

CORENA 2022

Communication Research Seminar

20-21 December 2022

Programme and Abstract Book

POSITIONING MEDIA AND COMMUNICATION

UNIVERSITY PARTNERS

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General Information

Assalamualaikum Wrt. Wbt.,

Welcome

It is our pleasure to invite you to the 4th Communication Research Seminar 2022 (CORENA22), which is taking place on December 20th to 21st, 2022.

Organizer:

Communication and Research Centre (COMET),
Department of Communication,
AbdulHamid AbuSulayman
Kulliyah of Islamic Revealed Knowledge and Human Sciences,
International Islamic University Malaysia.

The seminar is jointly organized by:

University of Technology, Sydney
Prince of Songkhla University International College
Universitas Islam Riau (UIR)

Conference Theme:

Positioning Media and Communication

Conference Link:

<https://iium.zoom.us/j/95201872657?pwd=dk51NnNYRjNXU1lOcXh1ZTNQNDF4QT09>

Contact:

comet@iium.edu.my

+6012 2735627 (WhatsApp)

Introduction to COMET

Communication and Media Centre (COMET) under the AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences (AHAS KIRKHS) was established in March 2015. This centre is dedicated to the field of media and communication studies to produce scholarly and practice-oriented research addressing both academic and societal needs. COMET's objectives include:

- To develop a strong research position in media and communication studies and in related disciplines.
- To create a platform for an international network of acclaimed researchers and academic institutions.
- To disseminate and make known the research results obtained by the members of COMET.
- To offer innovative courses and support programs.
- To organize international conferences, seminars, and workshops.
- To publish and produce scholarly materials in print and digital format.

Foreword by Advisor



PROFESSOR DATO' SRI DR. SYED ARABI BIN SYED ABDULLAH IDID
Advisor,
Communication Research Centre (COMET)

I congratulate the Department of Communication, AbdulHamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences, for its ability to organise CORENA 2022. This Seminar is a very significant event for the Department of Communication. The Seminar is to enable lecturers and students to present their latest findings relating to communication. It is hard work for the Committee Members, but as the saying goes, “Many hands make light work.” The coming conference will likely see papers relating to Health, the Economy, and Information Technology, as these areas have a substantial effect on research and teaching communication. It will showcase to the community how sensitive, active, and fruitful scholars have been in studying current issues and trying their best to help society face everyday challenges. Other concerns, such as elections, campaigns, politics and education, will also be raised by participants for further discussion, thus boosting academic interest in this gathering. Communication schools have also tried their best to provide opinions to solve issues of concern to society. But as often is the case, other pressing problems will emerge once specific matters are solved, causing other scholars to find better solutions.

Organising any seminar requires teamwork, demanding team members to take on specific duties to ease the burden if only one person undertakes it. This Committee has demonstrated that cooperation prevails, instilling in the Department that individualism must give way to group efforts. I congratulate the Organising Committee for the time and effort spent making this event a success.

I wish you all the best in making this forum a success.

Foreword by Dean



PROFESSOR DR. SHUKRAN ABD. RAHMAN

Dean,

**Abdul Hamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences
International Islamic University Malaysia**

The content and technology of communication are of remarkably essential foci in the increasingly changing social, economic, educational, technological, and ecological aspects.

The right way to communicate and the authentic communication content should be based on the right values, hence substantiate the purposes of human activities, that is to bring about well being to human life. Stated another way, strategic and ethical communication activities are pivotal in the midst of a trust deficit. Communication activities should empower the society to make informed decisions that would in turn improve their well being. The absence of value-based communication may lead people to experience certain type of difficulties and chaotic life events. As such, there are needs for the right communication practices that would enable the society to understand the changes that are taking place, empowering them to encounter the complicated scenarios so that they could remain resilient in their life endeavour.

I would like to congratulate the Department of Communication, AHAS KIRKHS for organising CORENA 2022, perpetuating its annual academic event which started in 2019. I also thank all the co-organisers and University partners, keynote speakers, paper presenters and participants for making CORENA 2022 a successful one.

I believe the input shared in this academic gathering will pave the way to provide directions in understanding whither the society vis a vis the challenges which are currently being characterised with four descriptors, namely Brittle, Anxious, Nonlinear and Incomprehensible (BANI) human conditions. I trust the communication specialists, including the scholars and practitioners in this gathering, could provide good understanding on the ways people face the world, and in turn help them to prepare for their future.

Thank you.

Foreword by Head of Department



ASSOCIATE PROFESSOR DR. ZETI AZREEN AHMAD

Head Department of Communication

**Abdul Hamid AbuSulayman Kulliyah of Islamic Revealed Knowledge and Human Sciences
International Islamic University Malaysia**

Alhamdulillah, all praise to Allah SWT for His mercy and blessing which enable us to organise the 4th Communication Research Seminar (CORENA 2022) this year. I would like to congratulate my team from the Department of Communication who have been working so hard to realise this annual scholarship advancement programme (SAP). Under the leadership of Dr Helmi Yusoh, the seminar this year collaborates with two partners; Universitas Islam Riau (UIR), Indonesia and Prince of Songkhla University, International College Hatyai Campus, Thailand.

Among others the main purpose of this seminar is to sustain a research culture among scholars and to inspire the young scholars; postgraduates to also present and publish their research work. We are delighted to have a distinguished professor from the University of Technology Sydney; Prof. Dr Maureen Taylor as a keynote speaker for this year. The theme “Positioning Media and Communication” has been chosen as we now living in an unprecedented time dealing with a new set of challenges that we had never experienced before. This requires a major shift and reposition of Communication and Media studies to remain relevant. To complement the scholars’ narrative, we are very honoured to have renown personalities from the industry to participate in a forum entitled ‘the Future of Communication and Media Studies: the Industry’s Expectations. The forum panelists include are Mr Kenny Ong Chun Eng, Chief Executive Officer of Astro Radio and Ms. Mediha Mahmood, Executive Director of Communication and Multimedia Content Forum Malaysia. The forum aims to provide insight from key players in the industry about how communication and media practitioners’ roles could be best positioned to support the current demand and challenges at work.

I wish each and every one of you an engaging and productive session in CORENA 2022.

Thank you.

Seminar Program Summary

| TIME | PROGRAM | |
|--|---|---|
| DAY 1 (TUESDAY, 20 DECEMBER 2022) | | |
| 8.30 AM | Participant Registration | |
| 9.00 AM | Doa recitation Welcoming Remarks by Head of Department, Associate Professor Dr. Zeti Azreen Ahmad | |
| 9.20 AM | Opening Remarks by Dean AHAS KIRKHS, Professor Dr. Shukran Abd. Rahman | |
| 9.40 AM | Keynote speech "Positioning Media and Communication" by Professor Maureen Taylor, University of Technology Sydney | |
| 10.00 AM | Plenary session- "The Future of Communication and Media Studies: The Industry's Expectations" | |
| 11.35 AM | PARALLEL SESSION 1 | |
| | Session 1 (A) | Session 1 (B) |
| | Communication and Religion | Media Ethics and Digital Literacy |
| 1.00 PM | END OF DAY 1 | |
| DAY 2 (WEDNESDAY, 21 DECEMBER 2022) | | |
| 9.00 AM | PARALLEL SESSION 2 | |
| | Session 2 (A) | Session 2 (B) |
| | Media and Communication in Asia | Communication and Well-being |
| 10.35 AM | PARALLEL SESSION 3 | |
| | Session 3 (A) | Session 3 (B) |
| | Political Communication | Organizational & Developmental Communication |
| 12.15 PM | Closing Remarks | |
| END OF CORENA 2022 | | |

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| | Yahya al Banna & Norbaiduri Ruslan |
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| 21st December 2022 | |
|---|---|
| Sub-theme: Parallel Session 3 (A): Political Communication Time: 10.35 AM to 12.10 PM Moderator: AP Dr. Aida Mokhtar | |
| No. | Paper Title and Presenter |
| 1. | Media use and optimism among Malaysia's aging citizens: A prospect for future politics <i>Shafizan Mohamed & Syed Arabi Idid</i> |
| 2. | A content analysis of how Indonesia's 2024 presidential candidate uses Instagram (A study of Presidential candidates based on Indonesia's Survey Institute 2031) <i>Muhd Ar Imam Riauan, Idawati & Tengku Siti Aisha Tengku Mohd Azzman</i> |
| 3. | Research on social media use and political participation behavior of Chinese college students <i>Chen Xue Mei</i> |
| 4. | The political marketing of Muda during the Johor State Election 2022 <i>Mohd Amirul Amran & Aida Mokhtar</i> |

| 21st December 2022 | |
|---|---|
| Sub-theme: Parallel Session 3 (B): Organizational & Developmental Communication Time: 10.35 – 12.10 PM Moderator: AP Dr. Aini Maznina A. Manaf | |
| No. | Paper Title and Presenter |
| 1. | The prestige of occupations in communication <i>Syed Arabi Idid</i> |
| 2. | Public administration in the COVID-19 era: The deconstruction of the Malaysian public's common sense <i>Zahid Zamri</i> |
| 3. | Reinventing government as a step to optimize government communication services to the public <i>Ivan Taufiq</i> |
| 4. | Middle managers' stories during organisational change <i>Noor Khairin Nawwarah Khalid, Aini Maznina A. Manaf & Rizalawati Ismail</i> |
| 5. | Impediments to the practice and application of development communication in Northern Ghana <i>Abdul Aziz-Salifu & Zeti Azreen Ahmad</i> |