media addressee that has recently limited to field of receiving is now developed into field of production. During last two decades the abilities that have given more power to Internet Users have been gradually increased and addressees of media have ability to be more active against media with main current. Social Media are part of tools that create this ability for Internet users. Social media is a title that during recent years is called to set of websites and Internet tools that are born in atmosphere of Internet and mobile phones which are as a result of new communication networks. Also concept of social media has got close relation with concepts like Citizen Journalism and Web 2. This article besides review on informational-communicational evolutions during recent decade that were grounds for forming social media, intends to explain and recognize characteristics and kinds of social media. Also in this research by using qualitative and technique of Virtual Ethnography, kind of using social media at 10th presidential elections of Islamic Republic of Iran is studied so that it will be clear that this kind of new media up to which extend could be effective at events of elections and be used as citizen resistance tools.

PARALLEL SESSION 2B – COMMUNICATION AND TECHNOLOGY: CHALLENGES AND OPPORTUNITIES IN CMC

CMC THEORIES IN PERSPECTIVE: A RELATIVE COMPARISON OF SOCIAL PRESENCE THEORY AND SOCIAL INFORMATION PROCESSING THEORY

Norhayati Abd Manaf

Abstract

Does CMC contribute to interpersonal relationship development or otherwise? According to a 2008 survey by the Malaysian Communications and Multimedia Commission (MCMC) there are 1.9 million household Internet users in Malaysia with the highest user fall under the age category of 15 to 19 years old, consistently highest for the years 2005, 2006 as well as 2008. According to Wood (2006), interpersonal climate can be described as the overall feeling that arises between people due to the ways people communicate with each other and further described different communication situations indicate the level of comfortable and ease among interactants. A change in the traditional medium of communication to CMC among close associates has seen to undergone a huge change where Internet was mostly used for the purpose of communication by its user. Social Presence Theory (SPT) by Short, Williams and Christie (1976) produced the idea that a medium's social effects are principally caused by the degree of social presence which it affords to its users where the main assumption of this theory is that the increased presence leads to a better person perception and as communication channels are restricted, social presence decreases within a group. In contrast, another theory concerning CMC is the Social Information Processing Theory by Joseph Walter, where the main idea in this theory is that CMC provides longer time for recipients to process information and allows for time to develop relationship. Therefore in the theory, they find that CMC groups actually develop more rich relationship than those in face-to-face groups. This research paper will attempt to identify the relevance of both theories in CMC and interpersonal communication study. In-depth interviews with selected young adults will be carried out as a pilot test for this study to test hypotheses suggested by both theories. This paper shall contribute to the understanding of the application of both theories concerning CMC and offers theoretical framework for other relevant studies in communication, CMC and technology.

Keywords: Communication theories, CMC, interpersonal communication

AN INVESTIGATION INTO USING E-MAIL IN THE WORKPLACE*Nor Aini binti Abdul Rahman***Abstract**

This study was carried out in order to find out the importance of using e-mail in the workplace. Many studies have shown how important email is in everyday life and at work. The benefits of using e-mail include speeding up correspondence within and outside the company, effective and cheap to use. Therefore, to find out how indispensable e-mail is in the workplace, an email message was sent to textile suppliers in China and India to inquire about their products. Results showed that email was indeed an effective business tool in sending and obtaining information.

THE INFLUENCE OF ONLINE COMMUNICATION SATISFACTION TOWARDS THE USE OF INTERNET- BASED INFORMATION MANAGEMENT SYSTEMS IN ORGANISATIONS*Mohd Azul Mohamad Salleh***Abstract**

Information and communication technology (ICT) is providing more interactive and collaborative forms of participation in organisations. The spread of Internet and Web 2.0 interactive and collaborative communication technologies has led to a rapid expansion of online and Internet-based information management systems (IBIMS) in organisations designed to enhance organisational communications processes within the area of staff interaction. This paper will discuss a current study which explores IBIMS in the context of user attitudes to online communication and factors which drive both intention to use IBIMS and actual of IBIMS in organisational environments in Malaysia. The study aims to understand the effects of perceived usefulness and perceived ease of use through IBIMS towards online communication satisfaction and attitudes toward its use. This paper frames the study of IBIMS within a discussion of the Technology Acceptance Model (TAM) to construct a suitable framework and method for the investigation of IBIMS in organisations and its acceptance by organisational staff. This study is significant for organisational communication in aiming to understand the use of IBIMS as a means by which organisations might achieve their strategic objectives through ensuring a more flexible and effective form of communication channel and organisational management. Internet-based information management systems in organizations.

PREDICTIVE CONTENT OF STOCK PRICES USING ACCOUNTING INFORMATION*B. Sankaran PhD and Prema Sankaran PhD***Abstract**

The impact of corporate communication strategies on stock market is important, as the latter react very rapidly to the financial data broadcasted by the former. Companies often engage in earnings management. Therefore, we examine the predictive content of stock prices using accounting information. In particular, the claim is that financial statements are relevant in assessing the fundamental value of corporate. This paper contextualizes the earlier research by using financial signals as a means of gauging the financial health and investment decision of individual firms. Instead of focusing on the return of individual signals, we aggregate the information of performance measures and formed portfolios on the basis of a firm's overall signal. Financial statement analysis is investigated in an environment where historical financial reports represent source of information about the firm's financial position. In recent years the stock markets exercise a greater influence on economy, politics and various fields. Stock market trends are scrutinized in the media while markets respond very fast to company news, good or bad. Even when there is a slight drop in earnings, for example if unexpected, may cause a tumble of the share price. This is where financial communication becomes crucial, by which we mean data relating to finance as made available by the enterprises. The capital markets research topics of current interest to researchers include tests of market efficiency with respect to accounting

information, fundamental analysis, and value relevance of financial reporting. Evidence from research on these topics is likely to be helpful in capital market investment decisions, accounting standard setting, and corporate financial disclosure decisions (Kothari, 2001). The significant investment strategies include fundamental analysis. According to fundamental analysis, stock price reflects the firm's ability to generate positive future earnings. To earn abnormal returns using accounting data, financial statement information should inform on firm's future earnings. The approach followed by the researcher relies on firm's true value, intrinsic value determined by information reflected in financial statements. Sometimes, stock prices do not reflect the information in a timely basis and thus deviate from fundamental values. This approach discover accounting data that are not reflected in stock prices and thus predicts the future stock price adjustments as market value converge to equilibrium value or fundamental value. Analysis of accounting information discovers values to identify mispriced stocks. To identify the predictive content of stock prices a sample of firms traded on the BSE Sensex are used. The research method follow fundamental analysis approach in identifying predictive value relevant attributes. Therefore fundamental attributes that gives direction of the future earnings are selected from financial statements. The research contributes to value content extracted from fundamental attributes can shift the distribution of returns earned by an investor. The result implies that the fundamental measures are positively associated to future stock returns.

EXPLORATION OH HIGH DYNAMIC RANGE IMAGING IN PHOTOGRAPHIC VIRTUAL REALITY OF BELUM-TEMENGGOR RAINFOREST

Khairul Hazrin Hashim and Muhammad Jafni Jusof

Abstract

Photography is inextricably interwoven into human life. A single image can serve a multitude of purposes, appear in different media settings, and mean different things to different people (Ang 2005). As a hybrid of a communication tool and media technology, photography is a medium for visual mimesis, to represent the world around us in denoting and connoting various sentiments about nature, society, and culture. In this study, the researchers seek to bring forth an idea of heightened mimesis through the combination of High Dynamic Range Imaging (HDRI) with a Photographic Virtual Reality application and hope to observe and gain some insights onto the design process and practice of looking at photographic images. The aim is for the understanding of the design process in creating a finish form that goes beyond the norms of photographic presentation, i.e. in printed or screened forms. The design combines HDRI with Photographic Virtual Reality (Quicktime VR) application to create hyper-realistic renditions of the subject for heightened sense of immediacy. The images are divided into three scenes of;

1. An overall view of the landscape
2. A view of an interior scene
3. A close-up view of vegetation and geology

Real' has been synonymous with what the camera could capture and the photograph that it yields. Yet, in a natural setting or scene where the lighting is not added or manipulated, the photographed image is dependent on the technological capacity of the camera; a 'camera-referred' image. Before the advent of HDRI, a well taken photograph is regarded as what reality is; a true representation of the scene (Smith 2007). HDRI is breaking the habitués of preferences and the way how a photographic image is culturally and socially consumed; throughout the spectrum of aesthetics to applied forms. Presently rejected by most artistic and professional photographic fraternities as being a form of hyperrealism; appearing as if simulated with elements in the images being none referent in the real world.

TELECOMMUNICATIONS TECHNOLOGY OFFERS INROADS INTO POLITICAL AND ECONOMIC DEVELOPMENT*Qais Mohammed Al-Tamimi PhD***Abstract**

Since mid 1980's these technologies have proliferated around the globe. Among the earliest adopters of the technologies was the United Arab Emirates. This particular paper will focus on the Emirati women's use of and attitudes toward Internet services in the United Arab Emirates. Thus, the paper will focus primarily on demographic actors (age, income, & educational level) Influencing Emirati Women's use of and attitudes toward Internet services in the country. An important feature of the 20th century in mass communication has been the explosion of communication technologies that enabled individuals, organizations, and nations to acquire information whenever and wherever they want. The study will further review a number of previously conducted studies on the same subject matter. The diffusion of innovations theory will be employed as the study theoretical framework. Methodologically, the study will use a quantitative paradigm involving numbers, statistics, and categories. Furthermore, the researcher will employ survey-questionnaire as a data collection tool (instrument). A pilot study (10 copies) will be used to determine the strength and weakness of the questions. Approximately, 700 copies of the questionnaire will be distributed among Emirati women to find out the extent of their use of and/or attitudes toward the technology. SPSS (Statistical Package for Social Sciences) will be used in data analysis. Furthermore, a number of statistical procedures like descriptive statistics, frequency, and Pearson's correlation coefficients will be used to determine the contribution of each independent factors on the results of the study. Results will be tabulated and explained in a scientific fashion. Discussion and conclusion and recommendations will follow.

**PARALLEL SESSION 2C – COMMUNICATION AND TECHNOLOGY:
VIRTUAL SPACES AND TRENDS**
INVISIBLE FACES IN VIRTUAL SPACES: BUILDING VIRTUAL RELATIONSHIP IN ONLINE COMMUNITIES*Adrian M. Budiman***Abstract**

Today we live in a world where communities no longer require face to face interaction. The Internet has spurred the development of cyber-communities where individuals may interact and belong to communities without the need of any physical interaction. Wellman (1999) argues that the original interpretation of a community defined by Sociologist today is problematic. A community is no longer based on "spatial proximity" but more importantly through "social exchanges". (Wellman 1999:649) These social exchanges manifest in the realm of cyberspace through a method known as computer mediated communication (CMC). One of the most popular forms of computer mediated communication is through email. However, due to its limited technical characteristics, email is not an ideal method of community building. The majority of email applications tend to function as a communication tool between pre-existing communities already developed. In the seminal work of Granovetter "The Strength of Weak Ties" (1973), social networks are not established simply by looking at strong interpersonal relationships, but through small-scale interaction or "micro-level patterns". (Granovetter 1973:1360). Email would allow micro level patterns between preexisting communities and strengthen bonds between them, but lack the feature to actually establish communities and form social groups. The main reason for this lies between the structure of email exchanges. Email is designed to establish communications between two parties, similar to a telephone conversation. Not a group communication device. Communities rely on group interaction where a similar trait that binds the community together. A more relevant method of CMC would be to look at "Usenet" or newsgroups. Usenet is roughly similar to an email mailing list where users can subscribe to topics of interest but has an advantage because virtually anybody can "join" a specific newsgroup without any social barriers, but based purely on common interest. This is the essence of community building that Wellman has discussed previously. The topic of this study will attempt to further observe the individual experience that is acquired through this form of community building. How does the cyber-community compare with physical communities? What are the advantages and disadvantages of this approach? Although many

research articles have already been published regarding this issue, an in-depth personal approach that focuses more on the psychological and individual aspects using cyberethnography in digital social networks has not been thoroughly discussed by the academia and social scientists, especially in relationship to a sense of belonging in cyber-communities through CMC.

A SURVEY OF THE CURRENT USAGE AND IMPACT OF THE INTERNET ON THE NEWS MEDIA PRACTICE IN SUDAN

Saif Eldin Hassan and Azmuddin Ibrahim PhD

Abstract

The focus of the research in the present study is on the likely usage and impact of the Internet on news media practice in Sudan. In recent years following the emergence of Internet, the news media seem to change rapidly in the world. These changes are the subjects of the present study, which focuses on Sudan. Journalists' use of the Internet has grown dramatically in the last five years, and they now use the Net as easily as the phone. Many studies pointed out that, journalists believe the Internet has made their jobs easier and improved the quality of their work. The focus of this study is to examine the usage, and impact of Internet on the news media in the Sudan. Descriptive statistics and correlation analysis were used to examine responses. A survey questionnaire will be used to collect data for this study. The results analyzed quantitatively, where descriptive statistics will be use to describe the demographic profile of the respondents; whereas frequencies, cumulative percentile statistics and chi-square, analysis of variance and descriptive statistics will be employed as methods of analysis. The study is based on the responses of more than 60 journalists working at newspapers, magazines and broadcast outlets nationwide.

CONSPICUOUS CONSUMPTION OF VIRTUAL SPACE IN IRAN

Mir Hasan Azari

Abstract

Internet as a highest and biggest sample of advancement in informational and communicational world provides lots of opportunities for organizations, social groups and ordinary people in accordance with freely presence use it with different forms. In other words, virtual space is a kind of widespread space which is being consumed in different levels and forms. This article tries to study consumption of virtual space in Iran in a critical view, using famous theories of consumption discussed by Veblen, Bourdieu, Simmel and Baudrillard and concept of "society of the spectacle" discussed by Guy Debord. It argues that regardless of type, extent and quality of access to the Internet—which can be discussed in its own importance by consumption theories—circumstances of virtual space consumption have various significations which indicates it can be used to fulfill human real and false demands. In other words we can say consuming virtual space can be defined in two signifying levels: 1.significations derived from type, extent and quality of access to the virtual space in actual space and 2.significations of virtual space consuming itself. It is really important not to forget that consuming virtual space should not just be limited to its function in audience's sphere but more importantly producers of virtual texts (such as websites and web logs) are a sort of producers of virtual texts consuming virtual space (i.e. virtual space are being consumed by organizations, social groups and individuals in order to produce different texts). The present article concludes that virtual space consumption in Iran regardless of its positive functions, in a great extent is a big space for spectacle, conspicuous and construction of distinction and social prestige which is being expanded in both actual and virtual spaces.

Keywords: consumption, signification, conspicuous consumption, actual space, virtual space, spectacle, distinction.

WEBSITE DESIGN WITHIN UNIVERSITIES: A CASE STUDY OF TECHNICAL UNIVERSITIES IN MALAYSIA*Zanariah binti Jano***Abstract**

Universities worldwide are using the web to disseminate information to students, staff and their affiliates. Quality website design, thus, is a critical success factor for organizations. The objectives of the study were to ascertain the web standard, usability and the information architecture, explore the systematic structure and navigation, investigate the aspects pertaining to media and RSS syndication, explore the marketing effectiveness and ascertain the features of dual-language website. These were achieved by means of content analysis of web-sites of technical universities in Malaysia. The results of this study showed that there were differences between university websites based upon their site characteristics and features. The research also identified the positive and negative designs of websites. The findings also identified that aspects of web standard, usability, information architecture, systematic structure, navigation, and the marketing effectiveness are areas that are worth evaluating in order to gain a full understanding of the issues associated with usable websites development. The research highlighted the importance of examining the usability data in conjunction with that related to Website characteristics.

PROFILING FACEBOOK USERS AMONG UNIVERSITY STUDENTS AND THEIR MOTIVES FOR USING FACEBOOK*Liza Shahnaz, Noor Aishah Hussin and Saodah Wok***Abstract**

Internet provides miscellaneous communication space in which people interact and share ideas with one another. Currently, people communicate with their long-lost friends or a complete stranger through social networking Web sites like Facebook. Previous studies reported that majority of Facebook users are students. Facebook consists of many interesting features and games that attract students to join such website. As such, this study tries to investigate what motivate students to become a member of Facebook. The specific objectives of this study are (a) to find out the characteristics of Facebook users among IIUM undergraduate students; (b) to find out the uses of Facebook among IIUM undergraduate students, and (c) to find out IIUM undergraduate students' motives for using Facebook. The study will make use of Uses and Gratifications Theory as the theoretical background. The study will employ survey research design. The data will be collected using a set of self-administered questionnaire which will be distributed among the International Islamic University Malaysia (IIUM) undergraduate students. All the items in the questionnaire will be coded and analysed using SPSS WIN 16.0. Descriptive statistics and inferential statistics will be used to answer the objectives of the study.

Keywords: Social networking site, Facebook, uses of Facebook, motives for using Facebook, university students.

**PARALLEL SESSION 2D – COMMUNICATION AND TECHNOLOGY:
BLOGGING, REALITY AND ISSUES**
**“YOU LEAD, WE FOLLOW,” THE DOMINATION OF BLOGGERS IN SHAPING THE PUBLIC MIND: FROM THE
DISCOURSE AND TEXTUAL PERSPECTIVES IN MAKING SENSE OF THE WORLD WE LIVE IN**
*Abdul Rahman bin Ahmad Badayai, Anita bt Morah Abas, Rahilah bt Ahmad and Raihan bt Muhd Noordin***Abstract**

In today's Internet age, we are witnessing the Malaysia melting pot of blogosphere as a remarkable new wave of human interaction. Blogs have become the platform in presenting logical and rational discussion of political

discourse, promoting and supporting the alternative perspectives and ideas that are objectionable. As the uncensored opinionated blogs, it fills the gray area of the information and knowledge gap and enables to generate a positive/negative and healthy/unhealthy discussion with constructive, critical and analytical diversification of provocative, and aggressive form of expression within the specific social contexts in the booming era of Mental Revolution. This paper examines the craftsmanship of bloggers in propagating and sensationalizing their ideas and opinion and how commentators or followers make sense of the world around them. With the tagline revelation of truth and promote change, bloggers like Raja Petra Kamaruddin, Jeff Ooi, and Haris Ibrahim to name a few had reaped a realm of faithful followers. The domination of these bloggers in shaping reality and controlling the people's mind have increased their power over time and space. However, the new form of mind games has opened more doors for analysis and criticism of the authority with their political affiliation and ideological conflict against the status quo of the ruling government and the bad governance. It further explores the conceptual arguments on the selected texts on how reality is socially constructed and agreed upon meanings with the used of foul language to illustrate the embroiled anger and frustration without mindful the danger and destruction they may cause. What they said and how they said became the subject of heated debate. They left the followers into making serious mistakes and allegations of the text interpretation in making their own ideological judgement. For this reason, the blogs world we see today is the act of foolishness destruction of human values. It disrupts tradition, polluted with hatred, racial, economic, political, and social turmoil, tensions, and harassment, inevitably create a gap of divide and rule of the leader's followers which caught them in a warzone that caused priceless of culture degradation. When the political passion boiled over the nation and go off at a tangent, government imposed stringent warnings and restrictions on the charged of sedition offence, hence, the right to freedom of speech and the right to know as not absolute and subject to limitations. This paper concludes on the urgency of a guided blogging to restore social orders and reshape a healthy and courtesy blogging culture with intelligence response of political maturity and intellectual discourse. A call for accountability and moral conduct is essential to instil and nurture a social responsibility of authentic bloggers towards their followers and nation.

LEGAL CHALLENGES OF THE BLOGGING ACTIVITIES

Mazlina Mohamad Mangsor @ Mansoor and Norazlina Abdul Aziz

Abstract

Communications and media are transcending with the advent of the digital technologies and the convergence phenomenon. Communications and media products and services offer an enhanced quality like never before. A blog is one of the outstanding products of the decade. Blogging activities are well practices especially among the youngsters. Their engagement develops into online networking and societies across the countries. Bloggers are the term used for those who have their own website. The unanimous assumption is that they could write anything within their 'cyber house'. This relates to the ownership concept of allowing one to an owner to fully utilise their premise. Nevertheless, looking into the definition of 'speech' which generally covers the expressing of thoughts by words or articulate sounds spares the understanding that speech word covers every form of communication be it written or symbolic. Therefore, 'speech' written in any website is inclusive of the definition of speech. On this ground it is no doubt that bloggers are subject to the same rules provided under the right to freedom of speech and its limitations. In January 2007, the first lawsuits filed by News Straits Times Press(NSTP) against Malaysian bloggers Ahirudin Attan a.k.a Rocky and Ooi Chuan Aun a.k.a Jeff Ooi have served a harsh reminder to Malaysian bloggers that they are as exposed to legal and law enforcement action. These online activities challenge the policy makers and the legal drafters to keep up with the technologies in enacting the legislation. Several issues challenge the judiciary in interpreting the law and the regulatory agency in controlling the activities particularly in the area of sedition and internal security that restraint freedom of speech. On one side of the coin, online media provide the freedom to express individual opinion without limitation. On the other, the offline sedition and internal security laws reach their arms dealing with online activities. The cases of Raja Petra and Teresa Kok provide a good example of the current legal dilemma. A blog with personal and 'private conversation' is now treated as public media due to its impact on the society. The legal boundary between private and public activities is getting blurred. In addition, the Communications and Multimedia Act 1998 (CMA) is enacted to monitor the electronic media including blogging activities. To some extent, the functions and applications of the CMA may overlap the offline

legislation. The aims of this paper are (1) to analyse the extent of the legal limitation of the freedom of speech of bloggers. (2) to examine the purposes and applications of the sedition and the internal security legislation as well as the communication and multimedia law primarily on the blogging activities. The paper commences with the definition and characteristics of the blogging activities. It goes on to discuss the legal challenges and issues. It ends with recommendations to provide a better environment for the online society within the legal framework.

WEB JOURNALISM: AN OVERVIEW

Waheeda Sultana, PhD

Abstract

This paper provides an overview of the how Communication technology is changing the news industry scenario. The telegraph came first, then the telephone, the newspapers, radio, television, and most recently, the World Wide Web through the Internet. It took radio 38 years to reach 50 million people. It took television 13 years and personal computers 16 years. It took the Internet only 4 years to reach 50 million people. Internet has opened the floodgates to Mass Communication from around the world. Newspapers have begun to post their content online. Paper has virtually disappeared from the newsroom. Individual computer screens are replacing newsprint. Websites are replacing newspapers. An increasing amount of information is being digitized and placed online. With increased use of computers and broadband, web journalism has grown by leaps and bounds. Fortunately the print media has kept pace with the changing technology by starting web editions despite the slow Internet take off in the country. Today most of the newspapers have their web editions. The web versions not only complement the print version with in-depth information but also make them lively with its multimedia features. It has transformed the online newspapers to smart and lively creatures.

Key words: Communication technology, Internet, computers, newsprint, multimedia

E-LEARNING

Eizan Azira Binti Mat Sharif

Abstract

E-learning is a distance learning program that has been offered by UPM since 2004. Currently, e-learning is available via website (Internet) as a channel for students to stay connected with the portal with latest news, registration and examination results. With the existing new mobile technology, communication can be done via Third-Generation (3G). 3G is a wireless technology represents the convergence of various 2G wireless telecommunications systems into a single uniform global system which includes terrestrial and satellite components in its functioning. Services offered by 3G technology include wide-area wireless telephone, video calls and wireless data, all in a mobile environment. Compared to 2G and 2.5G services, 3G allows simultaneous use of speech and data services, higher data rates and enable network operators to offer users a wider range of more advanced services while achieving greater network capacity through improved spectral efficiency. This research focuses to enhance the current UPM's e-learning towards mobile learning platform which allow mobile access to the Internet. The students can access the portal via mobile and stay connected anytime and anywhere.

MALAYSIAN CHINESE YOUNG ADULTS' EXPERIENCE WITH JAPANESE POPULAR CULTURE: ACTIVE AUDIENCE BUT PASSIVE ONLINE CONSUMER

Eriko Yamato, Ezhar Tamam, PhD, Hamisah Hasan, PhD, Mohd Nizam Osman, PhD and Steven Eric Krauss, PhD

Abstract

The development of information communication technology (ICT) has brought tremendous changes to our daily lives. With ICT development, the business of 'content' -- via media entertainment products -- has increased its circulation worldwide. Japanese popular cultural contents such as animation (Anime), television (TV) drama series, films and comics (manga) has been produced primarily for its domestic market, yet a large amount were disseminated outside Japan and its popularity were witnessed in the other countries. The global flow and reception of Japanese TV drama series' have been the centre of discussion on Japanese popular culture since the 1990s, especially in the East Asian region. Reception studies have revealed complexity in the decoding of Japanese dramas among the younger generations. It has also been reported that the consumption of Japanese drama series' were not isolated from other Japanese popular cultural contents. However, previous studies showed little attention to the fact that people outside of Japan have experiences in consuming the different types of Japanese popular culture over extended periods of time. The influx of the Japanese popular culture can be seen in countries such as Malaysia and this can be seen through both the legal and illegal channels for a long time. However, little empirical research on Japanese popular cultural consumption by youth in Malaysia has yet to be undertaken. This study thus aims to explore Malaysian young adults' consumption experiences with Japanese popular culture. It employs a hermeneutic phenomenological approach to interpret the meaning of individual experiences. Through the qualitative method the paper asks specifically how Malaysian Chinese young adults use mediated Japanese popular culture in their daily lives and how they make meaning of their consumption activities.

MALAYSIAN ENVIRONMENTAL WEBSITES: A RHETORIC ANALYSIS

Aida Nasirah bt Abdullah, Aziz Yahya, Kalthom Husain, and Rahman Hashim

Abstract

Websites are so very rich in their presentation aspects. Other than the art and creativity of the colour; graphics; layout design; interactivity facilities; and navigation; the language used in the website is equally important. Cox (2006 p.251) identified the language used is normally descriptively linguistic and very persuasive in environmental advocacy campaigns. In the field of communication, it has been very traditional for centuries theorists have spent their time researching and developing theories about how to instruct and persuade people efficiently, effectively, and ethically. This content analysis study evaluates the rhetoric dominancy in the linguistic descriptive of the environmental NGOs in Malaysia's (ENGOMs) websites. It also investigates how the rhetoric effects of language as the art of communication lead to rhetorical window dressing (Hendrius 2003) and how rhetoric directs towards the usage of online communication to coordinate the social action and build understanding, cooperation, and peace in the civilised world (Hauser 1986; Oka & Basuki 1990). The results indicated that the richness and the beauty of the language that had been used by the ENGOMs had mirrored the appeals of ethos, logos, and pathos -- which was said by the traditional Aristotles that the three rhetoric distinctions are means of persuasion or tool that allow people to potentially explore significant social and moral issues and wisely or prudently make their decisions about environmental issues. Overall, the results show that MNS did effectively utilise the space of their websites to use all the three rhetoric appeals (ethos, logos, and pathos) on its site to advocate their environmental issues and to potentially mobilise the audience by persuading them to take action, support their environmental missions, etc. WWFM had dramatically successful utilising the rhetoric approach in pathos context, but neglected others such as the ethos and logos. On the other hand, with the minimal amount of rhetorical elements on its site, ENSEARCH ironically was not good in environmental rhetoric at all, not in any rhetoric element. Finally, Both SAM and CETDEM had effectively used rhetoric appeals on its site pertaining to logos appeal but had neglected both ethos and pathos appeals. Therefore all the five ENGOM should in future give attention all the three rhetoric elements, balance the usage and equally apply them on their individual websites to illustrate the rhetoric's pragmatic or instrumental role, and at the same time illustrates the power of symbolic actions to persuade or

to mobilise people to take action pertaining to the environmental issues. Researcher believes that the application of Aristotle's three rhetorical appeals, as applied to non-theoretical settings, helps us better understand how rhetoric is used to persuade and convince community in environmental organisations; to communicate or advocate their missions and goals; and at the same time to persuade, promote, and convince the public of the severity of the environmental problems and mobilise them to take action.

Keywords: rhetoric; linguistic descriptive; online communication, ethos; logos; pathos

PARALLEL SESSION 3A – CHALLENGES OF GLOBALISATION IN INTERCULTURAL COMMUNICATION

COMMUNICATION AND PERCEPTIONS OF FAIRNESS: A STUDY OF FOOTBALL PLAYERS IN AUSTRALIA AND MALAYSIA

Peter Simmons and Lee Kuok Tiung

Abstract

It is important for communicators to understand fairness because people who perceive fairness tend to behave more cooperatively, and people who perceive unfairness behave less cooperatively. Leung (2005) says that perception of fairness is influenced by styles of interpersonal treatment and the implementation of processes in all cultures, but that the factors that influence perceptions of fairness are not necessarily generalisable across cultures. A study of ball game players found that referee communication behaviours, such as 'unnecessary words or actions', can amplify negative performance consequences for players (Bar-Eli et al, 1995, p77). However little is known about the relationship between different communication behaviours and perceptions of fairness, either across cultures or in the sport context. Fairness is central to expectations of sports referees. Simmons (2007) interviewed teams of Australian football players to identify the characteristics of referee fairness, and the way they are communicated to players. He proffered the qualities of competence, dependability and respectfulness as the constituent characteristics of referee fairness. His study found that players attend to a range of communicative displays they associate with the fairness of the referee including athleticism, confidence, calm and accountability (Simmons, 2007). A subsequent experimental study measured player reactions to displays of referee anger, calm and explanation. That study found that players in Malaysia reacted differently to players in Australia, Great Britain and Spain (Simmons, 2009). The findings from Simmons (2009) study provide some support for Triandis' (2009) assertion that people in Western cultures attend more to what is said, while people in Eastern cultures attend more to how things are said. This paper reports a study of teams of Malaysian players' perceptions of referees and important communication displays using an interpretive method. The findings are compared with Simmons' (2007) similar study, using his framework of competence, dependability and respectfulness. The authors discuss the implications for the strategic communication of decisions in football and in different cultures.

GLOBALIZATION, MEDIA AND YOUTH CULTURE IMPACT OF SOCIAL NETWORKING SITES AMONG COLLEGE GOING STUDENTS IN INDIA AND THE NETHERLANDS

Rajalakshmi Kanagavel

Abstract

In today's world where Internet has experienced tremendous growth, social networking sites have become highly significant in peoples' lives. Social networking sites as web based services allow individuals to construct a public or semi-public profile within a bounded system and enables communication with others. Participation in these sites has increased dramatically in the recent years. It is essential to study the human communication and their sociability in these sites. And the topic of social networking websites is increasingly attracting the

attention of academic and industry researchers and the usage of these sites by teenagers has been examined in many studies. This comparative study between India and the Netherlands will concentrate on youngsters more precisely University and college going students in Chennai and Maastricht, who create online profiles and share personal information with vast networks of friends. The research explores how college students create identity for themselves in the virtual world and how they relate to others online. It also examines whether time dedicated to these sites is more than face-to-face communication. This research will discuss whether social networking sites help youth to build relationships and explore their participation in it. It will analyse the cultural differences from the youth perspective in both the countries and finally discuss whether it

isolates youngsters from the society by using social networking sites. Survey technique, interview and online observation are adapted to study the impact of social networking websites on college students in Chennai and Maastricht.

CROSS- CULTURAL COMMUNICATION

Javed Anjum Sheikh

Abstract

The potential of the Internet as a tool for global access to knowledge, goods services is undisputed. However, this globalisation potential cannot be fully realised, as long as information and services of one culture are less accessible to other cultural groups. Problems do not only arise from obvious matters such as language translation, currency translation, formats of numbers and dates, etc. but from deeply rooted cultural differences that can cause non-understanding and misinterpretation of information given. The Internet makes information available to a worldwide audience. The classification of information originates from a western cultural environment. The important cultural clash is lack of culturally specific system. For instance, none of available systems are fully capable of classifying and organising material according to the culture. For example, UK online stores do not only sell different products compared to similar German online stores, they often classify their products differently. Similar things can be said for classification systems in libraries. The Dewey decimal system is used world-wide and yet, it classifies books differently to the German library classification systems in general and in particular to specialty related classification systems [1][2]. This means that not only the content but also the way this content is organised and classified reflects the values and interpretive practices of the culture in which it was produced. Therefore, problems can arise, when content designed, organised and classified by members of one culture is used by members of another culture. Typically, web content, its organisation and its classification reflect values and interpretations of western cultures rendering it less appropriate to non-western cultural user groups.

As part of a larger study, this research focuses on cross-cultural classification practices. It examines

- the way how people classify representations of every-day objects
- the differences in classification practices and classifications
- the cause for these differences

A starting assumption for this research was that no scheme for organising information is likely to be equally effective for a range of cultural groups. The research aim is to make a contribution in this area, not by finding a universal way of classifying information, but by providing a method for investigating classification in a locale in order to generate localised designs. The expected solution will be based on local user access needs and capability of the local users. We propose a cultural based interface obtained from local knowledge. It will allow user to explore effectively in comparison to a non-cultural based interface. The interface is user perspective, which will help the user to interact effectively and close to human to human interaction. When the users visit the main page the interface user will find cultural based navigations/classifications close to the particular culture.

GENDER DIFFERENCES IN ACADEMIC DECEPTION: A FOCUS GROUP PERSPECTIVE AMONG UNIVERSITY STUDENTS

Sy. Nurleyana Wafa Binti Sy. Naguib Wafa and Syamsul Zahri Subir

Abstract

The understanding of deception in academic institution is an important issue in order to ensure the credibility of university graduates. This study utilized a focus group methodology to uncover the prevalence of deception in academic situations among university students in Malaysia. It focuses on communication between students and lecturers and whether lying has surfaced in their daily interactions in academic settings. Differences in students' age and motivational factor of each gender in academic deception were studied. The findings revealed that both gender do deceive their lecturers at least once in their academic tenure, but some female subjects reported they have not. Both genders was found to lie less when they are in their final year of study, and generally most deception made was for personal gain (egoistically motivated). Propositions for future research are proposed which will help in providing better understanding of academic deception among students.

Keywords: Academic deception, Lying, Gender, University students

AWARENESS AND UNDERSTANDING AMONG STUDENTS TOWARD THE 1MALAYSIA CONCEPT

Ismail Sualman and Ilias Md Salleh

Abstract

Since the verbalization of the 1Malaysia concept by the Malaysian Prime Minister, communication has played an essential role in diffusing messages about it. Hence, this research is an attempt to analyse the level of awareness and comprehension of the 1Malaysia concept among students in the city of Kuala Lumpur. A survey was done towards this objective. A sampling of 468 students from four major schools in Kuala Lumpur were given questionnaires pertaining to the 1Malaysia concept. The research used t-test, correlations and simple regression to test hypotheses. Results show that the awareness level of 1Malaysia concept among students is high but the understanding of it is still at an average level. It is also found that the level of education influences the comprehension of 1Malaysia. The results also indicate that mass media plays a major role in moulding awareness about 1Malaysia but interpersonal communication, especially teacher-student communication, plays a more dominant role in fostering understanding of 1Malaysia among students. These findings indicate that in environmental communication, especially informative communication, has dominantly been applied. While motivational and instructional communication have been overlooked by the concerned sources.

INFLUENCE OF INTERRACIAL COMMUNICATION ON PERCEIVED COMPATIBILITY OF RACIAL DIFFERENCES AMONG MALAY AND NON- MALAY STUDENTS IN A MULTIRACIAL PUBLIC UNIVERSITY

Ezhar Tamam PhD, Fazilah Idris and Wendy Yee Tien

Abstract

Based on Intergroup Contact Theory, interracial communication under favorable contact conditions should bring about positive outcomes. The basic conditions for positive interracial contact are assumed to exist in university settings. Drawing on the contact theory educators and policy makers have pressed students of different race groups to interact and mingle; but the benefits of such intergroup contacts in a Malaysian multiracial public university where there is not 'real' majority have not been adequately assessed. The present study examined to what extent intercultural communication actually enhances perception of compatibility of racial differences as an outcome of interracial contact. A total of 377 students participated in the self-administered survey. Results of the stepwise regression analyses showed that quality of interracial

communication (not intensity of interracial communication) is a significant predictor of perceived compatibility of racial differences for both the Malay and non-Malay samples. Implications of the findings were discussed.

PARALLEL SESSION 3B – INTERPRETATION OF ETHNICITY AND THE SELF

A REVIEW OF IRANIAN CULTURE IN SOCIAL NETWORKS

Zahra Asadi

Abstract

One of the main arguments with regards to the world of virtual space is the issue of cultural similarity, causing the quick fading of local cultures to a uniform global one, in the shadow of new informative – communicative technologies. Therefore, gradual fading of local cultures and their symbols in global culture can be expected. In this article, the symbols of the Iranian culture and identity are reproduced in social networks. This covers Persian language as a de-codifier of local Iranian cultures, religion, tradition, and literature. To achieve this, the development of the aforementioned symbols is analyzed, their factors are recognized and subsequently the method and the range of their usage are evaluated in 40 pages of Persian twitter. Contrastingly, other individuals such as Robertson and Feederston who are traditionalists believe that the globalization can not deteriorate local cultures thus turning all into a merged one. Furthermore, Hall believes that this globalization acts through speciality, means agreement with especial space and ethnic factors which act by usage of all identities and hence there will always exist a dialectic between global versus local views.

THE IMAGE OF THE OTHER: CROSS CULTURAL SCHEMATA IRANIAN BLOGGERS HAVE OF AMERICAN PEOPLE

Ehsan Shaghasemi

Abstract

The history of Iran-U.S. relations is full for cynicism and misperceptions. As the U.S. has emerged as the sole superpower of the world and Iran is a key player in the Middle East, International news agencies have particular focus over the dispute between the two. Intriguingly, although many works have been carried out on the political side of the relations, rare studies considered perceptions people of both countries have towards their counterparts in the other nation. This paper, however, takes the second approach. Drawing on the notion of "Cross Cultural Schemata" by Shaghasemi and Heisey (2008) this paper manages to reveal cross cultural schemata Iranian bloggers have for American people. More than half of Middle Eastern Internet users are now living in Iran and it is estimated that currently there are more than 2 million Iranian bloggers. Borrowing the notion of "cross-cultural schemata" from Shaghasemi & Heisey (2009), I've distinguished 11 cross-cultural schemata of American people in the Iranian Persian weblogs. The qualitative analysis of 1500 Persian weblogs in four main blog service tools showed that the election Their Country and Government"- 8%; (6) "Americans as Bully People" – 7%; (7) "Americans as Highly Educated People" – 6%; (8) "Americans as Joyous People" – 4%; (9) "Americans as People Who Are Fair to Women"-3%; (10) "Americans as People Who Love Iranian Culture and People" -3%; and (11) "Americans as People Who Have no Clear Image of Middle East and Muslims" – 2%.

ISSUES AND CHALLENGES IN ENHANCING AGRIBAZAAR, THE AGRIBUSINESS PORTAL IN MALAYSIA

Nor Farzana Abd Ghani, Faudziah Ahmad and Wan Rozaini Sheik Osman

Abstract

Malaysian Government provides support and assistance through multiple agencies, led by Ministry of Agriculture and Agro-Based Industry, towards sustaining the agriculture and agribusiness sectors in Malaysia. One of the initiatives, Agribazaar portal has opened up more opportunities for conducting agribusiness, both locally and internationally. However, no study has been made thus far to gather the user feedback after seven years of its implementation. An evaluation was carried out with the users of Agribazaar through analyzing portal user comments, interviews, and focus group discussions. This paper identifies the issues and challenges to the successful implementation of Agribazaar from the users' perspective and discusses suggestions for future enhancement.

Keywords: Agribusiness Portal, Internet-based Application, Evaluation

UNDERSTANDING "ORGANIZATIONAL GRAPEVINE" IN REFLECTING THE ORGANIZATIONAL CULTURE: NON EXECUTIVE GOVERNMENT EMPLOYEES PERSPECTIVE

Mohd. Mursyiddin Abdul Manaf and Mariah binti Muda, PhD

Abstract

Culture exists when people come to share a common frame of reference for interpreting and acting towards one another and the world in which they live. This common frame of reference includes language, values, beliefs, and interpretation of experience. It is reflected in customs, folkways, communication, and other observable features. An organization involves a social collectivity in which activities are coordinated in order to achieve both individual and collective goals. Here the process of communication becomes vital in assisting individuals dealing with each other and with others in larger organizational context. The model of communication in any organization is transactional and it can be formal or informal. One of the informal type communication exists in any organization is the grapevine. Grapevine is unstructured and informal communication network founded on social relationships rather than organizational charts or job descriptions. Therefore this qualitative study reveals some facts based several questions as stated below:

- 1) How the government non-executive employees perceive the presence of grapevines in their organization?
- 2) What are their reactions towards the gossips and rumours circulate within their organization?
- 3) Why grapevines occur in an organization setting?
- 4) Where and when gossips and rumours happens in their organization?
- 5) What are the content of the grapevines?
- 6) How it (gossips and rumours through grapevines) happen?

Data was obtained from eight informants, four males and four females' non-executives who work in university, school, government media, and other government department through in-depth interview. Analyses of data by means of constant comparative method show that: 1) Grapevines is something normal and it always bring rumours or gossips that is having half truth, three quarter truth, and sometime, even fully true. Nevertheless, informants emphasized that they never belief them blindly and always do some follow up and even investigation before it can be conform. 2) Findings showed that their reaction is varied from one informant to another. Some of them like ignore the story; slowly seek confirmation; deliver it to their closest friends; or spouses, or family members; and there are some of them just accept it as a true story. 3) Grapevines occur in organization setting due to some reasons such as lack of formal information from the managerial level, unsatisfaction among the organizational members, conflicts in organization, promotional exercises, national budget, bonus, scandal or love affair in organization. 4) Grapevine can be found anywhere and can happen at any time in organization such as cafeteria during breakfast, lunch time, or tea break; in the lifts; water cooler machine; before and after formal meeting; and at their work desk or place. 5) It happen trough face to face

communication, small group communication, instant messaging activities, emails, and phone calls. With the aid of Coordinated Management of Meaning Theory, this study also further explores how grapevines in Malaysian government departments reflect the organizational culture holistically.

HYBRID WAVE PIPELINING SCHEME FOR DIRECT DIGITAL SYNTHESIZER

Menakadevi

Abstract

A Hybrid wave pipelining scheme for Direct Digital Synthesizer used in software defined radio is presented in this paper. Conventional Pipelining requires additional registers and it results in more area, power dissipation and clock routing complexity. Wave-pipelining does not have any of these disadvantages and it can be used to speed up the circuits without insertion of storage elements. The clock period in conventional pipeline scheme is proportional to the maximum delay while in hybrid wave-pipelining it is proportional to the maximum delay difference. To prove the high performance of the Hybrid wave pipelining DDS architecture, we compared it favorably with several existing DDS architecture. The focus of this paper is on design and analysis of hybrid wave pipelining DDS , using Xilinx ISE9.2i

PARALLEL SESSION 3C – CONTEXT AND DIVERSITY IN THE WORKPLACE

THE INTRANET AS A NEW FRONTIER OF EMPLOYEE COMMUNICATION? AN EXPLORATORY STUDY OF A MALAYSIA ORGANISATION

Lee, Cheng Ean and Jaslina Mohd Tajuddin

Abstract

The evolution of new communication technologies since 21st century has dramatically changed the way employees receive and send information in the workplace, particularly on the use of intranet. Communicators need to familiarize with the new technology as an alternative choice of media for dissemination of information to the employees in the workplace. The intranet can be a powerful tool for employee communications because it allows employees to access company documents, provide an easy front end to company databases and allow individuals and departments to publish information they need to communicate with the rest of the organisational members. Many organisations began to treat intranet as an important investment of a new paradigm for employee communications. This is because a powerful and effective employee communication will motivate workforce to contribute to the company's financial success. This paper is exploratory in nature for investigating the perception of employees on the value and effectiveness of intranet as an employee communication tool with a case study of a renowned oil and gas company in Malaysia. A qualitative research method was adopted. Intensive interviews were conducted with the employees of PETRONAS (Malaysia). The participation of the subjects was anonymous and voluntary. Results show a strong awareness among the employees of the use of intranet for employee communications particularly for intra-organisational announcements and notifications as well as a supplementary media for sending and receiving organisational information. However, the potential of intranet as an effective employee communications tool for organisational activities such as work collaboration and decision making has yet to be fully utilised.

FOSTERING INTERPERSONAL COMMUNICATION IN THE WORKPLACE: HRM PERSPECTIVE*Reynaldo Gacho Segumpan and Azizul Rahman Mahfudz***Abstract**

It is paradoxical if people in organizations do not communicate. Communication is, undoubtedly, an essential component of organizational dynamics. This paper looks into the theoretical and conceptual relationship of interpersonal communication (IC) with human resource management (HRM). It also highlights measures on how to improve IC in the organization. Implications to HRM are discussed. The paper espouses that among the ways to foster a satisfying IC include the importance of using multiple channels of communication, developing trust, communicating openly, being honest, avoiding sarcastic remarks, willingness to listen and take appropriate action, being sensitive to people's feelings and ego-defense needs, and, soliciting employees' ideas, suggestions and reactions. In addition, the paper argues that IC can have an impact on the working culture of the organization, workers' attitudes towards their job and supervisors, staffing programs of the institution, human resource planning activities, training and education, and labor-management relations, among many other possible repercussions. The authors hold the notion that IC is not a cure-all to management problems, but it can catalyze better and at times, unexpected results. IC is a solid framework of a satisfying working environment.

Keywords: Interpersonal Communication, Human Resource Management

CROSS- CULTURAL ADAPTION OF THE FRIENDSHIP QUALITIES SCALE IN THE MULTIETHNIC MALAYSIAN CONTEXT*Chua Choon Mooi Ph.D and Ang Chooi Leng***Abstract**

Researchers in the West, in particular in the US, have far outpaced those in other cultures in the development of research instruments to study and uncover a myriad of scientific and socio-cultural phenomena. The instruments which are developed for the Western population are increasing being applied to populations in Asia (e.g. Japan, Korea, Taiwan, and Malaysia). However, the application of these research instruments to cultural or linguistic contexts other than those in the West to study similar phenomena may result in bias. In other words, such instruments used in other cultural or linguistic contexts will produce results that may not accurately reflect what they are supposed to measure. Friendship is a phenomenon that is widely studied in the US. This paper reports on a study on the cross-cultural adaptation of a friendship qualities scale in the Malaysian multiethnic context. Bukowski, Hoza, and Boivin's (1994) Friendship Qualities Scale was adapted and the 23 items of the scale, together with six new items generated from students' written feedback about their expectations of friendship, were subject to factor analysis, resulting in a reliable and valid 27-item scale to investigate friendship qualities in the local cultural context.

Keywords: cross-cultural adaptation, cross-cultural comparison, friendship qualities, adolescent friendship, intergroup relations, interethnic relations

ORGANIZATIONAL CULTURE*Ibtisam Alwahaibi***Abstract**

Communication in the workplace has been a significant topic for social researcher, sociolinguistics and psychologists over the last three decades (Kendall, 1997., Tannen, 1995., Boden, 1994). Similarly, the relationship between gender and interactional behaviours was the focus of many researchers in the field of human communication. The issue of gender and communication was examined and researched from many

different angles and dimensions like age, social class, ethnicity, group composition, task orientation, mixed gender, same gender communication and many other dimensions. After that, sociolinguistic researchers have carried out the research on the way men and women communicate in many different cultures. Then the researchers began to explore broader aspects of talk such as communicational dominance and power display. This research strived to embark on the existing literature on gender communication research and specifically build on the research of power in male and female conversation in the workplace. A number of communication strategies that convey power were observed. This first aim of this research was to compare the communicational patterns that convey power practiced by employees from two different occupations; academician and librarians. The second aim of the study was to test who is using more powerful communicational patterns male or female in each occupation. The study took place in a public sector workplace in Oman. Oman is one of the gulf countries in the Middle East. After 1970, when His Majesty Sultan Qaboos bin Said ruled the country, Oman has joined a new era that resulted in a transformation in women role professionally and in the society (Al-Lamki, 2006). In order to answer this question, discussions in business meetings were observed. Two occupations were examined academic and librarian. The employees from each occupation were from the same university (Sultan Qaboos University). Employees from each occupation called for a regular monthly meeting. The discussions that took place in the two meetings (academic staff meeting and librarians meeting) were observed and analysed. From the observation results a number of communication strategies that convey power were documented. The communication strategies that convey power and powerless communication strategies were derived from the existing literature in the field. The results were discussed and interpreted based on Schien organizational culture model.

STUDENT COMPETENCY AND THEIR PERCEPTION ON ENGINEERING COMMUNICATION: STUDY IN MALAYSIA UNIVERSITY

Hashim Fauzy bin Yaacob, PhD

Abstract

Every professional field has its own courses related to communication skills. For instance, Business Communication offered for business, marketing communication for marketing, Health Communication for medicine, and engineering communication for engineering beside the course in communication itself (Human communication, interpersonal communication, small group communication, intercultural communication, mass communication, organizational communication, managerial communication etc.). Certain skills in communication such as writing skills and presentation skills also offered to students through courses like Business English or English as Second Language by universities. Engineering communication that intended specifically for engineering students or engineers is to help them learn to communicate well, and consequently to become a more successful students and more effective practitioner. However this subjects not seen as important as a core subject in engineering in Malaysian universities. From that premise the objectives of this paper is try to inquire a level of competency among Malaysian engineering students in engineering communication and their perception about engineering communication itself. Study was conducted among engineering students in one of premier engineering university in Malaysia, University of Technology Malaysia. Survey method used in this study with scope of investigation is to examine the level of competency in engineering communication and their perception about this subjected.

PARALLEL SESSION 3D – BEYOND THE METAPHOR OF ORGANISATIONAL COMMUNICATION

LISTENING THE THIRD AND CATCHING SOPHIA: NOVELISTIC DIALOGICAL RELATIONSHIP FOR A SPIRITUAL ORGANIZATIONAL DEVELOPMENT

Che Mahzan Ahmad

Abstract

The purpose of this article is to expand notion of novel as an event about 'living' relationships as seen in Bakhtin's and explore its relevance to organization development practice and research. In that augment action, we attempt to incorporate the above understanding with inputs taken from sufi literature. Novels can be a model for organizations; they are versions of the world (Czarniawska Joerges, 1994). The novel sparks renovations, and infects with the spirit of process and inconclusiveness (Bakhtin, 1984:7). One of the basic tasks of a novel is to expose the state of human relationship (p. 162). Here, the *heart* of men acts as a theatre of war where both centripetal and centrifugal forces fought (Holquist, 1990:47) for a 'living' state. At the background of such contestation is, invisibly present, the Third, a probable God concept in Bakhtin (Holquist, 1986:xviii). A relationship without the Third is a minimum of life, and it is not rhodionic. In lieu of the above, a novelistic 'living' is about *responsibility* (Bakhtin, 1984:55) and *answerability* that are clearly associated with spiritual truth (Patterson, 1988:55). In sufism the notion of the said 'living' is integral and it is a 'rose' for practitioners. We believe the field of organization development will be richer and meaningful with sophia of sufistic works rather than sufistic teasers that become fashionable lately in various texts of the discipline. Gulen, a practitioner, showed that a re-working sufism that emphasized on 'living' (*hal*) in a relationship works in today's contemporary society. In the context of organizational development, we could sense that a movement toward 'sacredness' is already coming (Reason, 1993).

APPLICATIONS OF CROSS MEDIA PROMOTION IN MULTI- PLATFORM MEDIA ORGANIZATIONS

Abbas Mustafa Sadiq

Abstract

The concept of cross media refers to a new linkage system in today's multi-platform media organizations. It is a product of the convergence between communication technologies, computer and the Internet distributed across media outlets using variety of media formats. The basic definition of cross media is about promoting of online content using other media outlets such as radio, television and newspaper or vice versa, it refers also to linkages across devices. Applications of cross media promotion work in different environments of the conventional and new media, starting from old and electronic newspaper, printing and publishing, book industry, advertising, broadcasting of radio and television, music and entertainment, video games, film industry and, e-commerce etc. The concept has been adopted by some of the major media organizations worldwide especially for branding, and is most evident in branded entertainment, advertising, games such as [Alternate Reality Games](#) where there are a range of dependencies between the media. It also is widely used by Time Warner which merged with America Online and created the AOL-Time Warner. They are using their different arms of production; broadcasting and publishing to promote their products and sell the music produced by Warner Music exclusively through the company's website. As a part of its strategy to market different products, Amazon.com uses cross promotion methods by displaying products of books, videos, DVDs etc. similar to what has been requested by the shop visitors. The paper is trying to figure out the applications of cross media promotion in multi-platform media organizations in two of the major media organizations in the Arab region, the Gulf in particular. They are Abu Dhabi Media Company and Dubai Media Incorporated, both located in the UAE. These organizations own and operate a wide range of television channels, networks of radio stations, a number of publications in paper and digital formats, live broadcast vans and printing facilities. The objectives of this paper is to explore the uses of the various advantages of the new media applications, as well as to measure the size of the benefits to media organizations in promoting content and developing production. The main question that the paper will seek to answer is to what extent these media organizations are implementing a special strategy of cross media promotion, particularly toward the online content, other questions look for answer at the areas of implementation as well as points of strength and weakness.

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THE USE OF MEDIA TOWARDS EFFECTIVE NEGOTIATION OUTCOMES IN CONFLICTS: AN ANALYSIS OF SOCIAL PRESENCE THEORY

Norhayati Rafida Abdul Rahim

Abstract

A negotiation is perceived as a process of resolving conflicts which occur between two or more persons. A conflict refers to differences of interests or needs between individuals or groups. While negotiation outcome is achieved whenever the conflicting interests are solved into either win-win or win-lose situation. A relationship value thus needs to be maximized such as satisfaction (Ganesan, 1993), because that satisfaction connects the negotiating process with the impact of its outcomes. Traditionally, a negotiation is performed through face-to-face negotiation. Studies on negotiation found that face-to-face (FTF) negotiation is more effective than computer, telephone and emails. The findings suggest that the success was due to the presence of emotional and behavioral factors that may influence the outcome of negotiation process. Nevertheless, emails were also found to be helpful with the assistance of emoticons available in the emails. Since different media lead to different impacts of negotiation outcomes, the presence of social interactions in which negotiation is taken place has to be considered. A social presence theory relates to intimacy or closeness that can be achieved using a technology. It argues basically that the more physical contact exists, the greater the "presence" is. A greater presence, the, causes greater intimacy, immediacy, warmth and inter-personal rapport. As a consequence of social presence, social influence is expected to increase. The theory was first developed by John Short, Ederyn Williams, and Bruce Christie (1976). However, over the years, it has influenced much computer-mediated communication research and it is one of the first theories of communication media. Apparently, the theory was developed based on a large amount of empirical research, much of which highlighting differences in the

use of the telephone and face-to-face media in particular types of tasks, such as the negotiation task. It classifies different communication media along a one-dimensional continuum of social presence, where the degree of social presence is equated to the degree of awareness of the other person in a communication interaction. It is believed that the communication is effective if the communication medium has the appropriate social presence required for the level of interpersonal involvement required for a task. On a continuum of social presence, the face-to-face medium is considered to have the most social presence, whereas written, text-based communication, the least.

THE "INTERACTIVITY" IN THE ARAB ONLINE MEDIA AND ITS ROLE IN THE OPINION EXPRESSION

Nasr, Hosni Mohamed

Abstract

A study of the content and the audience of the public forum of "Alarabyia,Net" The research aims to study the hypotheses of the theory of the spiral of silence to determine its validity as a theoretical basis for the interpretation of opinion expression in the virtual environment of the Arab online media. The study presents a content analysis of a sample of the open debate forums in the Alarabiya.net, and the characteristics of the forums' users as a way to express their views either in favor or opposition of the trends dominant in the Forum. The idea of the research stemmed from the fact that the growth of the virtual communities and discussion forums in the online media offer a real chances to millions of people to participate in the debate on every topic they publish. The study concluded that the online media environment radically different from the environment of the traditional media, especially with regard to the interactive potential between the producers of the content and the consumers of this content.

PORTRAYAL OF US IN PAKISTANI ELITE NEWSPAPER EDITORIALS AFTER 9/11 INCIDENT: A COMPARATIVE STUDY OF THE DAWN AND NAWA-I-WAQT WITH SPECIAL REGARD TO MEDIA CONFORMITY THEORY

Muhammad Ashraf Khan, PhD. and Aasma Safdar

Abstract

This study examines the media conformity theory that argues the mass media generally conform to the foreign policy of governments. Pakistan which is participating in US-led anti terrorism war, has acquired the status of non NATO ally and its government has adopted the pro-American stance, it was assumed that Pakistani media would toe its foreign policy. The study basically analyzes the US portrayal in Pakistani elite newspapers after 9/11 incident. It explores that when Pakistani government supports pro-American stance after 9/11 then how Pakistani media respond to it. The study conducts the content analysis of the editorials of two Pakistani elite newspapers; The Dawn and Nawa-i-Waqt from 11 September 2001 to 10 September 2004. A total of 394 editorials, 186 in The Dawn and 208 in Nawa-i-Waqt were analyzed. The findings depict that US has a negative image in Pakistani newspapers after 9/11. The findings do not support media conformity theory in this case.

PARALLEL SESSION 4A – CONCEPTUALISING THE ROLES OF PUBLIC RELATIONS AND ADVERTISING: CHALLENGES IN MARKETING AND MEDIA

HUMAN PERFORMANCE IMPROVEMENT IN TODAY'S ORGANIZATIONS

Yahya Mat Som

Abstract

Philosophically, the continuing human performance problems in many organizations (business, private and public) are perceived and related to lack of motivation. In order to improve the situations most organizations choose knowledge base and skills training as the primary ways to solve the unproductive behaviors. In many instances, there are organizations, which manage the ineffective performances through some form of direct, hierarchical and/or authoritative means. Although on the surface, the approaches appear to be effective, however in the end, the demonstrated motivations through force and/or piece meal solutions are unsustainable. Human Performance Improvement (HPI) suggests an unconventional solution for a long and lasting motivation through formal and informal communication approach. Why HPI? It uses a comprehensive collection of techniques, procedures, and approaches to solve problems involving human performance. The implementation of HPI uses scientific, systemic and systematic processes. Central to this approach is to avoid ideological perspectives, biases, opinions and etc. and to curtail the interventions that are not based on facts and proven methodologies. In addition, the final goal of HPI process is to bring positive and sustainable changes to the whole organization's culture. HPI suggests that human performance can significantly improve through a properly design work environment. Crucial to the success are: (a) the improvement of emotional, cognitive and physical health; (b) the redesign of methodologies, management and administrations styles; (c) the restructuring and redesign of the mission, policies, and structure of the organization; and (d) the appropriate design and implementation of performance aids, incentive and feedback systems. This is especially fundamental when in most organizations, historically, the implementation of piecemeal analysis and intervention for improvement have been proven to be less effective and efficient. It is common to find organizations voice their inability to develop productive employees even after they have been given repeated trainings, workshops etc. Why? These organizations believe that lack of proper training or learning is the culprits for low performance. HPI contends that organization should not prematurely conclude the cause of human problem before the predicament area is thoroughly analyzed in relation to the work environment. In conclusion, formal communication techniques and methods that are implemented in organizations in order to improve human performance put too much emphasis on direct communication approaches and less focus on the informal communication strategy and that can be implemented through the HPI approach. With the unpredictable performance in global economy and the dynamic of today's society, it is never more pressing for leaders and managers to look beyond the mainstream solutions for performance improvement.

EARTHQUAKE DISASTER MANAGEMENT AND THE ROLE OF THE MEDIA

Ali Yaghoubipoor, Ong Puay Tee and Elsadiq Musa Ahmed

Abstract

Collectively experienced traumatic events or otherwise called calamities, occur unexpectedly and yet leave severe and sometimes profound repercussions. These can be termed as both natural disasters such as hurricanes, floods or earthquakes and man-made ones including plane crashes, industrial accidents or even terrorist attacks. The rate of these incidents are on the increase mainly due to population explosion, hectic air traffic, worldwide terrorists operations and also due to the fact that the world is much more dependent on the complex, but vulnerable technological systems. The UN, in the year 2000 reported that among the various types of natural disasters, it was found that earthquakes claimed the utmost percentage lives. Furthermore, Asia was the worst hit within the last 25 years with an outstanding figure of around 38% of the total percentage of global disasters. Therefore ,the process of anticipating negative trends or events, preparing actions to avoid the loss of valuable lives and property as much as possible, and also managing the onset of calamities as they occur became of vital importance. This eventually led to earthquake disaster management programs. A reliable and effective communication plan with the mass media is a crucial element required in any crisis situation. Therefore, the media is indispensable in the process of crisis management as it could play a very vital, responsible and important role in every stage of the disaster cycle, including warning the public of impending danger and determining rescue, relief, rehabilitation needs and coordination. This research is principally a library study; and focuses on the role of media in earthquake disaster management. In the other word, the crisis management or in other words earthquake disaster management, the role of media in Pre-disaster, During Disasters, and Post- disaster, communication methods and programs have been addressed.

THE AGENDA- SETTING ROLE OF MEDIA IN CONFLICT AREAS: AN EXAMPLE FROM CYPRUS*Elif Asude Tunca, PhD***Abstract**

One of the most remarkable unsolved political issues in the world is the Cyprus problem. Following Annan Plan for the reunification of the island, which was voted by Turkish and Greek Cypriots in separate referendums, the issue has reached to an interesting and complex situation. The separate referendums for the reunification of Cyprus were held by the two communities in April, 2004. Although the Turkish Cypriots approved of the Annan Plan and the reunification with their “yes” vote and the Greek Cypriots rejected the plan, the Greek side became a member of the European Union; representing the whole of the island – both communities in the island; “whereas the acquis is suspended in the northern part of the island” (where the Turkish Cypriots live). While 75.83% of the Greek Cypriot community said “no” for the unification of the island, 64.90% of the Turkish Cypriot community said “yes”. This articles aims to focus on the issue in terms of the agenda setting role of media. After a brief history of the Cyprus issue, in the context of media’s role in influencing the publics’ opinion; the newspapers of both communities and their way of reporting the reunification and the Annan plan news will be criticized.

INTERGRATED MARKETING COMMUNICATION (IMC): A CASE STUDY IN MALAYSIA AND INDONESIA*Mohamad Md Yusoff***Abstract**

The research explored the status of Integrated Marketing Communication (IMC) in Malaysia, focusing on the definition, implementation and experiences / practice of the practitioners in the advertising industry. While this is a replication of studies done in the U.S, U.K, Australia, India and New Zealand, the research however, suggested some interesting findings. In general, IMC is perceived as an important area for further application and majority of the respondents agreed that it goes beyond the idea of, ‘one-sight, one-sound,’ and concepts such as synergy, branding, and customer contact points all summed in 4 Cs appear to be dominant. In terms of implementation, currently IMC’s beset with barriers emanating from lack of coordination, leadership and integration among the stakeholders and functionaries within the organizations and the industry’s players. Value-adds of IMC is perceived to be mostly derived from the constituencies in communications and synergy among various promotional tools. In addition, IMC offers some efficacies and operational efficiencies in the functional marketing activities that are currently lacking in the traditional approach. Thus, it provides a workable and a heuristic framework for a better marketing planning and therefore leads to a better marketing performance.

THE IMPACT OF MEDIA ON YOUNG PEOPLE IN THE GLOBALIZATION PROCESS: A CRITICAL SEMIOTIC APPROACH TO THE WOMEN’S PHOTOS WHICH REPRESENTED IN ADVERTISING*Necdet Ekinci, PhD and Topchugul Narmamatova***Abstract****Aim**

As we know the mass media reproduce social relations and broadcast it in society. It’s a fact that can not be denied. Hence, the media can be read as a map that can be providing clues about the community. On one hand media can be determined by the economic, political and social dynamics in society. And on other hand the media has a potential that has to change these dynamics. So the media reflect power relations in society and the same time the media has an ability to produce them again, to change, to develop, and to stick them to other formats. Therefore the media reflect the dominant ideology in society and beside of that the media force other social phenomenons to make obeisance of this ideology. On the other hand, the media contemporary youth in modern society by providing examples of models in front of young people create and

forces them to look like this model. Hence, an aim of this thesis is considered to identify the women images which have been presented in the media and to analyze these images by semiotics. Moreover this thesis aimed to observe the impact of ads which has been presented by women images on young people and to develop solutions to this problem.

Content

In the first part of this work emerged about how the globalization process has been emerged. Then we will discuss about the traditional culture rather how much changed after coming this process in Central Asia, exactly in Kyrgyzstan. Moreover, in the second part will be discuss the reasons of using women images in mass media especially in ads. Then in the next section women were evaluated in terms of media. In this part has been taken up 'Glamour' magazine which is published by foreign country and were examined the ads in this magazine. The women images that presented in these magazine ads were reviewed by semiotics. Then has been investigated the impact of this ads on young people.

Conclusion

In this study, the media has been taken up as "questioning", and "intervention" areas. The part of this thesis, where the media has been taken up as questioning area that how the media consolidate the dominant gender perspectives in society and how the media adopt the young people to the dominant certain image and lifestyle. By the way this part of thesis headed to announce, however, young people in the community also become sensitive, and intervene to this identified ideoloji. At the same time, has been found that the social and cultural values are melting away under this dominant lifestyle. As a result, has been found that the young people more prone to this type of display ads and has been developed some recommendations how to prevent it.

WOMEN ADVERTISING PRACTITIONERS IN MALAYSIA: VIEWS ON CAREER SATISFACTION

Mohd Helmi Abd. Rahim and Foong Zaai Yee

Abstract

Much has been said about gender differences in the professional field. In fact, patriarchal societies like Malaysia, is said to have a great deal of biasness favoring males still exist. It is pleasing to note that there is a profession, where gender discrimination hardly exists, and that is advertising. Moreover, advertising is an industry dominated by women in Malaysia. Somehow, women have no problem climbing up to the top. However, advertising is a fast-paced industry which highly demands countless efforts, enthusiasm and sheer perseverance in order to succeed. Nevertheless, women advertising practitioners might have the problem of juggling between work and family. In spite of that, women continue to outshine and thrive in this industry. While they continue to shine and dominate, there are also a significant proportion of women advertising practitioners who are not satisfied with their jobs. In fact, advertising is a profession which has high turnover rate. Ad women would be an important group to study. This research aims to get an in-depth understanding of career satisfaction among women advertising practitioners in Malaysia. The research investigates the level of career satisfaction among women advertising practitioners in Malaysia, and determines the specific factors that make them stay or leave the industry. In-depth interviews via the focus group method were done with thirty respondents as to gather data which are more personalized, more in-depth, spontaneous and comprehensive. The respondents were categorized into three groups, namely, veteran, junior and advertising major women students who have had once or twice internship experiences in any advertising agencies. Results indicated that on the average, there is a relatively high level of career satisfaction the respondents. Veteran women advertising practitioners showed a higher level of satisfaction whereas the junior respondents generally have lower level of satisfaction. Consequently, the undergraduate advertising students had also shown a relatively low level of satisfaction towards their internship experience. Several factors have contributed to these findings and will be discussed. Suggestions from the respondents will be able to provide guidelines for advertising agencies to handle and maintain their women staffs' work enthusiasm and satisfaction for a better organizational commitment.

PARALLEL SESSION 4B – PUBLIC RELATIONS AND ADVERTISING: ISSUES IN PUBLIC RELATIONS

DISASTERS, CORRUPTION, PROPAGANDA, AND SPIN

Hearn, Kay Elizabeth

Abstract

In the Peoples Republic of China (PRC) several news stories have broken on the Internet first, circumventing traditional informational flows, and where the Internet was a feature of the news story itself. Examples include the Belgrade Embassy bombing in 1999 where the story first broke on the Internet and the Falun Gong demonstrations in 1999 at Zhongnanhai where the protest was organised online. Both of these stories also made their way into the international press and then were played out to some degree online. The role of the Internet during the 2003 the Severe Acute Respiratory Syndrome (SARS) outbreak had a big impact on the management of information during a crisis. Since the SARS outbreak there has been a significant shift in the way in which these kinds of events are managed, a shift from information control and suppression to information management, marked by methods of western style public relations spin. The Internet has played a role in this shift as the Internet has given the central government in Beijing a window on the activities of provincial governments, enabling authorities in Beijing to reassert their authority over provincial governments thus reinforcing central authority over politics. To substantiate my claims this paper looks at several case studies of the reporting and management of several incidents where the Internet was used by private citizens to air their views or concerns about certain events. The events looked at include the Black Kiln incident where slaves were freed from illegal brick works and the Karmay fire and the retelling of this story on a journalists blog. The final case study involves several the reporting of several clashes during 2008. The examples used in this paper show how the Internet can be viewed as both liberating and a tool of repression and serve as practical illustrations of the ways in which the code used to construct the Internet, content development and regulation are used to maintain the CCP's authority. The mapping of these incidents also helps to track the shift from the traditional propaganda model to one of PR style spin and its relationship to the way in which content is used to shape Chinese cyberspace.

WAR ON TERROR & DESENSITIZATION OF NEWS VIEWERS IN PAKISTAN

Amrat Haq

Abstract

The aim of this study was to investigate whether and to what extent continuous exposure to reporting on the war on terror in television news causes desensitization to terrorism in news viewers. A survey, based on a voluntary, non-probability (convenient) sample of 325 residents of Rawalpindi/Islamabad was conducted. Two variables of desensitization, i.e. pro-violence attitude & compassion fatigue were measured using a 30 item, close-ended questionnaire. The results showed high levels of pro-violence attitude amongst the respondents – however there was a significant difference amongst respondents belonging to the higher income groups & those from the lower income groups, with lower income groups more desensitized in relation to higher income groups. The data also indicates that there exists a high degree of compassion fatigue amongst the participants of the study. While a comparison across genders shows that there is no significant difference in desensitization of male participants in comparison to the female participants. Majority of the results support the researcher's hypothesis; however this was a survey research and could only study the co-relation between desensitization and exposure over time. There is a need for experimental research in the same area to establish beyond doubt the causal relationship between desensitization & exposure to violence on the news over long periods of time.

AL-JAZEERA EFFECTS ON ARAB POLITICAL SPHERE*Said Abdullah Aljabri***Abstract**

Since its emergence in 1996, Al-Jazeera channel has played a major role in transferring Arab political culture into new era. This paper will give deep literature on the emergence of Al-Jazeera and its influence on the Arab political sphere.

WIRELESS SPEED ADJUSTMENT IN XMR ROBOT USING*Maryam Banitalebi Dehkordi, Abolfazl Zaraki, Shamsudin H.M. Amin***Abstract**

In the control of mobile robots one of the most significant problems is to obtain the same speed for all wheels, which is not easy to achieve especially when the group of robots are aimed to work together as a multi-agent team. In all of these cases hardware component should be added to the robots, which increase the overall cost and complexity. In this work appropriate codes are implemented and replaced instead of the speed control hardware. Using MATLAB, controller program is designed to control the speed of mobile robot's wheels. In order to consider the program capabilities, the ZigBee Mobile Robot (XMR) is fabricated, which is included ZigBee transceiver to communicate with PC. Using ZigBee (IEEE 802.15.4) wireless standard, codes are sent to XMR. This paper emphasizes on using MATLAB M-file to control the mobility of XMR with different speeds. The experimental results on speed adjustment with MATLAB codes are considered.

WINNING THE VOICES: INTERGRATED MARKETING COMMUNICATION IN THE POLITICAL MARKETING*Dyah Pitaloka***Abstract**

The practice of political marketing have played a significant role towards the 2004 and 2009 direct election in Indonesia, yet the objectives of implementing it in the campaign activities still very arguable. In the 2009 Legislative election, the Constitution Court (Mahkamah Konstitusi) cancelled chapter 214 of Regulation No 10/2008, which brought a huge changes in the election system. One of the controversial decision was that the legislative candidates will be elected based upon the biggest voices, and not on the election participation number. This then raised a debate (Kompas.com/5 January 2009) that only candidates with strong financial support will win the election. I personally argue that political marketing should be seen as a strategic tool, involving not only image building activities but also series of continuous dialogue to maintain trust and triggering return buying. The "catch all parties" phenomena in Indonesia and generic strategy adopted by 44 political parties have established a unique situation for the practice of political marketing to be adjusted in a more tactical way (Pitaloka, 2009). Advertising however still considered as the most favorite tool, use massively to "quickly" build the candidates' image and encourage people to be aware of their presence. The use of Internet, web, personal blog, and different forms of social media like facebook, twitter, friendster, are considered merely as a way to uplift political parties and/or candidates' image as being technologically aware rather than to interactively talk with their constituents. Political brand is naturally born with sets of intangible values which distinguished them from the product brands. Therefore, emotional aspect plays a very important role in shaping the political brand packaging, offers and communications. There is a great demand for long term relationship, which is not based on the physical performance of the product but on the quality of the relationship itself. The number of white group (GOLPUT) voters during 2004 election which comprises a market share of 23.34% or equal with 34.5 million voices has raised up a big question regarding whether or not political marketing in Indonesia has managed to educate society on the importance of the political process itself. The phenomenon of the political campaign and the practice of political marketing in Indonesia can be

analyzed using Henneberg (2003) model, which categorized political marketing into three important functions. First, political marketing as a product function. Secondly, political marketing as the distribution function and thirdly, political marketing as the communication function. How political marketing helps political parties and/or candidates to build a long term relationship with its constituents? How can it helps political parties and/or candidates to design a communication and political campaign program which best suits constituents' needs? Indonesian political market change quite dramatically as the campaign manager, political parties and individual candidates must change their strategic position from being superior to be equal with their voters.

SOCIAL MEDIA AND PRACTICE OF PUBLIC RELATIONS IN MALAYSIA: WHERE DO WE STAND?

Khaizuran Abd Jalil

Abstract

The rapid development of information technology dictates that public relations practitioners need to keep abreast of these developments to be at the competitive edge. The emerging new media that is shaping the communication in society today is the social media. The exponential growth of the social media has a bearing on the practice of public relations worldwide. This paper examines the influence of social media on the practice of public relations in Malaysia. Where do the Malaysian public relations practitioners stand in the rise of the social media? Are the practitioners embracing this new media or are they still unaware of its potential impact on the practice of public relations? The main objective of the study is to track the adoption of social media amongst Malaysian public relations practitioners. No doubt social media is changing the way people communicate globally though how this medium is used by the Malaysian public relation practitioners remain to be answered. Are the Malaysian public relation practitioners early adopters or laggards? The early adoption and effective utilization of the social media by public relation practitioners will shape the effectiveness of the practice and provide the competitive edge to the practitioners in this information age. Generally this study contributes towards further advancement in the understanding of professionalism of public relations in Malaysia.

PARALLEL SESSION 4C – MEDIA AND SOCIETY: DEVELOPMENT IN RELIGIOUS MEDIA

ASSESING THE ROLE OF THE INSTITUTE OF PUBLIC RELATIONS MALAYSIA: INSTITUTIONALISING GLOBAL STANDARDS

Zulhamri Abdullah PhD

Abstract

This paper is intended to seek academic and practitioners' perceptions on the role of Malaysian communication professional associations especially the Institute of Public Relations Malaysia (IPRM) in terms of its effectiveness and contribution to the body of PR knowledge. Two research methods were employed, survey and in-depth interviews in the Klang Valley, Malaysia. This exploratory study revealed that although the IPRM has marked some achievements in their early development, the body does not play a major role in enhancing the standards of PR professionalism. It is questionable that the IPRM is able to be an independent PR professional association and gain a chartered status in enhancing the value of public relations. Both academics and practitioners viewed that the IPRM needs to be revamped at large from developing the structure of organisation to setting a formal accreditation and licensing. However, many agreed that the role of IPRM is very important in shaping the bright future of PR industry. Some implications and recommendations are made.

Keywords: professionalism, professional association, accreditation and continuous professional development

INVESTIGATING XBRL DIFFUSION: TOWARD ESTABLISHING CONTENT VALIDITY AND PRE-TEST OF THE QUESTIONNAIRE INSTRUMENT

Mohamad Hisyam Selamat and Awni Rawashdeh

Abstract

Studies on extensible business reporting language (XBRL) diffusion are just starting to emerge and most of these studies are exploratory in nature. Progress has been made in developing conceptual models to comprehend the adoption and diffusion of XBRL from the user point of view. However in order to validate the conceptual model of XBRL diffusion, a reliable and valid questionnaire instrument has not yet been developed. Therefore, the purpose of this research in progress article is to achieve the following issues: first, content validity (CV) and second, pre-test (PT) the questionnaire. The aim of this article are: first, to identify factors and their relevant elements that sufficiently cover pertinent dimensions of factors that affects users in the area of XBRL diffusion; second, to identify whether of determine factors that have been identified and pertinent elements adequately cover pertinent dimensions of the factors affecting users in the area of XBRL diffusion; and third, to perform a 'PT' on resulting questionnaire instrument so as to achieve feedback for further modifications before completing the questionnaire for data collection. Primary elements for each factor were determined from both information system adoption literature and antecedent exploratory studies on XBRL diffusion. Validation of the determined elements that have been identified subsequently is using variations of a quantitative manner to CV. The outcomes resulted from content validation are then offered and discussed thereafter. Finally, the article is performed by focusing the limitations of content validation and putting possible future research direction towards examining XBRL diffusion.

Keywords: XBRL, Adoption, diffusion, Questionnaire Instrument, CV, Quantitative manner, PT

THE CAUSES OF RELIGIOUS RADICAL MOVEMENTS IN THE ISLAMIC COUNTRY: (THE SAMPLES OF TURKEY)

Ramazan Bicer

Abstract

In this article we tried to clarify the thoughts about Islam and terrorism in the Islamic country and in Turkey. Many important issues have recently been published in Turkey and lay stress on two opinions: firstly a real Muslim cannot be a terrorist. Secondly religion does not permit to kill a man in order to reach a goal. Generally speaking it is safe to say that religions exist only for the happiness of humankind. This is valid not only for individuals but also for the communities and societies. Nonetheless, it is also undeniable historical fact that many religions, which aim the happiness of humankind, also contain violence in it. Although according to Muslims the main concern of Islam is to make people happy in this world and hereafter, what are the main characters of these modern violent movements in the Islamic world and Turkey? At this juncture it is safe to assume that same minority radical groups are supposing to be based their intolerable attitudes on their religious understanding and philosophy. In other words, they think that they try to please God by this religious violence and intolerance. So what they have done is carried out in the name of God therefore they even take serious measure against their co-religioust who does not think like them? There are two main reasons for radical movements in the Islamic country especially in Turkey. First is the arguments derived from some Qur'anic verses and prophetic hadiths, as well as the jihad. In fact, theologically, that could not to be interpreted in support of such actions. Their actions are very much related to their understanding of abuse Islam by narrow-minded. Secondly, there are some governmental pressures. Like secular pressures as well as in Turkey and autocratical-monarchic pressures as well as in Gulf Countries. For example, in Turkey, secularism some times enforces as opposed of the religion. On the other hand secular state not allows to religious education officially and unofficially. As known that Turkish people are Muslim 90 %. They want to learn their religion. So, they impressed by some radical and local religious groups. Non-democratic and radical secular statements caused some radical religious movements in the Islamic country. So, the solution for the religious radical movements in the Islamic world and in Turkey is the democratic improving.

EXPECTATION TOWARDS MEDIA CONTENT OF ISLAMIC PROGRAMME IN MALAYSIA TELEVISION (TV) CHANNELS

Norhayati Rafida Abdul Rahim and Musa Hassan, PhD

Abstract

There are number of research examining media content from both user and producer perspectives. While content may change across times and different media, It raises a question of who is in the control of the contents. According to Wise et al. (2008) the viewer's goals and intentions play an important role in the three-way interactions among media message, media user, and the environment. They suggested that the act of controlling messages is done by both repeatedly starting and stopping the chosen content. In television (TV), for instance, there are many types of programme available for the viewers namely entertainment, documentaries, sports, religions, news and cartoons. Undoubtedly, the contents of each programme are at hand of the producers. In a study of da'wah programme by Radio Television Malaysia (RTM), Norhayati and Sayuti (2004) found that were three elements that play an important role in determining the viewers' satisfaction namely adequacy, suitability of airtime and interesting topics. They suggested that these three elements must co-exist because the more interesting the topics, the more viewers RTM will have; the more suitable the airtime, the more convenient the viewers are; and when the viewers increase, the more spaces RTM would allocate for da'wah programmes.

TRANSNATIONAL ISLAMIC PUBLIC SPHERE: THE SOUTH ASIAN CONTEXT

Omair Anas PhD

Abstract

The process of globalization which constitutes a social system with capacity to work as a unit on a planetary scale also prompts regional and local forces to become globalized to resist global forces. Recent ethnic and religious tensions around the world can be seen in this process. Public Sphere, a nation state phenomenon when identified by Habermas, has also extended to emerging global civil society and global space between Public and Private. Islam as major cultural, religious and political construct has brought many local and regional Islamic actors to constitute a transnational Islamic response through a transnational Islamic Public Sphere. Since 'public' is de-territorialized following the technological revolutions and economic integration, Islam has attracted many private people to engage with public sphere at local, regional and global level. In South Asian, Islamic broadcasting has increased significantly in terms of media organizations and audiences reach. Ideological and business considerations are supporting the emerging transnational Islamic Public Sphere. But there are certain questions in this process which requires a serious academic inquiry. What does mean to be Transnational Islamic Public Sphere? In terms of Habermas' idealized Public Sphere, what is the role of Islamic Public Sphere? What and who make an Islamic Public Sphere? Beyond 'nation state' whose authority can be challenged by this public sphere? What are inter-Islamic dynamics of Islamic Public Sphere? If taken as case study, PEACE TV a Dubai based Islamic venture by Indian Islamic preacher Dr. Zakir Naik is huge successful. With largely Asian audiences across the five continents South Asia, Europe, Americas, Africa and the Middle East, the channels has become powerful voice of Islam which Dr. Naik espouses. Available on global PanAm Sat, PEACE TV has the largest share of global Islamic audiences among Islamic broadcastings. PEACE TV channel has Salafist ideological underpinnings which are not supported by significant Asian audiences who pronounce Sufi and Barailvi Islamic traditions. PEACE TV has raised many controversies. This proposal aims at studying expanding Islamic Public Sphere in south Asian context where Islamic broadcasting has observed phenomenal growth in recent years. Unlike Muslims countries of Arab or Asia, Islamic broadcastings in plural Islamic societies in South Asia have larger social and political implications. The proposal aims to study influence of PEACE TV in shaping Islamic Public Sphere in South Asia and particularly in India. The Study with help of primary and secondary data will identify constituents of Islamic Public Sphere in South Asia followed by a theoretical critique of the Transnational Public Sphere and Islam.

PARALLEL SESSION 4D – MEDIA AND SOCIETY: GLOBAL IMPACT OF WESTERN MEDIA**POLITICAL DEBATES ON PORTUGUESE TV: HOW DO WE FOLLOW THE AMERICAN MODEL?***Nilza Sena, PhD***Abstract**

In Portugal, political debates are great moments on TVs and demand a huge period of negotiation between political parties and main generalist broadcasters. During last legislative elections, which occurred on the 27th of September 2009, Portuguese televisions exhibited 10 debates divided among three channels and each one prepared the emission with the best journalists as moderators. These programs were surrounded with expectation and suspense, mainly because public surveys pointed to a draw between the two major parties. The communication that we propose analyzes the characteristics of Portuguese debates comparing with international models (especially the American and French ones), discussing the benefits of one and another and attending to the political culture of Portuguese life. On the other hand, this paper observes the themes discussed and the representation of national and international issues. Nevertheless, the politician's behaviour is not neglected in the approach considered. With this planning it creates what Elihu Katz and Daniel Dayan call "media events", in spite of simple rhetoric moments. Political debates built up a special cycle of public life and constitute exceptional moments of communication between politicians and citizens. Media in general and television in particular compete hard to guarantee the best speech, but they also seek some contradictions. Electoral campaign – fomented during the pre-As the expectation grows together with media excitement around the events, candidates postulate to achieve the target they propose themselves, having support from the electorate, strategically preparing for these televised debates. We will, in this communication, explain how the drama was built, mainly by the political class also considering how TV professionals control the emission. In our study, we particularly comprehend the emissions that start immediately after news in primetime interspersed between public service broadcaster (RTP) and two commercial broadcasters (SIC/TVI). This paper belongs to a major research which studies political communication in an electoral context.

Keywords: Generalists broadcasting televisions; Political Debates; Elections; Portugal; Political Communication.

INTERNATIONAL NEWS IN A GLOBALIZED WORLD: CRITICAL PERSPECTIVE*Harith Al-Qarawee***Abstract**

The classic metaphor which describes news as a "mirror", and a reflection of realities, cannot stand for the conclusions of critical analysis of the behaviour of news media. The news according to Tuchman is a "social resource which, through its very construction, implies a series of particular constraints or limits on the forms of knowledge which can be generated and called reality". The news Industry cannot be isolated from the prevailed cultural patterns and the socio-economic context. The International news is not an exception. It is a cultural commodity that reflects the active mechanisms through which the international event is transmitted from its "foreign" field to the national sphere. It also reflects the value and the meaning that will be attached to this event and, thereby forming the society's awareness of world's realities. A trusted and responsible media system is a main element of the modern democracy. It is the system that can assure the regular feeding of citizens with credible information about what is happening in their national and international environments. Thereby the citizens, provided by informed choices, can take informed decisions. The ideal model of democracy has vested media with this social responsibility of keeping citizens informed. It is only by the real commitment to this responsibility, people can be responsible sufficiently for the preferences they adopt and choices they make. The audience or reader, thus, will not be just a consumer but also a contributor who is able to raise the difficult questions and able to find those who can answer them. Unfortunately, the way by which information and news about the world are transmitted is not helpful at all. Mechanisms of news production make people less, rather than more, knowledgeable. Hence they are less active and less responsible. The

superficiality, sensationalism, and dramatization might be a good be helpful in marketing but not for educating. The implicit contract between people and their media, as has been thought of in the democratic ideal, was violated by the increasing tabloidization of news. When the media coverage makes people more ignorant of the serious issues in the world, the very democratic function of media will be reversed. It is a situation in which media's processing and transmission of information becomes a threat to democracy and democratization because they isolate people or make them indifferent.

MEDIA IMPERIALISME AND ITS EFFECTS ON CULTURE OF PAKISTAN: A CASE STUDY OF YOUTH OF MULTAN

Muhammad Ashraf Khan PhD, Bahauddin Zakariya and Iram Arif

Abstract

Pakistan is one of those developing countries which are suffering from Americanization and cultural invasion due to the foreign channels on satellite transmission and cable TV network, and the situation remains blurred because of the lack of research and investigation in this field. This research study has been undertaken to identify and analyze cultural aspect with regard to the entertainment programs of Pakistani private TV channels and it has been investigated that how much it has effected the youth of Multan. For this purpose it has been explored what effects foreign channels have on Pakistani channels then these effects have been correlated with the effects on society through the analysis of survey data, by using two methodologies of content analysis and survey research. The results of survey study prove that foreign TV entertainment programs are changing the minds and beliefs of the youth by influencing Pakistani independent channels.

LIFE STYLE CHANGING WITH MEDIA ATTACK

Mohammad Reza Khoshroo

Abstract

Western media, always attempt to change eastern culture and life style of Islamic & eastern societies. Many scientists believe that ideas are not invented, rather, they are discovered, that is, they turn into a new form. With respect to the human being, it should be moted that imitation is the constitutive principle of human communities, and that an individual often imitates another individual, because he is also imitated by the others. New opinions are communicated though the social movement of imitation. We know that an individual in a group acts in a way that is different from the way he acts when alone. Studies indicate that even if an individual be acts logically and his behavior is always rational, and thinks and understands something before he acts; and does not accept other people's opinions until he considers their advantages and disadvantages, he, however, when comes among his close relatives, he forgets about logical thinking. That is why in eastern societies, as opposed to the west (who is to base to pragmatism and losed real & trust) the primary groups such as family, colleagues, friends and relatives have a more active role in social life, and the media have a lesser influence on changing people's ideas. In Islamic societies also numerous recommendations of Islam regarding social interactions, visiting relatives, and the rights of relatives and neighbors lead to the growth of people's social relationships, thus reducing the influence of the media. Another point is the prejudices that have deeply taken root in the individual and secure him in facing with any wind of new information. These prejudices have an intertwined relationship with moulded thoughts. It is more correct to say that prejudices emerge through the moulded thoughts. People's silence against the majority-opinion which is expressed by the media, is a difficult issue if it does not correspond to the moulded thoughts which lie in the individual's unconscious. People unconsciously insist on the moulded thoughts and prejudices which derive from values, beliefs, and faith ih their religious teachings, and do not easily replace them with the opinion imposed upon them by the media.

INFLUENCES AND MEDIA EFFECTS: IS MASS MEDIA MASS CORRUPTING US?*Noor Mayudia Mohd Mothar***Abstract**

Media is usually seen as providing constructions of what the society is like. Media plays a big part in human's life and the content of media is affecting us in various ways. This paper will discuss on the negative media's effect and influence on the society and the changes it brings in our way of thinking. Media influence refers to the theories about the ways mass media affect how their audiences think and behave. This article will mostly be focus on television's influence. There are many theories and research that devoted to media influence and effect and this article discuss several of these theories and research.

Keyword: negative media influence and effect.

APPLICATIONS OF CROSS MEDIA PROMOTION IN MULTI- PLATFORM MEDIA ORGANIZATIONS*Abbas Mustafa Sadi, PhD***Abstract**

The concept of cross media refers to a new linkage system in today's multi-platform media organizations. It is a product of the convergence between communication technologies, computer and the Internet distributed across media outlets using variety of media formats. The basic definition of cross media is about promoting of online content using other media outlets such as radio, television and newspaper or vice versa, it refers also to linkages across devices. Applications of cross media promotion work in different environments of the conventional and new media, starting from old and electronic newspaper, printing and publishing, book industry, advertising, broadcasting of radio and television, music and entertainment, video games, film industry and, e-commerce etc. The concept has been adopted by some of the major media organizations worldwide especially for branding, and is most evident in branded entertainment, advertising, games such as [Alternate Reality Games](#) where there are a range of dependencies between the media. It also is widely used by Time Warner which merged with America Online and created the AOL-Time Warner. They are using their different arms of production; broadcasting and publishing to promote their products and sell the music produced by Warner Music exclusively through the company's website. As a part of its strategy to market different products, Amazon.com uses cross promotion methods by displaying products of books, videos, DVDs etc. similar to what has been requested by the shop visitors. The paper is trying to figure out the applications of cross media promotion in multi-platform media organizations in two of the major media organizations in the Arab region, the Gulf in particular. They are Abu Dhabi Media Company and Dubai Media Incorporated, both located in the UAE. These organizations own and operate a wide range of television channels, networks of radio stations, a number of publications in paper and digital formats, live broadcast vans and printing facilities. The objectives of this paper is to explore the uses of the various advantages of the new media applications, as well as to measure the size of the benefits to media organizations in promoting content and developing production. The main question that the paper will seek to answer is to what extent these media organizations are implementing a special strategy of cross media promotion, particularly toward the online content, other questions look for answer at the areas of implementation as well as points of strength and weakness.

PARALLEL SESSION 5A – MEDIA AND SOCIETY: BEYOND ELECTRONIC MEDIA**ASSESSING EATING DISORDERS RISKS FROM THE MEDIA***Maria João Cunha Silvestre***Abstract**

Media have been blamed for the increase on body image disturbance and eating disorders among females in western but also in some capitalist eastern societies. However, existing research has been criticized for focusing on content analysis and failing to assess influence and risk taking from the audience. The aim of this paper is precisely to assess the influence of media exposure – particularly female magazines – on the engagement in risk eating behaviors by adolescent girls. In fact, media impact on developing eating disorders has not yet been proved and it is essential to discuss the importance given to media information by audiences and the way they decode and interpret them. On the other hand, in contemporary societies, body image has become of major importance for individual's everyday life. Media emphasize beauty, 'looks' and physical appearance and advertise a thin ideal body associated to positive social features – and this is especially true for women. Media's impact has been discussed across Europe and the outcomes of these debates, although contradictory at times, have been the basis of media policies on contents and social events, such as fashions shows, where models' weight has recently become regulated in countries as Spain or England. Therefore, in order to test these ideas, we conducted a cross-sectional study in light of cultivation theory's main assumptions (first, media representations of social reality tend to be stereotyped and repetitive; second, a regular exposure may cultivate in audiences the idea that certain characteristics are the norm) supported by socio-cognitive theory of mass communications developed by Bandura (1994) which has been applied to the explanation of media influence on violent behavior and recently also to body image related studies. Our empirical research consists of social enquiries to a Portuguese non-clinical female adolescent population ($n=625$, mean age=16, $SD=1.15$). Risk behaviors are assessed with EAT-26 (Eating Attitudes Test) and attitudes towards media influence are assessed by SATAQ-3 (Sociocultural Attitudes Towards Appearance Questionnaire). Our main results point to higher eating disorders risks with general high media exposure levels. On the other hand, and although only 2 out of 10 girls revealed negative feelings in their attitudes towards magazines and advertisements, symptoms of eating disorders were found for 9 out of 10 girls. Further discussion is to be conducted.

COMMUNITY MEDIA AND THE PEOPLE'S REPRESENTATION IN PUBLIC SPHERE*Rajesh Das***Abstract**

The concept of the public sphere, as described by Jurgen Habermas, provides a robust theoretical framework to examine the crucial link between democratic self government and the communication. He argues that the public sphere is the foundation for civil society. It is a realm characterized by reasoned debate among equals, in which members of public discussion matters of common concern. It is hard to conceive of a strong democracy without placing communication at the centre of things. The power of the media in a democracy comes from it being the 'watchdog' of society, the 'fourth estate', supplementing the other three pillars of democracy - the executive, the legislature, and the judiciary. By 'the public sphere' we mean first of all a realm of our social life in which something approaching public opinion can be formed. Access is guaranteed to all citizens. A portion of the public sphere comes into being in every conversation in which private individuals assemble to form a public body. The participatory democracy opens an integrated approach of development with inclusion of all people – considering the colour, sex, class, caste or religion. At the same time it should keep in mind to retain a participatory based horizontal form of development, citizen should access their required information in the right time and at the right place. That could be helping them to take decision and then motivate to participate. This is considered as the collective mobilization of the society through easy accession of information. Considering the immense potentiality of mass media, till it can be stated that mass

media is completely technology based accession. Techno – based media means it should hire, otherwise that audience will be ‘passive receiver’. In this light, community media are properly viewed as a tool to restrict the social exclusion in public sphere. The study focuses the existing forms of communication and utilization of information networks in intra and inters staged audiences. At the same time it will try to reveal the degree of influence of social, political, cultural and technical factors on community media and mass media too. Since communication process between sender and receiver depends on reciprocity and responsive attitude to each other. So, the study will give emphasis on finding out whether imbalances are there in the representation of the major issues and uninterrupted flow of information between ‘lab to land end’ in the social sphere. Based on the set of objectives outlined above the study also aims to suggest the ways & means to form a new communication order for community media to form of public opinion through debate and discussion, keeping in mind the bottlenecks & availability of social support & technological inputs in the age of globalization .

Keywords: public sphere, media access, communication rights, civil society, collective mobilization, participatory development.

BREAKING HEGEMONIC OF THE MASS MEDIA: THE RISE OF SOCIAL MEDIA

Khaizuran Abd Jalil

Abstract

The rapid development of information technology enables the public to communicate and seek information from various sources. The emerging new media that is shaping the communication in society today is the social media. The exponential growth of the social media has a bearing on the hegemonic dominance of the mass media that have been controlling the Malaysian society for a very long time. This paper explores the potential role of the social media in breaking the hegemonic dominance of the mass media in Malaysia. The social media where the users or public are the owners opens up doors that was once closed on the discussion of issues that the Malaysian government deemed as taboo or a threat to the security of the nation. Nowadays the public have the alternative to access information pertaining to various issues that the mass media may intentionally or unintentionally ignore. The rise of the social media therefore pose the potential of breaking the dominance of traditional mass media in the dissemination of information and news, and the discussion of pertinent issues in the Malaysian society today.

SOCIAL MEDIA AND OUR YOUTH TODAY: EXPLORING THE IMPACT OF SOCIAL MEDIA ON MALAYSIAN YOUTHS

Safurah Abdul Jalil, Khaizuran Abd Jalil and Azmi Abdul Latiff

Abstract

Communication in our society today is being shaped by the introduction of new media such as the Internet, 3G phones, etc. These hardware and software of the information and communication technology that kept on changing and advancing in its features and usage is influencing the way people interact and keep in touch with each other. It also enables people to communicate and seek information from various sources. The emerging new media that is shaping the communication in society today is the social media. The exponential growth of social media is making this new medium a part of our youths’ daily communication. This paper explores the possible impact of the social media in the lives of Malaysian youths. Are the social media complementary to the usage of the mass media in Malaysia? Does it have a unique role which other mediums have not been able to provide for our youths? The social media where the users are the owners opens up doors that were once non existence in the days of our forefathers. Nowadays our youth have the whole globe at the point of their finger tips. The rise of the social media therefore is shaping the way our youths is communicating and this paper seeks to illustrate some possible impacts that the social media may have on our youth today.

THE APOCALYPTIC VISION OF THE WORLD IN KOZINTSEV'S FILM ADAPTATION OF KING LEAR

Ismail Salami

Abstract

In *King Lear*, Shakespeare paints the ugliest picture of man and his world. In none of his works has he ever presented the world as being so dismally and so morally degenerated and disintegrated on such a colossal scale. The world in *King Lear* is overwhelmed with darkness, spiritual ignorance, misjudgement, immorality, rudeness and ugliness. In his adaptation of *King Lear* (1971), Kozintsev gives a suffocating ambience of the horror to come as echoed by Kent at the end of the play. The film begins by showing a large multitude of depressing poverty-stricken people trudging up a hill. In one way or another, they represent the wretched of the earth and show the kind of ruling power that has drawn them into the vortex of starvation and poverty. Time and again, Kozintsev shows images of fire in different scenes of the movie to convey an idea of the destruction which is about to devour the society. Symbolically speaking, fire stands for thirst for power which if played into the hands of evil can lead to destruction. In the castle which is dark and dreary with a fire burning, Lear (stupendously played by Jüri Järvet, the Ukrainian actor) is shown rubbing his hands together over the fire while he says he is about to announce his dark purpose which is to sign away his power to his daughters. True to the spirit of the play which depicts a dystopian vision of the world which is disintegrated by ignorance, deception, treachery and darkness, Kozintsev displays before us a world of darkness which is on the verge of destruction and is brought to destruction when power falls into the hands of the ignorant and evil forces. This paper shows the many techniques utilized by the Russian director to catch the spirit of the play.

PUBLIC CONCERN ABOUT ENVIRONMENTAL ISSUES: AN ANALYSIS ON LETTERS TO EDITORS IN NEW STRAITS TIMES 2009

Kamaliah Siarap

Abstract

Letters to Editor (LTE) are letters sent to the media about issues of concern to the public. Writing letters to the editor are an excellent way to educate the public about the current issues and problems that people are working hard to address them. They are an open forum for the public to debate and also give their opinion on issues of concern to readers. A study of LTEs, therefore, would provide insight on the public's interest on certain issues about the environment. A research studying LTS was conducted to determine the nature of environmental issues that are of concern to the readers. LTE that were published in The New straits Times for the year 2009 were chosen. The objectives of the research were to analyse the environmental issues that public were concerned about, to determine the demographic profile of the writer and also to look at the media policy in selecting the LTE to be published. This research was conducted using the content analysis and intensive interview method. A total of 203 LTEs in NST 2009 on environmental issues were collected and analysed and the editor, Mr. A.Kathirasan who handles the LTE from NST was interviewed. The findings showed that the environmental issues the public were most concerned about were forestry, wildlife and conservation of protected area. Most of the writers were male and they wrote LTEs to comment and to advocate their concern on certain environmental issues. There were some letters from the authority and NGOs explaining or answering the issues. The findings also showed the public depended on the media coverage of environmental issues to write the letters. The policy of selecting the LTEs indirectly helped shaped public opinion and discussion of environmental issues but the media did not set any agenda for any specific environmental issues to be discussed by the public as most of the letters were published by the media regardless of the subject matter.

Key words: Letters to the Editor, environmental issue.

PARALLEL SESSION 5B – A NEW OUTLOOK OF CLASSIC MEDIA**TELEVISION AND THE CULTIVATION OF SCARY WORLD: A CASE OF THAILAND***Boonlert Supadhiloke, PhD***Abstract**

Television both mirrors and leads society. This study seeks to examine the dynamic roles of television in Thai society based on the cultivation theory developed by George Gerbner and his colleagues. The cultivation theory assumes that the power of television is ubiquitous and cumulative, with its primary message being violence. This violent content of TV programming negatively affects heavy viewers by creating a pessimistic attitude about people and the world. In other words, the more TV people watch, the more likely they are to view the world with suspicion and believe that danger lurks around every corner. These pessimistic viewers suffer from a mean world syndrome. The researcher conducted a cross-section survey of TV audiences in both urban and rural areas of Bangkok, Thailand, during August 2009. A sample of 400 adults, both males and females, were randomly selected, representing both heavy and light TV viewing groups and different socio-economic strata. Included in the questionnaire are a series of three statements commonly used as the Mean World Index by Gerbner et al. and the perceived violence index. In analysis of data, the t test has been used to test the main hypotheses. The results of the study lent partial support to the cultivation analysis. The study showed that heavy viewers saw the world as being more significantly mean and dangerous ($M = 2.36$, $SD = .85$) than did the light viewers ($M = 2.12$, $SD = .99$, $t(398) = 2.60$, $p < .01$). In other words, heavy viewers held a mainstreamed perception of the world as a scary place. The low-income and less-educated people in general were more likely to see the world as a mean place than were the financially better-off and better-educated viewers. The urban dwellers were also found to be more suspicious about the world than were the rural viewers. However, this study did not find any significant difference between heavy and light TV viewers in their perception of violent acts. Nor did the study find any significant effect of heavy television exposure on the conception of scary world across different social sub-groups.

**THE AUDIENCES' ACCEPTANCE ON OBSCENITY MESSAGES IN TELEVISION SERIES
TOWARDS THE DEMAND OF VIEWERSHIP***Mohd Shahnawi bin Muhmad Pirus and Muhammad Hakimi Tew bin Abdullah***Abstract**

The acceptance of obscenity among the Asian society is still taboo and this has geared parents to pay greater attention to what type of media content should be watched by their children. The researchers believe the audience could also educate themselves by watching such television series since Malaysia is lacking in sexual education. A research theory applied was the Interpersonal Exchange Model that was specifically tailored to understand the acceptance of obscenity issues which can be found explicitly in TV series among the audience. The Interpersonal Exchange Model helps to justify the audiences' interpretation of obscenity values after being exposed to such TV content. From the findings, the researcher had found all variables (which were replicated from the Henry J. Kaiser Family Foundation's study) had fulfilled the research questions and objectives. The in depth interview analysis had found a majority of the informants agreed the portrayal of obscenity is bad for society. Somehow or rather, such TV content could be a medium to promote safe sex messages since Malaysia lacks in sex education. The implication on theory was to distinguish the obscenity portrayal in TV series which shall be associated with Interpersonal Communication values in shaping the audiences' acceptance. As for future research, the researcher had suggested a study on open-communication behavior among Malaysians toward the efforts to broaden the scope of sex education in learning institutions.

SCRIPT WRITING FOR EDUCATIONAL BROADCASTING (TV & RADIO)*K.M. Taj-Biul Hasan***Abstract**

Education is the first mandatory phrase of overall development of any country. Education by broadcasting media is still most convenient and cost effective. A success of educational broadcasting fully depends on the appropriate selection of script for accurate people. Thus it is an essential component of teaching-learning strategies to achieve various national goals—socioeconomic and cultural. The basic fundamentals of script writing for educational Television and Radio are same. That is -- To whom (Listeners/ Viewers), what (Contents) and what for (Educational goal). Educational programs are mainly two types: Programs for schools (formal program-curriculum based) and Programs for life long education (Informal education). Writing for Radio and television is totally different due the technical and imagination perspective. Both media has its own style and mode of presentation. As for example the absence of colour, light and picture is indeed a serious limitation of radio broadcasting; despite these handicaps a fruitful radio program can create a massive impact on all of basic human feeling. Education through radio should be very distinct, direct and define. Complex topic, sentences & words, which creates confusion to the listeners should be try to avoid in all concern. As for example the mathematical or scientific terms may not be suitable or appropriate in radio. Topics on literature, history, religion, poetry, basic health, nutrition, laws etc. would be good for radio programs. Because listeners creates an imaginary scene in his mind when they listen a radio program. A fruitful educational program in radio is a true "Word Vision". Generally the listeners' can memorize only 30% to 40% content of total program. That's why it is very necessary for every educational radio script may be written in three parts first summary of main topics, Secondly brief discussion and finally summarized the whole topic once again. On the other hand like educational radio programs, television programs have the same formats with some extra benefits to add dances, animation, and computer graphics etc. Television program is relatively flexible or more complex and critical than radio. Television has lot of scope to describe the topic in various ways due to its visual support that's why it seems to be flexible than radio. A single picture or single frame is somewhat more powerful than millions of words. On the other hand due to audio-video are incorporating at the same time, so, fraction of fault or misinterpretation will be totally despoiled the program. On this context an educational television programs demands lot of care, research and intonation rather than radio program. The producers should be very care full on the costumes, make-up, get-up, physical attitude and personality of the anchors as well as on scenery, props etc. It requires sufficient and adequate visual support to establish the topic. Nothing is hidden in television program and viewers have no chance to create any imagination. Like educational radio program, television script has scope to do the same practice to make more fruitful and effective.

DEBATING ASIAN VALUES: A CASE STUDY OF MALAYSIAN REALITY TV SHOWS*Zarina Zawawi and Faisal Ibrahim***Abstract**

The debates on Asian values have revolved around various perspectives which reflect shared values, collectivism and consensus. The concepts of Asian values such as Confucianism and Islam have been found to be in opposition to the Western approach to life. This paper examines and compares the debate on Asian values in the 1990s and those brought up in the 2000s, arguing that the Malaysian inflections of Asian values are skewed towards culture and religion instead of the commonly accepted values. The significant roles of Islam and Malay cultural values in the debates are also discussed.

THE PERCEPTION OF MALAYSIANS TOWARDS TELEVISION REALITY SHOWS IN MALAYSIA*Kiran Kaur and Surita Mogan***Abstract**

Reality show is a genre of television programming that presents purportedly unscripted dramatic or humorous situations, documents actual events and usually features ordinary people instead of professional actors. Reality show covers wide range of programming format such as elimination shows, game shows, makeovers, singing contest and etc. This study looks at the perception of Malaysian towards television reality shows in Malaysia. Most Malaysians like to spend hours in front of television watching reality shows. Thus the habit of spending hours watching reality show might have cause the culture of Malaysians being shaped by the television reality shows. Therefore as a small contribution, this paper is to find out what are the view points of Malaysians regarding reality show. The purpose of evaluating and interpreting reality show is investigated through a set of questionnaire designed and prepared for targeted respondents in Klang Valley. The aim was to determine to what extent does the reality show influence Malaysians in their way of thinking and in the aspect of culture. Secondly, because Reality shows are transmitted through glamorous and dazzlingly brilliant production in front of a screen that carries a commercial value, the aim was to examine the audience view points on the aspect of truthfulness of reality show in Malaysia. Finally to see what implications are drawn from the aspect of reality shows towards the mass audience. It is remarkable to note that reality shows that are aired on the Malaysian television screen does impact the audience way of thinking and this study points towards the perception of Malaysian towards reality shows in Malaysia and the impact of watching it as the most vital discovery in media production.

PARALLEL SESSION 5C – MEDIA AND SOCIETY: ISSUES IN COMMUNICATION**THE ROLES OF MEDIA DURING POLITICAL CRISIS: COMMUNICATING POLITICS
AND POLITICISING COMMUNICATION IN MALAYSIA***Abdul M'uat Ahmad, PhD and Hamisah Zaharah Hasan, PhD***Abstract**

McNair (1999) suggested five roles of media in a democratic society; to inform and to educate the public, to allow the public to state their opinion, to provide publicity to political institutions, and to support political views of a party. As a democratic country since independent in 1957, Malaysia has gone through thick and thin of the system. The pinnacle of the political turmoil in Malaysia was the General Election on March 8, 2008. The ruling party's performance in the election was the worst in history. The coalition lost grip in six states out of fourteen. Almost a year later, the political situation in the country is still unsettled. On February 5, 2009 three house representatives from the opposition pact in Perak state have crossed over to the National Front and thus changed entirely the political scenario in the state. The event has returned the power to the coalition to govern the state, even though some critics regarded the cross over as illegal and unconstitutional. This development has consequently added fuel to the pandemonium. Some regards the recent development as a constitutional crisis, others as a political conflict and some even as a coup d'état. Nonetheless, what is the role of media in such a volatile situation? Do media play any of the five roles effectively? What are the views of the public on the effectiveness of the print, electronic and new media in covering the development? This paper discusses a study that has been conducted in order to answer the questions.

THE POTRAYAL OF WOMEN IN MEN'S MAGAZINE: -A CASE STUDY ON FHM MAGAZINE

Belinda Marie Balraj

Abstract

Women frequently face discrimination wherever they go. Their representation in the media has always been the subject of discussion among feminist and non feminists. This study was based on the representation of women in the local edition of a men's magazine, the FHM. The study on the representation of woman was based on the pictures and terms used to describe women in the interview section found in the selected issues of FHM. The study found that women were generally depicted as sexual objects and were pictured and talked about in ways that were pleasing to the male readers of FHM magazine. The paper then aims at stating clearly the portrayal of women in a typical men's magazine and how it stereotypes women in the process.

Keywords: stereotypes, media and society, sexual objectification.

REINVENTING (MASS) COMMUNICATION: THE REAL FOCUS ON BUILDING A META-THEORITICAL FRAMEWORK & (NEW) DIRECTION IN RESEARCH AGENDA & STRATEGY

Zulhamri Abdullah, PhD

Abstract

This paper comes up with provocative notions questioning the lack of focus on developing rigorous body of knowledge in (mass) communication. It is argued that (mass) communication discipline has been seriously suffered from a lack of theoretical building and a lack of serious attempt to link between theory and practice. In fact, there is a decreasing number of research agenda in (mass) communication being conducted in Asian countries especially in Malaysia. Therefore, in this paper, the author will focus on a theoretical building in one of (mass) communication disciplines – public relations and/or corporate communication in his attempt to propose a (new) sophisticated theoretical framework and (new) direction of research philosophy and strategy. Specifically, this paper conceptualizes a meta-theoretical framework in studying public relations and communication management from a multi-discipline – communication, sociology of profession and business management. Prospectively, there is a dire need to focus on emerging trends in (mass) communication with a particular focus on the power of social media, mix-qualitative and quantitative research methods and strategy. Importantly, bridging the gaps between theoretical and practical contributions should be taken into serious consideration to develop better scholarship in this discipline.

Keywords: Theoretical building, practical contribution, scholarship and international standard.

STRUCTURE PREFERENCE OF RESPONDENTS REGARDING COMBINED PROGRAMS THROUGH RADIO AND TELEVISION

Mohammad Reza Nazari and Abu Hassan Hasbullah

Abstract

Background: Mass media impact our daily lives and help frame reality. Audiences' choices and interpretations of content, though, mediate this influence, so that impact reflects an interactive relationship. This is especially true for media that possess a substantial degree of social presence such as radio and television. The purpose of current study was to determine the best structure of combined radio and television program from audiences' point of view. Methods: This cross sectional study was carried out on 322 subjects. Samples were selected by multi-stage random sampling in rural areas of Fars and Kohgiluyeh va Boyer Ahmad Provinces located in the South-West of Iran. Data were collected by a prepared questionnaire which completed through face to face

interview. Results: The results indicated that majority of subjects were male (91.3%) and married (81%). Regarding accesses to mass media, 96.27% of the population had television and 92.85% had Radio. The most of respondents were listening to radio (79.2%) or watching their favorite TV programs (74.2%), for one to three hours per day. Most of participants (68.3%) believed that producing suitable radio and television programs in accordance with the language and culture of the region could be very effective. The results of the study also showed that rhythmic songs with 46.35% with had the highest score among the different components of producing programs to attract the audiences. Approximately one third (35%) of the subjects stated that short dramas accompanied with educational messages as the best structure of programs for audiences. Conclusion: Since radio and television play more important role in public education, it is ideal that producers be familiar with the latest and newest method of program structures to be able to meet the needs of audiences by employing appealing methods such as contests, fictional and documentary programs in radio and television with due consideration to certain priorities of the society. Since short drama and rhythmic songs were the most preferred type of programs from the farmers point of view in present study, so producers should consider audiences' taste and requests to meet their needs and interest.

Keywords: Mass Media, Program, Structure, Audience

DO PARENTS INFLUENCE CHILDRENS INTERNET USAGE A STUDY IN MALAYSIA

Soh, Patrick C.H.

Abstract

Parents have an important influence on the lives of their children. Yet, in the area of the Internet, many youths are more knowledgeable and have more experienced than their parents. This is particularly so in Asia, where many parents are ignorant about the Internet or have limited exposure to it. School students spend a substantial amount of their leisure time on the Internet. On average, Malaysia school students in urban areas spend 10 hours online a week. The issue is whether parents have an influence on their children's Internet usage and if so, how the influence is mediated. This paper analyses the findings from a random survey of 1,608 school students in Malaysia.

NEWSPAPER COVERAGE ON METHADONE DRUG SUBSTITUTION THERAPY (MDST) IN BERITA HARIAN AND HARIAN METRO

Siti Hajar Abd Aziz, Noor Mayudia Mohd Mothar and Shahril Anuar Abdul Ghalim

Abstract

Methadone Drug Substitution Therapy (MDST) is a programme launched by government in year 2005 to target heroin addicts, but scepticism still prevails on this unorthodox treatment method. Although the media have been covering the issues, the public's perception of the public on methadone has not improved much. The public still misconceived the treatment as just another alternative to meet the addiction habits. Question arose whether the media has been supporting the MDST programme in their news based on the style of news writing and the information offered in the news. Therefore, the paper will examine the contents of news on methadone treatment as reported by *Berita Harian* and *Harian Metro* in year 2008 and 2009 to determine their level of support on the programme. The study found out that *Berita Harian* was dedicated at focusing their news on methadone to create awareness on the drug therapy, using sources from ministry and health practitioners. *Harian Metro*, however, preferred to represent methadone in the form of crime news, and using enforcement bodies as their sources. Therefore methadone treatment did suffer from this stereotype of news values practised by most tabloid newspapers. It was feared that associating methadone with crime and harmful drugs would create a perception that methadone is just another type of harmful drugs and not a therapy drug or medicine for the addicts.

Keywords: Methadone treatment, drugs, news coverage, public policy.

PARALLEL SESSION 5D – DEVELOPMENT COMMUNICATION: DEVELOPMENT, MODERNISATION AND IDEOLOGY

‘FAMILY MATTERS’: THE POLITICS OF SURVIVAL AND IDEOLOGY OF PRAGMATISM IN SINGAPORE’S FAMILY CAMPAIGNS

Peter Teo, PhD

Abstract

National campaigns have been an integral part of Singapore's socio-political fabric for over half a century. There have been campaigns that promote a healthy lifestyle, gracious living, a clean and green environment (see Teo, 2004), the use of Mandarin and ‘Good English’ (Teo, 2005; Randall & Teo, 2005), kindness and courtesy, and even romance, marriage and a happy, ‘fruitful’ family (Lazar 1995, 2000). The focus of this paper is on Singapore’s pro-family campaigns and how they have been exploited as a socio-political instrument to propagate state ideologies. Specifically, the paper will focus on the ‘Family Life’ campaigns used by the Singapore government over a forty-year period from 1967-2008 to illustrate how socio-political and socio-economic ideologies have been naturalised in and through the discursive structures of these campaigns. The study adopts a critical approach to discourse analysis (Fairclough, 1992, 2004) which is influenced by social theories that construe society as discursively constituted (Foucault 1972). The paper will begin by tracing the evolution of the pro-family campaigns, highlighting the political rhetoric underpinning them, before examining the discursive structures of the campaign slogans, in the belief that if we want to know what ideologies look like, how they work, change and are reproduced over time we need to examine their discursive manifestations (van Dijk 1998). The paper will show how Singapore’s ruling party has been able to promulgate a pro-family society through the structuring and rationalising of a ‘politics of survival’ principle, which over time has developed into a more pervasive and deeply entrenched ideology of pragmatism in order to effect hegemonic control over the people of Singapore. The paper will also uncover through the analysis of the campaign slogans a subtle but significant discursive restructuring of the relationship between the government and people of Singapore, moving from a top-down, authoritarian relationship to one that is more egalitarian and inclusive. Through this ‘historicization’ of the data (Fairclough, 1992), the study will highlight how wider changes in socio-cultural practices are constituted in and reproduced by discourse practices.

ROLE OF MEDIA & COMMUNICATION FOR DEVELOPMENT

Molla M A Rashid

Abstract

Developing country governments are increasingly aware that they have a major responsibility for rural development and food security like Bangladesh and many other country of South Asia, but lack the capacity and solutions to meet the challenge. The information revolution is another intervention with the potential of ensure that knowledge and information on important technologies, methods and practices are put in the tight hands. Print media such as newspapers, magazines, leaflets; booklets, posters and handbills are widely used in technology transfer. In many countries, agricultural technology supplement is published with daily or weekly newspapers. Agricultural periodicals (magazines) or technical bulletins are often used for disseminating agricultural technologies among farmers. However, the lack of literacy among the farming people in the SAARC region is a major limitation of the print media, and also the access to print media by the rural people is not always easy. Electronic media can reach a large number of people and fast. AM and FM radio, as well as VHF and UHF television thus became the most effective means of technology transfer to the farming community. Radio and television channels have been used to transfer agricultural technologies not only in the South Asia but also in other parts of the world. Community radio and national radio channels may broadcast programmes for transfer of technology and in mobilizing farming communities. Especially, the community radio can be used in an interactive manner, as farmers can participate in such programmes through telephones or mobile sets. These methods are particularly useful in reaching a large number of people and quickly. Private and public television channels also allocate airtime for telecasting agricultural programs in Bangladesh, India, Nepal,

Pakistan and Sri Lanka. Short technical messages can be telecast or broadcast on television and radio channels. However, the amount of information that can be transmitted by these electronic media is limited because of the short broadcast time that are usually available in private commercial and public television channels. Digital media such as computers, DVD, VCD are currently being used for transferring agricultural technologies. In some South Asian countries (India, Sri Lanka), agricultural technologies are disseminated through digital formats like Telecasters and Cyber Extension Centers. Bangladesh also has developed, in the non-government sector, facilities for technology transfer using the digital media (D-net). Among the modern communication systems, the use of mobile phones and computer is increasing rapidly and these technologies are growing faster than older forms of Information and Communication Technologies (ICTs) such as television, radio, mainline telephones and newspapers. Media also plays an important role in providing information on commodity market, both domestic and global, and commodity prices. Similarly, media role is important in providing information on government policies like subsidy, crop insurance, etc.

BRIDGING THE DIGITAL DIVIDE IN DEVELOPING COUNTRIES: THE ROLE OF MOBILE INTERNET

Maryam Rahimpour

Abstract

In today's "information capitalism" system, information is a form of power, which has the potential to determine the standing of countries. Although people in 'information rich' countries have gained instant and easy access to ICTs and are using them more intensively, the 'information poor' nations have lagged behind. This unequal availability of technology, which excludes many from reaping its benefits, has created what is called the 'digital divide'. Since traditional Internet provision has not been successful in alleviating the digital divide in developing countries and since also a considerable number of people in developing countries use mobile phones rather than the Internet, mobile Internet could be introduced to these people as a second way to access information. The aim of the present study is to address this uneven distribution of ICTs between developed and developing countries and also to introduce the "mobile Internet" as a complement if not an alternative way to traditional Internet access in less developed regions.

Keywords: ICTs, digital divide, mobile Internet, information capitalism, developing countries

MODERNIZATION AND COLONIZATION IN CINEMA: POSTMODERN FLESH WITH THE CANONICAL SKELETON

Fatemeh Gholipour Fereydouni

Abstract

Undoubtedly aspects of modernity such as commercialism, visuality, idealism, realism, velocity, and intertextuality affect the translation of the novel into the film. Obviously cultural capital is a crucial discussion in appropriation when it makes the original text tangible by changing the time and place (colonization) and even modernized plot and character (modernization). Many appropriations proceed by defamiliarization, inviting readers or spectators to look anew at a canonical text. Here it is seen that the process of defamiliarization sometimes serves to reveal what is repressed or suppressed in an original, or sometimes the alluding text is used as an accepted frame for the new political and cultural view. Within this approach, appropriation is applied as a medium to convey an idea or a message. This feature of appropriation is explicit in *Bride and Prejudice*. It is an example of cinematic appropriation. In this colonized version of *Pride and Prejudice*, postcolonial thoughts and voices are lucidly expressed and more interesting is it has been done within the rubric of Indian culture. In this appropriated film version, director Gurinder Chadha tried to make a very specific point about India totally out of the plot of the canonical text. He artistically inserted anti-colonial ideas, cultural views and emphatically Indian national prejudice. In question of appropriation in *Bride and Prejudice*, Austen's emphasis on class distinctions is replaced by culture distinction and Elizabeth and Darcy's

youth is deliberately illuminated. In the modernized version of *Pride and Prejudice*, *Bridget Jones Diary*, marriage-obsession has been centered as it is in a canonical novel. Although this film has been adapted from the novel of the same name by Helen Fielding, both the novel and film are appropriated form of the canonical novel by Jane Austen. Though financially independent as a postmodern woman, *Bridget* lives in a society which echoes equal obsession with marriage, suffers from loneliness and indicates similar pride and prejudice toward Mr. Darcy (Mark Darcy) as is seen in Austen's work.

PUBLIC PERCEPTION OF MEDIA ROLE

Ayesha Sadaf

Abstract

Media as the important agent of society serves for public by providing them basic knowledge and information on all aspects of a single issue or on various issues of national and international level. Besides providing information on each and every aspect it also gives the direction to public for making up their perceptions in favor or against of any issue or news. In other word media is not only playing the role of surveillance but it also act as a guide for people living in different strata of society. Present study is all about on public perception of media role specifically focusing the issue of judiciary in Pakistan that was broke out in 2007. In this context all lawyers took a stand and major political parties joined hands together with them for judicial restoration. Media being the important pillar of society highlighted the issue and played a very constructive role in restoration of judiciary. This study focused on the aspect of media's role i.e., to what extent media gave importance to the issue, but this role has been investigated through public perception on the basis of perceptual theory. The problem statement was, did media play the same role as what people perceived about it through it's coverage of issue of judiciary restoration? The focal point of the study was long march because this was the peak time when this issue got maximum coverage in media. This study was conducted on the basis of two objectives that are to find out media's role through its coverage and to find out the relationship between issue's prominence in the newspapers and public perception. These two objectives basically determined the public perception about the issue. For present study social sciences faculty was taken as a sample from four federal based universities to determine the public's perception of media role, and the sample was extracted from the population on the basis of systematic random sampling. Instrument was developed and distributed among the sample. At the end results were tabulated using SPSS and it was found out that public perception was mostly in the favor of a notion that media specifically newspapers highlighted the issue in a much better way and the coverage was constructive towards restoration.

PARALLEL SESSION 6A – KOMUNIKASI BERDASARKAN KONTEKS

JURANG KOMUNIKASI DAN IMPLIKASI: PENELITIAN MELALUI PERBINCANGAN KUMPULAN FOKUS

Che Su Mustaffa PhD dan Hassan Abu Bakar PhD

Abstrak

Antara fenomena terkini yang wujud dalam sesebuah organisasi ialah apa yang dikenali sebagai jurang generasi. Jurang generasi ini ialah perbezaan berbagai aspek yang wujud dalam kalangan kakitangan yang turut mendatangkan implikasi terhadap persekitaran kerja dalam sesebuah organisasi termasuklah amalan komunikasi organisasi. Sehubungan itu, kajian ini memfokuskan kepada pengalaman kakitangan di tiga buah organisasi untuk mengenalpasti apakah faktor-faktor demografi yang membawa kepada berlakunya jurang komunikasi dalam organisasi. Data diperolehi melalui kaedah kualitatif iaitu perbincangan kumpulan fokus yang melibatkan tiga kumpulan kakitangan. Hasil analisis menunjukkan bahawa jurang komunikasi yang

berlaku adalah disebabkan faktor kelulusan akademik, tempoh perkhidmatan, umur dan jantina. Implikasi dari beberapa aspek komunikasi yang diamalkan oleh organisasi turut dibincangkan dalam kertas kerja ini.

HUBUNGAN MELALUI INSTANT MESSAGING DI KALANGAN REMAJA PEREMPUAN

Zauridah Abdul Hamid & Zhamri Che Ani

Abstrak

Terdapat pelbagai perkhidmatan komunikasi yang ditawarkan oleh Internet seperti kumpulan berita *Usenet*, sistem papan buletin (*Buletin Board Systems/BBS*), *Internet Relay Chat (IRC)* dan IM (*Instant Messaging*). Antara aplikasi IM yang terdahulu dibina adalah berasaskan sistem pengorpeasian UNIX di mana ianya menyediakan kemudahan berkomunikasi antara pengguna rangkaian komputer (<http://en.wikipedia.org/>). Dalam era moden ini, perkembangan IM kepada penggunaan *Graphical User Interface (GUI)* yang mempunyai pertambahan elemen multimedia seperti penggunaan video, *Voice Over Internet (VoIP)* sebagai medium komunikasi (<http://en.wikipedia.org>) menjadikannya lebih digemari oleh pengguna. Sehingga kini terdapat beberapa jenis IM yang popular seperti *Yahoo Messenger*, *MSN Messenger*, *AOL Messenger*, *ICQ* dan sebagainya (<http://aboutmessaging.com/>). IM adalah salah satu aplikasi di Internet yang menawarkan suatu perhubungan interpersonal secara dalam talian sama ada secara individu dengan individu atau individu dengan kumpulannya. Laporan yang dikeluarkan oleh *Pew Internet/American Life Project* (2004) melaporkan sebanyak 75% daripada pengguna dewasa IM di Amerika adalah di kalangan remaja dan 32% dari mereka menggunakan IM setiap hari. Kertas kerja ini akan melaporkan corak penglibatan remaja perempuan terhadap penggunaan IM dan melihat sama ada wujud atau tidak hubungan dari segi kekerapan penggunaan IM dengan keintiman afektif di kalangan mereka.

INSPIRASI PEMIMPIN KEPADA PENGIKUT: ANTARA KEWAJIPAN DENGAN PILIHAN

Munif Zarirruddin Fikri bin Nordin

Abstrak

Dalam kebanyakan definisi kepimpinan yang dikemukakan, tugas asasi pemimpin lazimnya dikaitkan dengan proses persuasif, seperti memberi inspirasi, mempengaruhi atau meyakinkan pengikut untuk melaksanakan matlamat bersama yang dihasratkan. Dari sudut linguistik, proses tersebut ialah proses yang melibatkan penggunaan pelbagai fungsi bahasa. Kertas kerja ini membincangkan fungsi bahasa dalam kepimpinan berdasarkan paparan yang terdapat dalam sirah Rasulullah s.a.w. Fokus perbincangan ialah inspirasi pemimpin kepada pengikut, yang diukur melalui gaya kepimpinan yang diamalkan oleh baginda. Gaya tersebut juga dianalisis untuk menentukan sama ada inspirasi merupakan satu kewajipan ataupun pilihan dalam kepimpinan baginda. Pendekatan yang diterapkan dalam analisis ialah prinsip '*ahsan al-qawl*' yang terkandung dalam surah Fussilat, ayat 33.

KOMUNIKASI IBU BAPA DAN HUBUNGANNYA DENGAN KECEKAPAN SKOLASTIK DAN KECEKAPAN SOSIAL REMAJA

Asbah Razali

Abstrak

Keluarga terutamanya ibu dan bapa mempunyai pengaruh yang kuat dalam membentuk anak-anak yang bermoral dan bertanggungjawab. Komunikasi lisan yang positif oleh kedua ibu bapa akan membawa kepada sikap yang optimis di dalam diri anak-anak. Kajian ini bertujuan untuk mengetahui sama ada wujud perhubungan antara konsep sendiri dalam aspek skolastik dan sosial dengan komunikasi ibu dan bapa dikalangan remaja Melayu. Subjek kajian terdiri daripada 300 orang remaja Melayu (150 lelaki dan 150 perempuan) yang berumur dalam lingkungan 15-16 tahun. Pembolehubah ini diukur dengan menggunakan

alat soal selidik Harter Self Perception Profile for Adolescent yang direka oleh Harter (1989) dan Communication Exercise For Teenagers Inventory oleh Beinvenu (1979). Hasil kajian mendapati bahawa terdapat hubungan yang signifikan iaitu komunikasi ibu dan kecekapan skolastik anak-anak ($r=.022$, $k<0.01$) dan komunikasi bapa dan kecekapan skolastik anak-anak ($r=.48$, $k<0.01$). Manakala, bagi komunikasi ibu dan kecekapan sosial anak-anak ($r=.32$, $k<0.01$) dan komunikasi bapa dan kecekapan sosial ($r=.43$, $k<0.01$). Hal ini menjelaskan bahawa komunikasi ibu dan bapa saling mempengaruhi kecekapan skolastik dan kecekapan sosial anak-anak. Hasil kajian ini juga menunjukkan bahawa komunikasi ibu dan bapa yang baik berupaya untuk menghasilkan anak-anak yang memiliki kecekapan skolastik dan kecekapan sosial yang tinggi di dalam anak-anak remaja.

KOMUNIKASI DAN PENTERJEMAHAN

M. Husnan Lubis

Abstrak

Komunikasi dan penterjemahan ialah dua disiplin ilmu yang berbeza tetapi saling berpautan. Komunikasi mengandungi tiga unsur utama; iaitu, mesej, penyampai dan penerima. Manakala penterjemahan juga mempunyai tiga unsur utama; iaitu, mesej atau makna, penterjemah dan pembaca sasaran. Antara komunikasi dengan penterjemahan kelihatannya mempunyai unsur-unsur persamaan yang sangat dekat. Ia juga mempunyai unsur-unsur perbezaan antara satu sama lain. Antara penterjemahan dan komunikasi kelihatannya saling mempunyai strategi dan yang sangat menarik dalam dua disiplin ilmu ini ialah sama-sama menggunakan bahasa sebagai mediumnya atau alat penyampainya. Dua disiplin ilmu ini kelihatannya macam dua tapi satu, satu tapi dua. Ianya juga saling melengkapi antara satu sama lain. Kertas kerja ini ingin menyoroti unsur-unsur persamaan, perbezaan dan strategi daripada dua disiplin ilmu ini dengan menggunakan pendekatan perbandingan antara kedua-duanya.

HUBUNGAN ANTARA ETNIK DENGAN KEKHUATIRAN KOMUNIKASI DALAM KALANGAN PELAJAR: KAJIAN DI UNIVERSITI UTARA MALAYSIA

Syarizan Dalib

Abstrak

Kekhuatiran Komunikasi atau *Communication Apprehension* (CA) boleh menghalang seseorang untuk mahir berkomunikasi. CA ditakrifkan sebagai tahap kebimbangan oleh individu apabila berhadapan dengan situasi komunikasi yang sebenar atau yang dijangka (Mc Croskey, 1997). Antara faktor yang dikenalpasti mempengaruhi tahap CA ialah budaya. Kajian-kajian lepas menunjukkan tahap CA berbeza mengikut budaya (Aly & Islam, 2005; Boehringer, Pryor & Butler, 2005). Bagaimanapun, kajian-kajian lepas lebih tertumpu kepada perbezaan CA mengikut budaya berasaskan negara yang berbeza. Kajian-kajian berkenaan kurang memberi penekanan kepada tahap CA berdasarkan etnik yang wujud dalam sesebuah negara. Malah kajian bagi menilai pengaruh etnik terhadap CA juga didapati gagal menunjukkan bukti yang dapat menyokong hubungan antara etnik dan CA (Chesebro et al., 1992). Justeru, kajian ini dilakukan untuk menilai perbezaan tahap CA mengikut etnik dalam kalangan pelajar-pelajar Universiti Utara Malaysia. Pengumpulan data kajian ini dilakukan dengan menggunakan borang soal selidik yang dinamakan sebagai Laporan Perseorangan mengenai Kekhuatiran Komunikasi (PRCA-24). Seramai 356 pelajar program Sarjana Muda Komunikasi terlibat dalam kajian ini. Hasil analisis bagi menilai hubungan CA dengan budaya menunjukkan terdapat perbezaan

signifikan diantara kaum. Pelajar dari kaum Cina didapati lebih khuatir berkomunikasi berbanding pelajar dari kaum-kaum lain. Beberapa implikasi dari hasil kajian dan cadangan untuk kajian akan datang juga dikemukakan.

PARALLEL SESSION 6B – MEDIUM KOMUNIKASI- KEPERLUAN DAN KEHENDAK**SINERGI UU PERS DAN UU KIP (KETERBUKAAN INFORMASI PUBLIK)***Hasrul Sani Siregar***Abstrak**

Esensi dari UU KIP (Keterbukaan Informasi Publik) sejalan dengan Prinsip-prinsip HAM (Hak Asasi Manusia) iaitu hak memperoleh informasi, terciptanya iklim demokrasi (salah satu ciri dari negara demokrasi adalah keterbukaan informasi publik), terciptanya Good Governance iaitu menciptakan Tata Kelola Pemerintahan yang baik seperti transparansi, partisipasi dan akuntabilitas serta pelayanan publik yang baik. Keterbukaan Informasi Publik akan mencerdaskan kehidupan bangsa melalui informasi dan ilmu pengetahuan. UU Pers telah diatur dalam Pasal 4 UU No. 40/1999 iaitu Kemerdekaan pers dijamin sebagai hak asasi warga negara. Terhadap pers tidak dikenakan penyensoran, pembredelan atau pelarangan penyiaran. Untuk menjamin kemerdekaan pers, pers nasional mempunyai hak mencari, memperoleh, dan menyebarluaskan gagasan dan informasi. Dalam mempertanggungjawabkan pemberitaan di depan hukum, Wartawan mempunyai Hak Tolak, Dikecualikan dari ketentuan sebagaimana dimaksud pada ayat (2) UU Pers iaitu Pers yang memuat berita atau gambar atau iklan yang merendahkan martabat suatu agama dan atau mengganggu kerukunan hidup antar umat beragama dan atau bertentangan dengan rasa kesusilaan masyarakat dan atau membahayakan sistem penyelenggaraan pertahanan dan keamanan nasional. Tujuan dan cita-cita dari UU KIP dan UU Pers adalah menerapkan prinsip-prinsip HAM (Hak Asasi Manusia), Demokrasi dan Good Governance).

FAKTOR KEBERGANTUNGAN REMAJA TERHADAP TELEFON BIMBIT*Siti Syamsiddar Bagimin, Siti Zobidah Omar dan Ishak Abd Hamid***Abstrak**

Dunia komunikasi hari ini semakin luas jaringannya seiring dengan kemajuan teknologi dan maklumat yang sentiasa berkembang. Begitu juga dengan cara manusia berkomunikasi bukan hanya terbatas di lingkungan kawasan tempatan malahan di peringkat global. Kemunculan rangkaian komunikasi dalam dunia global hari ini telah membentuk rangkaian masyarakat baru dan mewujudkan kelas sosial. Dengan rangkaian komunikasi yang dilengkapi dengan teknologi canggih ia membenarkan masyarakat menyalurkan maklumat dengan apa yang dikehendaki, bila maklumat itu diperlukan dan siapa yang memerlukan maklumat tersebut. Di antara keistimewaan yang boleh di perolehi melalui telefon bimbit ialah dapat menarik perhatian remaja untuk menggunakan dan memilikinya terutamanya memudahkan proses perhubungan serta jaringan sosial dapat diluaskan diantara satu sama lain di peringkat global. Tujuan kajian ini adalah untuk melihat faktor kebergantungan serta kesannya terhadap remaja. Kajian ini juga adalah berdasarkan kepada teori pergantungan yang menyatakan bahawa manusia sentiasa bergantung kepada komunikasi media untuk mendapatkan maklumat. Malahan kehidupan seakan tidak lengkap tanpa penerimaan maklumat tersebut. Dijangkakan hasil kajian ini dapat menambahbaik hubungan interpersonal remaja dengan individu lain sama ada keluarga, rakan-rakan mahupun agama dan negara menerusi fungsi yang ditawarkan.

Kata kunci: Telefon bimbit, Kebergantungan dan Remaja.

LAPORAN BERITA MEDIA CETAK TERHADAP NAJIB TUN RAZAK DAN PARTI-PARTI POLITIK*Azahar Kasim dan Mohd Azizuddin Mohd Sani PhD***Abstrak**

Media memainkan peranan penting untuk membuat liputan terhadap seseorang pemimpin dan parti-parti politik. Hubungan media dengan pemimpin dan parti politik di dalam sesebuah negara bagaikan aur dengan tebing. Kedua-dua mereka saling bergantung antara satu sama lain sama ada untuk mendapat, menyalur,

menyampaikan dan menyiarkan maklumat. Media seperti akhbar memerlukan pemimpin dan anggota dalam parti-parti politik untuk berinteraksi dengan mereka dalam segenap aspek, termasuk aspek politik, ekonomi mahupun sosial dan budaya. Kajian ini cuba melihat kesungguhan akhbar menyediakan laporan berita terhadap Najib Tun Razak yang bakal menjadi Perdana Menteri dan parti-parti politik di Malaysia. Justeru itu, akhbar utama negara berbahasa Melayu, Inggeris, Cina dan India dipilih dalam kajian ini. Antara akhbar itu ialah Berita Harian, Utusan Malaysia, The Star, The New Straits Times, Nanyang Siang Pau, China Press dan Malaysia Nanyang serta Tamil Nesan. Tumpuan kajian hanya merangkumi tempoh ketika Pemilihan Agong UMNO (23-29 Mac 2009) dan sebelum Datuk Seri Najib Tun Razak dilantik dan mengangkat sumpah sebagai Perdana Menteri pada 4 April 2009. Kolum-kolum yang dipilih ialah kolum-kolum politik. Kajian ini akan dapat melihat corak laporan berita media cetak dalam pelbagai bahasa terhadap bakal Perdana Menteri Malaysia yang ke 6. Hasil kajian juga mendapati akhbar berbahasa Cina memberi laporan seimbang kepada pemimpin dan parti-parti politik.

PENGARUH JANGKAAN KESAN NEGATIF TERHADAP PERILAKU MEMBISU DALAM ORGANISASI KERAJAAN

Syd Abdul Rahman Syd Zin, PhD dan Zulkefli bin Ismail

Abstrak

Hasil daripada sorotan susastera menunjukkan bahawa kajian tentang perilaku membisu tidak banyak dilakukan oleh penyelidik-penyelidik sebelum ini. Dalam kajian ini, kerangka konseptual telah dibentuk untuk menunjukkan hubungan antara jangkaan kesan negatif dengan perilaku membisu. Kerangka konseptual yang dibentuk adalah berdasarkan kepada model "Dinamika Organisasi Membisu", (Morrison & Milliken, 2000) dan model "Pekerja Membisu", (Milliken, Morrison & Hewlin, 2003). Objektif kajian ini ialah untuk mengenal pasti pengaruh jangkaan kesan negatif terhadap perilaku membisu. Kajian dilaksanakan dengan mengedarkan borang soal selidik kepada responden-responden. Data-data diperolehi daripada kakitangan sebuah organisasi kerajaan yang tugas di negeri Perlis, Kedah, Pulau Pinang dan Perak. Hasil kajian mendapati jangkaan kesan negatif mempunyai hubungan yang signifikan dengan perilaku membisu. Model kajian adalah model yang baik dengan nilai R kuasa dua (0.602).

AMALAN KOMUNIKASI KEPIMPINAN DARI SEGI BERTIMBANG RASA TUN DR. MAHATHIR DARI PERSPEKTIF KAUM CINA DI NEGERI KEDAH

Joyce Cheah Lynn-Sze dan Syd Abdul Rahman Hj. Syd Zin, PhD

Abstrak

Objektif utama kajian ini adalah untuk mengenal pasti amalan komunikasi kepimpinan Tun Dr. Mahathir dari segi bertimbang rasa dari perspektif kaum Cina di negeri Kedah. Kajian ini telah dijalankan di setiap daerah di negeri Kedah, iaitu di daerah Kubang Pasu, Kota Setar, Kuala Muda dan Kulim. Data dalam kajian ini telah diperolehi daripada 400 responden, yang terdiri daripada kaum Cina pelbagai lapisan di setiap daerah di negeri Kedah. Kajian ini berbincang secara deskriptif frekuensi dan peratusan latar belakang responden. Manakala kaedah deskriptif berbentuk skor min dan sisihan piawai pula digunakan untuk berbincang tentang amalan komunikasi kepimpinan Tun Dr. Mahathir yang menjawab objektif kajian ini. Hasil kajian ini, iaitu dari segi bertimbang rasa didapati Tun Dr. Mahathir selalu memberikan persekitaran yang selesa kepada kaum Cina di negeri Kedah.

KETERBUKAAN KOMUNIKASI KEPIMPINAN DARI PERSPEKTIF MENERIMA TEGURAN MEMPENGARUHI KOMITMEN PEKERJA SOKONGAN: SATU KAJIAN KES DI TELEKOM MALAYSIA BERHAD

Sa Wai @ Boon Chock, Syd Abdul Rahman Hj. Syd Zin, PhD, Mohd Baharudin Mohd Hadza@Othman, Azahar Kasim, Haslina Halim, Syarizan Dalib dan Mohammad Firdaus Low Abdullah, PhD

Abstrak

Terdapat tiga objektif utama dalam kajian kes ini, iaitu untuk mengenal pasti persepsi pekerja sokongan terhadap amalan keterbukaan komunikasi kepimpinan dari perspektif menerima teguran di TM sekitar kawasan Lembah Klang. Kedua, untuk mengenal pasti elemen amalan keterbukaan dari perspektif menerima teguran yang paling berkesan mempengaruhi komitmen pekerja sokongan di TM sekitar Lembah Klang. Ketiga, untuk mengenalpasti perbezaan persepsi pekerja sokongan terhadap amalan komunikasi kepimpinan dalam TM berdasarkan faktor jantina, umur dan kelulusan dalam TM sekitar kawasan Lembah Klang. Dalam kajian ini, amalan komunikasi kepimpinan dari perspektif menerima teguran akan bertindak sebagai angkuh bebas, manakala komitmen menjadi angkuh bersandar. Data dalam kajian kes hanya ini diperolehi daripada 190 responden, terdiri daripada pekerja sokongan TM sekitar kawasan Lembah Klang. Bagi tujuan penganalisisan data untuk kajian kes ini, kaedah Ujian-t, Korelasi dan Regresi digunakan. Hasil kajian dibincangkan secara deskriptif pada mula dengan memaparkan peratusan untuk demografi responden. Setelah itu, diperbincangkan pengujian hipotesis yang sekaligus menjawab objektif kajian ini. Dapatan kajian ini menunjukkan terdapat hubungan yang signifikan antara amalan komunikasi kepimpinan dari perspektif menerima teguran dengan komitmen dari perspektif pekerja sokongan dalam TM sekitar Lembah Klang. Hasil kajian ini juga mendapati terdapat pengaruh yang signifikan antara amalan komunikasi kepimpinan dari perspektif menerima teguran terhadap komitmen pekerja sokongan di TM. Di samping itu, hasil kajian ini juga mendapati terdapat perbezaan persepsi pekerja sokongan terhadap amalan komunikasi kepimpinan dalam TM berdasarkan faktor jantina, umur dan kelulusan. Kajian ini seterusnya mencadangkan agar pegawai-pegawai dalam TM diberikan kursus dan latihan mengenai ilmu komunikasi kepimpinan.

PARALLEL SESSION 6C – MULTICULTURALISM AND SOCIETY

TOWARDS ACHIEVING EFFECTIVE CSR STANDARDS IN MALAYSIA: A PUBLIC RELATIONS PERSPECTIVE

Nurul Ain Mohd Hasan

Abstract

The role of public relations in corporate social responsibility (CSR) practice in today's organisations in Malaysia is growing in importance. The paper aims to theoretically uncover the missing link between CSR performance and the public relations role in CSR programmes in Malaysian multi-national companies (MNCs). In particular, it will look at how Malaysian MNCs understand and utilise the role of public relations in CSR. Internationally, normative theory sees an organisation-public relationship-building focus (and hence, a central role for public relations) as essential to effective and ethical CSR but, in Malaysia, dominant understandings of public relations are culturally-specific and may vary from international norms. To date, there are limited studies that investigate links between CSR standards and the public relations function in Malaysian organisations, in particular, between the two (historically disparate) bodies of theory (CSR and PR) in any context. The paper will present a pretested and culturally-specific CSR instrument to measure the Malaysian organisations' CSR performances. This instrument is a combination of extensive review of the CSR concepts and models as well as existing global CSR guidelines. This study contributes to the Malaysian CSR theory and practice by creating a CSR benchmark for the local culturally-specific CSR practice and standards from a public relations analytical lens.

1MALAYSIA IN A PLURAL CONTEXT: TOWARDS EXTENDING THE ETHNIC BOUNDARIES

Datin Minah Harun, PhD

Abstract

Building on past research on interethnic sensemaking, this paper discusses interethnic communication boundaries in relation to the 1Malaysia concept as coined by the Malaysian Prime Minister. It examines the rhetorical elements: ethos, logos and pathos in a plural communication context. It is argued that interethnic communication components of the subject include ethnic identity claims, mundane issues, media highlights, communication strategies, role enactments and interethnic exchanges which intertwine and intersect in daily

lives of ethnic Malaysians. In popularising the notion of 1Malaysia, such factors underscore the meaning of being Malaysian. Thus the paper posits that the dimensions of sociability need to be identified so that an indicator of solidarity among Malaysians can be developed. In that way, a 1Malaysia development model can be articulated as a first step toward realising the Prime Minister's vision of a desirable and sustainable Malaysian society.

Keywords: 1Malaysia, interethnic communication, cultural differences, ethnic solidarity, plurality.

THE SOCIAL REALITY OF BLOGGING IN MALAYSIA

Abdul Latiff bin Ahmad

Abstract

This paper focuses on the social reality of blogging in Malaysia. There has been a significant rise in blogs over the years. With the focus shifting towards other forms of social media such as *Twitter* and *Facebook*, this research explored how there is still a need for blogs in Malaysia. This research explores the stories behind the bloggers, the creators of these blogs. This research took on a qualitative approach through interviews with twenty Malaysian bloggers. The research aimed at exploring the social dynamics that exist within the blogosphere in Malaysia by focusing on four key themes. The themes were categorized as identity, content, empowerment, and interaction. With a unique setting of Malaysia's framework of press freedom, a diverse cultural group of society practicing strong Asian values and Islam being the dominant religion, the findings were able to explore how blog as a new form of media plays a role within the society.

THE INFLUENCES OF TYPE RELATIONSHIPS IN ORGANIZATION IMAGE IN JORDANIAN PUBLIC HOSPITALS

Muhammad Noor Saleh Al-Adwan and Syd Abdul Rahman Hj Syd Zin, PhD

Abstract

The main objective of current study is to identify the relationship between professional, personal and community relationship with organization image. There are three hypothesis of this study which are: First there is significant relationship between professional relationship and image, second there is significant relationship between personal relationship and image and third there is significant relationship between community relationship and image. The research was focused on patients of public hospitals in Jordan with 84 respondents. The data was analyzed using correlation. The result showed that there is a positive and significant relationship between professional, personal and community relationship with the image of the organization.

PERFORMANCE APPRAISAL COMMUNICATION, PROCEDURAL JUSTICE AND JOB SATISFACTION

*Azman Ismail, Abdul Rahman Razak Shaik, Norashikin Sahol Hamid,
Mohd Nasir Saludin and Rozanariah Mohd Sani*

Abstract

Human resource management literature highlights that performance appraisal communication has two salient features: feedback and interaction. The ability of appraisers to properly practice such communication styles may have a significant impact on job satisfaction. More importantly, recent studies reveal that effect of performance appraisal communication on job satisfaction is not clear if feelings of procedural justice are present in organizations. Even though the nature of this relationship is interesting, little is known about the moderating effect of procedural justice in performance appraisal research literature. Therefore, this study was conducted to examine the moderating role of procedural justice in the relationship between performance appraisal communication and job satisfaction using 150 usable questionnaires collected from employees in the

Headquarters of Kuching's Post Office, Malaysia. The main findings of this study showed that interaction between performance appraisal communication and procedural justice significantly correlated with job satisfaction. Statistically, this result confirms that procedural justice does act as a full moderating role in the performance appraisal models of the studied organization. Further, discussion, implications and conclusion are elaborated.

PARALLEL SESSION 6D – COMMUNICATION, COMMUNITY AND DEVELOPMENT

SACRED COMMUNICATION IN HEALTH PROMOTION: EXPLORING ITS INFLUENCE AMONG YOUNG MUSLIMS

Mohd Khairie Ahmad, John Harrison and Chris Lawe Davies

Abstract

The emergence of faith-based mass media has portrayed new trends in media and communication landscape. The popularity of these media has attracted the need to understand their values and effects on social development such as health promotion in particular. Based on present study on Malaysian Muslim youth, this paper explores the use of Islamic values and elements in health promotion. In specific, this paper has three main objectives: (1) to briefly review the research on cultural sensitivity factor with focus on religious factors in health promotion; (2) to discuss what are the values and characteristics of Islamic persuasive communication that influence the target groups, and (3) how it affects the attitudes and behaviour of them. Data from focus group study involves eight groups of young Muslims between 15 to 24 years of age was examined by employing thematic analysis using qualitative analysis software-NVivo version 8. Generally, this study found the perception was positive irrespective of either demographic or religion devoutness background. In addition, this study also established an understanding of the faith-based characteristics and how its messages influenced the target group. The insight of this paper may contribute to the understanding of Islamic communication in media and its impact for social change agenda such as on health promotion to Muslim community. These findings may also contribute to further development of health promotion strategy for Muslim communities in Islamic nation or non-Islamic nation.

Keywords: Health promotion, Islamic communication, faith-based communication, cultural sensitivity in health communication

COMMUNITY CARE CIRCLE AS A MODE OF COMMUNICATION IN BUILDING RESPONSIBLE YOUTHS

Pathmaseelan, Subramaniam Rajaretinam and Arumugam Loganathan Krishnan

Abstract

It is vital that a strong foundation is built for this country, Malaysia and the Indian Community who resides in Malaysia. Essentially, this has to begin with the youths since they are the prime assets of this country. The youths must be educated through positive ways and means in order to strategize them competitively in view of the highly challenging world. Nonetheless, in recent years, it has been found and reported that crimes among Indian Youths have been on the increase in Malaysia. Additionally, the social ills and problems among Indian Youths have also augmented. This can be verified by the rise in the index crime statistics. Observably, past studies have shown that one of the main factors that have contributed in the increase of crimes committed by youths is due to lack of valuable activities to assist them in building and shaping themselves. Hence, this study embarked on 3C Project which stands for "Community Care Circle". The project was carried out at Glenaly Estate, Parit, Perak whereby a number of Indian Youths were placed in homes of different Indian families for about two weeks. The underlying reason for choosing an estate is to expose the youths to families from lower-income groups. During the said period, the youths will be exposed to the lifestyle of the particular family. Fundamentally, during the said period the youths will have to engage in communication with the particular family in order to learn more about the particular family's day-to-day lifestyle. In doing so, the youths will be able to learn the hardship and difficulties the said family had to endure. Consequently, this will

have an impact to the life of the youth. In fact, the project attempts to be a stepping stone in creating healthy and responsible youths for a better future ahead. Thus, the study is carried out to determine the extent the project will benefit the youths and the respective family. Finally, the study wishes to explore whether the project will be able to create awareness on the importance of communication between the youths and the community.

Keywords: Youths, Communication, Development

VARIOUS ASPECTS OF DIFFERENT WIRELESS COMMUNICATION TECHNOLOGIES FOR MOBILE AUGMENTED REALITY SYSTEMS APPLICATION (LIVE STREAMING)

K. H. Wandra, Ketan Kotecha, PhD and K.P.Makhecha

Abstract

This paper is an overview of the different wireless communication technologies, then it will include the comparison of different wireless communication technologies with the help of various aspects like Bandwidth, Data rate, Frequency, Cost, Power requirement etc for Mobile Augmented Reality Systems (MARS) application. The comparison is done theoretically and graphical analysis results obtained by QualNet-5.0 carried out by various experiments. This paper will include the comparison of various IEEE 802.1X data network standards, its importance, and role in wireless communication. Some IEEE 802 standards have also been developed for wireless communication and wireless broadband access such as WLAN, Wi-Fi, WiMAX, and WiBro are based on the IEEE 802.1X standard. Along with progress in cellular communications and wireless data networks, wireless phone systems have began to appear. The main aim of this paper is to give the results of analysis and comparison of different wireless communication technologies and to highlight the unique features and limitations of them MARS Application.

CONFLICT AT THE WORKPLACE: A CASE IN AN INDONESIAN GOVERNMENT ORGANIZATION

Gayatri Syafri and Rudi Sukandar

Abstract

Nowadays, organizations are seen as entities with an image and reputation to look after. The people working for a particular organization must adjust themselves in terms of their individual goals, values, and expectations into one common goal, value and expectations of the organization. During this process of adjusting for the common good, friction would surely ignite due to different opinions, critics, and disagreements on how to reach the same perception.

Conflict in the workplace is a sensitive matter and the managing/resolving it is a difficult task. This is caused by the difficulties in defining what factors come into play when conflict emerged as every situation is different in every workplace. To uncover this phenomenon, this particular research attempts to investigate the conflict at an Indonesian government organization known as the National Disaster Management Agency (NDMA).

The sources of conflict identified during the research were competition for resources in the form of office facilities and bonuses/benefits between government and contracted employees. The conflict was also caused by role conflict specifically intra-sender conflict, inter-role conflict, and intra-role conflict, intra-group conflict, and intergroup conflict. In dealing with the problem, employees mostly engaged in accommodating or compromising style because of their awareness of the current unsettled situation in the organization.

Other findings include identity problem, emotional management, and organizational culture that influenced how an employee managed the conflict and chose what conflict styles to apply. In addition, leadership also played a role in the emergence of conflict, especially leaders who employed directing style and supporting style. This research also revealed that superiors tended to apply strategies, such as two-way communication and face-to-face interactions, to manage and resolve the conflict effectively.

THE INFLUENCES OF MEDIA TOWARD COURTSHIP AMONG YOUNG MALAY WOMEN IN KUCHING*Dayang Asmah binti Awang Hamdan***Abstract**

This study examines the influences of media on courtship among young Malay women in Kuching. The ideas of courtship that young Malay women acquire are not just drawn from their own family circles, experiences of education and work, Islam knowledge but also their exposure to the media. This study employed snowball sampling to find 20 young Malay women who willing to complete a questionnaire and participate in a semi-structured interview. The questionnaires and interviews were analysed for their attitudes to courtship and marital partner selection and the challenges of maintaining a stable family. The study demonstrates how young women's ideas about courtship and marital partner selection are influenced by the media. Significant changes can be seen in their expectations that they will choose their own marital partners, and the introduction of information and communication technologies is also seen as promoting new forms of challenges in the guiding of children on courtship behaviors.

COMMUNICATION EFFECTIVENESS: INDIGENIZING AND LOCALIZATION MEASUREMENT

*Mus Chairil Samani, Faridah Ibrahim, Normah Mustaffa,
Chang Peng Kee, Shazlin Amir Hamzah, Rita Razlan*

Abstract

The various waves in communication paradigms contributed towards a better understanding of the multitude of social phenomenon. While the genesis of these communication paradigms may have its origins in the west, the knowledge has transmitted and spread throughout the globe without any inhibitions. The notion that an idea can only be accepted as knowledge after it has been tested vigorously and rigorously had led to the development of various measurements to assess communication effectiveness. One such instrument is the communication audit developed by Grunig (1985). This paper seeks to improve the aforesaid instrument by substituting the variables so as to enhance its effectiveness in measuring communication flow in a local institution of higher learning. Its effectiveness may contribute towards enriching and building the pool of localized communication knowledge.

**PARALLEL SESSION 7A– DEVELOPMENT COMMUNICATION:
THE POLITICS OF DEVELOPMENT**

THE THIRD-PERSON EFFECTS ON CAMPAIGNS: AN ANALYSIS DURING THE MALAYSIAN GENERAL ELECTIONS*Syed Arabi Idid, PhD and Saodah Wok, PhD***Abstract**

This paper tests Third Person Effects (TPE) on partisan political campaigns on self, family, supporters, and non-supporters of other parties. Previous research mainly used the TPE to test the perceptual influence of the mass media on self and others. This study sees the campaign to have a great influence on the supporters but not so with the non-supporters. The study tries to find out the effects of campaign as a vehicle in mobilizing the audience on the voting outcome of the political campaign. This study was able to test the perceptual effects but with the difference that the congenial materials were felt positively among the partisan supporters but were negatively felt among the opposing supporters. A total of 1654 Malaysians were interviewed nationwide. Data collected were analyzed for its descriptive and inferential statistics to answer the objectives of the study and to test the hypotheses of the study. Findings showed political campaigns from the ruling and opposing parties were able to influence party supporters, but respondents perceived that it was not so for the

non- supporters. The opposing party supporters felt that the government-influenced mass media could affect the ruling party supporters but it was not so, on their supporters. In addition, the supporters of the ruling party, said that they and their families were very much influenced by their own political campaigns but it was not so for the opponents. The supporters of the opposition held similar perceptions of their own party materials.

Keyword: Third Person Effect Theory, Political campaign, supporters, non-supporters, self-effect

INDONESIA'S ISLAM AND POPULAR CULTURE: IDENTITY REPRESENTATION THROUGH TELEVISION AFTER THE REFORMATION

Inaya Rakhmani

Abstract

Being a religiously, ethnically and culturally pluralistic nation, Indonesia has struggled with its development of a national identity. In this process, television has played an interesting role relating to the construction of national identity. Firstly, I argue political transition since 1998's fall of Soeharto which led to the country's 'Reformation' period has affected the reconstruction of national identity. Secondly, in the study of television and national identity, the general trend is to underestimate its relation to religion, specifically Islam as the religion of the majority of the population. In an attempt to appeal the mass audience, Islam has been incorporated by private television stations into their daily programmes – such as the evening calling for prayers – which further complicates the rebuilding of the country's national identity. The paper aims to examine how Indonesian television depicts Islam and how it embodies the Indonesian national identity particularly after the 'Reformation' period.

POLITICAL PARTICIPATION IN A MULTI-ETHNIC SOCIETY: LOCAL GOVERNORATE ELECTIONS IN JAKARTA, 2007

Marlina Handayani and Wahabuddin Ra'ees

Abstract

Jakarta, as the capital of Indonesia is a multi-cultural and multi-ethnic city. The Jakarta direct local government election was held on August 8 2007. Its government for the first time has been directly elected with a high degree of public participation of the residents of Jakarta. The elections for local government are the starting point for the type of political participation emerging in Jakarta. This study aims to find out whether socio-economic factors (education, occupation, and income) have affected political participation among them. The specific objectives of this study are to (a) examine the nature of the domestic environment of Jakarta; (b) explain the approaches adopted by residents of Jakarta in participating in the political process in Jakarta; (c) analyse the socio-economic factors affecting political participation among residents of Jakarta. The study will make use of political culture and political participation theory as the theoretical background. The study will employ survey research design. The data will be collected using a set of stratified random sample survey which will be distributed among residents of Jakarta. All the items in the questionnaire will be analyzed using SPSS. Descriptive statistics and inferential statistics will be used to answer the objectives of the study.

Keywords: Political participation, Multi-ethnic society, Socio-economic factors, Local governorate elections in Jakarta 2007.

A STUDY OF NON-VERBAL COMMUNICATION AMONG THE THIRD GENDER IN MALAYSIA*Farok Zakaria***Abstract**

Third gender is always being looked down on certain aspects of their life. Most of them were associated with wrong doings and social ills. However, third gender has now becoming more prominent in most of the Malaysian scenes especially in the newspaper, be it on the negative note of their confused marital relation or their positive significant achievements in the fashion industry. Understanding their behaviors are inevitably essential since they form quite a large portion of the population in Malaysian fabric of society. Third gender has in their life created special way of communicating that can be classified into many types. One way of communicating which can become a labelling point for the third gender is their non verbal communication behavior. Blinking eyes, waving hairs, hands movement, walking style and body posture depicts that they are sissy. Despite being remarked as being sissy, they are proud of their feminine behavior. Artists like to imitate the third gender's non verbal behavior and surprisingly had gained overwhelming receptions from the public. This paper ventures into the types on non verbal communication exhibited by the third gender through observation and self involvement with this group of people. This paper also highlights the details of the third gender non verbal communication that can be identified as special to this group of people which has been commercialized by some artist to become a common command in the society.

THE CONSTRUCTIONS AND MEASUREMENTS OF ISLAMOPHOBIA*Zafar Iqbal, PhD***Abstract**

This paper aims at exploring the negative sentiments that historically exist between Muslims and non-Muslims, and attempts to figure out the present state of hostility towards Muslims/Islam which may be labelled as Islamophobia in the contemporary media dominated world. For this study, it is assumed that Islamophobia is a mediated construct and its epistemic/symbolic dimension has different connotations. As such, its construction is rendered in a pluralistic manner; hence, it appears as a corpus constituted of Islamophobias. This paper is exploratory in nature, and attempts to test an instrument for measuring Islamophobia in the epistemological spheres by finding its nexus with media and other social antecedents.

PARALLEL SESSION 7B– A NEW LOOK AT RELATIONSHIP: ISSUES IN LANGUAGE AND SOCIAL INTERACTIONS**CHALLENGES OF TEACHING TECHNICAL COMMUNICATION***Nor Aini Abdul Rahman***Abstract**

English language teachers have to upgrade themselves constantly in order to keep up with the latest development in teaching the language. For English for Specific Purposes (ESP) teachers, the demand is even more pressing. Bearing that in mind, this paper investigates how Technical Communication (TC) teachers equip themselves to teach TC courses. To see how TC instructors prepare themselves to teach the course, a set of questionnaire was distributed to course instructors from public higher learning institutions in Malaysia. Results showed that the respondents employed various ways to teach the course.

AN ANALYSIS OF THE SOCIAL MEDIA IMPACT INTO INTERPERSONAL RELATIONSHIP

Noor Azizi Borhan

Abstract

The current usage of social media has been widely accepted and is known globally. Basically, an individual would be able to communicate through online on how to understand each other and befriend. However, the increases number of social media as the tools of communication for online social networking has given an impact to the interpersonal relations among the university students in taking into consideration of the differences of culture and family background. This study looks at how networking social media such as FACEBOOK, TWITTER as well as MYSPACE would beneficial the users. The aims of the study is to examine and analyses the perception of students on their friendship, self-disclosure and relationship from the usage of social media. This quantitative study measures the respondents' perception through open-ended questionnaires. A descriptive statistics will be use to check on the mean, standard deviation and percentage. The relationship between identity and self-disclosure are to be look on. The finding of the study would provide solutions and alternatives as well as be able to help the students not to be influence by the social media among the users. Those are the challenges that face by the society from the innovative of technologies.

DETERMINANTS OF COMMUNICATING FORGIVENESS AMONG UNIVERSITY STUDENTS

Noor Aishah Hussin, Liza Shahnaz, and Saodah Wok, PhD

Abstract

Forgiveness is an act of virtue. In Islam, it is an act that should be possessed by every individual as forgiveness helps in reconciliation and relational repair. It also helps to promote social harmony among people. However, every individual uses different ways in communicating forgiveness among them and these ways differ according to their personality, religiosity, and other demographic characteristics. As such, this study attempts to investigate the determinants of communicating forgiveness among university students. The specific objectives of this study are (1) to determine the level of forgiveness among university students, (2) to identify ways students use to forgive others, and (3) to find out the determinants influencing ways of communicating forgiveness. This study will make use of survey research design. The data will be collected using a set of self-administered questionnaire which will be distributed among the International Islamic University Malaysia (IIUM) students using stratified random sampling according to gender, nationality, and level of study. The data will be analyzed using SPSS WIN 16.0. Descriptive Statistics (frequency and percentage) and Inferential Statistics (t-test and correlation) will be used for the study.

Keyword: Communicating forgiveness approaches, forgiveness, personality types, religiosity, Muslim.

THE USED OF IMPRESSION MANAGEMENT STRATEGIES IN SOCIAL RELATIONSHIP DEVELOPMENT

Sri Azra Attan, Jusang Bolong, PhD and Hamisah Hasan, PhD

Abstract

2010 is the year to evolve 1Malaysia concept, thereafter it was proclaimed by our inspiring Prime Minister, Dato' Sri Najib Tun Abdul Razak, in the endeavour to accomplish the united society amongst Malaysian. On that account, it is our probity as Malaysian to apprehend the prominence of impression management strategies in order to develop the social relationship in the community. Thus, impression management is a process by which individuals attempt to control the perceptions from others and it is pervasive in social interaction. Nevertheless, the used of impression management strategies demanded more contribution to enhance the integrity within cyber community. In the matter of that, mIRC is one of the text-based chat applications that have been used by Malaysian users for more than 10 years. Therefore, mIRC users in

particular are necessitate to flourish the skill of using impression management strategies respectively demonstrating mastery, managing similarity, using nickname and misrepresentation identity in order to replace the elements of emotion, posture, gesture and the behaviour of verbal and non-verbal communication. In essence, the used of impression management strategies was poignant the interpersonal relationship precisely in social relationship development. Thence, it is indispensable to grasp the endowments of impression management strategies used since the on-line communication is mostly practiced to endure the existing ties in developing social relationship. Eventually, the study was focusing to identify the used of impression management strategies amongst mlRC users. A quantitative survey method using a set of questionnaires as the instrument was utilized for data collection. The respondents were chosen using the purposive sampling technique. Fundamentally, this study is timely in connectivity and interdependency between media and society.

THE THEORETICAL EXPLANATION OF VIRTUAL INTIMACY AMONGST SOCIAL NETWORKS USERS

Mariah Muda, PhD and Fauziah Hassan

Abstract

This study is to examine the new trend in developing an intimacy relationship. This extraordinary trend through social networking such as Facebook, Twitter, My Space, Friendster and etc are become very popular among teenagers and also to adults' people. This study will also look to the advent of technology which affected arise of the social networking. The main objective of this study is to discuss in depth pertaining the theoretical explanation which relates to virtual intimacy in relationship. In regard, this study will identify the relational development theories such as Uncertainty Reduction Theory, Social Penetration Theory, Social Exchange Theory, Relational Dialectic Theory and Communication Privacy Management Theory. This study also will explain stages in relationship whether it can sustain or not based from these theories.

PARALLEL SESSION 7C– LANGUAGE AND RHETORIC IN SOCIAL INTERACTIONS

THE FUTURE OF DEVELOPMENT JOURNALISME IN MALAYSIA

Awan Ismail and Haslina Halim

Abstract

Development journalism practices are constantly evolving in Malaysia. It plays a central role in helping the government to disseminate ideas on issues pertaining to the national development. In other words, its practices are interrelated among the society, journalist and government. Taken from that perspective, this paper discusses some preliminary findings of a research project on the future of development communication in Malaysia. It highlights the views and understandings of development journalism among academics, media practitioners and policy makers. An in-depth interview was conducted from May till June 2009 to gather information pertaining to its future in the country. Drawing from these interviews, the paper explores the development journalism practices and suggests some recommendations on its potentials in the country.

Keywords: development journalism, journalism practices, free press, media practices, press freedom

CREATING STYLIZED CHARACTERS USING THE COLLAGE TECHNIQUE*Anuar Hassan and Nekhat Sultana Tarique Azam***Abstract**

Designing characters for animation is a process similar to any type of design process where certain information and references are used in order to develop a successful character. All forms of references are used to identify the visual elements of the character, as well as their emotional and physical attributes. This project experiments with the techniques and workflow that can be explored when designing characters using the collaging method of photographs and images as a point of reference, using Adobe Photoshop and Illustrator as the tools for manipulation. This paper investigates ways to develop of stylized characters by experimenting with collages, as a method of exploring design to compensate for the lack of drawing skills.

A COMPARATIVE RHETORICAL ANALYSIS OF THE 14TH DALAI LAMA, TENZIN GYATSO*Danielle Fisher, Ehsan Shaghasemi and D. Ray Heisey***Abstract**

The 14th Dalai Lama of Tibet—is known as the most recent reincarnation in a long lineage of Dalai Lamas that has ruled Tibet as spiritual and secular leaders since the end of the 14th century. The present paper presents a comparative analysis of the rhetoric of the 14th Dalai Lama on the issue of Tibet. First, the paper will provide a full view of his life and the rhetorical context of his basic Buddhist philosophy. Second, it will provide a brief view on Tibet of his current chief protagonist, the president of the People's Republic of China, President Hu Jintao. Third, using a mixed method, it will report an interrogation into the Iranian perspective towards Dalai Lama held by the Iranian political leadership, as the Iranian government represents one of the major Islamic countries of the world. Often, the Tibetan leader's views are described by or compared with Western positions, such as those of advocates of human rights or independence movements. Having an international collaboration, finally, the authors of this analysis provide a comparison among their findings in different geographically distant places in the world.

THE DOMINANCE OF ENGLISH AMONG THE YOUNGER GENERATION*Hajah Dayang Fatimah Haji Awang Chuchu, PhD***Abstract**

Language is a communication tool and a device that manifests culture. Therefore, language is an important element in communication and media. In the Brunei Darussalam context, two languages play an important role. They are Malay Language and English. English is more dominant in the education domain. The dominance of English in education has greatly influenced minds and thus communication among the younger generation. The influence of English is greater when we relate it to globalization that involves printed and electronic media that are dominated by English. This situation has greatly influenced the language use of the younger generation and is also a challenge for the Malay Language in terms of the needs of usage and its survival. This paper presents a case study regarding the use of language, language attitude, cultural value associated with media and communication. From the affective or emotive aspect, we could find out which language controls communication more. The study is focused on the younger generation because they determine the survival of language.

INTERNET USE AND PUBLIC OPINION FORMATION: A TEST OF THE ASSUMPTIONS OF SPIRAL OF SILENCE THEORY

Sadollah Ahrari and Fazal Rahim Khan

Abstract

This study examined the assumptions of the Spiral of Silence Theory in the presence of Internet use variables. Specifically, what effect does Internet use has on perceptions of climate of opinion as well as on opinion expression, was the main research question addressed. A supplementary goal was also to determine cross-cultural applicability of the Spiral of Silence Theory to the Malaysian societal setting. The respondents were 312 undergraduate students of the University of Malaya, selected through multi-stage cluster sampling. A total of six hypotheses were tested which the data revealed mixed support for them. Of the 4 Internet use variables, Blog Use significantly related with Own opinion and perceived current climate of opinion, and online news use significantly related with Opinion expression. Similarly, an interaction between Blog use and TV use was found in its relationship with current climate of opinion. The study did not find any significant relationship of fear of isolation with the Spiral of Silence criterion of opinion expression neither did fear of isolation predict opinion expression nor it moderate the effect of opinion climate on opinion expression. These findings are discussed from the standpoint of the Spiral of Silence literature.

PARALLEL SESSION 7D– CYBERCULTURE: NEW TRENDS IN NEW WORLDS

THE BANALITY OF WAR: LANGUAGE OF THE IRAQ WAR 2003 IN *THE DAILY TELEGRAPH*

Rohizah Halim

Abstract

The media's tendency to report on certain events (e.g. election and sports news) as conflicts is magnified when it comes to war reporting. While media practitioners espouse the tenets of objectivity and balance, none would be able to credibly claim that these two principles are adhered to when the news event is war. The texts produced by the news media starkly reflected this state of affairs. Lexical choices, sentence construction, framing and other discourse strategies show wars as clean and the suffering as distant to the outside world. While attempts are made to offer a more rounded picture of wars and their effects on lives, the public would do well to remember that war cannot be fully represented by the media. Language, be it verbal or visual cannot be made to represent something that the media itself is resistant to, and even when conscious effort is made, language itself would prove to be intractable. It is through language and the media's organizational practices, wars are presented in the most banal manner. This banality of war is clearly communicated by The Daily Telegraph's reporting of the events surrounding the 2003 war in Iraq. As a newspaper representing the pro-war side of the issue in a country where a sizeable number of the population is anti-war, the newspaper has to make its argument clear. This study will show how pro-war sentiment can produce a discourse of war that is highly consistent with its own ideology. In the end, the production of news texts on war as events contributes to the acceptance of armed conflict as an acceptable solution to political problems.

Keywords: discourse, critical discourse analysis, Iraq war 2003, news media, critical linguistics, language, media discourse.

ORGANIZATIONAL COMMUNICATION AND CHANGE SUCCESS IN DIRECT SELLING ORGANIZATIONS IN MALAYSIA

Filzah Md Isa, PhD, T. Ramayah, Fauziah Md Taib, PhD and Nik Maheran Nik Muhammad

Abstract

The purpose of this research is to investigate the influence of organizational communication on change success in direct selling organization in Malaysia. Job satisfaction and sales performance are regarded as two important proxies of change success in direct selling industry. Organization communication on the hand was hypothesized as means of change success. Thus, this paper will investigate the relationship between communication and job satisfaction level and sale performance among salespersons in direct selling industry of Malaysia. Out of 690 questionnaires distributed, 238 were usable for subsequent analysis, yielding a response rate of 34.5 percent. The result revealed that communication is not positively related to both job satisfaction and sales performance. This may be due to the non-existence of formal structure in direct selling organization which leads to the difficulty of the management in communicating change to salespersons at the right time and at the right speed. Without proper organizational structure, communication will not be able to improve salesperson's job satisfaction, efficiency and effectiveness which may then affect their performance.

Keywords: change success, communication, job satisfaction, sales performance, sales persons

MOBILITY AND PORTABLE MEDIA WORLDS

Benedict Agulto, PhD

Abstract

The ubiquity of portable media technologies has created diverse classification of users who utilize as well as reject the mediation of traditionally non-mediated mobile devices. On one hand, due to the continuous improvement of mobile devices and its infrastructure as well as the development of its applications, some users have embraced its presence and allow it to fit into their lives. On the other hand, there are also some users who try to make themselves fit into the limitations of their mobile devices. However, despite the convergence of different media platforms into a single mobile device, there are some who reject its mediation. Overall, this paper analyzes how people use media on traditionally non-mediated mobile devices and the power that sits between the user and the technology. Also, this determines the discourses of acceptability in relation to resistance on its mediation.

VIOLENCE IN FIRST-PERSON SHOOTER VIDEO GAMES IN MALAYSIA

Ahmad Sauffiyan Abu Hasan and Mariah Muda, PhD

Abstract

Currently, the local Malaysian market is flooded with violent video games and it has become the most worrying phenomena. Just try to visit any shopping complexes in Klang Valley such as Midvalley Megamall or Sungei Wang Plaza and most of cyber cafes, we will find an ample stack of video games software and hardware apparatus at an affordable price. Looking into violence content in video games especially of type of First Person Shooter Video Game (FPS) become our concern since the danger of it might affected video games players to copycat violence action seen in their real life activities. According to Rich (2000), virtual violence that is realistic, portrayed without pain and suffering, and experience in the context of good feelings is most likely to be imitated. Thus, this qualitative content analysis study is aim to 1) find out the type of violence portray in first person shooter video games, 2) to find out what type of weapon use to execute violent action in first person shooter video games, 3) to find out the amount of violent seen in the first hour session of playing first person shooter video games and 4) to find out what are the consequences of violence on the characters. The study was conducted in several cyber cafes in Klang Valley district. Five FPS video games

selected in this study and they are F.E.A.R, Call of Duty 4, Call of Duty 5, Left 4 Dead, and Lord of the Ring Conquest. Qualitative content analysis done on the five video games show that shootings activities is the regular type of violence portrayed, various type of assault rifles, shotgun, and pistol is the main weapons used to execute violence actions, the highest violence seen is 621 violence action seen in the first hour and the lowest is 64 violence actions seen in the first hour session of playing the video games, and as for the consequences of violence on characters in FPS video games, generally all characters end up with death, and the ways they dies are varies. Some of the characters bleed to death, some fall from high places and dies, split in two pieces, explode, and burn to death and it is all depend on type of weapon use to kill these characters. Therefore, all characters in FPS video games respond violent with violent. Lastly, this study conclude that all First Person Shooter video games selected for this studies contain excessive amount of violent and it is not suitable to be play by people who have the tendency to be influenced by violence content in media, hence parental guidance is mandatory for those wish to buy their children one of these FPS video games mentioned in this studies.

CYBERSPACE AND ETHIC: BE A GOOD CYBERCITIZEN

Davood Mehrabi and Muhammad Sham Shahkat Ali

Abstract

The Internet has expanded everyone's horizons. It has allowed individuals to participate more actively in society. They are free to do anything they want as long as they aren't seen and heard. The Internet has a lot good things to offer users. When used wisely, it is a great tool for information gathering, learning and, instant messaging, and practicing written communication. On the other hand, new technology creates challenges in the areas of privacy, property, security and individual identity and radically reshapes life styles around the globe, and it is a phenomenon which requires a new round of ethical debate involving a person's privacy. Unfortunately, although most people use the Internet as a powerful and beneficial tool for communication and education, some individuals exploit the power of the Internet for criminal or terrorist purposes. The term "cyber ethics" refers to a code of safe and responsible behaviour for the Internet community. Practicing good cyber ethics involves understanding the risks of harmful and illegal behaviour online and learning how to protect ourselves, and other Internet users, from such behaviour. It also involves teaching users who may not realize the potential for harm to themselves and others, how to use the Internet safely and responsibly. The main objective of this study is to find out how cyberspace could be a safe place for using

Keywords: ethic; cyber ethic; cyberspace; cybercitizen

PARALLEL SESSION 8A– NEW MEDIA ENGAGEMENT

INFORMATION, VALUES AND DIGITAL PRESENCE

Harold Thwaites

Abstract

The digital revolution of the present decade is reflected in the evolutionary advances in the use of information by people. Whereas in past centuries, most information was transmitted around the world by spoken and written words, the first decade of 21st century has amassed incredible volumes of digital information which is thrown on the millions of earth inhabitants in a matter of seconds and hours, instead of years and generations. Such information waves or overloads create different attitudes, modes of selection, preferences and tastes in the users of information. The digital modes of data origination, processing and receiving are not only changing our lifestyles, but are also affecting our thinking, aesthetic feelings, acknowledgments and human values in general. Nowhere do such changes create tensions, frustrations, anger and hopes, as within the previously separate or isolated ethnic, tribal and national entities. Global information networks do not respect these environmental, national or ethnic boundaries. The economy of information transfer further compounds the existing inequities between nations. This paper examines the past, present and future of the information

receiver. In conclusion, the significant changes in human information processing and storage in the mindscape of media audiences are outlined for the second decade of the 21st. century.

THE AUDIENCE IS “YEARNING”: 3D OR NOT 3D?

Harold Thwaites

Abstract

In this second decade of the 21st century, digital media continue to evolve from a joint metamorphosis. Many of the re-emerging 3-D media technologies (3Dmt) are the direct result of these new interactions. Audiences are once again craving the immersive 3D experience. Why? Digital technology is now key to both the creation and display of stereoscopic images and spatial sound, which was unheard of on the present scale and sophistication, a decade earlier. With this final paradigm shift from “atoms to bits”, the possibility for the screening and broadcast of high-density, three-dimensional digital media experiences has become a reality. Presently, there is a wealth of renewed research in digital 3-D being undertaken on a global scale. This paper presents an overview of some of the current developments and their audience impact. A discussion of 3D information space, information design, future 3Dmt issues and concerns are included. In conclusion, the notion of spatial information impact on the human brain is related to current systems of 3D cinematographic and video picture display as opposed to 3D reality.

INSTRUCTIONAL ONLINE CONSULTATION APPLICATION AS TOOL IN ASISTING DISTANCE LEARNING: SCENARIO & THE USER REQUIREMENTS

Abd Hadi Abd Razak, Mohd Nizam Saad and Ang Ling Wei

Abstract

It is inevitable that used of communication technology and web-based platform have dominate the way we live and work nowadays. Online consultation - one of the advancement of communication technology in consulting service is conducted electronically in various contexts such as online medical consultation, IT consulting and online financial service. However, the used of communication technology is not fully implemented as an essential support for instructional consultation in higher education. Even though the advancement of communication tools has been acknowledged, but the making use of real-time multimedia conferencing and study on the type of interactivity, communication and characteristics of instructional consultation are rarely. This may due to lack of investigation, analyzing and proper strategy planning on problems encountered by students and lecturer for instructional consultation in education context. Recently, there has been an explosive increasing used of multimedia application and communication server that provide functionality of streaming media content for real-time transmission over the Internet. This multimedia application not only handles multi-time dependant media but also time-independent media types. For maximum effectiveness in data transmission through asynchronous and synchronous way, multimedia components are employed as strategic information tools within this well-planned prototype development model to solve the problem addressed. In this context, the needs from user inputs are compulsory in order to accomplish the purpose addressed. All the requirements must be gathered and investigate through questionnaires and it must be integrated inside the development phase of the application. In addition to it, these requirements will also achieve the ease of use concept stated in User Centred Design principle.

FACEBOOK USAGE BY UNDERGRADUATES IN UTeM: A COMPARISON BETWEEN GENDERS

Kalthom Husain, Rahman Hashim, Aziz Yahya and Aida Nasirah Abdullah

Abstract

Social networking sites are becoming more popular and are being used by different groups of people. A market study conducted by Nickburcher (2009) on Face book usage reported that there are now 27 countries

with over 1 million people using Face book. Malaysia was reported to have 1,069,260 million of people log on to Face book by March 2009. Among the popular social networking sites are Face book, MySpace and Twitter. However in Malaysia, little is known about how much, why, and how users use Face book. The study adopts reflecting journaling method across seven days reporting daily time use and responding to an activities checklist to assess their Face book use and follow up by a survey. In this study, one hundred engineering undergraduates comprises of fifty males and fifty females of Universiti Teknikal Malaysia Melaka completed their reflecting journaling and survey reporting the prevalence and time spent, why and how they use the Face book. Preliminary findings of the study indicated that female's participants spent more time than their male's counterparts on Face book as part of their daily routine. The females' participants spent more time observing or reading through the posted content on Face book than actually posting content. However the participants' reports that they use Face book more often for social interaction with whom they have built offline relationship. Implications of Face book use for the development of identity and peer relationships are discussed.

Keywords: Face book, engineering undergraduates, males, females, experience

NEW MEDIA VERSUS CONVENTIONAL MEDIA: MALAYSIAN EXPERIENCE

Ali Salman and Mohd Safar Hasim

Abstract

The advent of the new media has somehow posed a threat or challenge to the conventional media. The aim of this paper is to look at the present situation of conventional media; especially print newspaper vis. a vis. the new media. The effect of the new media is somehow felt on the circulation of print newspapers, especially in the USA. In Malaysia, the effect of the new media on conventional media is still manageable. Malaysian newspapers still attract advertising dollars. In Malaysia the presence of online newspapers did not affect the print newspaper. They are sort of reinforcing each other. We argue that the presence of the Internet will not replace newspaper. Radio did not replace newspaper and neither did television replace radio. The form of newspaper may die but not newspaper per se. Layout may change but the content is still in the form of news. Even if there is a drop in circulation, perhaps due to the youngsters shunning away from the mainstream or conventional media. The conventional media are actually embracing the new media. The newspapers now have their own online version. However, they have not fully embraced the new media. The difference being, new media are more interactive, while the online version of conventional media is not interactive. There are also Television stations which have online presence such as TV3. Comparing US situation, a large number of the citizens have their own Internet connection so they can read newspapers online. Also in the US, advertising dollars were not forth coming due to the squeeze by the economic slowdown. In Malaysia therefore, the new media and conventional media will continue to coexist and reinforce each other.

PARALLEL SESSION 8B– INTERCULTURAL COMMUNICATION: DIVERSITY, IMPACT AND NETWORKING

AGE, GENDER AND SOCIO- ECONOMIC STATUS IN EFFECTIVE INFORMATION DISSEMINATION: CASES OF MALAYSIA AND NIGERIA

Saudat Salah Abdulbaqi and Che Su Mustaffa, PhD

Abstract

This paper compares the demographic factors that influence effective information dissemination in Malaysia and Nigeria. Information dissemination is germane to the development of any community. If badly handled the community does not experience the desired growth in all facets, be it economic, political or social. The interplay between age, gender and socioeconomic status of individuals involved in the communication process goes a long way to determine the targeted growth or development. In this light, this conceptual paper

discusses the prominence of these variables in the communication discourse in the two countries and comes up with the submission that although the two countries have similar historical background, the variables enjoy varied considerations in the two.

EXPLORE THE CULTURAL IMPACTS BY VIDEOGAMES: AN EXAMINATION OF THE GAME GENERATION IN TAIWAN

Chi-Ying Chen and Shao-Liang Chang

Abstract

Following the exportation of Japanese media product such as comic books, TV dramas and so on, Japanese culture and commodities have swept across many countries in Asia, including Taiwan. Nowadays, Videogames have been a form of our home entertainment and Japan is still dominant in game business, especially the console game. Studies also confirmed that exposure to foreign media or cultural products was very likely to affect people's perception and consuming behavior in favor of the countries that exported the products. Therefore, current study tried to examine the cultural impacts of the new form of entertaining media — video games. This article employed an online survey of console game players to investigate the relationship between playing behavior and identification of Japanese culture and products. Results revealed that heavy players identified Japanese culture more positively than light users. However, this study did not support the relationship between playing behavior and a preference for consuming Japanese products.

Keywords: videogame; console game; media and culture

CONCEPTION OF INTERCULTURAL COMPETENCIES FOR SUCCESSFUL MANAGEMENT OF CROSS CULTURAL INTERACTION: VIEWS OF EXPATRIATES WITH WORKING EXPERIENCE IN MALAYSIA

Sharifah Nur Anthasha Syed Ahmad, Mohd Rafidi Ibrahim, Nur Shafina Redzuan and Manminder Kaur Dhillon

Abstract

The study aims to explore conceptual views of expatriates with working experience in Malaysia on intercultural competencies for successful management of cross cultural interaction. A qualitative survey conducted face-to-face and by questionnaire is conducted among 7 expatriates of 7 nationalities/cultures. The significance or main practical implication of this study is a proposed solution for consultants to base their training modules on areas such as intercultural competency and/or interpersonal skills for expatriates working in Malaysia. It also serves to be a set of guidelines for prospective expatriates with future assignments in Malaysia. The originality of this study lies in the novelty of the data, which is collected from expatriates of seven different cultural backgrounds who all have come into contact with Malaysians in their professional dwellings. Findings can be compared with other similar researches in Asia, and in the West. Future research in the implementation or training on intercultural competencies skills and its constraints would be important.

PROSUMERS AND SOCIAL NETWORKS: IMMATERIAL LABOUR AND THE CULTURAL LOGIC OF INFORMATIONAL CAPITALISM

Nicholas Mercer

Abstract

By the end of 2010, the Telco, O3b Networks, funded by SES, Google, Liberty Global and HSBC, will have begun launching a sixteen-satellite network that will allow billions of people in remote parts of Africa, Asia, the Middle East, and Latin America to have access to high-speed wireless Internet. As a democratic endeavour to close the 'digital divide' between developed and developing countries, as well as the digital divide within developing societies, the ambitious scheme should be welcomed. However, the O3b project will also open vast

matrices of cultural knowledge, social history and creative intelligence that will become a rich source of 'immaterial labour' for the twenty-first century information economy. With the emergence of Web 2.0 and what Tim O'Reilly calls the 'New Architecture of Participation' that accompanies the burgeoning online culture of amateurism, the line between producer and consumer has been redrawn. Traditional business models premised on broadcasters delivering programming content to consumers, whilst delivering audiences to advertisers and governments, are breaking down as Internet users and prosumers generate their own media content, social networks and relations of production outside the controlled circuits of corporate media. Maurizio Lazzarato's concept of immaterial labour is particularly useful in theorizing how user-generated content and social networking is becoming a dynamic source of production, circulation and consumption in the global information economy. And while mass media companies struggle to transform their business models in order to better capture and monetize immaterial labour on the Internet (News Corps current problems with its MySpace acquisition is the most obvious example), many perceive this as being symptomatic of the larger restructuring of informational capitalism as the informationalisation and valorization of social and cultural capital becomes essential strategy for economic growth. As such, the O3b initiative will be instructive in determining whether the engine for economic growth will come from the realisation of untapped low-income consumer markets, or whether, it will come from the realisation of enormous pools of immaterial labour. This paper will examine the concept immaterial labour as a driving force in the information economy of the twenty-first century. Central to this inquiry is the philosophical question concerning whether the cultural and informational value of immaterial labour lies in its non-realisation in the circuits and cycles of commodity exchange. Instead, when we consider the value of peer production in creation of knowledge, culture and information, we should appreciate that its value lies in the ongoing relationships created, not in the terminus of information as marketing data or as a revenue stream.

UNDERSTANDING CULTURAL DIVERSITY IS A KEY TO EFFECTIVE COMMUNICATION THE CASE STUDY OF BRAZILIAN CULTURE

Isabelle Amorim

Abstract

The purpose of this paper is bringing up a reflection about how cultural diversity can influence communication in cross-cultural environments. It further lays a foundation by discussing the Brazilian culture and its peculiarities such as values, how the gender roles are perceived, behaviors, communication styles and interpersonal relations in view of the three dimensions (Power Distance; Individualism versus Collectivism and Masculinity versus Femininity) of the National Culture model developed by Hofstede. The intent is to recognize that as a basis to understanding behaviors/ cultural differences to communicate effectively it is necessary first to comprehend the underlying cultural values that are the basis of any society. To this end, the Hofstede typology of cultural dimensions can be utilized to contrast cultural behaviors, here discussed through the example of Brazilian culture.

PARALLEL SESSION 8C – ORGANIZATIONAL COMMUNICATION: CONTEXTS AND PERCEPTIONS IN WORKPLACE

WORK UNIT CONTEXT: THE DYADIC, TEAM MEMBERS RELATIONSHIPS AND GROUP OUTCOMES: A MULTI LEVEL PERSPECTIVES IN MALAYSIA ORGANIZATION

Hassan Abu Bakar, PhD and Nur Qurratul' Aini Ismail

Abstract

This article proposed a group behavior model based on group size, dyad and team-member relationship exchange quality. The model proposed that group size have a negative effect on dyad and team member exchange quality. While, the dyad and team member exchange quality have positive effect of group behavior outcome. The consequences of these propositions were discussed and elaborated in this article.

PERCEPTION, SATISFACTION AND COMSUMPTION OF BUSINESS INFORMATION: A GENDER GAP*Shubhra Gaur, Anuradha Bhattacharjee and Ravishankar Pandey***Abstract:**

This study is an inquiry into the perception, satisfaction and consumption of Business Information amongst men and women consumers of such information in India. The study is relevant on several counts. Firstly Indian Readership Data (Round 2, 2003- 2008) data reveals that Average Issue Readership of top three English business newspaper among men decreased by 32.65% in 2008 from 2003 while same among women in that period increased by 1.63%. This is a pertinent observation at a time when newspapers all over the world are trying to maintain their readership in a general trend of declining readership and thus maintain their own survival and profitability. Secondly, the participation of women in the workforce of the organized sector in India has increased steadily from 19.67% in 1981 to 25.63% in 2001. This indicates that an increasing number of women are participating in economic activities in roles commensurate with their male counterparts, thus making them potential consumers of business information. Koller (2004) investigates how metaphors create and perpetuate gender bias by exploiting aggressive language in business media text. Drawing examples from The Economist, Business Week, The Financial Times and Fortune, Keller identified usage of war metaphors in business marketing texts and metaphors of evolutionary struggle in mergers and acquisition texts. Koller demonstrates that, in addition to introducing the reader to the 'business is war' metaphor, the text also substantiate the aggression and male bias that accompany it. She explains that both war and business have historically been male dominated, business media tends to link the two through the use of imagery in metaphors, and in turn perpetuate the notion that business is predominantly a male or masculine affair, while an increasing number of women are joining the workforce and contributing to the economic environment. The consumption patterns amongst men and women consumers of business information across six media vehicles- business newspaper, business magazine, business section of the general daily, business news channels, Internet (websites/portals providing business information) and other media like radio and mobile phones as a source of business information were mapped. An online survey was conducted on 401 respondents who use at least one of the above mentioned media vehicles to consume the business information. Of the total respondents 194 were women and 207 were men. The focus of the study is to map the perception and consumption pattern amongst both genders as consumers of business information. An emphasis was laid on unravelling the level of satisfaction and the importance given to the contents of the existing business newspapers. The study also attempts to identify the new areas of content for business newspaper as desired by the respondents. The prime objective of this study is to map the differences in the perception, satisfaction and consumption patterns of business information amongst men and women.

FACTORS INFLUENCING COMMUNICATION: STUDENTS' PERSPECTIVES*Musa Abu Hassan, PhD***Abstract**

Communication is basic for human interactions. Without communication, it is impossible for someone to survive in this challenging world. Recent observations had noticed that university graduates were not competence enough in communication skills. As such, employers had commented that the university graduates were not able to contribute meaningfully in their works. This study aimed at finding out the students' views on the factors that they considered important in communication and their opinion regarding the communication trainings that they are getting while studying. A survey method that mostly consisted of closed ended questions was randomly distributed to undergraduate students. Data were then analyzed using SPSS. Results of the study showed that the students had identified several factors that they said could influence communication. Among others, these factors include self-presentation, audience, purpose, knowledge and location. With regard to communication training that they had received thus far, many said it could be improved. As such, the students had suggested a number of approaches to equip them with the required communication competencies. Hopefully, the recommendations would be able to help the students in acquiring the required communication skills needed in performing the jobs after graduation.

ENGINEERS' ORGANISATIONAL COMMITMENT IN A MALAYSIAN ORGANISATION*Rahman Hashim, Aida Nasirah, Aziz Yahya, Kalthom Hussain***Abstract**

Commitment is a global psychological state that characterizes the relationship between employees and organisations (Meyer & Allen, 1991). One of the challenges faced by modern organisations is to maintain employees' commitment in the current business environment. The focal behavior associated with commitment is the decision to maintain membership in the organisation (i.e., decision to stay; Meyer & Allen; Meyer & Herscovitch, 2001). According to Meyer and Allen, there are three forms of commitment. First, affective commitment corresponds to an employee's emotional attachment to, involvement in, and identification with the organisation. Second, normative commitment is based on a moral obligation to remain loyal. Third, continuance commitment is an attachment derived from the recognition of the costs associated with leaving or the perception of a lack of employment alternatives. Thus, this study aims to determine the types of commitment among engineers in a Malaysian organisation.

Keywords: *Organisational commitment, affective commitment, continuance commitment, normative commitment*

COMMUNICATION EFFECTIVENESS AMONG ENGINEERS*Azizi Yahya, Aida Nasirah Abdullah, and Kalthom Husain***Abstract**

In current global industrial development, communication is a tool which is especially important in an organization that is often related directly to the various parties internally and external. In manufacturing industry, engineers are the driving workforce which helps in transferring knowledge and technology to their organizations. Transferring knowledge and technology requires the engineers to be communicatively effective. This is fundamental to the progress and success to their organizations. This study seeks to find out how effective the engineers are in communication, specifically when they transfer knowledge in their organizations. Five areas of effective communication have been identified and studied on the respondents. They are listening, seeking and giving feedback, understanding others, influencing and relating, and finally oral and written. Recommendations are given to facilitate engineers and educational institutions to better prepare and equip the engineers to upgrade their communication effectiveness so that they become better communicator.

PARALLEL SESSION 8D – PORTRAYING VALUES THROUGH MASS MEDIA**THE IMPACT OF GLOBALIZATION ON ISLAM THROUGH MEDIA***Sofia Hayati Yusoff and Fauziah Hassan***Abstract**

The process of globalization, which has influenced human life in many factors, is a process that transforms contemporary human destiny. This process involves many aspects including the role played by media in assimilating messages. The steady growth in the influence of the media in capability to change one's attitude, perspective, and ideology is undeniable. Moreover, the existing of new media such as blogs and alternative media have created an exciting new wave especially in giving voice to voiceless to express their opinion which sometimes can lead to disagreement and conflict. Actually, this condition needs society to evaluate, analyze and react towards messages represented in media for not being influenced easily. Furthermore, for countries where Muslim society is the majority, it is important to note kind of threats and opportunities portrayed in media. This phenomenon should be corrected because Islam provides us a complete set of Islamic guideline to

rectify some unethical circumstances in media. In this regard, this conceptual paper is going to examine and identify the relationship between media and the threats and opportunities inside. Besides, it also offers some ideas and suggestions to control any negative elements so that Islamic values will not be affected.

AN ANALYSIS OF ISLAMIC CONCEPTUALISATIONS OF PRESS FREEDOM IN MALAYSIA

Nerawi Sedu

Abstract

This research study investigated the conceptions of press freedom from the Islamic perspective. It examined how certain segments of Malaysian society, including government officers, religious leaders, members of non-governmental organisations (NGOs) and members of political parties perceive press freedom in their country. Compared to previous studies on media freedom or press freedom in Malaysia, this study offered a comprehensive analysis of variables significantly related to the conceptualisation and practice of press freedom, which include economic development, information and communication technologies (ICTs) and globalisation. One significant difference between this study and previous studies was the specific examination of Islamic conceptions of press freedom, which represents a major contribution to existing knowledge. As Malaysia is a complex multi-racial and multi-religious nation, factors such as national ideologies and cultural values were addressed when examining conceptions of press freedom. Methodologically, this study employed an ethnographic approach for analysing Islamic conceptualisations of press freedom. In-depth face-to-face interviews were utilised to investigate the issues identified in relation to perceptions of press freedom in Malaysia. In-depth face-to-face interviews involved the participation of staff and members from ten organisations and individuals who were not affiliated with these organisations. The organisations involved in this study were: Ministry of Internal Security Malaysia (MOIS); Institute of Islamic Understanding Malaysia (IKIM); Islamic Da'wah Foundation Malaysia (YADIM); Muslim Youth Movement of Malaysia (ABIM); Pertubuhan Jamaah Islah Malaysia (JIM); Centre for Independent Journalism (CIJ); Suara Rakyat Malaysia (SUARAM); Islamic Party of Malaysia (PAS), People's Justice Party (PKR); and Puteri UMNO. The findings of the study showed that there were diverse views among respondents on what constitutes an Islamic press freedom in a multi-racial and multi-religious Malaysia. Due to the different levels of Islamic understanding and divergent interpretations of Islam among Muslims, especially among members of political parties, this study also found that the Islamic theory of press freedom is a highly contested concept.

Keywords: freedom, freedom of expression, press freedom, tawhid

RELIGION AND ITS INFLUENCE ON MALAYSIAN YOUTHS' INTERNET USAGE

Soh, Patrick C.H.

Abstract

All of the world's major religions have substantial representation in Malaysia. Although Islam is the official religion of Malaysia, freedom of religion is guaranteed in the Constitution. According to the 2000 census and CIA, approximately 60.4% of the population of Malaysia are followers of Islam; 19.2% Buddhism; 9.1% Christianity; 6.3% Hinduism; and 2.6% Confucianism, Taoism, and other traditional Chinese religions. The issue is whether the religiosity of adherents influenced their Internet activities, particularly in the area of pornography viewing and violent online gaming. The Internet is becoming an integral part of the daily lives of youths in Malaysia. Urban school students in Malaysia spend on average 10 hours online a week, with a significant number spending 20 hours a week. This paper analyses the findings from a random survey of 1,608 school students in Malaysia.

PATTERN OF THE NEWS MEDIA CONSUMPTION AND NEWS DISCUSSION AMONG YOUTH: A TEST OF AGENDA SETTING THEORY

Saadah Wok PhD, Ezhar Tamam, PhD and Suci Elsa Maria

Abstract

There have been many studies in the media consumption habits among youth. Previous studies reported that the youth preferred the news on online media compared to other news media. This study tries to explore the pattern of news media consumption and interpersonal news discussion. The specific objectives of the study are (1) to find out the level of news media consumption, (2) to determine the level of perceived news media credibility, (3) to find out the extent of interpersonal news discussion, (4) to analyze the relationship between perceived media credibility and news media consumption with interpersonal news discussion, and (5) to differentiate between selected demographic characteristic with news media consumption and interpersonal news discussion. The study made use of survey research design method. The data were collected using a set of self-administered questionnaire. Sample of 1363 was randomly selected using stratified random sample. Malaysian youth aged 15-25 years old were gathered for the study. The data were analyzed using SPSS WIN 16.0. Descriptive and Inferential statistics were used for the study. Keyword: news media consumption, news discussion, media credibility, agenda setting, youth.

NEWS MEDIA CREDIBILITY: INTERNET VS. NEWSPAPER

Davood Mehrabi and Muhammad Sham Shahkat Ali

Abstract

Media credibility studies arose from concerns in the newspaper industry, first about rising number of people turning to radio for news, then about the number relying on television. The rise of Internet has led to host of recent credibility studies comparing traditional sources with this emerging medium. Hence, this survey design was used to determine how respondents perceive the Internet and newspaper in terms of credibility for news information and the systematic sampling method was used to select the sample. In this study 270 sets of questionnaires were handed to respondents to assess perception of credibility between online (Internet) and traditional media (newspaper); to explore the relationship between gender, education, and media usage with media credibility. The results of study indicated that newspaper is more credible than Internet. The results indicate that there was no relationship between gender and perception of newspaper and Internet news credibility. Findings also revealed that there was no significant correlation in the perception of newspaper and the Internet credibility across different level of education. Based on findings from the sample of the study, the amounts of time spend on the Internet and newspaper to get news had negligible and significant relationship with perception of the media credibility.

Key words: media credibility; online media; traditional media; media usage; education; gender