



Rumblings Around The Communication Campus

Syed Arabi Idid
International Islamic University Malaysia

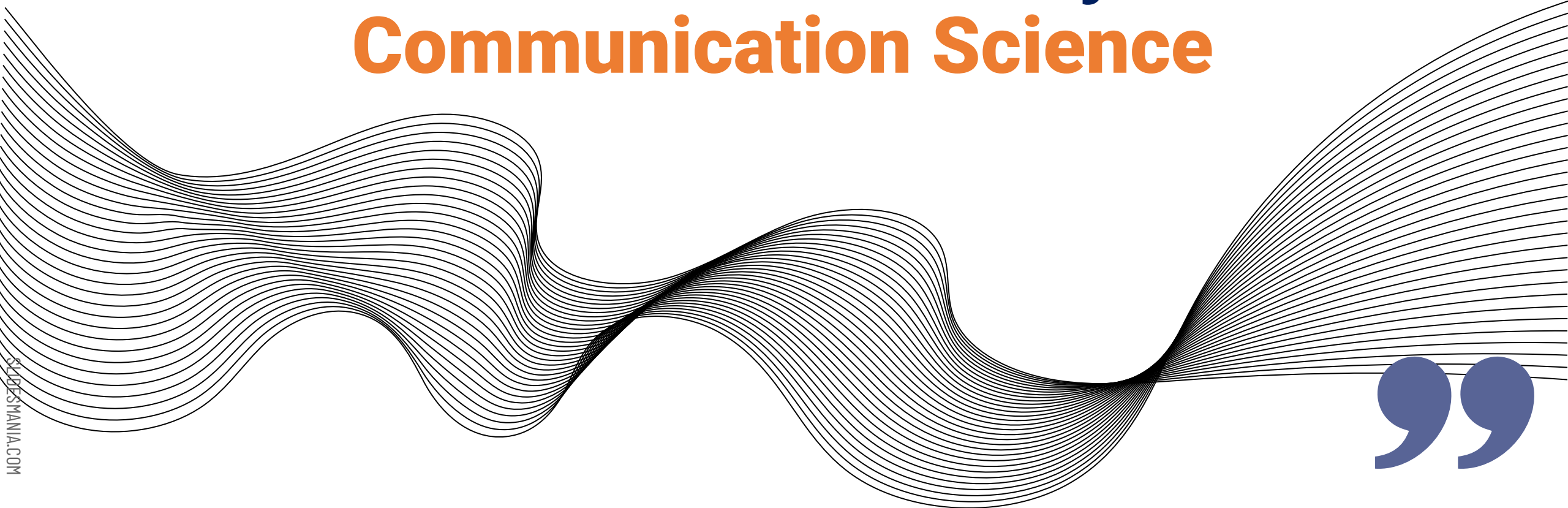
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**Mass media institution as part of the
structure of society.**

Communication Science

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Insights

- Many dimensions or faculties as a field of study contribute, theoretically and as a pragmatic field of application, to form part of the Communication Campus.
- “Faculties” such as public relations, advertisement, broadcasting, and filming, with social media latest as an addition.
- Departments or programmes like Crisis Communication, Public Opinion, and Health Communication.



The State of Communication Research



Bernard
Berelson

The field was
“withering away”

(Berelson, 1959)



Wilbur
Schramm

“Many (scholars) passed
by but few tarried on,”

Schramm (1959)

Today

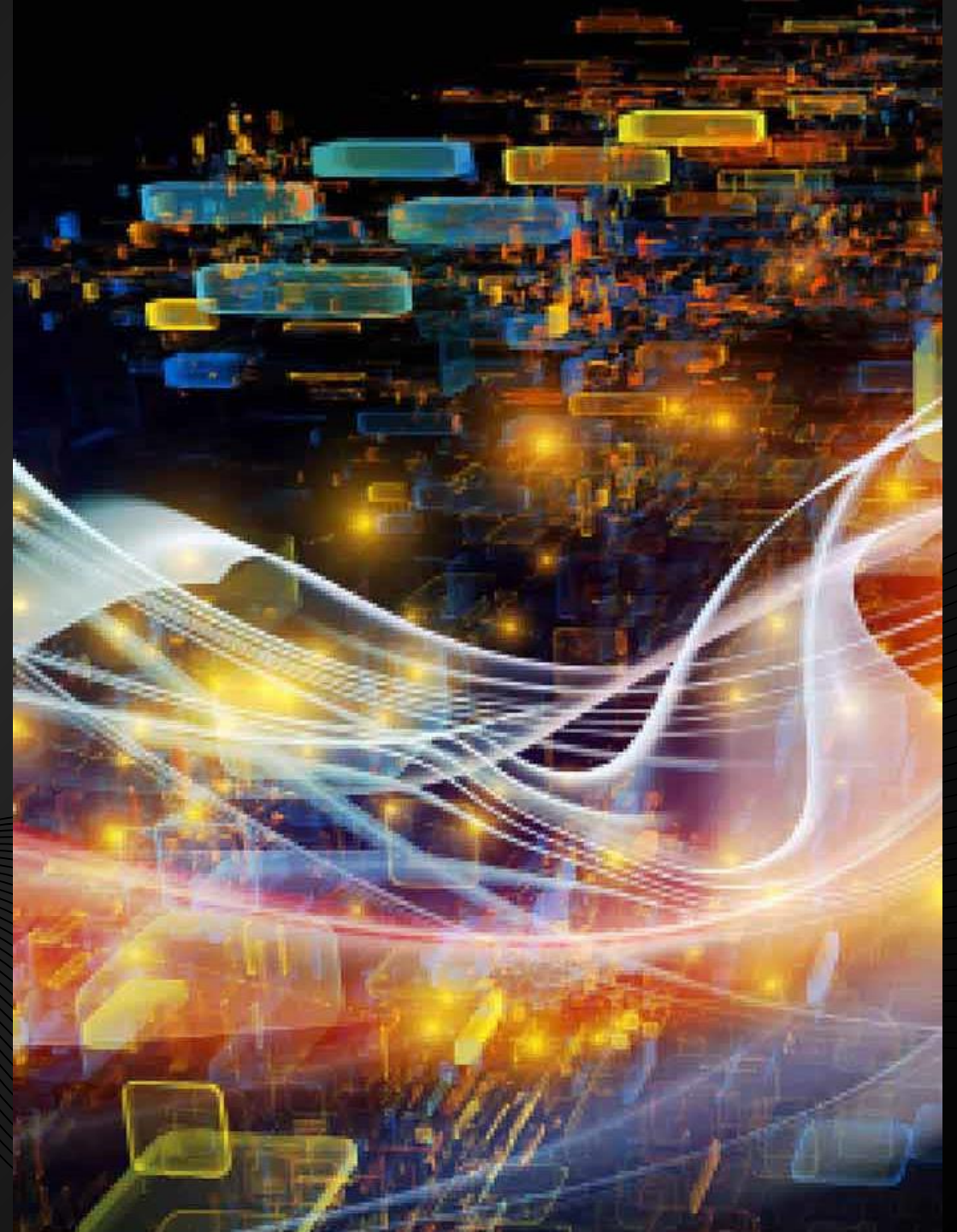
Many staying on



Today's condition is vastly different as communication has **diversified, expanded,** and taken many forms by attracting able scholars to do challenging research and teach.

Communication is a field of study, not a discipline.

1. Communication developed as a pragmatic subject.
2. It studied current issues highly concerned with people and society, and relevant to the government, policy-makers, and the politicians of the day.



Malaysian Communication Journey



1971



1972



1976



Development Communication

1. Communication scholars establishing schools in Africa, Asia, and Latin America to bring about Development through Communication.
2. Did not receive such willingness in developed societies as Development Communication brought the development values and traditions of the people in Europe and America to other developing societies.
3. Books by Lerner, Schramm, and Rogers.

International Communication

1. Global Communication.
2. Exchange of information, ideas, and cultural practices between individuals, organisations, and governments across international boundaries.
3. Facilitated by various means, news agencies, the internet, social media, phones, and broadcasting, and plays a vital role in connecting people and shaping an interconnected world (Appadurai, 1990; Castells, 2010; Chadwick, 2017).

Communication as a field of study is dynamic, pragmatic and relevant.

Health
Communication

Journalism

Political
Communication

Public Relations

Crisis
Communication

Sports
Communication

Advertisements

Broadcasting

Communication studies are both theoretical and pragmatic.

Agenda Setting, Uses and Gratifications and Societal theories like Social Convergence Theory.

Audience study is closely associated with studying voters.

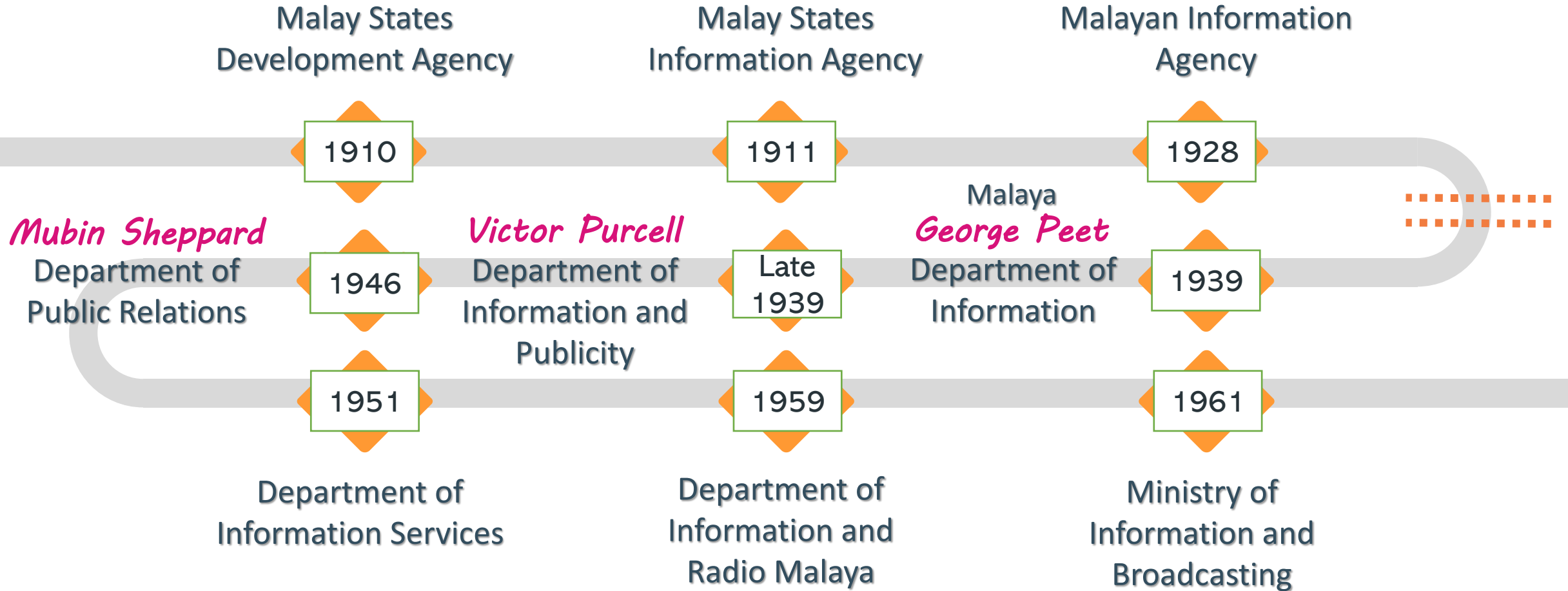
Political parties do not care much about the audience if they cannot vote, but they care much about the audience who are voters.

The changing media landscape and the creation of media or communication milestones.

Milestones as a reflection of the changing media landscape.



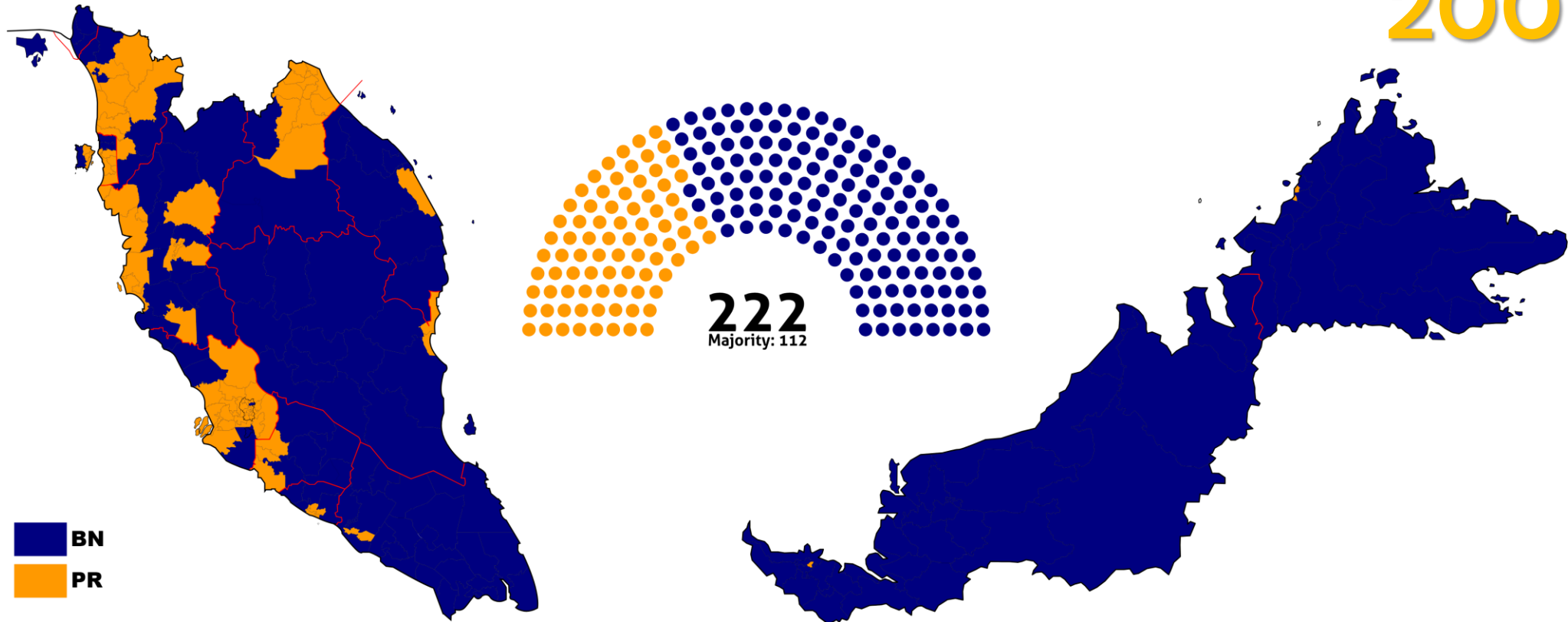
The beginning



The changes in the names of the Ministry underscored the changes in the media and the political landscape.



General Election 2008



BN lost its two-thirds majority.

Barisan Nasional leaders learned the hard way that the opposition had made strategic moves to reach the voters through the new media.

Effects

- It has always been based on the strong premise that media messages affect the audience, but several issues remain to make definitive statements on media effects.
- What if the government in power had complete media access?
- Would that mean the effects could be strong?

Findings – media usage

- We seem to notice that exposure to the media has declined.
- We are reaching the point that particular media use is not important anymore as media platforms become more diverse, and the audience so fragmented.
- There was a decrease in the use of traditional media and recent media.
- Exposure to new media was higher.
- In 2023, a slight drop in the use of new media. This is also recorded worldwide.

Issue of effects

Positive

- Creating awareness of electoral issues and making voters willing to participate.

Negative

- Reporting on issues causing voter malaise, suspicious of the political system, political parties and politicians.

Barthel & Moy, 2017; Ismail Sualman et al. 2021

How much we depend on the media for decision-making?

- Media do have a role but there are non-media sources that contribute to the decision.
- During the Malaysian GE15, there were statements that **TikTok** was so powerful that it influenced the young decision to vote for a certain party.



THANK YOU
sarabidid@iiium.edu.my