

i-COME 12 PRESENTATION SCHEDULE

1-3 November 2012, Penang, Malaysia

Parallel Session 1

November 1, 2012, 0930 - 1030

Session 1A – Religion, Culture and Communication

Moderator: Dr. Haryati Abdul Karim

- 1. Religious Identity, Media and Young People : A Study of Young Malaysian Muslims' Consumption of Religious-Content Media**
Haryati Abdul Karim
- 2. Hijab in the City: Influence of Islamic Cultural Identity on Urban Muslim Women through Malaysian Media**
Nurzihan Hassim
- 3. Socialization and Identity**
Norhafezah Yusof, Tengku Faekah Tengku Ariffin, Rosna Awang Hashim

Session 1B – Business Communication

Moderator: Haslina Halim

- 1. The Role of Media Richness on CSR Web Disclosure in Fast-Food Restaurants**
Rafeah Mat Saat and Mohamad Hisyam Selamat
- 2. Social Construction of Destination Brand Image: A New Dimension in the New Millenia**
M. Burhan Bungin, Nuraini Yusoff and Nur Rasyidah Mohd Nordin
- 3. Expatriation in Malaysia: Predictors of Cross-Cultural Adjustment Among Hotel Expatriates**
Haslina Halim, Che Su Mustaffa and Hassan Abu Bakar

Session 1C – Creativity, Innovation and Users

Moderator: Annie Dayani Ahad Abdullah

- 1. Mobile Phones and Their Implications For Teenagers in Brunei Darussalam: A Non-Western Context**
Annie Dayani Ahad Abdullah
- 2. Augmented Reality in Visual Communication: Innovation in Conservation of Historical Buildings**
Ulka Chandini Pedit, Norshuhada Shiratuddin & Syamsul Bahrin Zaibon
- 3. Factors Affecting University Students Tendency Toward Satellite Channels**
Ali Akbar Farhangi & Mehrdad Matani

Session 1D – New Media and Culture

Moderator: Dr. Bhavna Bhalla

1. **Understanding Communication through Indian Knowledge Tradition**
Dr. Bhavna Bhalla
2. **Representations of Sexuality in Taiwanese Youth Cinema**
Wang Chang Song and Rohani Hashim
3. **Is South Korea the Plastic Surgery Kingdom?**
MiRi Moon

Parallel Session 2 **November 1, 2012, 1050 – 1145**

Session 2A – Culture and Communication

Moderator: Syamsul Zahri Subir

1. **Globalized Media and Impact of Television Drama reception: Revisiting Global Exposure and Content-Specific from Audience Reception Perspective**
Che Su Mustafa & Ilias Md. Salleh
2. **Homosexuality in Malaysian Media: A Content Analysis Study on Malaysian Mainstream Newspaper**
Syamsul Zahri Subir

Session 2B - Strategic Organisational Communication

Moderator: Jamilah Jamal

1. **Crisis Responsibility and Perceived Organization Reputation: Examining the Mediating Effects of Charismatic Leadership Communication and Corporate Credibility**
Jamilah Jamal & Dr. Hassan Abu Bakar
2. **Culturally Competent Communication in Malaysia Medical Tourism**
Pavithra Aridass, Dr. Mohd Khairie Ahmad & Dr. Hassan Abu Bakar

Parallel Session 3
November 2, 2012, 0900 – 1020

Session 3A - New Media and Culture

Moderator: Dr. Swagata Sinha Roy

1. **From Morning Coffee (Qahwat Assabah) to Dr Phil: Focus Group Study Of Media Consumption And Preferences Among College Students in Nizwa**
Noor Badarudin, Ogadimma, C. Emenyeonu & Abdullah Al-Riyami
2. **The State of the Estet: Communication in an Intercultural Cinematic Text**
Dr. Swagata Sinha Roy, Kavitha Subaramaniam & Saraswathy Thurairaj
3. **Frequency and Perception of Adolescents Towards Facebook**
Mohd Zuwairi Mat Saad, Noor Izzati Muhamad Nasir & Mohd Hasren Yusuf
4. **An Empirical Study of the Trend and Pattern of Video Film Piracy in Nigeria**
Adeyemi A. Ridwan

Session 3B – Political Economy of Media and Change

Moderator: Dr. Timothy Walters

1. **A Comparative Study of Pakistani & British Newspapers' Editorials on the Coverage of 'War against Terrorism': A Framing Perspective**
Aasima Safdar, Dr. Adrian M. Budiman & Dr. Norsiah Abdul Hamid
2. **IndraniKopal: A Case Study of Video Journalism as Women Leadership**
Roslina Abdul Latif & Badrul Redzuan Abu Hassan
3. **Structure and Agency, Power and Democracy: Public Sector Communications Leadership In The Australian Government**
Barbara Walsh
4. **Planting Peace: The Rhetorical Situation of Wangari Maathai and the Green Belt Movement**
Shahreen Binti Mat Nayan

Session 3C - Communication for Organisational Change/ Communication for Social Change (Malay Language Session)

Moderator: Dr. Hashim Fauzy Yaacob

1. **Hubungan Pihak Atasan Dan Subordinat Dalam Sektor Kejuruteraan**
Hashim Fauzy Yaacob
2. **Kepuasan Komunikasi Selaku Moderator Dalam Hubungan Di Antara Komunikasi Pegawai-Subordinat Dengan Kualiti Hubungan Dan Tekanan Kerja**
Kamsiah Kamin and Prof. Che Su Mustaffa

3. *Mohd Baharudin Othman*
4. **Internet, Kanak-kanak, dan Keluarga**
Wan Anita Wan Abas & Mazveen Syed Sarbudeen

Session 3D – Communication For Organisational Change

Moderator: Dr. Aini Maznina A.Manaf

1. **Trust in Virtual Teams: Focus Group Interviews in Multimedia Super Corridor Status Companies**
Norizah Aripin, Dr. Hasrina Mustafa , and Prof. Adnan Hussein
2. **The Relationships between Communication Satisfaction and Teachers' Job Satisfaction in a Chinese Primary School, Johor, Malaysia**
Zulhamri Abdullah, PhD (Assoc. Prof.) and Jong Hui
3. **Ethnic Diversity in Malaysian Workgroups: Individual Members' Experiences and Perceptions**
Dr. Aini Maznina A.Manaf
4. **The Influence of the Forces of Study Groups and On Time Culture to the Success of Students' Learning in Communication Department SMMTC UUM**
Noer Doddy Irmawati

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| Parallel Session 4 November 2, 2012, 1040 – 1200 |
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Session 4A – Media Industry Trends and Dynamic

Moderator: Sung Wook Kim

1. **A Study on Correlation between Innovation Diffusion Model and Market Development Strategy: Taking Taiwan's Digital Reading Industry for Example**
Lon-FonShieh, Yu-Fan Lin, Fang-Mei Liu, Hung-Jui Wang, Yu-Wei Tsai, & Ling-Chen Shih
2. **The Impact Of The Privatization Of A State-Owned Telecommunications Carrier on Universal Service in Korea**
Sung Wook Kim & Chris Kim
3. **Making The Case For Data Journalism – Challenges For An Ongoing Evolution**
Helge Hüttenrauch, Ester Appelgren & Gunnar Nygren
4. **Authentic Speakership in Radio Talks**
Siti Nurbaya Mohd Nor

Session 4B – Media and Development

Moderator: Dr. Osman Gazzaz

1. **Responding to the Western Satellite TV's Image of Islam and Muslims: Theory & Research-based Policy Challenges**
Dr. Osman Gazzaz, Fazal Rahim Khan and Mohammad Zafar Iqbal
2. **Political Cartoonists versus Readers: Role of Political Cartoonists in Building Public Opinion And Readers' Expectations Towards Print Media Cartoons in Pakistan**
Ayesha Ashfaq, Hina Fatima and Fahad Anis
3. **Beyond Facebook: The Undocumented Experiences on ICTs of Young Rural Filipinos**
Jaime A Manalo IV and Elske van de Fliert
4. **Media and public fear of crime among Malaysian**
Tamil Chellvan, Charissa Chan & Lai Yee Mun

Session 4C – Political Economy of Media and Change

Moderator: Dr. Peter Simmons

1. **Political Public Relations In The Indonesia Parliamentary Election 2009**
Evie Ariadne Shinta Dewi
2. **Politics, Promotion And Pavements: Professional Communication In Australian Local Government**
Dr. Peter Simmons & Dr Felicity Small
3. **Narrative in Pakistan's Independent Press and Its Impact on Policy Decisions
A Case Study of the Lawyers Movement**
Amrat Haq

Session 4D – Religion, Culture and Communication

Moderator: Assoc. Prof. Dr. Saodah Wok

1. **Why this Kolaveri di?: How Malaysian Non-Indians in the Klang Valley perceive the meme**
Swagata Sinha Roy, Kavitha Subaramaniam & Saraswathy Thurairaj
2. **Extended Hierarchy-of-Effect Model and its Application on Islamic Reality Shows towards Malay Community in Malaysia**
Assoc. Prof. Dr. Saodah Wok, Dr. Rizalawati Ismail, Zakirah Azman, Siti Sakinah Latif
3. **The influences of Islamic Blogs in educating Islamic values among students**
Dzaa Imma bt Abd Latiff, Noor Ashmalia bt Mohd Asyraff & Siti Nur Farrah Faadiah bt Ab Ghani
4. **Religiosity in Happy and Satisfying Relationships among Malaysian Couples**
Hasrina Mustafa, Marshina Juliza Mohd Hasim, Norizah Aripin & Hamidah Abdul Hamid

Parallel Session 5
November 2, 2012, 1430 – 1550

Session 5A – Creativity, Innovation and Users

Moderator: Dr. Mathew Martin Poothullil John

1. **How the 2011 National Election in Thailand affected the Media Coverage?**
Mukda Pratheepwatanawong
2. **SMS as a Rural Disaster notification system in Malaysia: A feasibility study**
Shamsuddeen Rabi'u & Akanmu Semiu Ayobami
3. **Comparison of Selected Software Systems for Creation and Management of an Open Access Journal**
Gamgarn Somprasertsri, Ruethai Nimnoi, Laksana Thaotip & Natita Waiyahong
4. **Effects of Accessible Format in Short Television Advertisement on Hearing & Hearing Impaired Persons**
Dr. Mathew Martin Poothullil John

Session 5B – Communication for Organisational Change

Moderator: Dr. Hassan Abu Bakar

1. **The Model of Servant Leadership: Materializing Contextual Culture in Organization and Team Effectiveness**
Dr. Hassan Abu Bakar
2. **The Role of Communication in Acculturation Process Within an Organization**
Sabrina Mohd Rashid, Kamal Ghose & David A. Cohen
3. **The Role of Language in Influencing Student Apprehension: Investigating the Phenomenon in Malaysian Public Universities**
Haslina Halim & Syarizan Dalib
4. **Sources of Stress among College Students**
Juvilyn G. Bulo & Dr. Marita G. Sanchez

Session 5C – Culture and Communication

Moderator: Dr. Yasraf Amir Piliang

1. **Humanity Ethics in Visual Discourse of Television News Program**
Dr. Yasraf Amir Piliang & Winny Gunarti
2. **Ombak Rindu: Analysis on Youth Resonance of Gender Stereotyping through Film Narrative**
Nurzihan Hassim, Sheila Yvonne, Jayasainan & Nur Leila Khalid
3. **Understanding Non-Verbal Communication across Cultures: A Symbolic Interactionism Approach**
Raji Ridwan Adetunji & Koh Phei Sze
4. **Semiotic Explorations: Representation of Woman on Comedy Cinema in Indonesia**
Yasraf Amir Piliang & Lala PalupiSantyaputri

Session 5D – Communication for Social Change/ Health Communication

Moderator: Dr. Anne-Marie Gagne

1. **Penang's Environmental NGOs: Approaching Sustainability through Communication and Participatory Approach**
Laleh Etminan Basseri, Norizan Md. Nor, Govindran Jegatesen & Hamoon Khelghat-Doost
2. **Creativity and Media Literacy in the Information Society Case Study: (University of North Khorasan)**
Mahnaz Amirpour & mahnaz Shojaee
3. **The relationship of trust in public relations: toward a model of optimal contextual matching**
Dr. Anne-Marie Gagne
4. **Effectiveness of pink ribbon campaign (a campaign raising awareness on breast cancer in Pakistan)**
Sahifa Mukhtar

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| <u>Parallel Session 6</u> November 2, 2012, 1610 – 1730 |
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Session 6A - Creativity, Innovation and Users

Moderator: Dr. Timothy Walters

1. **E-Counseling Using the Computer Mediated Communication**
Dr. Marita Garcia Sanchez
2. **Bloggers: A Motivational Behavior Participating in Blog**
Siti Nasarah binti Ismail, Noorazura binti Durani, Siti Nur Farrah Faadiah binti AB. Ghani & Shahril Anuar binti Abdul Ghalim
3. **Communication Strategies in An Industrial Organization: A Proposal For Internal Communications Strategy For The Shift Workers**
Dr. Vanessa Marcié

Session 6B - Health Communication/ Media and Development

Moderator: Nik Adzrieman Abdul Rahman

1. **Health Communication Research in Malaysia: An Exploratory Analysis**
Mohd Khairie Ahmad & Che Su Mustafa
2. **The Accessibility of Selected Websites in Delivering H1N1 Related Information and Advices**
Samira Seifi
3. **Knowledge, attitude and practice: Building awareness on the importance of environmental save keeping**
Nor Hayati Mohd Jalil

Session 6C – Media and Development

Moderator: Dr. Nerawi Sedu

1. **Social Media in Malaysia and Polarisation**
Sandra Hanchard
2. **Media's Role for Empowering People in Pakistan**
Ayesha Sadaf
3. **Portrayals of Islam and Muslims in *The Australian*: Enhancing Understanding Or Misunderstanding**
Dr. Nerawi Sedu

Session 6D – Connectivity, Inclusion and Media Literacy

Moderator: Dr. Selami Özsoy

1. **Television Viewing and Schoolgirls of Multan: A Uses and Gratifications Approach**
Dr. Muhammad Ashraf Khan
2. **Use of Twitter by Club Fans**
Dr. Selami Özsoy
3. **Internet Usage Pattern Among School Adolescents**
Lourdu Vesna and Dr.D. Nivedhitha

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| <u>Parallel Session 7</u> November 2, 2012, 0930 – 1050 |
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Session 7A - Bussiness Communication/ Communication Management

Moderator: Dr. Noer Doddy Irmawati

1. **Challenges In The Process Of Collecting Observational Data Among Women Direct Sellers**
Nuredayu Omar
2. **Enhancing Cross-cultural Adjustment: Managing Anxiety and Uncertainty through Cultural Intelligence during Expatriations**
Dr. Marlin Marissa Malek
3. **Conceptualizing Intercultural Communication Competence**
Syarizan Dalib & Haslina Halim
4. **Understanding Hermeneutics in Understanding Communication**
Fauzi Naeim Mohamed

Session 7B –Culture, Media and Communication (Malay Language Session)

Moderator: *Dr. Lee Kuok Tiung*

1. **Wanita Dalam Dunia Kewartawanan: Profesion, Prospek dan Masa Depan dalam Konteks Industri Persuratkhabaran di Sabah**
Lee Kuok Tiung & Kalaiarasi a/p Thevakumar
2. **Liputan Media Mengenai Konflik Agama di Malaysia : Analisis Kajian Perbandingan Media – Satu Kajian Awal Pembingkaian Akhbar *The Star* dan *Utusan Malaysia* Mengenai Cubaan Memurtadkan Umat Islam di DUMC**
Muhammad Raqib Bin Mohd Sofian & Prof. Adnan Hussein
3. **Pengaruh Gijinihonbunka di dalam Animasi Jepun Terhadap Perkembangan Sahsiah di Malaysia**
Zeety Kartini Abdul Hamid
4. **Keberkesanan Penyebaran Maklumat Mengenai Pemeriksaan Awal Untuk Pengesanan Awal Barah Payudara: Satu Kajian Awal Menurut Pandangan Anggota-anggota Kesihatan Yang Bertugas Di Klinik-klinik Kesihatan Di Kawasan Semi-Urban dan Pedalaman Sarawak**
Mohamad Zaidan Bin Zulkepli, Dr. Hasrina Mustafa & Assoc. Prof. Khor Yoke Lim