

# i-COME'14 Conference Programme

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**Saturday, 18 October 2014  
DAY 1**

TIME	ACTIVITIES
8.00 – 9.00 am	<b>Registration &amp; Refreshment CRYSTAL BALLROOM LOBBY</b>
<b>KEYNOTE ADDRESS CRYSTAL BALLROOM 9.30 am – 12.30 pm</b>	<b>CRYSTAL BALLROOM KEYNOTE ADDRESS</b> <b>Theme:</b> Communication, Empowerment and Governance: The 21st Century Enigma  <b>Chairperson:</b>  <b>Professor Dr. Che Su Mustaffa</b> <i>School of Multimedia Technology and Communication, College of Arts and Sciences, Universiti Utara Malaysia</i>  <b>Speakers:</b>  <b>Professor Abdullah Al-Hokail,</b> <i>Head of Advertising and Marketing Communications Department Mass Communication and Media College Imam Muhammad ibn Saud Islamic University, Kingdom of Saudi Arabia</i>  <b>Professor Ang Peng Hwa</b> <i>Division of Journalism and Publishing Wee Kim Wee School of Communication and Information College of Humanities, Arts, &amp; Social Sciences</i>

	<p><i>Nanyang Technological University (NTU), Singapore</i></p> <p><b>Associate Professor Peter Simmons</b>  <i>Institute for Land, Water and Society,  School of Communication and Creative Industries,  Charles Sturt University, Australia</i></p>
<p><b>12.30 – 2.00 pm</b></p>	<p style="text-align: center;"><b>LUNCH</b>  <b>LAGENDA RESTAURANT</b></p>
<p><b>PARALLEL SESSION</b></p> <p style="font-size: 2em; font-weight: bold; text-align: center;">1A</p> <p><b>CRYSTAL BALLROOM</b>  <b>2.00 – 4.00 pm</b></p>	<p style="text-align: center;"><b>CRYSTAL BALLROOM</b></p> <p><b>Theme:</b> Managing Corporate Social Responsibility: Challenges of the Trends  <b>Chairperson:</b> Prof. Dr. Salleh Hj Hassan, <i>Universiti Putra Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. The Analysis of CSR Implementation Effect Towards Price Fairness, Trust, and Purchase Intention at Oriflame Cosmetics Product in Surabaya (Paper ID: 30)  <i>Semuel Hatane &amp; Sharon Sagita Chandra, Petra Christian University, Surabaya, INDONESIA.</i></li> <li>2. Web Based Corporate Social Responsibility Communications: Contents and Accessibility (Paper ID: 60)  <i>Ria Nelly Sari Sari, Noviarti, Rita Anugerah &amp; Muhammad Faizal Spatiarsyah, Universitas Riau, INDONESIA.</i></li> <li>3. The Manifestation of a Code of Corporate Governance in Crisis Communication Planning (Paper ID: 71)  <i>Saidathul Nizah Mat Tazin, Kiranjit Kaur &amp; Wan Norbani Wan Nordin, Universiti Teknologi MARA, MALAYSIA.</i></li> <li>4. Building a Unique Online Corporate Identity of Korean Companies (Paper ID: 88)  <i>Rabiah Adawiah Abu Seman &amp; Zulhamri Abdullah, Communication, School of Social Science and Liberal Arts, MALAYSIA.</i></li> <li>5. Strategising Corporate Identity for the Perception of Corporate Image in the Selected Government-Linked Companies (GLCs) in Malaysia (Paper ID: 102)  <i>Rosmiza Bidin, Aida Muhamin &amp; Jusang Bolong, Universiti Putra Malaysia, MALAYSIA</i></li> </ol>
<p><b>PARALLEL SESSION</b></p> <p style="font-size: 2em; font-weight: bold; text-align: center;">1B</p> <p><b>BOARD ROOM 1</b>  <b>2.00 – 4.00 pm</b></p>	<p style="text-align: center;"><b>BOARD ROOM 1</b></p> <p><b>Theme:</b> Film and Global Media: Reality and the Challenges  <b>Chairperson:</b> Dr. Noer Doddy Irmawati, <i>Universitas Ahmad Dahlan, INDONESIA</i></p> <ol style="list-style-type: none"> <li>1. Impact of Television Drama from Audience Reception Perspective (Paper ID: 68).  <i>Che Su Mustaffa &amp; Ilias Md Salleh, Universiti Utara Malaysia, MALAYSIA</i></li> <li>2. Depiction of Baluchistan Issue through Al-Jazeera Documentary Film “Baluchistan:</li> </ol>

	<p>Pakistan's Other War" (Paper ID: 130). <i>Gulshan Aslam &amp; Dr. Abida Eijaz, University of Punjab, Lahore, PAKISTAN.</i></p> <p>3. Visualizing Islamic Law and Values in Semerah Padi (1956): P. Ramlee as Cinematographic Auteur (Paper ID: 106). <i>Nurul Ezzati Aisya Mohd Zaki, Che Su Mustaffa &amp; Noer Dobby Irmawati, University Utara Malaysia, MALAYSIA</i></p> <p>4. The Transformation of Malaysia Television Industry (Paper ID: 126) <i>Rosidayu Sabran, Universiti Sains Islam Malaysia, MALAYSIA.</i></p> <p>5. An Analysis of Youth Perception on Women in a Malay Romance Film (Paper ID: 127) <i>Sheila Yvonne Jayasainan, Nurzihan Hassim &amp; Nur Leila Khalid, Taylor's University, MALAYSIA</i></p>
<p>PARALLEL SESSION</p> <p><b>1C</b></p> <p>BOARD ROOM 2 2.00 – 4.00 pm</p>	<p style="text-align: center;"><b>BOARD ROOM 2</b></p> <p style="text-align: center;"><b>Theme:</b> Challenges in Managing Intercultural Competence <b>Chairperson:</b> Dr. Hariharan N. Krishnasamy, <i>Universiti Utara Malaysia, MALAYSIA</i></p> <p>1. Talking Past Each Other: Chinese and Western Discourses on Ethnic Conflict (Paper ID: 131) <i>Fengyuan Ji, Australian National University, AUSTRALIA</i></p> <p>2. Reconceptualizing Intercultural Competence: A Phenomenological Investigation of Students' Intercultural Experiences (Paper ID:51) <i>Syarizan Dalib, Minah Harun &amp; Norhafezah Yusof, Universiti Utara Malaysia, MALAYSIA</i></p> <p>3. Intercultural Interaction Experiences in a Tertiary Level Institution in Malaysia. (Paper ID: 138) <i>Hariharan N.Krishnasamy, Mohd Hafidz Hussein &amp; Syarizan Dalib, Universiti Utara Malaysia, MALAYSIA</i></p> <p>4. Duality in Languages and Identity: Morocco as an Example (Paper ID: 140) <i>Najib Rhuma, Tripoli University, LIBYA</i></p> <p>5. Psychometric Properties of Engagement in Cultural Related Diversity Experiences among Undergraduate Students in Malaysian Higher Education Institutions: A Confirmatory Factor Analysis (Paper ID 162) <i>Norzita Yunus, Ezhar Tamam, Jusang Bolong, Nor Azura Adzharuddin, Faridah Ibrahim, Dil Froz Jan Sayed Halem Shah, Infrastructure University Kuala Lumpur, MALAYSIA</i></p>
<p>PARALLEL SESSION</p>	<p style="text-align: center;"><b>BOARD ROOM 3</b></p> <p><b>Theme:</b> Communication from Islamic Perspective: Promoting Interreligious Understanding <b>Chairperson:</b> Associate Prof. Dr. Munif Zarirudin Fikri Nordin, <i>Universiti Utara Malaysia,</i></p>

<p><b>1D</b></p> <p><b>BOARD ROOM 3</b> 2.00 – 4.00 pm</p>	<p style="text-align: center;"><b>MALAYSIA</b></p> <ol style="list-style-type: none"> <li>1. Hijab and the Malay-Muslim Woman in Media (Paper ID: 129) <i>Nurzihan Hassim, Taylor's University, MALAYSIA</i></li> <li>2. News Analysis on Islam and Muslims Images: A Case Study on News Reporting between the Star and KOMPAS (Paper ID: 14) <i>Fauziah Hassan, Sofia Hayati Yusoff, Siti Suriani Othman &amp; Siti Zobidah Omar, Universiti Putra Malaysia, MALAYSIA</i></li> <li>3. Promoting Interreligious Understanding through the Holy Quran (Paper ID: 65) <i>Munif Z. F. Nordin &amp; Nor Fariza Mohd Nor, Universiti Utara Malaysia, MALAYSIA</i></li> <li>4. Islam and Media in Contemporary Nigeria (Paper ID: 155) <i>Tijani Ahmad Ashimi, International Islamic University, Malaysia, MALAYSIA</i></li> <li>5. Study reception about interfaiths tolerance in film tanda tanya (Paper ID: 113) <i>Sofia Aunul &amp; Iriyandi Septiano, Communication Faculty, Broadcasting Study Program, Mercu Buana University, INDONESIA</i></li> </ol>
<p>4.00 – 4.15 pm</p>	<p style="text-align: center;"><b>REFRESHMENTS</b> <b>CRYSTAL BALLROOM LOBBY</b></p>
<p><b>PARALLEL SESSION</b></p> <p><b>2A</b></p> <p><b>BOARD ROOM 1</b> 4.15 – 6.15 pm</p>	<p style="text-align: center;"><b>BOARD ROOM 1</b></p> <p style="text-align: center;"><b>Theme:</b> Comparative Study On Media</p> <p><b>Chairperson:</b> Dr. Nik Adzrieman Abdul Rahman, <i>Universiti Utara Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. A Comparative Study of Pakistani and British Press regarding the Framing of Afghanistan War 2001 (Paper ID: 57) <i>Aasima Safdar, Adrian M. Budiman &amp; Norsiah Abdul Hamid, Universiti Utara Malaysia, MALAYSIA</i></li> <li>2. Violation of Woman Rights in Pakistan: A comparative study of News reports of English and Urdu newspapers (Paper ID: 89) <i>Shumaila Ahmed, University Bahawalpur, PAKISTAN</i></li> <li>3. The Semiotic Perspectives of Peirce and Saussure: A brief comparative study (Paper ID: 21) <i>Halina Sendera Mohd. Yakin &amp; Andreas Totu, Universiti Malaysia Sabah, MALAYSIA **</i></li> <li>4. Journalistic Roles among Chinese-Language Press Journalists in China and Malaysia (Paper ID: 87) <i>Shao Baohui &amp; Nik Norma Nik Hasan, Hebei University &amp; Universiti Sains Malaysia, MALAYSIA</i></li> <li>5. How do news media frame industrial accidents and occupational health and safety in</li> </ol>

	<p>Turkey? A content analysis of industrial accidents and occupational health and safety news coverage (Paper ID: 147)  <i>Deniz Kilic, Anadolu University, TURKEY</i></p>
<p><b>PARALLEL SESSION</b></p> <p><b>2B</b></p> <p><b>BOARD ROOM 2</b>  <b>4.15 – 6.15 pm</b></p>	<p style="text-align: center;"><b>BOARD ROOM 2</b></p> <p style="text-align: center;"><b>Theme:</b> Journalism as Dialogue Platform</p> <p><b>Chairperson:</b> Prof Dr. Ahmad Murad Merican, <i>Universiti Teknologi PETRONAS, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. Journalism Education Curriculum in Malaysia: A Preliminary Study in a Malaysian Public University (Paper ID: 61)  <i>Norizah Aripin, Awan Ismail, Norhafezah Yusof, Rizalawati Ismail &amp; Noraihan Mohamad, Universiti Utara Malaysia, MALAYSIA</i></li> <li>2. Textual Analysis of the Jakarta Post Online Representation of Presidential Candidates in Indonesia (Paper ID: 73)  <i>Prayudi Ahmad &amp; Retno Hendariningrum, UPN “Veteran” Yogyakarta, INDONESIA</i></li> <li>3. Conceptualization of Investigative Journalism: The Perspectives of Malaysian Media Practitioners (Paper ID: 62)  <i>Adibah Ismail, Mohd Khairie Ahmad &amp; Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA</i></li> <li>4. Media and the Libel Law: The Malaysian Experience (Paper ID: 28)  <i>Ahmad Masum &amp; Md Rejab Md Desa, Universiti Utara Malaysia, MALAYSIA</i></li> <li>5. Intercultural Communication in Social Media Consumption Behavior (Paper ID: 171)  <i>Sri Rahayu &amp; Amelita Lusia, Universitas Indonesia, INDONESIA</i></li> </ol>
<p><b>PARALLEL SESSION</b></p> <p><b>2C</b></p> <p><b>BOARD ROOM 3</b>  <b>4.15 – 6.15 pm</b></p>	<p style="text-align: center;"><b>BOARD ROOM 3</b></p> <p style="text-align: center;"><b>Theme:</b> Communication Education: Enhancing the Medium in Education</p> <p><b>Chairperson:</b> Associate Professor Dr. Zulhamri Abdullah, <i>Universiti Putra Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. The Visual Rhetoric in Public Awareness Print Advertising toward Malaysia Perceptive Social Culture Design (Paper ID: 27)  <i>Nur Safinas Albakry &amp; Ghazali Daimin, Universiti Teknologi MARA, MALAYSIA</i></li> <li>2. Interactional Competence in the Business Communication Classroom (Paper ID: 58)  <i>Chua Choon Mooi, Hariharan N. Krishnasamy &amp; Anita Adnan, Universiti Utara Malaysia, MALAYSIA</i></li> <li>3. MMPI Profiles of the Students Who Applied and Won Air Traffic Control and Pilot Training Programs at Anadolu University (Paper ID: 166)  <i>Dursun GOKDAG, KINGDOM OF SAUDI ARABIA</i></li> <li>4. Exploring Content Schemata Influence on L2 Learners’ Comprehension of Zuraidah</li> </ol>

	<p>Omar's, Twelve and Not Stupid (Paper ID: 70)  <i>Amizura Hanadi Mohd Radzi &amp; Noor Hashima Abdul Aziz, Universiti Teknologi MARA, MALAYSIA</i></p> <p>5. Exploring Native Speaker and Non-Native Speaker Accents: The English as a Lingua Franca Perspective (Paper ID: 81)  <i>Paramjit Kaur &amp; Arumugam Raman, University Utara Malaysia, MALAYSIA</i></p>
<p><b>OPENING CEREMONY / DINNER</b></p> <p><b>CRYSTAL BALLROOM</b>  <b>8.00 – 9.30 pm</b></p>	<p><b>OPENING CEREMONY / DINNER</b>  <b>CRYSTAL BALLROOM</b></p> <p>8.00 pm      Arrival of guests</p> <p>8.30 pm      Arrival of VIPs</p> <p>9.00 pm      Welcoming remarks by Universiti Utara Malaysia, Vice Chancellor, Yang Berbahagia Prof Dato' Wira Dr. Mohamed Mustafa Ishak</p> <p>9.15 pm      Official launching of i-COME'14 by Yang Amat Berhormat Dato' Seri Azlan Man, The Menteri Besar of Perlis</p> <p>9.30 pm      Gimmick for i-COME'14</p> <p>9.40 pm      Recitation of Doa</p> <p>9.45 pm      Dinner/ Malaysian Cultural Shows</p> <p>10.20 pm     Procedia – Social and Behavioral Sciences and Book Launching</p> <p>10.30 pm     Malaysian Cultural Shows</p> <p>11.00 pm     End</p>

**Sunday, 19 October 2014**  
**DAY 2**

TIME	ACTIVITIES
<p><b>PANEL SESSION</b></p> <p><b>CRYSTAL BALLROOM</b>  <b>8.30 am – 10.00 pm</b></p>	<p><b>PANEL SESSION</b>  <b>CRYSTAL BALLROOM</b></p> <p><b>Theme:</b> Communication, Empowerment and Governance: The Media Perspectives</p>

	<p><b>Chairperson:</b></p> <p><b>Dr. Bahtiar Mohamad</b>  <i>Communication Department, School of Multimedia Technology and Communication, Universiti Utara Malaysia</i></p> <p><b>Panel Paper:</b></p> <p>News on foreign war versus local 'war': Perception of Malaysian audience (Paper ID: 164)  <b>Professor Dr. Faridah Ibrahim, Dil Froz Jan Sayed Halem Shah, Norzita Yunus, Chang Peng Kee &amp; Normah Mustaffa, Kuala Lumpur Infrastructure University, MALAYSIA</b></p> <p>Journalism as National Dialogue Platform: Celebrating the News and Opinion (Paper ID: 105)  <b>Professor Dr. Ahmad Murad Merican, Universiti Teknologi PETRONAS, MALAYSIA**</b></p>
<p>10.00 – 10.30 am</p>	<p style="text-align: center;"><b>REFRESHMENTS</b>  <b>CRYSTAL BALLROOM LOBBY</b></p>
<p>PARALLEL SESSION</p> <p style="font-size: 2em; font-weight: bold; text-align: center;">3A</p> <p>CRYSTAL BALLROOM  10.30 am – 12.30 pm</p>	<p style="text-align: center;"><b>CRYSTAL BALLROOM</b></p> <p><b>Theme:</b> Communication Education: Questioning the Teaching Paradigm  <b>Chairperson:</b> Dr. Halina Sendera Mohd. Yakin, <i>Universiti Malaysia Sabah, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. Understanding Teacher Communication Skills: Implications for Communicative Language Teaching (Paper ID: 139)  <i>Fahainis Mohd Yusof &amp; Haslina Halim, Universiti Utara Malaysia, MALAYSIA</i></li> <li>2. Interruption as the Virtue of Communication: Question Concerning Exclusivity of being in Time and Place in the Realm of “Consociated Contemporaries” (Paper ID: 11)  <i>Santosh Kumar Patra, Mudra Institute of Communication, Ahmedabad (MICA), INDIA</i></li> <li>3. Communicating Change in Organizational Restructuring: A Grounded Theory Case Study (Paper ID: 151)  <i>Mohd Fauzi Kamarudin, Karen Starr, Aida Nasirah &amp; Kalthom Husain, Universiti Teknikal Kebangsaan Melaka, MALAYSIA</i></li> <li>4. The Adoption of Social Media in the Academic Sphere: Privacy Concern among Faculty in Higher Education (Paper ID: 145)  <i>Laura Aymerich, GRISS, Image, Sound, and Synthesis Research Group, SPAIN</i></li> <li>5. Mobile Learning Application for Children: Belajar Bersama Dino (Paper ID: 121)  <i>Nur Sauri Y &amp; Sobihatun Nur Abdul Salam, Universiti Utara Malaysia, MALAYSIA</i></li> </ol>
<p>PARALLEL SESSION</p>	<p style="text-align: center;"><b>BOARD ROOM 1</b></p> <p><b>Theme:</b> Issues and Challenges in Social Media: Parent, Children and Well-being  <b>Chairperson:</b> Professor Dr. Ezhar Tamam, <i>Universiti Putra Malaysia, MALAYSIA</i></p>

# 3B

BOARD ROOM 1  
10.30 am – 12.30 pm

1. Children Internet Usage: Opportunities for Self-Development (Paper ID:38)  
*Siti Zobidah Omar, Azlina Daud, Md Salleh Hj. Hassan, Jusang Bolong & Misha Teimouri, Universiti Putra Malaysia, MALAYSIA*
2. Parents' Influence on Children's Online Usage (Paper ID:39)  
*Sarina Yusuf, Mohd Nizam Osman, Md. Salleh Hj.Hassan & Misha Teimoury, Universiti Putra Malaysia, MALAYSIA*
3. Facebook Usage and its Association with Psychological Well-being among Malaysian Adolescents (Paper ID: 40)  
*Somayyeh Naeemi, Ezhar Tamam, Salleh Hj Hassan & Jusang Bolong, Universiti Putra Malaysia, MALAYSIA*
4. What Is Upsetting Our Children Online? (Paper ID: 123)  
*Misha Teimouri, Md Salleh Hassan , Jusang Bolong, Azlina Daud, Serina Yussuf, Nor & Azura Adzharuddin, Universiti Putra Malaysia, MALAYSIA*
5. The Significance of Parental Concerns, Parent Child Communication Style, Parent TV Consumption Habit on Parental Mediation of Children's Television Viewing, (Paper ID: 161)  
*Hapsari Sulistyani, Sri Widowati Hereieningsih, Hapsari Sulistyani & Nurist Surayya Ulfa, Diponegoro University, INDONESIA.*

PARALLEL SESSION

# 3C

BOARD ROOM 2  
10.30 am – 12.30 pm

## BOARD ROOM 2

**Theme:** Multi Perspectives in Social Media Research: Unbundling The Main Issues  
**Chairperson:** Prof. Dr. Faridah Ibrahim, *Infrastructure University, Kuala Lumpur, MALAYSIA*

1. Factors of Gratification Contributing in Continuance Intention to Watch Movies on YouTube (Paper ID: 24)  
*Mohd Syuhaidi Abu Bakar, Jusang Bolong, Rosmiza Bidin & Bebbra Mailin, Universiti Teknologi MARA & Universiti Putra Malaysia, MALAYSIA*
2. Convenience or Nuisance?: the 'WhatsApp' Dilemma (Paper ID: 66)  
*Annie Dayani Ahad Abdullah & Syamimi Hj Md Ariff Lim, Universiti Brunei Darussalam, BRUNEI DARUSALAM*
3. Immediacy Gratification in Online News Consumption and Its Relations to Surveillance, Orientation and Elaboration of News (Paper ID: 122)  
*Bahiyah Omar, Universiti Sains Malaysia, MALAYSIA*
4. General election and the enigma of free press in Malaysia (Paper ID: 172)  
*Mohd Khairie Ahmad & Mohd Baharudin Othman, Universiti Utara Malaysia, MALAYSIA*
5. Ethnic conflict and media in Nigeria: an assessment of the evidence and argument (Paper ID: 156)



	<p><i>Rasaq Muhammed Adisa, Rosli Mohammed &amp; Mohd Khairie Ahmad, University of Ilorin, NIGERIA; Universiti Utara Malaysia, MALAYSIA</i></p>
<p>PARALLEL SESSION</p> <p><b>3D</b></p> <p>BOARD ROOM 3 10.30 am – 12.30 pm</p>	<p><b>BOARD ROOM 3</b></p> <p><b>Theme:</b> Bridging the Organization and Employee: Challenges and Roles of New Media <b>Chairperson:</b> Dr. Hashim Fauzy Yaacob, <i>Universiti Teknologi Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. Media Industry Trends and Dynamics: The Social Media Boom (Paper ID: 55) <i>Shirin Abbas &amp; Arun Kumar Singh, Shri Ramswaroop Memorial University, INDIA</i></li> <li>2. Point of View to Social Responsibility Understanding from Social Media (Facebook Sample) (Paper ID: 91) <i>Nilüfer Fatma Göksu, Istanbul University, TURKEY</i></li> <li>3. Facebook Usage and Functionality as the Predictive Factors in Contributing Towards Employee Engagement (Paper ID: 92) <i>Latifah Abd Latib, Jusang Bolong &amp; Akmar Hayati Ahmad Ghazali, University Selangor (UNISEL), MALAYSIA</i></li> <li>4. Understanding How Overseas Filipino Workers Engage on National Issues in Pinoy OFW Facebook Page (Paper ID: 124) <i>Regine Caguio &amp; Olga Lomboy, University of the Philippines Los Baños, PHILIPPINES</i></li> <li>5. Fighting Obesity In Social Media (Paper ID: 134) <i>Canan Ozturk, Anadolu University, TURKEY</i></li> </ol>
<p>12.30 pm – 2.00 pm</p>	<p><b>LUNCH</b> <b>LAGENDA RESTAURANT</b></p>
<p>PARALLEL SESSION</p> <p><b>4A</b></p> <p>CRYSTAL BALLROOM 2.00 – 4.00 pm</p>	<p><b>CRYSTAL BALLROOM</b></p> <p><b>Theme:</b> Credibility of Social Media: Questioning the Current Credibility <b>Chairperson:</b> Rosmiza Bidin, <i>Universiti Putra Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. A Preliminary Study on Effects of Social Media in Crisis Communication from Public Relations Practitioners' Views (Paper ID: 72) <i>Kalthom Husain, Aida Nasirah Abdullah, Mastura Ishak, Mohd Fauzi Kamarudin, Anidah Robani, Mohaida Mohin, Syed Najmuddin Syed Hassan, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, Melaka, MALAYSIA</i></li> <li>2. The Use of Social Media and Slacktivism in Turkey (Paper ID: 77) <i>Ece Karadoğan Doruk, Istanbul University, TURKEY</i></li> <li>3. Infusing Social Media in Teaching and Learning (TnL) at Tertiary Institutions: A Case of Effective Communication in Universiti Sains Islam Malaysia (USIM) (Paper ID: 84) <i>Najwa Hayaati Mohd Alwi, Normazla Ahmad Mahir &amp; Shaharudin Ismail, Universiti</i></li> </ol>

	<p><i>Sains Islam Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>4. Facebook as a Collaborative and Communication Tool: A Study of Secondary School Students in Malaysia (Paper ID: 54) <i>Arumugam Raman, Ruuhina Mohd Sani &amp; Paramjit Kaur, Universiti Utara Malaysia, MALAYSIA</i></li> <li>5. The Role of Social Media of Presidential Election in Indonesia (Paper ID: 78) <i>Steven Sutanto &amp; Fiona Suwana, London School of Public Relations-Jakarta, INDONESIA</i></li> </ol>
<p>PARALLEL SESSION</p> <p><b>4B</b></p> <p>BOARD ROOM 1 2.00 – 4.00 pm</p>	<p style="text-align: center;"><b>BOARD ROOM 1</b></p> <p style="text-align: center;"><b>Theme:</b> Issues on News Reporting and Writing</p> <p style="text-align: center;"><b>Chairperson:</b> Dr. Rohizah Halim, <i>Universiti Utara Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. From KL to Beijing: MH370, the Media and the Meaning of a Disaster (Paper ID: 63) <i>Rohizah Halim, Universiti Utara Malaysia, MALAYSIA</i></li> <li>2. Preferences Toward News Sources of International News Among Malaysian Academicians (Paper ID: 110) <i>Somia Abdul Same'e, Mokhtar Muhammad &amp; Mohammad Yaacob, Universiti Teknologi MARA, MALAYSIA</i></li> <li>3. The Issue Of Sexual Harassment Legislation in a Mainstream Newspaper in Malaysia (Paper ID: 114) <i>Ponmalar N Alagappan &amp; Sabitha Marican, University of Malaya, MALAYSIA</i></li> <li>4. 'Hedges' and Media Ethics: A Case in Indonesian Newspaper (Paper ID: 93) <i>Agus Hari Wibowo &amp; Nuraini Yusoff, Universitas Sebelas Maret, INDONESIA</i></li> <li>5. The Repetition and Competition of News Reporting as Mediator to Frame Setting (Paper ID: 115) <i>Julia Wirza Mohd Zawawi, Peng Kee Chang &amp; Fauziah Ahmad, Universiti Kebangsaan Malaysia, MALAYSIA</i></li> </ol>
<p>PARALLEL SESSION</p> <p><b>4C</b></p> <p>BOARD ROOM 2 2.00 – 4.00 pm</p>	<p style="text-align: center;"><b>BOARD ROOM 2</b></p> <p style="text-align: center;"><b>Theme:</b> Women Issues: Defining the Roles and Translating the Challenges</p> <p style="text-align: center;"><b>Chairperson:</b> Dr. Marita Garcia Sanchez, <i>Cagayan Valley Computer and Information Technology College, PHILIPPINES</i></p> <ol style="list-style-type: none"> <li>1. Women and Social Media (Paper ID:42) <i>Mazdalifah Lubis &amp; Idek Hartodinata, Universitas Sumatera Utara, INDONESIA</i></li> <li>2. New Femininity in Young Women's Fashion Blogs in Singapore and Malaysia (Paper ID: 15) <i>Joel Gwynne, National Institute of Education (NIE), SINGAPORE</i></li> </ol>

	<ol style="list-style-type: none"> <li>3. The Internet Feminist Activism and Oppositional Politics of the Islamic Republic of Iran. (Paper ID: 9) <i>Yousef Mostafalou &amp; Hamed Mohd Adnan, University of Malaya, MALAYSIA</i></li> <li>4. Media and Women Empowerment in the Age of Globalization: Issues &amp; Challenges (Paper ID: 23) <i>Baishakhi Nag, Bhairab Ganguly College, INDIA</i></li> <li>5. Better Change for Women: Framework for Economic Empowerment (Paper ID: 85) <i>Zalinah Ahmad, Universiti Utara Malaysia, MALAYSIA</i></li> </ol>
<p><b>PARALLEL SESSION</b></p> <p><b>4D</b></p> <p><b>BOARD ROOM 3</b> <b>2.00 – 4.00 pm</b></p>	<p style="text-align: center;"><b>BOARD ROOM 3</b></p> <p style="text-align: center;"><b>Theme:</b> Messages in Media: Contemporary Roles of Social Media <b>Chairperson:</b> Dr. Mohd Khairie Ahmad, <i>Universiti Utara Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. The Coverage of Public Actions on the Solution of Climate Change in Malaysia Mainstream Newspapers (Paper ID: 174) <i>Nor Jijidiana Azmi, Nor Azikin Mohd Omar, Safawati Basirah Mohd Zaid, Akmah Yusof &amp; Nashirah Hussin, Universiti Sultan Zainal Abidin, Kuala Terengganu, MALAYSIA</i></li> <li>2. Exploring Persuasive Multimedia Techniques in Attitude and Behavior Change: A Comparative Study (Paper ID: 118) <i>Mohamad Lutfi Dolhalit &amp; Sobihatun Nur Abdul Salam, Universiti Teknikal Malaysia Melaka, MALAYSIA</i></li> <li>3. How do Nonprofit Organizations in Libya Adopt and Use Social Media to Communicate with the Society (Paper ID: 43) <i>Mohamed Aabeid Khalfalla Attouni &amp; Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA</i></li> <li>4. Understanding Media Exposure among the Ethnic Malay in Malaysia for the Purpose of Communicating Road Safety Messages (Paper ID:35) <i>Yusof Ghani &amp; Norliana Ali Haidzir, Malaysia Institute of Road Safety Research (MIROS), MALAYSIA</i></li> <li>5. Climate Change (Paper ID: 19) <i>Dhruba Raj Sapkota, NEPAL</i></li> </ol>
<p><b>4.00 pm – 4.15 pm</b></p>	<p style="text-align: center;"><b>REFRESHMENTS</b> <b>CRYSTAL BALLROOM LOBBY</b></p>
<p><b>PARALLEL SESSION</b></p>	<p style="text-align: center;"><b>CRYSTAL BALLROOM</b></p> <p style="text-align: center;"><b>Theme:</b> Development Communication: From Traditional to Contemporary Approaches <b>Chairperson:</b> Dr. Sri Kusumo Habsari, <i>Sebelas Maret University, INDONESIA</i></p>

# 5A

CRYSTAL BALLROOM

4.15 – 6.15 pm

1. Role of Media and Communication for Development (Paper ID:46)  
*M A Rashid Molla, Ministry of Labour Employment Govt. of Bangladesh, BANGLADESH*
2. Masculine Domination and Power in Indonesian TV Cook Show (Paper ID: 100)  
*Sri Kusumo Habsari, Sebelas Maret University, INDONESIA*
3. The Cogency of Melkote's 'Another Development' for Development Communication in the Third World (Paper ID: 76)  
*Ismaila Yunusa Ilu & Ismail Fatai Olowale, Ahmadu Bello University, NIGERIA*
4. Discrimination in the Effects Process of Communication on the Basis of Demographic Characteristics (Paper ID: 104)  
*Sahifa Mukhtar, Islamic International University, MALAYSIA*
5. Cultural Sensitivity in Sexually Transmitted Infections (STIs) Preventive Campaign in Nigeria (Paper ID: 103)  
*Kehinde Kadijat Kadiri, Mohd Khairie Ahmad & Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA*

PARALLEL SESSION

# 5B

BOARD ROOM 1

4.15 – 6.15 pm

## BOARD ROOM 1

**Theme:** Reflecting The Message in Corporate Communication Research

**Chairperson:** : Dr. Rosli Mohamed, *Universiti Utara Malaysia, MALAYSIA*

1. The Hardiness in People at Work as a Source of Corporate Communication for Image Building (Paper ID: 31)  
*Dr. Marita Garcia Sanchez, Cagayan Valley Computer and Information Technology College, Inc., PHILIPPINES*
2. The Usage of Social Media in Corporate Communications: The Case of Companies in Turkey (Paper ID: 135)  
*Mine Ayman & Canan Ozturk, Anadolu University, TURKEY*
3. Exploring Public Relations Processes for Polio Eradication Campaign in Nigerian: A Participatory Approach (Paper ID: 17)  
*Abdul-Aziz Haruna, Ismail F. O & Dahiru Baba, Naerls, Ahmadu Bello University, NIGERIA*
4. Organization-Public Relationships Practices in a University Setting. (Paper ID: 143)  
*Rosli Mohammed, Universiti Utara Malaysia, MALAYSIA*
5. Political Public Relations as a Strategy to Minimize Political Corruption in Elections (Paper ID: 5)  
*Shinta Dewi Evie Ariadne, Universitas Padjadjaran, INDONESIA*

PARALLEL SESSION

## BOARD ROOM 2

# 5C

BOARD ROOM 2  
4.15 – 6.15 pm

**Theme:** Issues on Youth: Challenging the Traditional Approaches

**Chairperson:** Dr. Arumugam Balasubramanian, *Amrita Vishwa Vidyapeetham University, INDIA*

1. The Effect of Incentive Type and Sex on Attitudes towards Interactive Television Advertising (Paper ID: 144)  
*Laura Aymerich-Franch, GRISS, Image, Sound, and Synthesis Research Group, SPAIN*
2. Health Awareness and Youth: A Study on the Impact of Visual and Caption in the Cigarette Packets on Youth (Paper ID: 83)  
*Arumugam Balasubramanian & Deepthi Ramdas, Amrita Vishwa Vidyapeetham University, INDIA*
3. A Survey on Young Voters Trust Towards the Campaign of Janji Ditepati Before 13<sup>th</sup> General Election (Paper ID: 132)  
*Suhaimee Saahar @ Saabar, Universiti Teknologi MARA (UiTM), MALAYSIA*
4. The Relationship Between Personal Factors, Facebook Intensity and Academic Performance in Youth Student University in Libya (Paper ID: 45)  
*Mohamed Abusbiha & Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA*
5. Engaging Underprivileged Children in Collaborative Partnership via a Curriculum (Paper ID: 158)  
*Suhaini Muda, Universiti Utara Malaysia, MALAYSIA*

PARALLEL SESSION

# 5D

BOARD ROOM 3  
4.15 – 6.15 pm

**BOARD ROOM 3**

**Theme:** Understanding the Current Issues in Disaster Management from Communication Perspectives

**Chairperson:** Dr. Romlah Ramli, *Universiti Utara Malaysia, MALAYSIA*

1. Source Credibility, Risk Communication and Well-being: A Conceptual Framework (Paper ID: 64)  
*Nurlela Zakaria & Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA*
2. The Relationship between Emotional Intelligence and Interpersonal Communication Skills in Disaster Management Context: A Propose Framework (Paper ID:48)  
*Amarul Waqi Suhaimi, Najib Ahmad Marzuki & Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA*
3. Relationship between Social Support, Impression Management and Well-being among Flood Victims in Malaysia (Paper ID: 67)  
*Che Su Mustaffa, Mohd Taib Ariffin, Najib Ahmad Marzuki, Nur Hafiza Rahaman & Nurul 'Aaina Salleh, Universiti Utara Malaysia, MALAYSIA*
4. Level of Knowledge, Attitude and Practice of Rice Farmers on Disaster Risk Reduction and Management in Selected Barangays in Sta.Cruz, Laguna, Philippines (Paper ID: 79)  
*Sherwin Joseph Fellicidario, University of the Philippines Los Baños, PHILIPPINES*

5. Communication: Concept, Procedure, Constraints to Good Communication and Role of Communication in Accomplishing Organizational Goals (Paper ID: 47)  
*M A Rashid Molla, Ministry of Labour Employment Govt. of Bangladesh, BANGLADESH*

**Monday, 20 October 2014**  
**DAY 3**

TIME	ACTIVITIES
<b>PARALLEL SESSION</b>  <h1 style="font-size: 2em;">6A</h1> <b>CRYSTAL BALLROOM</b> <b>8.00 – 10.00 am</b>	<b>CYRSTAL BALLROOM</b>  <b>Theme:</b> Communication Campaign: Bringing the Perspectives in Communication <b>Chairperson:</b> Dr. Aida Nasirah Abdullah, <i>Universiti Teknikal Malaysia Melaka, MALAYSIA</i>  1. A Test of the Situational Theory of Problem Solving in Health Risk Behaviours: Publics' View of Smoking in Malaysia. (Paper ID: 7) <i>Khaizuran Abdul Jalil, International Islamic University, MALAYSIA</i>  2. The Theoretical Evolution of the Situational Theory: From STP to STOPS. (Paper ID: 8) <i>Khaizuran Abdul Jalil, International Islamic University, MALAYSIA</i>  3. Malaysian Environmental NGOs on the World Wide Web: Communicating Campaigns Through the Power of Photographs (Paper ID: 53) <i>Aida Nasirah Abdullah, Kalthom Husain, Mohamad Bokhari, Zanariah Jano, Mohd Fauzi Kamarudin &amp; Mohd Shamsuri Md Saad, Universiti Teknikal Malaysia Melaka, MALAYSIA</i>  4. The Role of Portrait in Iranian Cinema Posters Design (Paper ID: 137) <i>Firouzeh Keshavarzi &amp; Hamed Bin Mohd Adnan, University of Malaya, MALAYSIA</i>  5. Communicative Ecology of Sojourners from Pakistan and Its Implications for Public Service Campaigns (Paper ID: 26) <i>Osman Gazzaz, Mohammad Zafar Iqbal &amp; Fazal Rahim Khan, Umm Al-Qura University, KINGDOM OF SAUDI ARABIA</i>
<b>PARALLEL SESSION</b>  <h1 style="font-size: 2em;">6B</h1> <b>BOARD ROOM 1</b> <b>8.00 – 10.00 am</b>	<b>BOARD ROOM 1</b>  <b>Theme:</b> Advertising and Consumer: Communicating Issues Trough Media: <b>Chairperson:</b> Assoc. Prof. Dr. Norhafezah Yusof, <i>Universiti Utara Malaysia, MALAYSIA</i>  1. The Role of Interactive Advertisement in Developing Consumer-Based Brand Equity: A Conceptual Discourse (Paper ID:44) <i>Salem Mohamed S. Busen &amp; Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA</i>  2. Advertising in Islam: Celebrating Perfect Moral Vision (Paper ID: 96) <i>Aida Mokhtar, Islamic International University, MALAYSIA</i>

	<ol style="list-style-type: none"> <li>3. Effectiveness of Integrated Marketing Communication (IMC): A Study on IMC strategy Towards IUKL Rebranding (Paper ID: 170) <i>Khor Mi Nee, Zulkifli Abdul Hamid, Liew Chee Kit, Sharala Kuti Kander, Maswahizzly Masri &amp; Nuraisha Ahmad Jamaluddin, Infrastructure University Kuala Lumpur, MALAYSIA</i></li> <li>4. Consumer Education in Creating a Consumer Conscious Nation (Paper ID: 133) <i>Dzulkarnain Mazlan, Ahmad Md. Redzuan &amp; Darussalam Abu Bakar, Universiti Teknologi MARA (UiTM), MALAYSIA</i></li> <li>5. Attempt to Solving Situational Problem of Alumni Employability (Paper ID: 117) <i>Norliana Hashim, Peng Kee Chang &amp; Mat Pauzi Abd Rahman, Universiti Kebangsaan Malaysia, MALAYSIA</i></li> </ol>
<p><b>PARALLEL SESSION</b></p> <p><b>6C</b></p> <p><b>BOARD ROOM 2</b> <b>8.00 – 10.00 am</b></p>	<p style="text-align: center;"><b>BOARD ROOM 2</b></p> <p style="text-align: center;"><b>Theme:</b> Marketing Communication: Issues and Trends</p> <p><b>Chairperson:</b> Professor Dr. Semuel Hatane, <i>Petra Christian University, Surabaya, INDONESIA</i></p> <ol style="list-style-type: none"> <li>1. Political Marketing Conducted by Legislative Candidates in Indonesia: Study of Public Transportation as Transit Media In Medan On Presidential Election 2014, (Paper ID: 59) <i>Kurnia Arofah &amp; Susilastuti Dwi Nugrahajati, UPN "Veteran" Yogyakarta, INDONESIA</i></li> <li>2. Assessment of Applications of Social Marketing Campaigns in Nigeria (A Study of Polio Prevention Campaign) (Paper ID:34) <i>Ganiu Okunnu &amp; Ridwan Adeyemi, Crescent University, NIGERIA</i></li> <li>3. Comparing the Relationship between Perceived Characteristics of Innovation (PCI) and Adoption of Computer Based Training among Trainer and Trainees (Paper ID:36) <i>Hashim Fauzy Yaacob &amp; Mohd Zarir Yusoff, University Technology Malaysia, MALAYSIA</i></li> <li>4. Communication Competence During the Preparation Phase of the Direct Selling Communication Activities (Paper ID: 74) <i>Nuredayu Omar, Universiti Utara Malaysia, MALAYSIA</i></li> <li>5. The Implication of Personal Selling Strategies in Motivation, Approaches and Good Grooming (Paper ID: 32) <i>Julie Ann C. Ocon &amp; Magdalena G. Alvarez, Cagayan Valley Computer &amp; Information Technology College, PHILIPPINES</i></li> </ol>
<p><b>PARALLEL SESSION</b></p>	<p style="text-align: center;"><b>BOARD ROOM 3</b></p> <p><b>Theme:</b> Political Communication: Understanding the Needs from Media Perspectives</p> <p><b>Chairperson:</b> Prof. Abdullah Alrefaee, <i>Imam Muhammad ibn Saud Islamic University, KINGDOM SAUDI OF ARABIA.</i></p>

# 6D

BOARD ROOM 3  
8.00 – 10.00 am

1. The Role of the Mass media in Promoting Human Rights and Democracy (Paper ID: 13)  
*Fardin Mostafaye, Mehran Samadi & Alireza Sharifi, Payame Noor University, IRAN*
2. Resolving Nigeria's 'Boko Haram' Insurgence: What Role for the Media? (Paper ID: 25)  
*Adamu Muhammad Hamid & Ibrahim M. Baba, Federal Polytechnic Bauchi, NIGERIA*
3. Gender Marginalization And The Media In Nigeria: A Critical Analysis (Paper ID: 107)  
*Oluchi Emma-Okoroafor, Department of Mass Communication, IMO State University, Owerri, Nigeria*
4. Mediatization: A Grand Concept or Contemporary Approach? (Paper ID: 112)  
*Kho Suet Nie, Chang Peng Kee & Abdul Latiff Ahmad, Universiti Kebangsaan Malaysia, MALAYSIA*
5. Political Marketing of Democracy: An Analytical Study on a Sample of Official American Media Discourse in the Middle East (Paper ID: 168)  
*Abdullah Alrefae, Imam Muhammad ibn Saud Islamic University, KINGDOM SAUDI OF ARABIA*

10.00 – 10.30 am

**REFRESHMENTS**  
**CRYSTAL BALLROOM LOBBY**

PARALLEL SESSION

# 7A

CRYSTAL BALLROOM  
10.30 am – 12.30 pm

## CRYSTAL BALLROOM

**Theme:** The Roles and Challenges in Organizational Communication Research

**Chairperson:** Dr. Norizah Aripin, *Universiti Utara Malaysia, MALAYSIA*

1. Levels of Participative Decision-making Among Engineers in Tenaga Nasional Berhad (Paper ID: 173)  
*Rahman Hashim & Saodah Wok, Universiti Teknikal Malaysia Melaka, MALAYSIA*
2. Corporate Entrepreneurship from the Perspective of Strategic Renewal (Paper ID:41)  
*Seyed Mohammad Reza Khoshroo & Seyed Ali Bigdeli, Islamic Research Center of IRIB, IRAN*
3. An Appraisal of Published Mass Communication Research from Pakistan (Paper ID: 12)  
*Abida Eijaz, University of the Punjab, PAKISTAN*
4. Strategic Interaction in Player-Sport Official Encounters (Paper ID: 97)  
*Ian Cunningham, Charles Sturt University, AUSTRALIA*
5. Arabic specialized accumulations in the field of communication theories: Critical View ((Paper ID: 167)  
*Mohammad Alsubihi, Imam Muhammad ibn Saud Islamic University, KINGDOM OF SAUDI ARABIA*



PARALLEL SESSION

**7B**

BOARD ROOM 1  
10.30 am – 12.30 pm

(Malay Language  
Session)

**BOARD ROOM 1**

**Theme:** Komunikasi Pembangunan: Inovasi dalam Penyampaian Maklumat  
**Chairperson:** Puan Julia Henry, *Editor Kanan, Dewan Bahasa dan Pustaka, MALAYSIA*

1. Mesin Raksaksa dalam Pembunuhan dan Hukuman Mati di Mesir: Suatu Perspektif Semiotika (Paper ID: 101)  
*Ismail Hashim, Universiti Selangor (UNISEL), MALAYSIA*
2. RPJMD Provinsi Riau: Pemberdayaan dan Pembangunan Kebijakan dan Implikasi (Paper ID:29)  
*Hasrul Sani Siregar, BKD Provinsi Riau, INDONESIA*
3. Penerimaan Guna Inovasi Pertanian Padi oleh Para Petani di Zon Utara, Malaysia (Paper ID: 142)  
*Ahmad Fahmi Mahamood, Universiti Utara Malaysia, MALAYSIA*
4. Struktur Institusi dan Penyampaian Makluman Semasa bencana: Analisis Terhadap Tragedi Banjir Lumpur di Cameron Highland (Paper ID: 150)  
*Noor Hadzlida Ayob, Mohd Fo'ad Sakdan & Che Su Mustaffa, Universiti Utara Malaysia, MALAYSIA*
5. Komunikasi Amaran: Satu Tinjauan Pengurusan Bencana Banjir Lumpur di Cameeron Highland (Paper ID: 148)  
*Shazwani Shafiai, Mohamad Sukeri Khalid, Mohd Taib Ariffin, Universiti Utara Malaysia, MALAYSIA*

PARALLEL SESSION

**7C**

BOARD ROOM 2  
10.30 am – 12.30 pm

**BOARD ROOM 2**

**Theme:** Organizational Communication Research: From Traditional to Critical Approaches  
**Chairperson:** Nuredayu Omar, *Universiti Utara Malaysia, MALAYSIA*

1. Impact of Feedback Dimensions on Police Officers' Performance in Crime Reduction and Security System in the Province of Laguna, Philippines: The Case of Laguna Provincial Police Office (Paper ID: 80)  
*Mariane Claudine M. Iglesias and Sherwin Joseph C. Felicidadario, University of the Philippines Los Baños, PHILIPPINES*
2. Individual Personality and Analyzing Personality according to Dunning-Kruger Syndrome (Paper ID: 94)  
*Habibe Ongoren & Nilufer Fatma Goksu, Istanbul University, TURKEY*
3. Why I like her? : Understanding Affective Labour from Cultural Industry (Paper ID: 152)  
*Rozita Abdulla, Universiti Sains Islam Malaysia, MALAYSIA*
4. Leadership: Communicating Strategically in the 21<sup>st</sup> Century (Paper ID: 153)  
*Suffian Hadi Ayub, Norhayati Abd Manaf & Mohamad Rezal Hamzah, Universiti Sultan*

	<p><i>Zainal Abidin, MALAYSIA</i></p> <p>5. Do They Satisfy or Not? Employees Satisfaction in Corporate Communication: An analysis on Turkish Corporations (Paper ID: 159) <i>Rasime Ayhan Yilmaz, Anadolu University, TURKEY</i></p>
<p>PARALLEL SESSION</p> <p><b>7D</b></p> <p>BOARD ROOM 3 10.30 am – 12.30 pm</p>	<p><b>BOARD ROOM 3</b></p> <p><b>Theme:</b> Visual Communication: Hypothetical or Reality? <b>Chairperson:</b> Dr. Annie Dayani Ahad, <i>Universiti Brunei Darussalam, BRUNEI</i></p> <ol style="list-style-type: none"> <li>1. Visual Communication on Cross Cultural Folktale Case Study: Indonesian and Korean Folktale (Paper ID: 56) <i>Rizki Taufik Rakhman, Universitas Negeri Jakarta, INDONESIA</i></li> <li>2. A Brand Extension Story: From Hypothetical to Reality: Turkcell Superonline Case (Paper ID: 160) <i>Levent Ozkocak, Anadolu University, TURKEY</i></li> <li>3. Metaphor of 'Progress': A Metaphoric Rhetorical Criticism on Aminuddin Baki's Torch Movement Speech 2 (Paper ID: 163) <i>Dil Froz Jan Sayed Halem Shah, Faridah Ibrahim, Norzita Yunus Abdul Mua'ti bin Ahmad, Hamisah Hassan &amp; Rosya Izyanie Shamshudeen, Infrastructure University Kuala Lumpur, MALAYSIA</i></li> <li>4. Visual Literacy: A Semiotic Analysis of an Activism Image (Paper ID: 146) <i>Sibel Onursoy, Anadolu University, TURKEY</i></li> <li>5. Streotyping of Leading Political Figures in Television Comedy Show in Pakistan (Paper ID: 149) <i>Aniqa Ali, International Islamic University, PAKISTAN</i></li> </ol>
<p>12.30 – 2.00 pm</p>	<p><b>LUNCH</b> <b>LAGENDA RESTAURANT</b></p>
<p>PARALLEL SESSION</p> <p><b>8A</b></p> <p>CRYSTAL BALLROOM 2.00 – 4.00 pm</p>	<p><b>CRYSTAL BALLROOM</b></p> <p><b>Theme:</b> Accessing the Trends: Exploring the Possibilities in Media Research <b>Chairperson:</b> Dr. Aida Mokhtar, <i>Islamic International University, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. From Media as the Producer of False Consciousness to Ecological Media (Paper ID: 95) <i>Necla Odyakmaz Acar &amp; Sebnem Caglar, Istanbul University, TURKEY</i></li> <li>2. Can Twitter be an Effective Platform for Political Discourse in Malaysia? A study of PRU13 (Paper ID: 109) <i>Mohd Faizal Kasmani, Universiti Sains Islam Malaysia, MALAYSIA</i></li> </ol>

	<ol style="list-style-type: none"> <li>3. A Comparative Analysis of Pakistani English Newspaper Editorials: The case of Taliban’s Attack of Malala Yousafzai (Paper ID: 154) <i>Noor Hayat, Universiti Sains Malaysia, MALAYSIA</i></li> <li>4. Powerful Media: Reflection of Professional Audience (Paper ID: 10) <i>Hamideh Farshad, Taba, IRAN.</i></li> <li>5. The media and disaster prevention: the need for active collaboration with disaster managers (Paper ID: 116) <i>Ganiyu, Mutiu Adekunle, Rosli Mohammed &amp; Awan Ismail, Universiti Utara Malaysia, MALAYSIA</i></li> </ol>
<p><b>PARALLEL SESSION</b></p> <p><b>8B</b></p> <p><b>BOARD ROOM 1</b> <b>2.00 – 4.00 pm</b></p>	<p style="text-align: center;"><b>BOARD ROOM 1</b></p> <p style="text-align: center;"><b>Theme:</b> Communicating Corporate Identity Message: The Role of Media</p> <p style="text-align: center;"><b>Chairperson:</b> Abdulhafiz Auajiy Salawi, <i>Imam Muhammad Ibn Saud Islamic University, KINGDOM SAUDI OF ARABIA.</i></p> <ol style="list-style-type: none"> <li>1. The Practice and Effects of Corporate Media Relations in Chennai: Beyond just Denials and Evolving? (Paper ID: 86) <i>Neema Varghese, Auxilium College, INDIA</i></li> <li>2. Antecedents and Consequences of Asian Reputation Model of Air Asia (Paper ID: 20) <i>Zulhamri Abdullah, Universiti Putra Malaysia, MALAYSIA</i></li> <li>3. To what extent do Saudi Companies use Their Websites to Convey their Corporate Culture and Identities?: An analysis Study of Sample of Saudi Companies (Paper ID 169) <i>Abdulhafiz Auajiy Salawi, Imam Muhammad Ibn Saud Islamic University, KINGDOM SAUDI OF ARABIA.</i></li> <li>4. An Examination of Consumer’s Attitude Towards Corporate Social Responsibility (CSR) Web Communication Using Media Richness Theory (Paper ID: 120) <i>Rafeah Mat Saat &amp; Mohd Hisyam Selamat, Universiti Utara Malaysia, MALAYSIA</i></li> <li>5. Factors Influencing the Quality of e-Services on Hospital Information System (HIS) in Malaysia (Paper ID: 157) <i>Nik Adzrieman Abd Rahman, Bahtiar Mohamad &amp; Nor Ashikin Abd Rahman, School of Multimedia Technology and Communication, Universiti Utara Malaysia &amp; University Tun Abdul Razak, MALAYSIA</i></li> </ol>
<p><b>PARALLEL SESSION</b></p> <p><b>8C</b></p>	<p style="text-align: center;"><b>BOARD ROOM 2</b></p> <p style="text-align: center;"><b>Theme:</b> Broadcast and Print: The Mythology in Communication Research</p> <p style="text-align: center;"><b>Chairperson:</b> Dr. Sharifah Fazliyatun Shaikh Ismail, <i>Universiti Utara Malaysia, MALAYSIA</i></p> <ol style="list-style-type: none"> <li>1. The political Economy of Shariah Compliant Ads on TV AlHijrah (Paper ID: 136)</li> </ol>

<p><b>BOARD ROOM 2</b> 2.00 – 4.00 pm</p>	<p><i>Md. Rozalafri Johori, Nor Azura Adzharuddin, &amp; Megat Al-Imran Yasin, Kolej Universiti Islam Selangor, MALAYSIA</i></p> <p>2. The Implication of Maharaja Lawak Programme from Islamic Perspective (Paper ID: 128) <i>Rosidayu Sabran, Universiti Sains Islam Malaysia, MALAYSIA</i></p> <p>3. In Pursuit of Mr. Right: Constructed Masculinities in Malay Teen Magazine (Paper ID: 141) <i>Sharifah Fazliyaton Shaik Ismail, Universiti Utara Malaysia, MALAYSIA</i></p> <p>4. Media and People (Paper ID: 4) <i>Dhruba Raj Sapkota, Radio Nepal, NEPAL</i></p> <p>5. Communicating Effectively the Lifelong Blue Print and Its Demands to Improve Open Distance Learning (ODL) Ergonomics to Harmonize the Adult Learners' Community and Democratise Education for ALL (Paper ID: 165) <i>Hisham Dzakiria &amp; Bahtiar Mohamad, Universiti Utara Malaysia, MALAYSIA</i></p>
<p><b>PARALLEL SESSION</b></p> <p><b>8D</b></p> <p><b>BOARD ROOM 3</b> 2.00 – 4.00 pm</p>	<p style="text-align: center;"><b>BOARD ROOM 3</b></p> <p style="text-align: center;"><b>Theme:</b> International Communication Issues</p> <p><b>Chairperson:</b> Nor Hissam Sulaiman, <i>Universiti Utara Malaysia, MALAYSIA</i></p> <p>1. The Construction of Feminism in Indonesian Film: Arisan 2! (Paper ID: 75) <i>Astrid Haryanti &amp; Fiona Suwana, London School of Public Relations, INDONESIA</i></p> <p>2. Corporate Communication Management (CCM) and Organisational Performance: A Review of the Current Literature, Conceptual Model and Research Propositions, (Paper ID: 49) <i>Bahtiar Mohamad, Hassan Abu Bakar, Haslina Halim, Ahmed Rageh Ismail, Universiti Utara Malaysia, MALAYSIA</i></p> <p>3. Domain Changes in Defining <i>Darah</i> (Blood): An Analysis of Communication Style in Malay Proverbs (Paper ID: 69). <i>Hishamudin Isam, Mashetoh Abd Mutalib, Norma Saad &amp; Nasariah Mansor, Universiti Utara Malaysia, MALAYSIA</i></p> <p>4. The Senior Citizens Loyalty and Services Satisfaction on the Use of their IDs in Purchasing Consumer Product, (Paper ID: 33) <i>Kimberlyn G. Orias &amp; Marita G. Sanchez, Cagayan Valley Computer &amp; Information Technology College, PHILIPPINES</i></p> <p>5. Expatriate Adjustment: Validating Multicultural Personality Trait among Self-Initiated Academic expatriates, (Paper ID: 50): <i>Haslina Halim, Hassan Abu Bakar &amp; Bahtiar Mohamad, Universiti Utara Malaysia, MALAYSIA</i></p>

<b>4.00 – 4.15 pm</b>	<b>REFRESHMENTS CRYSTAL BALLROOM LOBBY</b>
<b>4.30 – 6.30 pm</b>	<b>CLOSING CEREMONY CRYSTAL BALLROOM 1</b>
	4.30 pm      Arrival of guests
	4.40pm      Arrival of VIPs
	4.45 pm      Thank you remarks by i-COME'14 Director, Dr. Bahtiar Mohamad
	4.50 pm      Presentations of Conference Best Paper Award
	5.00 pm      End of Program

**Tuesday, 21 October 2014  
DAY 4**

TIME	ACTIVITIES
<b>8.30 am</b>	Waiting at Holiday Villa Hotel Lobby
<b>9.00 am – 2.00 pm</b>	Post tour conference – Island Hopping Tour <i>(Free to all participants)</i>

## SUMMARY OF TIME TABLE FOR 1-COME'14 (18-21 OCTOBER 2014)

Organized by:



Sponsored by:



Partner Institutions:



Official Media:



TIME	8.00 – 9.00 am	9.30 am – 12.30 pm	12.30 – 2.00 pm	2.00 – 4.00 pm	4.00 – 4.15 pm	4.15 – 6.15 pm	8.00 pm – 9.30 pm
<b>SATURDAY, 18 OCTOBER 2014</b>	REGISTRATION & REFRESHMENTS <i>Crystal Ballroom Lobby</i>	KEYNOTE ADDRESS <i>Crystal Ballroom</i>	LUNCH <i>Lagenda Restaurant</i>	PARALLEL SESSION 1A – Crystal Ballroom 1B – Board Room 1 1C – Board Room 2 1D – Board Room 3	REFRESHMENTS <i>Crystal Ballroom Lobby</i>	PARALLEL SESSION 2A – Board Room 1 2B – Board Room 2 2C – Board Room 3	WELCOMING DINNER & OPENING CEREMONY <i>Crystal Ballroom</i>
TIME	8.30 – 10.00 pm	10.00 – 10.30 am	10.30 am – 12.30 pm	12.30 – 2.00 pm	2.00 – 4.00 pm	4.00 – 4.15 pm	4.15 – 6.15 pm
<b>SUNDAY, 19 OCTOBER 2014</b>	PANEL DISCUSSION SESSION <i>Crystal Ballroom</i>	REFRESHMENTS <i>Crystal Ballroom Lobby</i>	PARALLEL SESSION 3A – Crystal Ballroom 3B – Board Room 1 3C – Board Room 2 3D – Board Room 3	LUNCH <i>Lagenda Restaurant</i>	PARALLEL SESSION 4A – Crystal Ballroom 4B – Board Room 1 4C – Board Room 2 4D – Board Room 3	REFRESHMENTS <i>Crystal Ballroom Lobby</i>	PARALLEL SESSION 5A – Crystal Ballroom 5B – Board Room 1 5C – Board Room 2 5D – Board Room 3
TIME	8.00 – 10.00 am	10.00 – 10.30 am	10.30 am – 12.30 pm	12.30 – 2.00 pm	2.00 – 4.00 pm	4.00 – 4.15 pm	4.30 – 5.00 pm
<b>MONDAY, 20 OCTOBER 2014</b>	PARALLEL SESSION 6A – Crystal Ballroom 6B – Board Room 1 6C – Board Room 2 6D – Board Room 3	REFRESHMENTS <i>Crystal Ballroom Lobby</i>	PARALLEL SESSION 7A – Crystal Ballroom 7B – Board Room 1 7C – Board Room 2 7D – Board Room 3	LUNCH <i>Lagenda Restaurant</i>	PARALLEL SESSION 8A – Crystal Ballroom 8B – Board Room 1 8C – Board Room 2 8D – Board Room 3	REFRESHMENTS <i>Crystal Ballroom Lobby</i>	CLOSING CEREMONY AND AWARDS <i>Crystal Ballroom</i>
TIME	8.30 am	9.00 – 2.00 pm					
<b>TUESDAY, 21 OCTOBER 2014</b>	Waiting at Holiday Villa Beach Resort Hotel Lobby	Post tour conference – Langkawi Island Hopping					