

3RD INTERNATIONAL CONFERENCE ON MEDIA AND SOCIAL SCIENCE (iCOMS 2023)

**DAY 1: INTERNATIONAL CONFERENCE ON MEDIA AND SOCIAL SCIENCE
(iCOMS 2023)**

Date: Thursday, 14th September 2023

Venue: Grand Swiss Belhotel, Melaka

Theme: Metaverse and The Future of Communication

Time	Items/Itinerary
DAY 1	
8.00 – 8.30 am	Registration /Arrival of Guests
8.30 – 8.45 am	Arrival of VIPs
8.45 – 8.55 am	Opening Ceremony <ul style="list-style-type: none">• National Anthem- Negaraku• Du'a Recitation by PM Dr Abdul Rauf Ridzuan
8.55 – 9.10 am	Welcoming Speech by Conference Chair, Associate Prof. Dr Rasid Abd Rahman Dean of Faculty of Communication and Media Studies, UiTM
9.10 – 9.25 am	Opening Speech by Rector of UiTM Melaka- Assoc. Prof. Ts. Dr. Mohd Rasdi bin Zaini Opening Gimmick & Montage Presentation
9.25 -10.10 am	Keynote Address by Prof. Dato' Sri Dr. Syed Arabi Iddid Syed Abdullah Iddid
10.15-10.40 am	Refreshment

<p>10.45 am– 12.00 pm</p>	<p>PLENARY SESSION:</p> <p>Theme: Metaverse and the Future of Communication</p> <p>Moderator: Prof Dr. Kiranjit Kaur, Professor, Faculty of Communication & Media Studies, Universiti Teknologi MARA (UiTM)</p> <p>Panel: Mr. Nazri Noran CEO Media Prima Audio</p> <p>Prof Gedala Mulliah Naidoo Acting Deputy Dean: Research, Innovation and Internationalisation, University of Zululand</p> <p>Mr. Sridhar Sunkad Regional Director, Porter Technologies Asia Ltd (Singapore)</p>
<p>12.00 – 1.30 pm</p>	<p>PARALLEL SESSION 1 STRAIT ROOM 1</p> <p>Theme: Communication</p>
<p>12.00 – 1.30 pm</p>	<p>PARALLEL SESSION 1 STRAIT ROOM 2</p> <p>Theme: Digitization for the Next Generation</p>
<p>12.00– 1.30pm</p>	<p>PARALLEL SESSION 1 STRAIT ROOM 3</p> <p>Theme: Media Politics</p>
<p>1.30 – 2.30 pm</p>	<p>Lunch & Break</p>
	<p>EVENING SESSION</p>
<p>2.30 – 4.00 pm</p>	<p>PARALLEL SESSION 2 STRAIT ROOM 1</p> <p>Theme: Communication</p>

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2.30 – 4.00 pm	PARALLEL SESSION 2 STRAIT ROOM 2 Theme: Communication
2.30 – 4.00 pm	PARALLEL SESSION 2 STRAIT ROOM 3 Theme: Social Media and Digital Collaboration
4.00 – 5.30 pm	PARALLEL SESSION 3 ROOM 1 Theme: Social Science, Humanities, and Cultural Studies
4.00 – 5.30 pm	PARALLEL SESSION 3 ROOM 2 Theme: Social Media and Digital Collaboration
4.00 – 5.30 pm	PARALLEL SESSION 3 ROOM 3 Theme: Social Science, Humanities, and Cultural Studies
5.30 pm	Refreshment

3RD INTERNATIONAL CONFERENCE ON MEDIA AND SOCIAL SCIENCE (iCOMS 2023)

**DAY 2: INTERNATIONAL CONFERENCE ON MEDIA AND SOCIAL SCIENCE
(iCOMS 2023)**

**Date: Friday, 15th September 2023
Venue: Grand Swiss Bellhotel, Melaka**

Theme: Metaverse and The Future of Communication

Time	Items/Itinerary
DAY 2	
8.00 – 8.30 am	Registration /Arrival
8.30 – 10.00 am	SEM / PLS Workshop Exploring SEM/PLS Workshop by Dr Francis Chuah Senior Lecturer, Universiti Utara Malaysia
10.00 -10.10 am	Refreshment
10.15– 11.45 pm	PARALLEL SESSION 4 ROOM1 Theme: Social Science, Humanities, and Cultural Studies
10.15– 11.45 pm	PARALLEL SESSION 4 ROOM 2 Theme: Social Science, Humanities, and Cultural Studies
11.45– 12.15 pm	CLOSING CEREMONY Arrival of Guests
	Closing Ceremony

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12.15– 12.25 pm	Closing Remarks by Associate Prof. Dr Rasid Abd Rahman General Chair iCOMS2023
1.00 pm	Award Ceremony by Dean Photo Session Lunch – Check out END OF ICOMS 2023