

**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**  
*Dr. Haryati Abdul Karim*
2. **Creating a Good Teachers-Students Communication through Personality Understanding**  
*Dr. Noer Doddy Irmawati & Vitria Pawitrasari Bob*
3. **The Model of Servant Leadership: Materializing Contextual Culture in Organization and Team Effectiveness**  
*Dr. Hassan Abu Bakar*

**Session 1B – Business Communication**

*Moderator: Haslina Halim*

1. **The Role of Media Richness on CSR Web Disclosure in Fast-Food Restaurants**  
*Rafeah Mat Saat & Mohamad Hisyam Selamat*
2. **Social Construction of Destination Brand Image: A New Dimension in the New Millenia**  
*M. Burhan Bungin, Nuraini Yusoff & Nur Rasyidah Mohd Nordin*
3. **Expatriation in Malaysia: Predictors of Cross-Cultural Adjustment Among Hotel Expatriates**  
*Haslina Halim, Che Su Mustafa & 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. **Factors Affecting University Students Tendency Toward Satellite Channels**  
*Ali Akbar Farhangi & Mehrdad Matani*
3. **Use of Internet for Agricultural Extension: The Nigerian Experience**  
*Abdul-Aziz Haruna, Dr E.I Ikani & Kabiru Danladi*

### **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?**  
*Mi Ri Moon*

**Parallel Session 2**  
**November 1, 2012, 1045 – 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 Mustaffa & Ilias Md. Salleh*
2. **Homosexuality in Malaysian Media: A Content Analysis Study on Malaysian Mainstream Newspaper**  
*Syamsul Zahri Subir*
3. **The Characteristic of Woman Writing in Indonesian Literary Work after the Reformation Era**  
*Wajiran, S.S.*

### **Session 2B - Strategic Organisational Communication**

*Moderator: Jamilah Jamal*

1. **Crisis Responsibility and Perceived Organization Reputation: Examining the Mediating Effects of Charismatic Leadership Communication**  
*Jamilah Jamal & Dr. Hassan Abu Bakar*
2. **Culturally Competent Communication in Malaysia Medical Tourism**  
*Pavithra Aridass, Mohd Khairie Ahmad & Hassan Abu Bakar*
3. **The Contents of Award Winning Annual Reports Over Time**  
*Mohammad Azhar Ibrahim, Mike Jones & Mohd Hadzrami Harun Rasit*

**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. **Indrani Kopal: 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 & Prof. Che Su Mustaffa*

3. **Faktor-Faktor Penglibatan Masyarakat Dalam Program Pembangunan Komuniti di Luar Bandar: Analisis Kualitatif Dari Perspektif Komunikasi Pembangunan Berpenglibatan**  
*Mohd Baharudin Othman*
4. **Internet, Kanak-kanak, dan Keluarga**  
*Wan Anita Wan Abas & Mazveen Syed Sarbudeen*
5. **Faktor-Faktor Yang Membentuk Persepsi Peminat Terhadap Populariti Selebriti Hiburan Di Malaysia**  
*Mohd Sobhi Ishak*

### **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 & Prof. Adnan Hussein*
2. **The Relationships Between Communication Satisfaction and Teachers' Job Satisfaction in a Chinese Primary School, Johor, Malaysia**  
*Assoc. Prof. Dr. Zulhamri Abdullah & Jong Hui*
3. **Ethnic Diversity in Malaysian Workgroups: Individual Members' Experiences and Perceptions**  
*Dr. Aini Maznina A.Manaf*

**Parallel Session 4**  
**November 2, 2012, 1040 – 1200**

### **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 & 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 & Prof. Adnan Hussein*
3. **Beyond Facebook: The Undocumented Experiences on ICTs of Young Rural Filipinos**  
*Jaime A Manalo IV & Elske van de Fliert*
4. **Building awareness on the Importance of Environmental Save Keeping**  
*Nor Hayati Mohd Jalil*

### **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*
4. **Smoodging in Organization: Play (fullness) at Work**  
*Che Mahzan Ahmad*

### **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 & Mastura bt Mansur*
4. **Understanding the Role and the Impact of Religion and Religious Practices in Long-term Marriages in Malaysia**  
*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: Nik Adzrieman Abdul Rahman*

1. **Augmented Reality in Visual Communication: Innovation in Conservation of Historical Buildings**  
*Ulka Chandini Pedit, Norshuhada Shiratuddin & Syamsul Bahrin Zaibon*
2. **SMS as a Rural Disaster Notification System in Malaysia: A Feasibility Study**  
*Akanmu Semiu Ayobami & Shamsuddeen Rabi'u*
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. **Socialization and Identity**  
*Norhafezah Yusof, Tengku Faekah Tengku Ariffin & Rosna Awang Hashim*
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 PalupiSantya Putri*

### **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*

**Parallel Session 6**  
**November 2, 2012, 1610 – 1730**

**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. **Media and Public Fear of Crime Among Malaysian**  
*Tamil Chellvan, Charissa Chan & Lai Yee Mun*
4. **Newspapers as a Source of Health Related Information**  
*Sushil Kumar Sharma*

**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*
4. **The effect of the financial crises on European banks narrative communication**  
*Kristina Jonäll, Michael John Jones & Gunnar Rimmel*



### **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 & Dr.D. Nivedhitha*

**Parallel Session 7**  
**November 3, 2012, 0930 – 1050**

### **Session 7A - Bussiness Communication / Communication Management**

*Moderator: Haslina Halim*

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**  
*Dr. Lee Kuok Tiung & Kalaiarasi a/p Thevakumar*
2. **Liputan Media Mengenai Konflik Agama di Malaysia: Analisis Kajian Perbandingan Media – Satu Kajian Awal Pembangkaian 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 Sahsia 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*

### **Session 7C – Creativity, Innovation and Users**

Moderator: Dr. Noer Doddy Irmawati

1. **Mixing Theories, Methods and Approaches Used in Teaching Strategic Communication Can Improve the Success of Student's Learning (CAR in Communication Department SMMTC UUM)**  
*Dr. Noer Doddy Irmawati*
2. **Communicating Gesture in Puppet Animated Films**  
*Nurul Lina Mohd Nor & Fauzi Naeim Mohamed*
3. **Politeness Strategies in Email Communication**  
*Mohammad Awad Al-Afnan & Minah Harun*
4. **Media and Behavior Change: Public Health Campaigns in Pakistan**  
*Mian Ahmad Hanan*