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i-COME

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**Revisiting Communication for Organisational
and Social Change: Exploring the Missing Link**

Editors

Che Su Mustaffa

Hassan Abu Bakar

Mohd Baharudin Othman

Timothy Walters

Mohd Khairie Ahmad

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 Mustafa & 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 Mustafa 

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 Faadiyah 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 Pendit, 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 Palupi Santyaputri 

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 📄
4. **A Multiple Stakeholder Perspective of the Television Advertising Production Process in Malaysia**
Dr. Aida Mokhtar

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 Mustaffa 📄
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 📄
4. **Hofstede’s Cultural Dimensions Of Facebook Advertising from the Malaysian Consumers Approach**
Jamali Samsuddin & Dr. Hamisah Hasan

Parallel Session 7
November 3, 2012, 0930 – 1050

Session 7A - Business 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 📄
5. **Correlation Study between Ethical Knowledge and Factors for Assessing Communication Performance of Facilities Management in High Rise Commercial Buildings**
Mohamad Ridzuan Yahya & Md Najib Ibrahim 📄

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 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 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 📄
5. **Peramal Perilaku Komunikasi Dalam Kalangan Petani Wanita Agribisnis Di Pedesaan Provinsi Sumatera Selatan**
Fauziah Asyiek & Che Su Mustaffa 📄

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