

International Conference On Media and
Social Science (iCOMS) 2023

ROBOTS, RIOTS AND REASONING IN COMMUNICATION EFFECT STUDIES

Prepared by:

Syed Arabi Idid

International Islamic University Malaysia

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“Robots, Riots and Reasoning” in Communication Research



01

Robots as Programmed Persons

02

Riots as Inquisitive

03

Reason as Reasonable

Communication is a special subject

- University of Wisconsin, Madison.
- Journalism and Mass Communication programme.
- Learned research methods, statistics, use of computers.



Early Communication Education

- Journalism was not an academic subject in our Malaysian universities.
- Universiti Pulau Pinang (later renamed Universiti Sains Malaysia) or the Institut Teknologi MARA (later renamed Universiti Teknologi MARA) introduced them as academic subjects.
- Journalism was a practice, not a study.



اَوْنِبُوْرَسِيْتِيْ بِتِيْكُوْلُوْكَمِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

Malaysian Communication Journey



1971



1972



1976





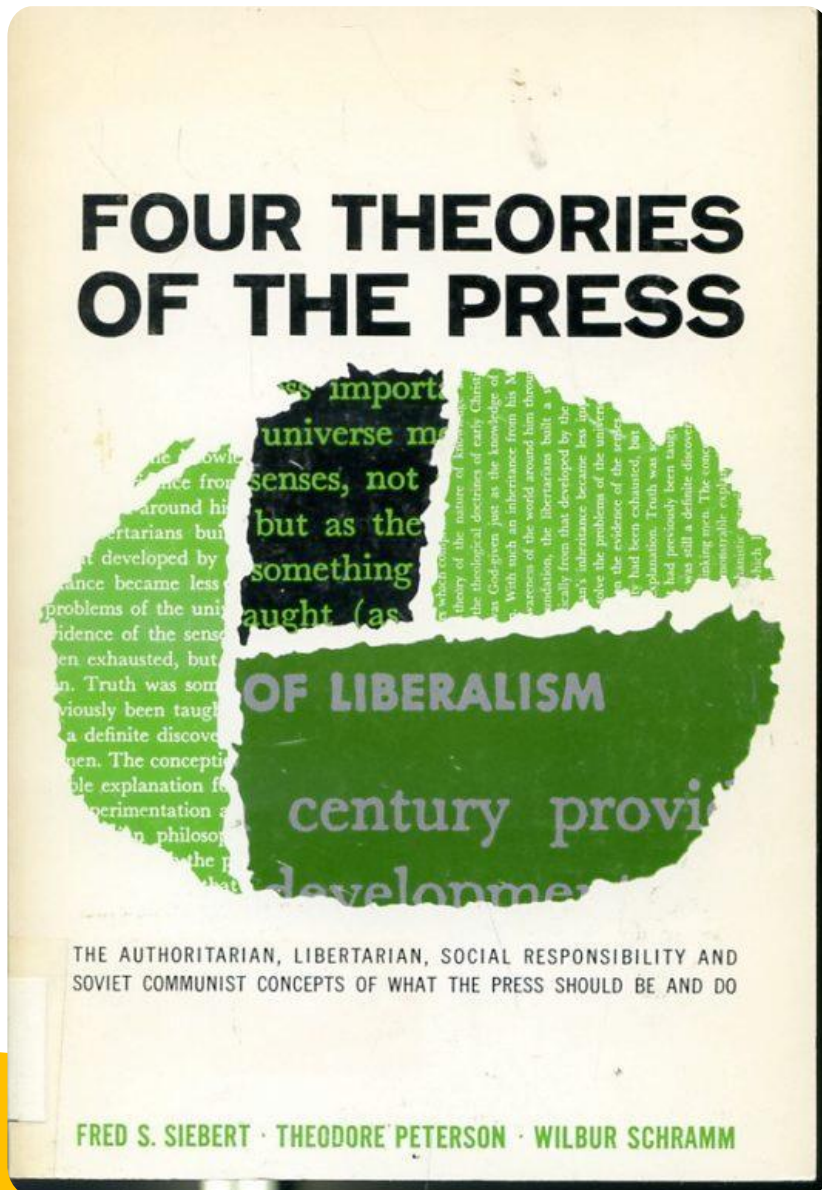
- Communication studies came to Malaysia mainly through the courses offered by American universities, with input later from the British and Australians.
- The early lecturers in the Schools of Communication at USM, UiTM, UPM and UKM were mainly drawn from universities in the United States.
- USM brought dignitaries like John Lent and Middleton from the United States, and UiTM invited Wilhem from Ohio University to design their curriculum.



John Lent, 12/6/2015, Dubai

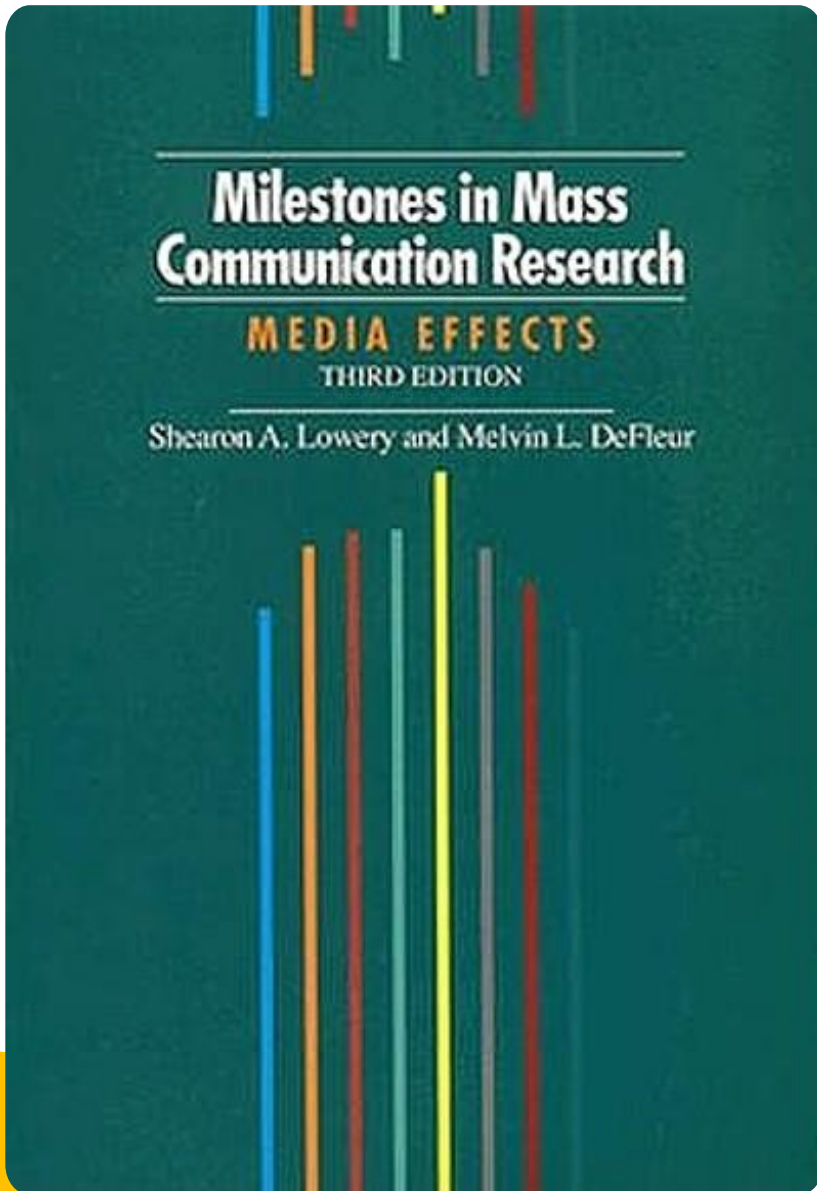
- Many subjects were taught in the Communication schools.
- Development Communication caught the attention of the policymakers in Malaysia as they thought that it was a practical approach to bringing about benefits to the farmers and fishermen.
- The idea of communication as a significant contribution to development.





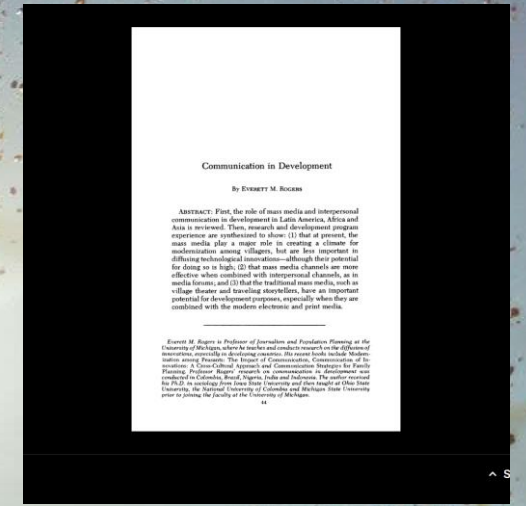
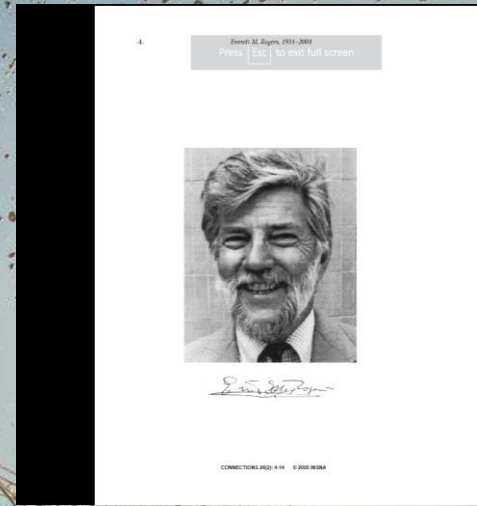
The Four Theories of the Press

- Divided the world into specific political systems: the free democratic world, the Soviet-totalitarian and the Western system.

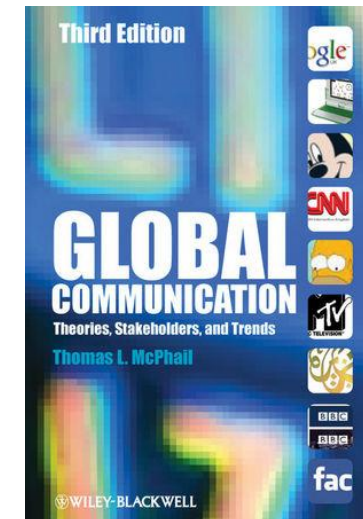
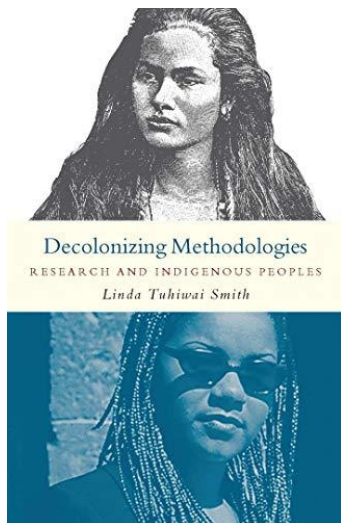
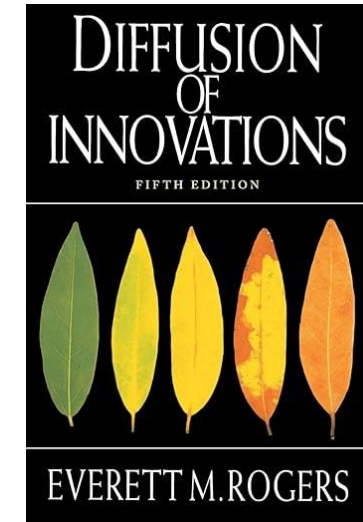
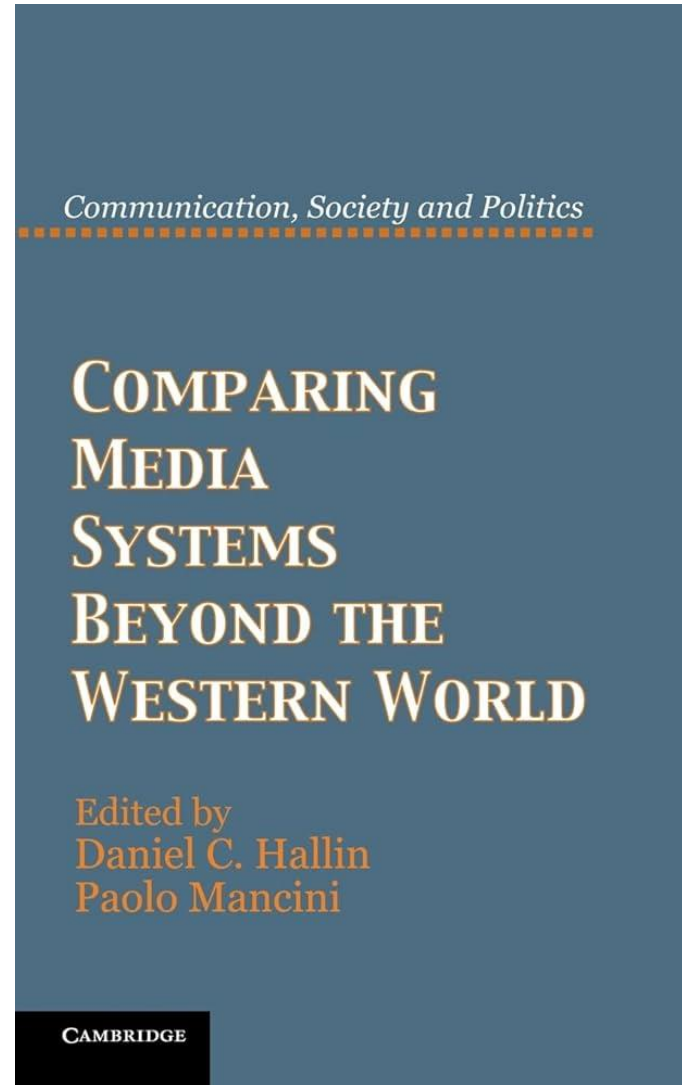
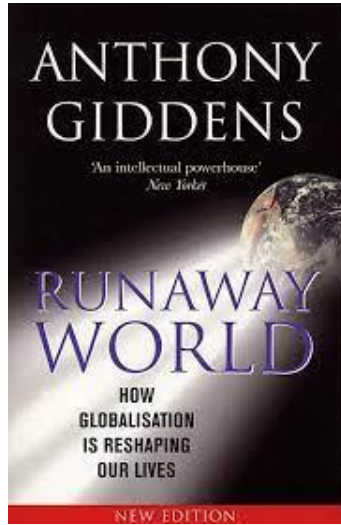


- Shearon L. Lowery and Melvin L. DeFleur stressed the Milestones in Mass Communication Research based on Western experiences, citing 14 major research efforts to make the landscape development.
- The book refers to developing research and theories within the American context. It does not refer to milestones of communication research in Europe or Asia.

Development communication



- Ideas on development Communication introduced in Asia, Africa and in Latin America.
- Western concepts that were not critically examined.





The issue: ARE WE programmed to participate in all these campaigns or do we realise that the field of study has made us participate in such areas?



If we do not realise that we are experiencing with our free will, we are part of the “robots” programmed for us to join without us learning that we are willing to participate.



We join other scholars worldwide in studying the latest methodology, statistics, and theory and even researching COVID-19.



We debate and conduct research with our academics and participate in research projects with colleagues in other countries.



Campaigns

01

Social campaigns; health campaigns used communication ideas.

02

Government slogans and campaigns used communication ideas.

The communication idea on campaigns

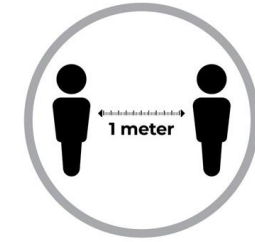
1. When 1Malaysia was proclaimed in 2009 and through the years, there were elements of communication in pushing for the idea to be accepted by the people and gain feedback from the community.
2. Likewise, during the COVID-19 Pandemic, communication was significantly used to persuade people on several issues, such as urging the population to be vaccinated, to observe social distancing, to wear masks, and to stay indoors.



AMALKAN KAWALAN KENDIRI



Daftar aplikasi MySejahtera



Jaga jarak fizikal sekurang-kurangnya 1 meter



Gunakan pelitup muka di tempat awam



Cuci tangan dengan air dan sabun atau pembasmi kuman

PATUHI SOP, AMALKAN KAWALAN KENDIRI
Sentiasa amalkan penjarakan fizikal 1 meter, membasuh tangan menggunakan air dan sabun atau pembasmi kuman, dan menggunakan pelitup muka di tempat awam. Daftar aplikasi MySejahtera bagi membantu pengawasan penularan wabak COVID-19 di dalam negara. Inilah langkah-langkah yang dapat mencegah kita daripada dijangkiti COVID-19.



Hubungi Talian Hotline CPRC
03 8881 0200 / 03 8881 0600 / 03 8881 0700

What do these tell us about communication as a field of study?

- While we reject the idea that we are robots, imbibing ideas, and behest from other sectors, we also tell ourselves that we must participate with colleagues and academics.
- We acknowledge that in recency and in ideas, we need to catch up.
- Jurnal Komunikasi, SEARCH.



“RIOTS”

Curran and Park (2000)

- “Growing reaction against the self-absorption and parochialism of much Western media theory.”

Wimal Dissanayake (1988)

- “Asian approaches to the study of communication can supplement, enrich, and challenge Western approaches.”

1. A UNESCO debate that wanted some control over the uneven flow of news was deemed by the United States to be against the freedom of the press, leading the country to leave the organization.
2. During this PERIOD, Malaysia formed BERNAMA, the national news agency, in 1968 to redress the uneven flow of news.
3. More news agencies were formed, like ANTARA in Indonesia, or regional organisations like IANA (Islamic News Agency), and Organization of Asia-Pacific News Agencies (OANA).



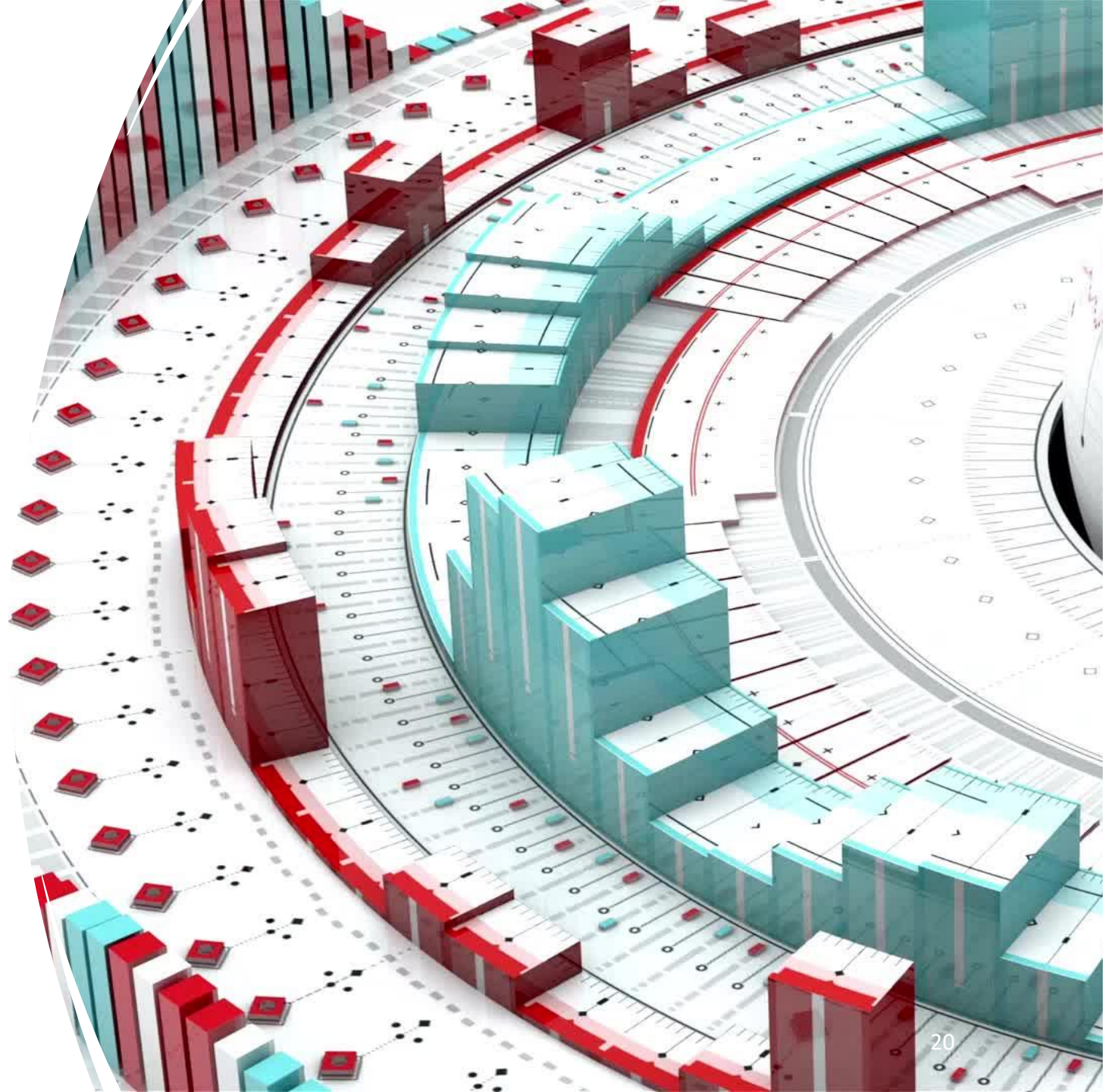
How do we overcome the Western universal-made media theory?

1. This is our third point of using Reason in our communication studies and research.
2. It was once readily acceptable, but the platform is changing.
3. Curran and Park (2000) cited Globalisation, the end of the Cold War, the Rise of the Asian economy, and the worldwide alternative centres of media studies as factors that invite different alternative views on communication subjects.



- Should scholars start afresh, delving into their own cultural values by creating theories?
- Or can they develop from the existing theories, **questioning the concepts and measurements** used to modify or develop another theory?

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1. Defining, redefining, refining, and adding more to the existing theories and concepts.
 2. Develop a globalised form of theories.



Globalisation


1. Develop a globalised form of theories.
2. Globalisation:
 - (a) **Homogenising**. Making it common for all. Idea of a centralised, dehumanised phenomenon covering societies with one value.
 - (b) **Diversification and contribution**. Accepts ideas from all but looking at common values.



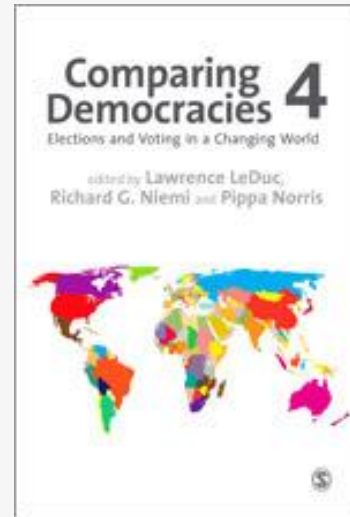
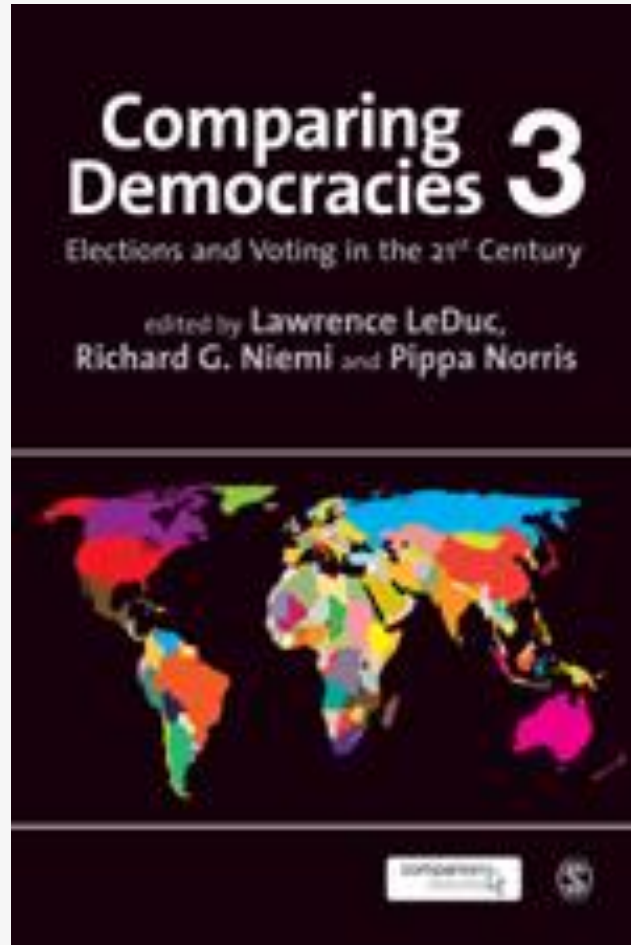


Comparative Research

Comparative research with shared objectives and standard concepts to derive acceptable research for countries.

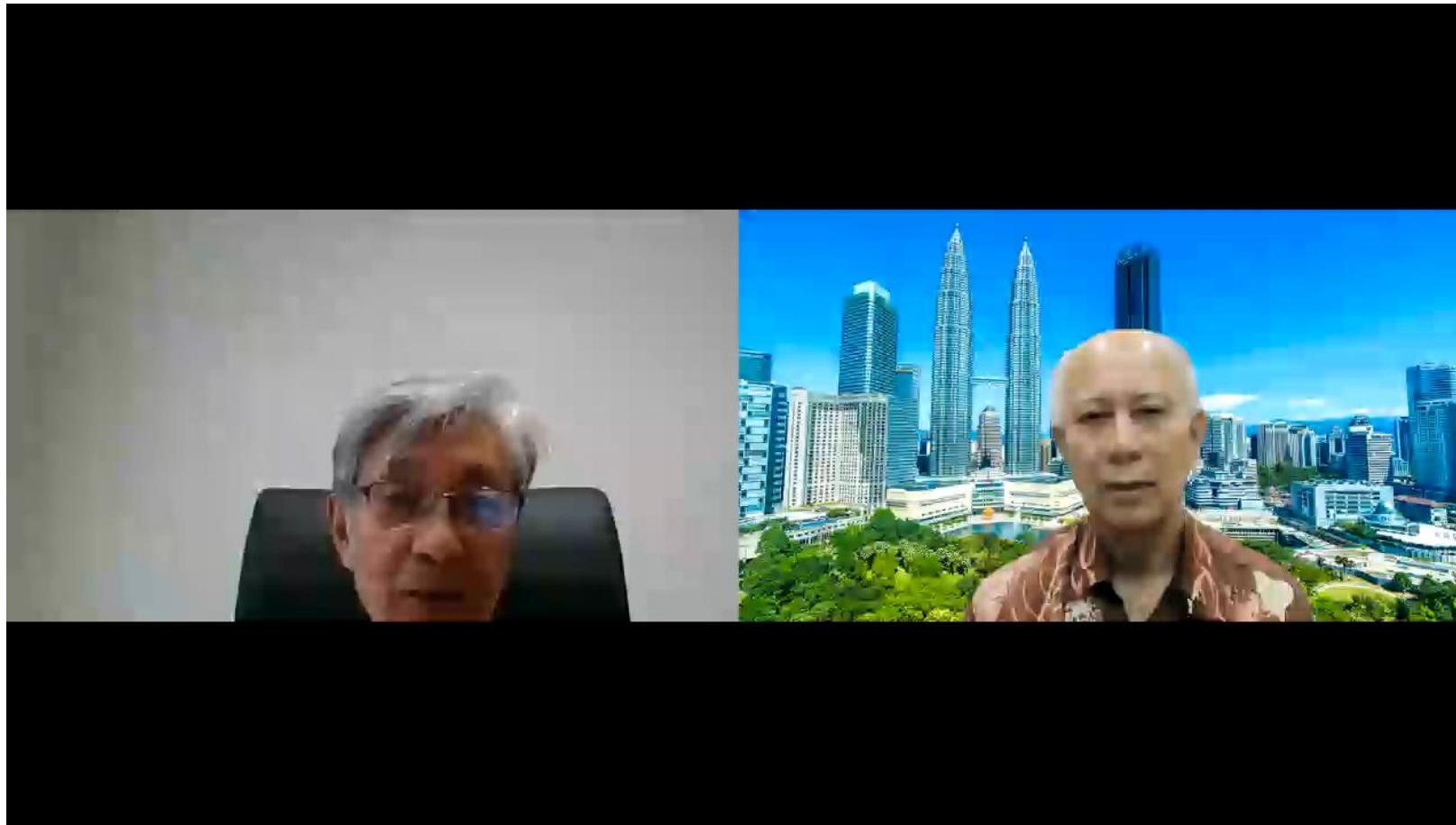


Comparative research
promotes a better
understanding of issues
instead of research outcomes
dictated by a few countries.



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- Esser and Hanitzsch (2012: 5)
 - Comparative research in communication and media studies is conventionally understood as contrasting different macro-level units (like world regions, countries, sub-national regions, social milieus, language areas, and cultural thickenings) at one point or more points in time.
 - Democracies in the books “Comparing Democracies 3”, and “Comparing Democracies 4”
 - Readers know about the development of studies related to various aspects of democracies across time (temporally) but also subjects of interest (political parties, election campaigns, media, issues) across macro-units (countries) geographically.

Takashi Inoguchi: A Pioneer in Asian Quality of Life Research



*Takashi Inoguchi,
17 September 2020*

The largest comparative surveys in 29 countries and societies in Asia, covering East, Southeast, South, and Central Asia from 2003 to 2008.

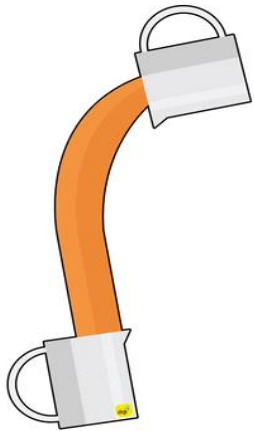


The growth of more communication education and research centres has enriched the field in practice, research, and the building of ideas.



The robotic stream in communication research can be met well with reasoned actions, enriching the field with varied concepts commonly understood by all.

FOOD, THE SECRET TO A UNITED MALAYSIA



tasteatlas CURRENT RANKING (SEP 2023)

Best Breads in the World

1	Roti canai	4.9	26	Amritsari kulcha	4.5
2	Pan de bono	4.9	27	Roti (collectively)	4.4
3	Butter garlic naan	4.8	28	Focaccia (collectively)	4.4
4	Nan-e barbari	4.8	29	Paratha	4.4
5	Pan de yuca	4.7	30	Gözleme	4.4
6	Focaccia di Recco col formaggio	4.7	31	Challah	4.4
7	Baguette	4.6	32	Lavash	4.4
8	Naan (collectively)	4.6	33	Mantou	4.4
9	Piadina Romagnola	4.6	34	New York City bagels	4.4
10	Tarte flambée	4.6	35	Pita bread	4.4
11	Marraqueta	4.6	36	Simit	4.4
12	Roti prata	4.6	37	Eтли ekmek	4.4
13	Focaccia Barese	4.6	38	Pupusa	4.4
14	Talo	4.6	39	Nan-e sangak	4.4
15	Scallion pancake	4.5	40	Bolani	4.4
16	Farinata di ceci	4.5	41	Pane carasau	4.4
17	Pain de Campagne	4.5	42	Toquera	4.4
18	Pan de queso	4.5	43	Koulouri Thessalonikis	4.4
19	Nan-e shirmal	4.5	44	Juoda duona	4.4
20	Pampushka	4.5	45	Roosterkoek	4.4
21	Broa de milho	4.5	46	Almojábana	4.4
22	Bolo do caco	4.5	47	Somun	4.4
23	Chipa	4.5	48	Kruh ispod peke	4.4
24	Mekica	4.5	49	Ciabatta	4.3
25	Focaccia alla Genovese	4.5	50	Shaobing	4.3



THANK YOU

sarabidid@iium.edu.my