



ELECTORAL STUDIES RESEARCH UNIT

Our Reference: IIUM/301/ESRU/18/1

Date: 18th June 2018

Madam Nur Shakira Mohd Nasir
Department of Communication
KIRKHS

Dear Madam,

INVITATION TO BE A PAPER PRESENTER – “GE14: AN ANALYSIS”

We are pleased to inform you that the Electoral Studies Research Unit, International Islamic University Malaysia (IIUM) in collaboration with the Media, Culture, Technology and Religion Research Unit, Kulliyah of Islamic Revealed Knowledge and Human Sciences (KIRKHS), IIUM, the Malaysian Communication Educators Association, the World of Association for Public Opinion Research (WAPOR)-ASIA, and the Media, Democracy and Electoral System, National Council of Professors will be organising a Seminar to discuss the recent 14th General Election (GE14).

Eminent speakers and academicians will be sharing their studies and experiences relating to their respective areas. Details are as follows:-

Date : 28 June 2018 (Thursday)
Time : 9:00 a.m. – 5:00 p.m.
Venue : Zabedah Hall, Azman Hashim Complex, IIUM

This Seminar with the theme "**GE14: An Analysis**" will focus on voters' behaviour by examining:-

1. The role of the mainstream media in GE14
2. The role of new media in GE14
3. The role of research in electoral studies
4. The issues and problems in conducting research on electoral and media studies



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Garden of Knowledge and Virtue

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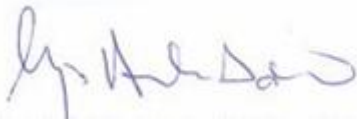
It is therefore, with great pleasure, we would be honoured if you could participate in this Seminar by presenting a paper for one of the sessions. Details of the session are as follows:

Time : 12:05 p.m.
Theme : Media Analysis – New Media

We strongly believe your vast experience and expertise would be beneficial to the Seminar participants. Please find enclosed the Seminar's programme for your reference. Should you require further information, kindly contact me at sarabidid@iium.edu.my or Dr. Tunku Mohar Tunku Mohd. Mokhtar at tmohar@iium.edu.my.

We look forward to your kind acceptance and presence to the event.

Sincerely,



PROF. DATO' SRI DR. SYED ARABI IDID
Head, Electoral Studies Research Unit