

PROGRAMME BOOK

i-COME'16

International Conference on Communication and Media

AN INTERNATIONAL
COMMUNICATION ASSOCIATION
REGIONAL CONFERENCE

EXPLORING COMMUNICATION: BEYOND NATION CULTURAL ADAPTION, IMAGES AND IDENTITY



Organized by:



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September 18-20, 2016
Istana Hotel, Kuala Lumpur MALAYSIA





THE International Communication and Media Conference 2016 (i-COME'16): An International Communication Association Regional Conference provides a broad platform for the discussion of emergent and interconnected issues shaped by the meaning of communication, cultural, images and identity as understood in the South East Asian region as well as in other parts of the world. The 2016 ICA regional conference theme "Exploring Communication: Beyond Nation Cultural Adaption, Images and Identity" is aimed to advance scholarship in the field of communication that can be of benefit to communities experiencing change.

At the end of 2000, East Asia (South Korea, Malaysia, Thailand, and Indonesia) was faced a financial crisis that had affected business worldwide. Prior to the crisis up to now, these countries were the center for international investments in receiving 25% of world's foreign direct investments. From communication viewpoint, these are interesting times. Although the crisis has changed the political climate in East Asia, some interesting phenomena has also evolved. China and India eventually become prominent in South East Asia countries economic and security policy, while Australia and New Zealand (perceived as the Western countries) start to look to South East Asian region as their strategic business partners. Together with ASEAN countries (Association of South East Asian Nation), China, Japan, South Korea, India, Australia, New Zealand, and United States, jointly formed the APEC (Asia-Pacific Economic Cooperation) to facilitate businesses in the Asia-Pacific region. The interesting aspects during these phenomena, from communication viewpoint, are not only businesses and the (mis-) communications of the various participants. Prejudice and stereotyping of other cultures is already an important subject within the field of communication, and have attracted scholars to deliberate the applications of these concepts in real setting. In fact, communication scholars have already talked about applying knowledge derived from indigenous perspectives to research and practice.

The conference provides a broad platform for discourse on the crucial concerns (and their potential solutions) in relation with beyond national cultural, identity and image, and interconnected elements from various communication perspectives that influence our ways of thinking in the context of national cultural setting.

Secretariat – i-COME'16: An ICA Regional Conference

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Keynote Speakers: Abstract



SYED ARABI IDID

International Islamic University Malaysia, MALAYSIA

Differential Development of Two Theories: Agenda Setting and Diffusion of News

This paper discusses the development of theories over a period of years by selecting two theories, namely Agenda Setting and News Diffusion. McCombs, M.E. and Shaw, D.L first brought the Agenda Setting into prominence in 1972 while Miller, D. first wrote the first piece on the Diffusion of News in 1945. Since then, Agenda Setting has recorded more than 500 articles, News Diffusion has on record of no more than 70 articles to its credit with scholars giving differential attention to both of these two theories. This paper provides some of the reasons for the differential development by looking at the growth of these two theories. This paper traces some of the studies being done using the two theories, highlighting the concepts and the methodologies used.

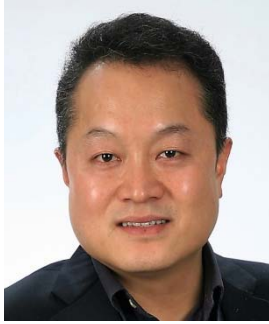


PATRICE M. BUZZANELL,

Purdue University, UNITED STATES

“Beyond Prejudices and Stereotyping of Other Cultures”: Constituting Interventions for Inclusion through Design Thinking

Taking cues from the theme for i-COME'16, this keynote presentation positions diversity and inclusion as wicked problems for which the typical remedies are inadequate. This positioning enables us to rethink diversity and inclusion efforts as naturally contradictory and messy rather than as rational and with singular solutions that match the problems. Design thinking provides the theoretical and practical underpinnings for a robust process of change. This change process requires attention to dialogue, images and identity, cultural humility, and deviation amplifying efforts.



DONGHEE SHIN

Sungkyunkwan University, SOUTH KOREA

Human Experience, Technology, and Interaction

This talk will discuss some fundamental cognitive psychological mechanisms in human technology interaction focusing on user experience along with quality/heuristics, and explain how those mechanisms can be effectively applied to the design of successful ICT products and interfaces. The exponential growth of services via the Internet of Things (IoT) is making it increasingly important to cater to the quality expectations of end users. Quality of experience (QoE) can become the guiding paradigm for managing quality provisioning and application design in the IoT. This study examines the relations of human experience and quality perception of IoT and develops a conceptual model for QoE in personal informatics. It first characterizes quality of service (QoS) using a field experiment and subjective evaluation to compare QoS to QoE. It then performs a survey to identify user behavior factors in personal informatics. It finally proposes a user experience model, conceptualizing QoE specific to personal informatics and highlighting relationships with other factors. The model establishes a foundation for future IoT service categories through a heuristic quality assessment tool from a user-centered perspective. The results provide a ground truth basis for developing future IoT services with QoE requirements, as well as for dimensioning the underlying network provisioning infrastructures, particularly with regard to mobile access technologies.



CHEN LING

Hong Kong Baptist University, HONG KONG

Globalization, Biographic Uncertainty and Cultural Identity

Globalization, Biographic Uncertainty and Cultural Identity

“The individual's biography, if she is to maintain regular interaction with others in the day-to-day world, cannot be wholly fictive. It must continually integrate events which occur in the external world, and sort them into the ongoing 'story' about the self (Giddens, 1991, p. 54).” Globalization has linked peoples not only economically but also culturally and affected individuals in a full spectrum of choices they make and must make and in choices they may have or wish they have. Moreover, the increased options available create uncertainty at many levels, from material necessities to associations and identifications at social and cultural as well as ethnic levels including the individual's life course and biography, whether they are mobile or stay put. This paper explores implications of what is known as late modernity to cultural identity, a core element of an individual's social experience and biography. The discussion will direct toward related day-to-day interactions in people's life, with a few secondary examples from East Asian societies.

SUMMARY OF TIME TABLE FOR i-COME'16 (18-21 SEPTEMBER 2016)

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TIME	8.00 – 9.00 am	9.00 am – 11.00 am	11.00 – 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 – 11.00 pm
SUNDAY, 18 SEPTEMBER 2016	REGISTRATION & REFRESHMENTS <i>Mahkota Lobby</i>	PARALLEL SESSION 1A – Mahkota 3 1B – Baiduri 1C – Berlian 1D – Delima	KEYNOTE ADDRESS 1 <i>Mahkota 3</i> <i>Syed Arabi Idid & Patrice Buzzanell</i>	LUNCH <i>Mahkota 1</i>	PARALLEL SESSION 2A – Mahkota 3 2B – Baiduri 2C – Berlian 2D – Delima	REFRESHMENTS NTS <i>Mahkota 1</i>	PARALLEL SESSION 3A – Mahkota 3 3B – Baiduri 3C – Berlian 3D – Delima	WELCOMING DINNER & OPENING CEREMONY <i>Safir Room</i>
TIME	8.30 – 10.30 am	10.30 – 11.00 am	11.00 – 12.30 pm	12.30 – 2.00 pm	2.00 – 4.00 pm	4.00 – 4.15 pm	4.15 – 6.15 pm	
MONDAY, 19 SEPTEMBER 2016	PARALLEL SESSION 4A – Mahkota 3 4B – Baiduri 4C – Berlian 4D – Delima	REFRESHMENTS <i>Mahkota 1</i>	KEYNOTE ADDRESS 2 <i>Mahkota 3</i> <i>Donghee Shin & Chen Ling</i>	LUNCH <i>Mahkota 1</i>	PARALLEL SESSION 5A – Mahkota 3 5B – Baiduri 5C – Berlian 5D – Delima	REFRESHMENTS NTS <i>Mahkota 1</i>	PARALLEL SESSION 6A – Mahkota 3 6B – Baiduri 6C – Berlian 6D – Delima	
TIME	8.30 – 10.30 am	10.30 – 11.00 am	11.00 – 1.00 pm	1.00 – 2.00 pm	2.00 – 4.00 pm	4.00 – 4.15 pm	4.30 – 5.00 pm	
TUESDAY, 20 SEPTEMBER 2016	PARALLEL SESSION 7A – Mahkota 3 7B – Baiduri 7C – Berlian 7D – Delima	REFRESHMENTS <i>Mahkota 1</i>	PUBLICATION WORKSHOP Asian Journal of Communication <i>Mahkota 3</i>	LUNCH <i>Mahkota 1</i>	PARALLEL SESSION 8A – Mahkota 3 8B – Baiduri 8C – Berlian 8D – Delima	REFRESHMENTS NTS <i>Mahkota 1</i>	CLOSING CEREMONY AND AWARDS <i>Mahkota 3</i>	
TIME	8.30 am	9.00 – 2.00 pm						
WEDNESDAY, 21 SEPTEMBER 2016	Waiting at Istana Hotel Lobby	Post tour conference – Putrajaya						

SUMMARY OF PARALLEL SESSION THEMES FOR i-COME'16 (18-21 SEPTEMBER 2016)

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1A – Political Communication Politics and Communication: Understanding the Democratization and Participations	1B – Journalism Journalism as Dialogue Platform	1C – Communication and Technology Media and Technology: The Roles and Challenges	1D – Intercultural Intercultural Competence: Constructing the Cultural Identity
2A – Panel Session - Purdue University Developing New Knowledge about Peace building and Communication through Engaged Scholarship	2B – New Media Media Technology: The Demands and The Challenges	2C – Intercultural Accessing the National Identity : Exploring the Possibilities in Intercultural Communication	2D – Government & Communication Challenges in Global Economic Trend: The Communication Perspectives
3A – Panel Session - Hong Kong Baptist University Health Promotion and Disease Prevention in Cultural Context	3B – New Media Credibility in Social Media: Quo Vadis?	3C – Organizational Communication Communication in Organization: Matter of Contexts	3D – Intercultural Demographic Issues in Media Studies: Hypothetical or Reality?
4A – Panel Session - Chulalongkorn University ASEAN Integrated Media Practice: A Model for Transcultural Media Education	4B – New Media New Media: The Intergenerational Issues and Perspectives	4C – Corporate Communication Reflecting The Internal Communication in Workplace	4D – Intercultural Matters of Diversity: The Intercultural Communication Adaption
5A – Panel Session - University of Philippines ICT-Mediated Communication and Education	5B – New Media Media: Traditional vs New Media	5C – Film Study Film and Global Media: Reality and the Challenges	5D – Business Communication Advertising and Consumer: Communicating Issues Trough Media
6A – Communication for Social Change Communication for Social Change: Exploring a Local Contexts	6B – Journalism Cultural Challenges in News Reporting and Writing	6C - Organizational Communication Challenges in Workplace: Organizational Culture, Reality and Practice	6D - Social Issues Theme: Social Issues: From Traditional to Contemporary Approaches
7A – Crisis Communication Managing Crisis Communication: Are We Doing Enough?	7B – New Media Multi Perspectives in Social Media Research: Unbundling the Main Issues	7C – Theory & Strategy Theory and Strategy: Challenging the Communication Approaches	7D – Intercultural Leadership, Competency and Social Setting: Matters of Intercultural Communication
8A - Political Communication Political Communication and Media: Bringing the Perspectives in Communication	8B - Health Communication Health Communication: Promoting an Effective Message	8C – Broadcasting International Broadcasting: The Mythology in Communication Research	8D– Organizational Communication The Impact of Social Media: Issues and Trends

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