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BREAKING THE BARRIERS, INSPIRING TOMORROW

Selected, peer-reviewed papers from the
7th International Conference on Communication and Media 2020 (i-COME'20), 7-8
November 2020, Virtual Conference hosted in Sintok, Malaysia

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Preface

On behalf of the 7th International Conference on Communication and Media (i-COME'20), I am pleased to present the proceedings containing selected peer reviewed papers from our conference on the theme of "Breaking the barriers, inspiring tomorrow" which was held on November 7-8, 2020. This is the first time ever for i-COME to be held virtually via Cisco Webex Platform and i-COME's Youtube Channel. We need to mention that this i-COME'20 was initially planned to be hosted in Kuching Sarawak with the support of the State of Sarawak. Then the COVID-19 pandemic broke-out, throwing all of us into uncharted waters in search of a new normal.

In line with the theme of "Breaking the barriers, inspiring tomorrow", this conference also intends to involve all stakeholders including industry, public agencies, non-governmental organizations (NGOs) and students more intensively. Participants from various academic and professional fields are invited to discuss communication and media barriers, particularly scholarly and practical obstacles to the preparation for the IR4.0 era.

The conference itinerary comprised opening speeches, keynote speeches, plenary session, and parallel sessions which covered thematic sections on communication and media. The presentations were distributed based on 10 areas of research: Managing human in workplace environment, Technology and communication education, Social media usage and cultural perspective, Message strategy and crisis management, Organisational communication, Crisis communication and pandemic issue, Film and advertising, Political Communication, Communication and well-being, and Media and technology.

A total of 126 submissions were received, of these, 78 were accepted and were presented at the congress. Sixty two (62) of them were published in this work. Each author was allocated 15 minutes to present his or her paper either synchronous or pre-recorded. The conference's international scope was provided by participants from Indonesia, Nigeria, Philippines, Pakistan, China, Japan, Thailand, and Brunei Darussalam. The most outstanding papers were "Remote work: New normal communication challenges" (Azelin Aziz, Mohd Khairie Ahmad and S. Maartandan Suppiah), "Twitter usage and the impact on young people's wellbeing" (Mohd Faizal Kasmani, Abdul Rashid Abdul Aziz, Farah Fatin Zulaikha and Mohamad Roslani), "Gender and religion in Malaysian cinema: A study on film by Yasmin Ahmad" (Suria Hani A.Rahman, Rosidayu Sabran, Rosninawati Hussin, Sofia Hayati Yusoff and Selvarani P.Kovil Pillai), "Enhancing Islamic journalistic ethical conduct through press council" (Hafidz Hakimi Haron, Siti Marshita Mahyut, Azwina Wati Abdull Manaf, Amir Nur Ikhwan Amermuddin, Nor Akhmal Abdul Wahab and Muhammad Nor Abdurrahim), "Developing a model of human management for Muslims in creative media industries" (Nur Kareelawati Abd Karim, Rosidayu Sabran, Mohd Rosmizi Abd Rahman, Dini Farhana Baharuddin, Khatijah Othman, Muhammad Khairi Mahyuddin, Eizan Azira Mat Sharif and Sami Salama Hussen Hajjaj), "The effectiveness of a persuasive mobile App to influence habit change" (Nurulhuda Ibrahim, Jun Hui Soo and Kay Li Yap), "The Russian crisis communication response beyond MH17 tragedy" (Mohammed Fadel Arandas and Loh Yoke Ling), and "Influence of Tik Tok usage toward positive emotions and relationships" (Lian Tang, Siti Zobidah Omar, Jusang Bolong and Julia Wirza Mohd Zawawi).

The review process for the papers was stringent. The EasyChair System was used to manage papers submission and the review process. While Turnitin, an Internet-based plagiarism detection service was

employed to detect plagiarism. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was 126, the number of accepted submissions was 62, indicating an acceptance rate of 49%. A total of 45 reviewers participated in the review process, of which 60% were external.

The chair and the committee of the conference express their sincere gratitude to the management of the Universiti Utara Malaysia for their support and the facilities provided for the execution of the event. A special thanks to the fascinating keynote speakers: to YB Dato' Saifuddin Abdullah (Minister of Communication and Multimedia Malaysia); to Dato' Dr. Chong Chee Kheong (Deputy Director-General of Health Malaysia); to Mr. Stefan Priesner, (UN Resident Coordinator); to Professor Emeritus Kim-Shyan Fam (Harbin University of Commerce, China). A special appreciation also goes to Professor Emeritus Samsudin Abdul Rahim (Universiti Kebangsaan Malaysia); Dr. Murni Wan Mohd Nor (Universiti Putra Malaysia) and Dr. Rahmat Shazi (ShazInnovation Solution). Additionally, special thanks to the 78 presenters who participated in the conference. The 7th International Conference on Communication and Media was hosted by School of Multimedia Technology and Communication wish to extend respected appreciation to the partner institutions (Universiti Sains Islam Malaysia, ARS University (Indonesia) and Kolej Universiti Poly-Tech MARA Kuala Lumpur), sponsors, presenters, and all for contributing values to this conference. Lastly, our special thanks to the members of the organizing committee, scientific and peer review committee and the logistics and information technology team of Universiti Utara Malaysia.

6 June, 2021

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Keynote Speakers

Embracing the Fourth Industrial Revolution: Breaking the Barriers and Opening Doors for Communication and Multimedia Industries

YB Dato' Saifuddin Abdullah, Minister

Ministry of Communication and Multimedia, Malaysia

COVID-19: Integrating Emergency Risk Communication into Health and Emergency Response System

Dato' Dr. Chong Chee Kheong, Deputy Director-General of Health

Ministry of Health, Malaysia

Sustainable Development Goals for Communication and Information in IR4.0 Era

Stefan Priesner, UN Resident Coordinator for Malaysia, Singapore and Brunei Darussalam

United Nations

The Geography of Doing Business: Communicating and Adapting to Change Amidst COVID-19 Pandemic

Kim Shyan Fam, Professor Emeritus

Harbin University of Commerce, China

Plenary Speakers

Mitigating Online Hate Speech and Radicalisation in the Age of Interconnected World - Educational Perspective

Samsudin Abdul Rahim, Professor Emeritus

Universiti Kebangsaan Malaysia, Malaysia

Mitigating Online Hate Speech and Radicalisation in the Age of Interconnected World - Legal Perspective

Dr. Murni Wan Mohd Nor, Senior Lecturer

Universiti Putra Malaysia, Malaysia

Mitigating Online Hate Speech and Radicalisation in the Age of Interconnected World - Technological Perspective

Dr. Rahmat Shazi, Director

ShazInnovation Solution, Malaysia

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