



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِيسِي إِسْلَامْ، أَنْتَارَا جُحْسَا مِلْدِسِيَا

Tentative Programme

OPENING CEREMONY
VENUE: CONFERENCE ROOM

TIME	PROGRAMME
8.00 am	Registration
9.00 am	<i>Recitation of doa</i>
9.10 am	Welcoming remarks by Prof. Dr. Mohammad Abdul Quayum Abdus Salam Dean, Kulliyah of Islamic Revealed Knowledge & Human Sciences, (KIRKHS), IIUM
9.20 am	Keynote address & launching of ISMEC 2018 by Prof. Tan Sri Dato' Dzulkifli b. Abdul Razak, Rector of IIUM
9.40 am	Tea break (KICT Staff Lounge)



FORUM
VENUE: CONFERENCE ROOM

TIME	PROGRAMME
10.00 am	<p>Speaker 1: Prof. Dato' Sri Dr. Syed Arabi Idid Professor, Department of Communication, KIRKHS, IIUM.</p> <p>Speaker 2: Prof. Zaharom Nain Professor, Media and Communication Studies, Faculty of Arts, University of Nottingham.</p> <p>Speaker 3: Mr. Suhaimi Sulaiman Chief Executive Officer, Astro Awani.</p> <p>Moderator: Dr. Rizalawati Ismail, Department of Communication, KIRKHS, IIUM.</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 1 VENUE: ISMEC ROOM 1

TIME	PROGRAMME
11.30 am	<p>Theme: Organizational Communication/ PR</p> <p>1. Dr. Kamaruzzaman Abdul Manan (IIUM) <i>Title: Factors propelling the intention to adopt of tobacco-free policy among employees in higher education institution.</i></p> <p>2. Dr. Aini Maznina A. Manaf (IIUM) <i>Title: The relationship between individual well-being, working environment and job satisfaction among factory workers in Malaysia.</i></p> <p>3. Dr. Bambang Budiwiranto (Raden Intan State University Lampung, Indonesia) <i>Title: Communication strategy to enhance uptake of forage tree legumes for cattle fattening in Eastern Indonesia.</i></p> <p>4. Dr. Abdul Razaque Chhachhar (University of Sindh, Pakistan) <i>Title: Challenges in use of mobile phone regarding agriculture and marketing information among farmers in Sindh, Pakistan.</i></p> <p>5. Dr. Farheen Qasim Nizamani (UNIMAS) <i>Title: Political factors affecting parents' perceptions on televised polio messages in Sindh, Pakistan: A critical investigation.</i></p> <p>Moderator: Dr. Kamaruzzaman Abdul Manan</p>



SEMINAR PARALLEL SESSION 1
VENUE: ISMEC ROOM 2

TIME	PROGRAMME
11.30 pm	<p>Theme: Journalism & Political Communication</p> <p>1. Dr. Wan Norshira Wan Mohd Ghazali (IIUM) <i>Title: Culture, power, and the state with Islam as signifying practices.</i></p> <p>2. Dr. Rizalawati Ismail (IIUM) <i>Title: Students' motivation, perception, and expectation of Journalism studies at IIUM.</i></p> <p>3. Dr. Nurul Nisa Omar (KDU University College) <i>Title: A study on readers' attitude and behaviour towards citizen journalism.</i></p> <p>4. Assoc. Prof. Dr. Ali Salman (Taylor's University College) <i>Title: Examining the relationship between political agenda on social media and political support among university students.</i></p> <p>5. Dr. Sabiruddin July (University Imam Bonjol Padang, Indonesia) <i>Title: Filter before sharing, ward off hoax news, radicalism in social media.</i></p> <p>Moderator: Dr. Wan Norshira Wan Mohd Ghazali</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 1 VENUE: ISMEC ROOM 3

TIME	PROGRAMME
11.30 pm	<p>Theme: Public Relations/ Advertising</p> <p>1. Dr. Zeti Azreen Ahmad (IIUM) <i>Title: Embracing social media: the change and disruption to Public Relations practices in Malaysia.</i></p> <p>2. Nur Azila Azahari (UMP) <i>Title: Pembangunan video interaktif dalam menyampaikan maklumat berbentuk iklan.</i></p> <p>3. Chan Tak Jie (SEGI University) <i>Title: Predictors of corporate reputation through university social responsibility practices in a Malaysian private university: the students' perspective.</i></p> <p>4. Dr. Shuhaida Mohd Noor (USM) <i>Title: Mengukur ekuiti jenama korporat Universiti Sains Malaysia.</i></p> <p>Moderator: Dr. Zeti Azreen Ahmad</p>



SEMINAR PARALLEL SESSION 1
VENUE: ISMEC ROOM 4

TIME	PROGRAMME
11.30 pm	<p>Theme: Media Effects</p> <p>1. Madam Mazni Buyong (IIUM) <i>Title: Hush!!! My internet habit: a study among Malaysian young adult.</i></p> <p>2. Dr. Fauziah Hassan (USIM) <i>Title: Visualising Islamic values in non-Islamic films in Malaysia.</i></p> <p>3. Dr. Sofia Hayati Yusoff (USIM) <i>Title: The role of media in giving understanding on income zakat as an alternative to income tax in Malaysia.</i></p> <p>4. Dr. Awan Ismail (UUM) <i>Title: The relevance of media as a source for beliefs and decisions among the youth.</i></p> <p>5. Ashwinder Kaur (UTAR) <i>Title: Bollywood films influence on Punjabi Sikh youths' perception of alcohol & tobacco consumption.</i></p> <p>Moderator: Madam Mazni Buyong</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 1 VENUE: CONFERENCE ROOM

TIME	PROGRAMME
11.30 pm	<p>Theme: Media & Communication</p> <p>1. Dr. Nerawi Sedu (IIUM) <i>Title: The conceptualisations of PAS inclusive Islam: An analysis of Harakah.</i></p> <p>2. Dr. Rosidayu Sabran (USIM) <i>Title: Muslim audiences' perception towards Islamic programs in Malaysia.</i></p> <p>3. Dr. Faizal Kasmani (USIM) <i>Title: Perbandingan tindak tutur (speech act) berdasarkan perbualan antara golongan Badwi dan Ansar: Analisis strategi komunikasi Rasulullah.</i></p> <p>4. Dr. Jessada Salathong (Chulalongkorn University) <i>Title: Malaysian young generations' usage of social media to communicate social issues.</i></p> <p>Moderator: Dr. Nerawi Sedu</p>
12.30 pm	Lunch & Zohor prayer



SEMINAR PARALLEL SESSION 2
VENUE: ISMEC ROOM 1

TIME	PROGRAMME
2.00 pm	<p>Theme: Political Communication/ PR</p> <p>1. Assoc. Prof. Dr. Che Mahzan Ahmad (IIUM) <i>Title: Malaysia GE14: Dramaturgical and carnival in my smartphone.</i></p> <p>2. Dr. Shafizan Mohamed (IIUM) <i>Title: Instagram and political storytelling among Malaysian politicians during the 14th General Election.</i></p> <p>3. Dr. Sandra Astuti (Islamic Bandung University, Indonesia) <i>Title: The urban, the locals, the nationalist and the religious: an analysis toward contesting spoken discourse of candidates in West Java's local election.</i></p> <p>5. Dr. Faizal Kasmani (USIM) <i>Title: Why do people Tweet: Analysis of #PRU14</i></p> <p>Moderator: Assoc. Prof. Dr. Che Mahzan Ahmad</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 2 VENUE: ISMEC ROOM 2

TIME	PROGRAMME
2.00 pm	<p>Theme: New Media/ Use of ICT</p> <p>1. Dr. Tengku Siti Aisha Tengku Mohd Azzman (IIUM) <i>Title: Celebrity-fan engagement on Instagram and how it influences perceptions on hijab culture among Muslim women in Malaysia.</i></p> <p>2. Dr. Norizah Aripin (UUM) <i>Title: Ethics and laws on flaming Youtube: One perception on Youtube flammers.</i></p> <p>3. Assoc. Prof. Dr. Hashim Fauzy Yaacob (UTM) <i>Title: Adoption of communication technology innovation: a meta-analysis.</i></p> <p>4. Dr. Norbaiduri Ruslan (IIUM) <i>Title: Types of games played, evaluation of involvement in online gaming, motivation of playing online gaming, and online gaming self-regulation among young Muslim online gaming players.</i></p> <p>5. Dr. Faradillah Iqmar Omar (KUIS) <i>Title: Motivasi usahawan dan penggunaan aplikasi ICT dalam perniagaan: kajian terhadap usahawan perusahaan kecil dan sederhana (PKS).</i></p> <p>Moderator: Dr. Tengku Siti Aisha Tengku Mohd Azzman</p>



**SEMINAR PARALLEL SESSION 2
VENUE: ISMEC ROOM 3**

TIME	PROGRAMME
2.00 pm	<p>Theme: Organizational Communication/ PR</p> <p>1. Prof. Dr. Saodah Wok (IIUM) <i>Title: Penilaian peserta, penganjur dan penonton terhadap keberkesanan dan kepuasan program pertandingan pidato antarabangsa bahasa Melayu (PABM).</i></p> <p>2. Dr. Kamaruzzaman Abdul Manan (IIUM) <i>Title: Kepentingan komunikasi dalam latihan.</i></p> <p>3. Chai Seow Min (COMM Sight Sdn Bhd) <i>Title: Shaping PR with Media Content Analysis</i></p> <p>4. Assoc. Prof. Dr. Zulhamri Abdullah (UPM) <i>Title : Conceptual framework on the impacts on online corporate communication.</i></p> <p>Moderator: Prof. Dr. Saodah Wok</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 2 VENUE: ISMEC ROOM 4

TIME	PROGRAMME
2.00 pm	<p>Theme: Advertising</p> <p>1. Mohd Fauzi Harun (UTAR) <i>Title: Komodifikasi Islam sebagai komunikasi visual dalam papan iklan.</i></p> <p>2. Nor-Ezzatul Hanani Mohamed Rosli (UTAR) <i>Title: Representasi peranan gender: kanak-kanak dalam iklan televisyen Malaysia.</i></p> <p>3. Nurul Shafinaz Shahar (UPM) <i>Title: The impacts of viral marketing in influencing consumers' purchase-decisions.</i></p> <p>4. Muhamad Najiy Othman (UPSI) <i>Title: Peranan iklan atas talian dalam mempengaruhi pembelian atas talian dalam kalangan pelajar Universiti Pendidikan Sultan Idris (UPSI).</i></p> <p>5. Nurul Ayuni Mohd Nuzulrudin (UiTM) <i>Title: The relationship between consumers' knowledge, perception and buying behaviour towards Vivy Yusof's social media marketing strategies.</i></p> <p>Moderator: Dr. Aida Mokhtar</p>



**SEMINAR PARALLEL SESSION 2
VENUE: CONFERENCE ROOM**

TIME	PROGRAMME
2.00 pm	<p>Theme: Public Relations/ Organizational Communication</p> <p>1. Dr. Nurul Nisa Omar (KDU University College) <i>Title: The effectiveness of anti-drug media campaign: a case study on PENGASIH Malaysia.</i></p> <p>2. Hashima Mohaini Mohamad (UTAR) <i>Title: Suggesting the hidden: Subliminal images implementation into local campaigns of zina prevention.</i></p> <p>3. Theresa Shalini Stephen (UPM) <i>Title: Factors influencing customers' satisfaction towards light rail transit (LRT) in Kuala Lumpur.</i></p> <p>4. Nafisa Kasem (UM) <i>Title: Social media - an emerging tool for modern customer relationship management.</i></p> <p>5. Fathonah Aina bt Baharuddin <i>Title: A study of third person effect on Sarawak state election</i></p> <p>Moderator: Br Amran Baharum</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 3 VENUE: ISMEC ROOM 1

TIME	PROGRAMME
3.30 pm	<p data-bbox="444 582 908 654">Theme: Political Communication/ Journalism</p> <p data-bbox="444 698 953 734">1. Olowo Emmanuel Opeyemi (UPM)</p> <p data-bbox="444 734 1023 806"><i>Title: Role of social networking and media in political awareness on the public.</i></p> <p data-bbox="444 815 869 851">2. Yassin Bashir Hamid (UUM)</p> <p data-bbox="444 851 1062 958"><i>Title: Freedom to access to government information influence in framing of the issues of corruption in Sudan.</i></p> <p data-bbox="444 967 856 1003">3. Mohsin Hassan Khan (UM)</p> <p data-bbox="444 1003 1049 1120"><i>Title: Muslim Issue during US Presidential elections 2016: A critical discourse analysis of anti-Muslim-Islam statement of Donald Trump.</i></p> <p data-bbox="444 1128 946 1164">4. Mohd Yusof Abd. Ghani (MIROS)</p> <p data-bbox="444 1164 1011 1236"><i>Title: Are Malay newspapers constructive in road crash news?</i></p> <p data-bbox="444 1281 978 1317">Moderator: Tuan Haji Aznan Mat Piah</p>



SEMINAR PARALLEL SESSION 3
VENUE: ISMEC ROOM 2

TIME	PROGRAMME
3.30 pm	<p>Theme: New Media/ Use of ICT</p> <p>1. Hasnah Abdul Kadir (IIUM) <i>Title: Students' satisfaction on using IIUM website.</i></p> <p>2. Habib Said Ali (IIUM) <i>Title: Usage and satisfaction of WhatsApp messenger application on smartphone among IIUM Students.</i></p> <p>3. Siti Aminah Abd Wahab (UiTM) <i>Title: Factors predicting the trend of iTa'LeEM usage among lecturers in International Islamic University Malaysia (IIUM).</i></p> <p>4. Nurhamizah Khairul Anuar (UPSI) <i>Title: Penggunaan media sosial dalam penyebaran maklumat kursus pembelajaran di Universiti Pendidikan Sultan Idris (UPSI).</i></p> <p>Moderator: Dr Shafizan Mohamed</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 3 VENUE: ISMEC ROOM 3

TIME	PROGRAMME
3.30 pm	<p>Theme: Media Effects</p> <p>1. Afiqah Mior Kamarulbaid (UPM) <i>Title: 'Good' and 'Bad': Storytelling Approaches in Soft News Online Portal During Malaysian General Election 2018.</i></p> <p>2. Nurul Hidayah Hanani Mohammed Kadri (UPM) <i>Title: Words of the "keyboard warriors": A comparative analysis of harsh language use during interaction on Facebook viral content posts.</i></p> <p>3. Rizwana Shouket (UCSI) <i>Title: Confidence of BN voters on BN political campaign materials.</i></p> <p>4. Firdaus El Hadi (UM) <i>Title: Development and portrayal of national identity in Indonesian teen films.</i></p> <p>Moderator: Dr. Harmi Taazim Mohamad</p>



**SEMINAR PARALLEL SESSION 3
VENUE: ISMEC ROOM 4**

TIME	PROGRAMME
3.30 pm	<p>Theme: Organizational Communication/ Small-Group Communication</p> <p>1. Nur Shakira Mohd Nasir (IIUM) <i>Title: Communication effect on employee readiness to change among selected private organization in Malaysia.</i></p> <p>2. Souhaila Elyass (IIUM) <i>Title: Purchasing intention, family values and social media usage affecting online purchasing habits among youths.</i></p> <p>3. Mohd Yusof Zulkefli (UPSI) <i>Title: The challenges of having ASD children on communication and social behaviour among family members in rural area.</i></p> <p>4. Ainurliza Mat Rahim (Staffordshire University, UK) <i>Title: Redefining identity: Visualisation of women in Muslim media and their reception.</i></p> <p>5. Mohammad Raqib Mohd Sofian (USM) <i>Title: Islam is being challenged and threatened? A study on the news coverage by Utusan Malaysia & Malaysiakini on the issue of comango.</i></p> <p>Moderator: Nur Shakira Mohd Nasir</p>

Global Media: The Current and Future Challenges

SEMINAR PARALLEL SESSION 3 VENUE: CONFERENCE ROOM

TIME	PROGRAMME
3.30 pm	<p>Theme: Media & Communication</p> <p>1. Affendi Abdul Karim (UiTM) <i>Title: Managing RTM's radio news.</i></p> <p>2. Surina Mohd Shafie (UM) <i>Title: Analysis of Twitter messages contents and writing ethics used among the Malaysian leaders.</i></p> <p>3. Quraisyah Azmi (UM) <i>Title: Orang-utan conservation and deforestation issues in Malaysian media.</i></p> <p>4. Nor Ili Ahmad Tajuddin (UPSI) <i>Title: Cross-cultural adjustment within Malaysian context: international students' experiences of using language in their social interaction.</i></p> <p>5. Gabriela Aurora Mondragon Meza (IIUM) <i>Title: Online religious information seeking behavior among Mexican Muslim converts</i></p> <p>6. Wan Ahmad Khairi b. Wan Ahmad <i>Title: virtual public sphere: political engagement of online news user during GE14 campaign</i></p> <p>Moderator : Sr. Noorhannah Noorfud</p>



**CLOSING CEREMONY
VENUE: CONFERENCE ROOM**

TIME	PROGRAMME
5.00 pm	Closing remarks by Dr Aini Maznina A. Manaf, Head Department of Communication, KIRKHS, IIUM
5.15 pm	Hi-tea & Disperse

List of Presenters

1. Dr. Kamaruzzaman Abdul Manan (IIUM)
2. Dr. Aini Maznina A. Manaf (IIUM)
3. Dr. Bambang Budiwiranto
(Raden Intan State University Lampung, Indonesia)
4. Dr. Abdul Razaque Chhachhar
(University of Sindh, Pakistan)
5. Dr. Farheen Qasim Nizamani (UNIMAS)
6. Dr. Wan Norshira Wan Mohd Ghazali (IIUM)
7. Dr. Rizalawati Ismail (IIUM)
8. Dr. Nurul Nisa Omar (KDU University College)
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(University Imam Bonjol Padang, Indonesia)
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12. Nur Azila Azahari (UMP)
13. Chan Tak Jie (SEGI University)
14. Dr. Shuhaida Mohd Noor (USM)
15. Madam Mazni Buyong (IIUM)
16. Dr. Fauziah Hassan (USIM)
17. Dr. Sofia Hayati Yusoff (USIM)
18. Dr. Awan Ismail (UUM)



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25. Dr. Shafizan Mohamed (IIUM)
26. Dr. Sandi Indra Astuti (Islamic Bandung University, Indonesia)
27. Dr. Rosninawati Hussin (USIM)
28. Dr. Faizal Kasmani (USIM)
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47. Mohammed S A Muhaisen (USIM)
48. Olowo Emmanuel Opeyemi (UPM)
49. Yassin Bashir Hamid (UUM)
50. Mohsin Hassan Khan (UM)
51. Mohd Yusof Abd. Ghani (MIROS)
52. Hasnah Abdul Kadir (IIUM)
53. Habib Said Ali (IIUM)
54. Siti Aminah Abd Wahab (UITM)
55. Nurhamizah Khairul Anuar (UPSI)
56. Afiqah Mior Kamarulbaid (UPM)
57. Nurul Hidayah Hanani Mohammed Kadri (UPM)
58. Rizwana Shouket (UCSI)
59. Firdaus El Hadi (UM)
60. Nur Shakira Mohd Nasir (IIUM)
61. Souhaila Elyass (IIUM)
62. Mohd Yusof Zulkefli (UPSI)
63. Ainurliza Mat Rahim (Staffordshire University, UK)



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68. Nor Ili Ahmad Tajuddin (UPSI)
69. Gabriela Aurora Mondragon Meza (IIUM)
70. Wan Ahmad Khairi b. Wan Ahmad (IIUM)

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