

THE 4th INTERNATIONAL SEARCH CONFERENCE 2015
28-29 MAY 2015
CONFERENCE PROGRAMME

27 MAY 2015		
TIME	EVENT	ROOM
3.00 PM – 7.00 PM	PRE-REGISTRATION	LT 12

THURSDAY 28 MAY 2015		
TIME	EVENT	ROOM
7.00 AM – 9.00 AM	REGISTRATION	LT 12
9.00 AM – 9.30 AM	OPENING CEREMONY Officiated by Professor Dato’ Dr. Hassan Said Vice Chancellor, Taylor’s University	LT 12
	BEST PAPER PRESENTATION	
9.30 AM – 10.30 AM	PLENARY 1 Professor Ray Kemp Honorary Professorial Fellow, University of Wollongong, New South Wales, Australia Adjunct Professor of Risk and Sustainability, Swinburne University of Technology, Melbourne, Australia Honorary Visiting Senior Research Fellow, Risk Communication Research Group, University of Malaya, Kuala Lumpur, Malaysia Moderator: Prof. K.H. Ng Department of Biomedical Imaging, Faculty of Medicine, University of Malaya, Kuala Lumpur, Malaysia.	LT 12
10.30 AM – 11.00 AM	TEA	LT 12

PARALLEL SESSION 1		
11.00 AM – 1.00 P.M		
TIME	PAPER THEME – <i>Crisis Communication</i>	VENUE

11.00 – 11.30	Inci ÇINARLI Associate Professor, Galatasaray University, Turkey Sharing Crisis (Ir)responsibility Among Governments and Corporations in Neoliberal Economies: Rhetorical Arena in Turkey’s Soma Mine Disaster	C6.06 NGIM MEI YEE
11.30 – 12.00	lhediwa Samuel Chibundu & Edward Ifeoma Irene Assistant Professor, UTAR, Malaysia The Epidemic that wasn’t: An analysis of how good crisis management helped in containing Ebola crisis in Nigeria	
12.00 – 12.30	G. Manickam Govindaraju & Kalaivany Nagappan Taylor’s University Leadership crisis: A case study on Malaysian Indian Congress (MIC)	
12.30 –	Jahirah Binti Jalal Abidin	

1.00	Master Candidate, International Islamic University Malaysia, Malaysia Diffusion Of News: The Missing Flight Of MH370	
PARALLEL SESSION 2 11.00 AM – 1.00 P.M		
TIME	PAPER THEME – <i>Media Framing</i>	VENUE
11.00 – 11.30	Fauziah Hassan, Siti Zobidah Omar, Md. Salleh Hj Hassan & Akmar Hayati Mohd Ghazali Universiti Putra Malaysia, Malaysia Coverage Of Islam-Related Stories In Malaysia And Indonesia By <i>The Wall Street Journal</i> And <i>The Times</i> Newspapers	C6.02 JOETHI
11.30 – 12.00	Indiwan Seto Wahyu Wibowo University Of Multimedia Nusantara, Indonesia Representation Of Indonesian Terrorism In Mass Media	
12.00 – 12.30	Mohd Faizal Kasmani, Rosidayu Sabran, Nor Adzrah Ramle & Siti Suriani Othman Universiti Sains Islam Malaysia, Malaysia Online news coverage of 2013 Malaysian General Election: A study of <i>Malaysiakini</i> and <i>Malaysian Insider</i>	
12.30 – 1.00	Yang Lai Fong and Leong Wai Kit Taylor's University Framing Inter-Religious Conflict in Malaysia: A Comparative Analysis of Newspapers' Coverage on the 'Cow Head Protest'	
PARALLEL SESSION 3 11.00 AM – 1.00 P.M		
TIME	PAPER THEME – <i>Culture</i>	VENUE
11.00 – 11.30	Dr. David Neo & Dr. Mary Varghese Taylor's University Identity Crisis of the Endangered Minority Community of the <i>Chettis</i> of Melaka	C6.03 NURZIHAN
11.30 – 12.00	André Kok Ph.D. Candidate, Regent University, USA Blended mass media sources as a factor in expatriate cross-cultural adaptation	
12.00 – 12.30	Kenji Kaneko Postdoctoral Researcher, Universiti Tunku Abdul Rahman Japanese Transnational Entrepreneurs in Bangkok, Thailand	
12.30 – 1.00		
PARALLEL SESSION 4 11.00 AM – 1.00 P.M		
TIME	PAPER THEME – <i>Gender Studies</i>	VENUE
11.00 – 11.30	Yoyoh Hereyah Mercu Buana University, Indonesia Representation Of Woman Politician In Political News: Feminism Political Economy Analysis On News	C6.07 KALAIVANY
11.30 – 12.00	Huey Fen Cheong and Surinderpal Kaur University of Malaya Mirror, mirror on the wall, who's the fairest "HUNK" of them all?: Challenging	

	the Feminine Fair Beauty with Care	
12.00 – 12.30	Huey Fen Cheong & Surinderpal Kaur University of Malaya, Malaysia Cracking the Gender Wall Bit by Bit: Diachronic Analysis on L’Oréal Men Expert’s Packaging Discourse	
12.30 – 1.00	Lokasundari Vijaya Sankar Associate Professor, Taylor’s University Women’s Roles And Participation In Rituals In The Maintenance Of Cultural Identity: A Study Of The Malaysian Iyers	
PARALLEL SESSION 5 11.00 AM – 1.00 P.M		
TIME	PAPER THEME – <i>Student Presentations</i>	VENUE
11.00 – 11.30	Fathimath Samaah Master Student, Taylor’s University Guesthouses: A study of the Socio-cultural and Economic Impacts of Tourism in Maldivian Society	C6.08 SHANA
11.30 – 12.00	Chee Sze Yin Master Student, Taylor’s University Ambassador Yōkai: A Study of Anime Featuring Folklore as a Carrier of Japanese Cultural Cues	
12.00 – 12.30	Mariam Jayne Agonos, Karisha Anne Cruz, Jamie Lyn Loristo, Maylene Manzano, Kyla Trischia Perez, and Rhys Ernest Yvann Viray. Undergraduate Student, University of the Philippines CyberHaiyanihan: The use of #RescuePH and #ReliefPH in Twitter during Super Typhoon Haiyan (a.k.a. Yolanda)	
12.30 – 1.00	Loh Me Ping Master Student, Limkokwing University of Creative Technology (un)civil society: When the Chinese internet become a contentious medium for an emergent civil society	
1.00 – 2.00	LUNCH	Temptations Restaurant
PARALLEL SESSION 6 2.00 P.M – 4.00 P.M		
TIME	PAPER THEME – <i>Risk Communication</i>	VENUE
2.00 – 2.30	Sergey G. Korkonosenko, & Marina A. Bereznaia Professor, St. Petersburg State University, Russia Ordinary Person in Media: Risk of Lack	C6.06 SIOW YUEN CHING
2.30 – 3.00	Marina A. Bereznaia & Sergey G. Korkonosenko Professor, St. Petersburg State University, Russia Inequality media coverage in the aspect of communicative risks	
3.00 – 3.30	Prasana Rosaline Fernandez, Surinderpal Kaur & Ng Kwan Hoong Taylor’s University and University of Malaya Risk Communication, Trust and Politics: A Discourse Analysis on Radio Frequency Exposure from Mobile Telecommunication Structures in Malaysia	

3.30 – 4.00	Jason Paolo R. Telles University of the Philippines Baguio, Philippines Televised Ecotopianism: An Ecocritical Analysis on Environmental Risk and Risk Reduction Discourses in Philippine Environmental Documentaries	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
PARALLEL SESSION 7 2.00 P.M – 4.00 P.M		
TIME	PAPER THEME – <i>Student Presentations</i>	VENUE
2.00 – 2.30	Dana Bayoumi Master Student, Taylor’s University The Disparity between Mainstream and Independent Newspapers Coverage on Political Issue in Malaysia: A Study of “Anwar Ibrahim Verdict”	C6.02 SIVASANGARI
2.30 – 3.00	Kaven Kan Yin Meng Master Student, Taylor’s University Animated Story Books: The Effect on Preschoolers in Malaysia	
3.00 – 3.30	Sarah Rikatmua Lukolm Master Student, Lim Kok Wing University, Malaysia The Growth of Networked Publics among Young People through Mobile Social Media an asset to be leveraged by Broadcasting	
3.30 – 4.00	Justin Pathrose Lopez Taylor’s University Digital Cinema: A Study on the 21 st Century Cinematic Viewing Experience in Malaysia	
4.00 – 4.30 PM	AFTERNOON TEA	
PARALLEL SESSION 8 2.00 P.M – 4.00 P.M		
TIME	PAPER THEME – <i>General Communication</i>	VENUE
2.00 – 2.30	Nurharani Selamat, Norshidah Nordin & Chan Yuen Fook Universiti Teknologi MARA, Malaysia Breaking The Deafening Silence: The Role of Principal Support	C6.03 KANNAN
2.30 – 3.00	Sarah Abedi Abdullah & Jaganathan Marimuthu, Taylor’s University Bridging communication gaps for more conducive integration with the host community: A case study of Somalian young adults in Malaysia	
3.00 – 3.30	Wang Changsong, Universiti Sains Malaysia, Malaysia A Comparison on Fictional Portrayals of Young People in Chinese and American Juvenile Delinquency Movies	
3.30 – 4.00	Tunu Nkunya & Thinavan a/I Periyayya Associate Professor, UTAR , Malaysia Enhancing the effectiveness of tobacco package warning labels: an Elaboration Likelihood perspective	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
PARALLEL SESSION 9 2.00 P.M – 4.00 P.M		
TIME	PAPER THEME – <i>Education</i>	VENUE

2.00 – 2.30	Yehya Alkhoudary Al Buraimi University College, Oman Autonomous learning Motivates EFL Students to learn English at Al Buraimi University College in the Sultanate of Oman: A case study	C6.07 DEBORAH
2.30 – 3.00	Heng Buai Chin, Fauziah Taib, Neo Kian Sen Universiti Teknologi MARA, Malaysia Establishing Harmonious Relationship In Classroom Through Teacher Immediacy	
3.00 – 3.30	Tan Swee Mee, Christina Ong Sook Beng, Sim Chzia Poaw, William Hoi Wei Yuan & Siah Poh Chua Universiti Tunku Abdul Rahman, Malaysia Willingness to Communicate in English and Motivation Level among Chinese Secondary Students in Northern Malaysia	
3.30 – 4.00	P.Kannan Professor, Karnataka State Women's University Aquisition Of English Among Scheduled Caste Students In India: A Socio-Psychological Investigation	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
PARALLEL SESSION 10 2.00 P.M – 4.00 P.M		
TIME	PAPER THEME – Crisis and Risk Communication	VENUE
2.00 – 2.30	Karisha Anne Encinas Cruz & Carla Patrice S. Cucueco, University of the Philippines, Philippines Featuring Poverty: An Analysis on the Knowledge Formation of Poverty during the Coverage of Philippine Calamities In 2013	C6.08 LEILA
2.30 – 3.00	Yeoh Pei Lee, Pieter Maesele & Kamila Ghazali University of Antwerp & University of Malaya Scientism as Complicity? Engaging the Politics of Risks of GMOs in Asia	
3.00 – 3.30	Nur Haniz Mohd Nor University of Malaya, Malaysia Rave Music Penetrating Via Twitter Causing Crisis And Risks In Malaysian Culture	
3.30 – 4.00	Jenny Heng & Siow Yuen Ching Taylor's University Framing the 2014 Selangor Water Crisis: A Comparative Study of Two Leading Malaysian Newspapers	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
FRIDAY 29 MAY 2015		
TIME	EVENT	ROOM
9.00 – 10.00 AM	PLENARY 2 Professor Dr. Kiranjit Kaur	LT12

	School of Media Studies Universiti Teknologi Mara Moderator: Associate Prof. Antoon de Rycker School of Communication Taylor's University	
10.00 – 10.30 AM	TEA	LT12
PARALLEL SESSION 11 10.30 AM – 12.30 PM		
TIME	PAPER THEME – Public Relations & Political Communication	VENUE
10.30 - 11.00	Jeannica Mae Rosario Research Assistant, University of the Philippines Diliman, Philippines Family Picture: A Study On The Influence Of News Media On The Voting Public's Perceived Image Of Political Dynasties In The Province Of Nueva Ecija	C6.02 MANICKAM
11.00 – 11.30	André Kok Ph.D. Candidate, Regent University, USA The Seoul Rubber Duck Project: An Ideological Dichotomy	
11.30 - 12.00	Rosyidah Muhamad Senior Lecturer, Universiti Malaysia Terengganu, Malaysia Parliamentarian Blogs and Deliberative Democracy in Malaysia	
12.00 - 12.30	Kate Delmo Lecturer, University of Technology Sydney, Australia Does the PR shoe fit? Making sense of public relations in organizational crisis decision-making	
PARALLEL SESSION 12 10.30 AM – 12.30 PM		
TIME	Student Presentations	VENUE
10.30 - 11.00	Gary Ooi Yinn Hee Masters Student, Taylor's University Couples of YouTube: Heteronormativity and Homonegativity	C6.03 TAN SER ZIAN
11.00 – 11.30	Rachel Ong Wei Kim Masters Student, Taylor's University Women Empowered by Faith: A Comparative Analysis of Gubra and Ombak Rindu	
11.30 - 12.00	Kow Cui Zhen (Ling) MBA Candidate, Limkokwing University of Creative Technology, Malaysia Digital Advertising: Important Challenges for Traditional Media Organization	
12.00 – 12.30	Mariam Jayne Agonos, May Pearl Bade, Marielle Cabuling & Jason Mercene Undergraduate Students, University of the Philippines, Philippines Family Leisure Affair: A Qualitative Study on Negotiating Leisure in Families with OFW Parent	
PARALLEL SESSION 13 10.30 AM – 12.30 PM		
TIME	PAPER THEME – Education	VENUE
10.30 -	Dr Brian Lee	C6.07

11.00	Head, UniSIM, Singapore Attitudes Towards E-learning: An Elaboration Likelihood Model (ELM) Perspective	JUDITH
11.00 – 11.30	Leong Wai Kit & Yang Lai Fong Taylor's University The Benefits of Using Technology in Teaching: An Evaluation from Student's Perspective	
11.30 - 12.00	Nurulhayati Ilias & Dr Airil Haimi Mohd Adnan MARA Poly Tech College, Malaysia Enhancing learning and retention through 'cognitive linkages': a case study of Malaysian college students	
12.00 – 12.30	Daniel Fernandes S.J. Principal, St. Joseph's College of Commerce, India Reforming Higher Education through Human Capital: A Critical Analysis	
PARALLEL SESSION 14 10.30 AM – 12.30 PM		
TIME	PAPER THEME – Media and Social Media	VENUE
10.30 - 11.00	Antoon De Rycker, Associate Professor, Nicole Yang Lai Fong & Catherine Lee Cheng Ean, Taylor's University Network Diversity and Social Capital Gains of Malaysian Internet Users	C6.08 PHILIP GAN
11.00 – 11.30	Marzura Abdul Malek & Ramachandran Ponnar Taylor's University Towards An Effective Social Integration Among The Malaysian Youth: Analysing The Social Media Usage By Radio Malaysia	
11.30 - 12.00	Mukhtar El-Kasim & Syed Arabi Iddid International Islamic University Malaysia Gombak, Malaysia A test of Technology Acceptance Model in the Acceptance of Social Media among PR Practitioners in Nigeria	
12.00 – 12.30	Yvonne Hoh Jgin Jit & Mok Sew Kuen Universiti Tunku Abdul Rahman, Malaysia Jazzing up headlines through sensational labeling: Reviewing the reportage of foreigners in Malaysia by Malay newspapers	
12.30 – 2.00	LUNCH	Temptations Restaurant
PARALLEL SESSION 15 10.30 AM – 12.30 PM		
TIME	PAPER THEME – Risks (In Education & Linguistics)	VENUE
10.30 - 11.00	Eri Park & Marcin Sklad University College Roosevelt, Netherlands Risks of direct challenges of stereotypes and the importance of stressing similarities within a civic high-school curriculum to prevent processes of radicalization	C6.06 CHEW YUIN Y
11.00 – 11.30	Murshamshul Kamariah bt Musa, Nazli Bin Ismail @ Nawang, Zuhairah Ariff Abd Ghadas & Mohd Shahril Nizam B Md Radzi, Professor, Universiti Sultan Zaiani Abidin Kuala Terengganu, Malaysia Managing Risks On Personal Privacy On Cyberspace: Special Reference To Cyberstalking	
11.30 -	Kumaran Rajandran	

12.00	Ph.D. Candidate, University of Malaya, Malaysia Thematic choice of CEO Statements in Malaysian CSR reports	
12.00 – 12.30	S.Manikandan & Marlene Morais Assistant Professor, Guru Nanak College, India Transformation of Higher Education Through TQM Conceptual Model: An Empirical Study	
12.30 – 2.00	LUNCH	Temptations Restaurant
PARALLEL SESSION 16 2.00 PM – 3.30 PM		
TIME	PAPER THEME – <i>Crisis Communication</i>	VENUE
2.00 – 2.30	Antoon De Rycker Associate Professor, Taylor’s University A Social-Practice Approach to Understanding the Crisis Phenomenon: Possibilities and Limitations	C6.06 JUSTIN LOPEZ
2.30 – 3.00	Narayana Mahendra Prastya Islamic University of Indonesia, Indonesia Cultural Influence in Malaysian Airlines MH 370 Crisis Communication	
3.00 – 3.30	Sivasangari Genapathy, Joethi Gangatheran & Karmini Anita Narayanan Taylor’s University 1MDB’s Corporate Transparency and Public Confidence- a Discourse Analysis	
3.30 – 4.00	Eli Jamilah Mihardja Ph.D. Candidate, Universiti Sains Malaysia, Malaysia Representation Of Environmental Problems In The News Media: Managing Communication Crisis Between Indonesia And Malaysia	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
PARALLEL SESSION 17 2.00 PM – 3.30 PM		
TIME	Student Presentations	VENUE
2.00 – 2.30	Chuan Tek Pheung Senior Lecturer, Tunku Abdul Rahman University College, Malaysia Gender Influences PR Role Enactment and Organisational Positioning: A Study of Malaysian PR Practitioners	C6.02 SARAVANAN
2.30 – 3.00	Ichtiar Melia Cahyanti & Indah Gitaningrum Undergraduate Students, University of Muhammadiyah Yogyakarta, Indonesia Promoting Gunung Kidul As Yogyakarta’s Finest Natural Tourism Destination From The Public Relations’ Approach: A Comparative Study With Bali.	
3.00 – 3.30	Michelle Yan Yan Low Master Student, Taylor’s University Political Ideologies of ‘V for Vendetta’ and its Impact on its Audience	
3.30 – 4.00		
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
PARALLEL SESSION 18 2.00 PM – 3.30 PM		
TIME	PAPER THEME – <i>Media and Audience</i>	VENUE

2.00 – 2.30	Tan Huey Pyng Assistant Professor, UTAR, Malaysia Shopping Mall Stories: The Mooncake Festival Decoration and Shoppers' Celebration of the Festival	C6.03 KARMINI
2.30 – 3.00	Mohd Muzhafar Idrus & Ruzy Suliza Hashim Universiti Kebangsaan Malaysia, Malaysia Contemporary Risks and Opportunities: Re-localizing Malayness in Popular TV Fiction	
3.00 – 3.30	Nurzihan Hassim Lecturer, Taylor's University Less is More: Perspectives of the Hijab in Malay Media	
3.30 – 4.00	Ramachandran Ponnar Associate Professor Taylor's University Shifting Preference and Behaviour of Problematic Broadcast Audiences	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge
PARALLEL SESSION 19 2.00 PM – 3.30 PM		
TIME	PAPER THEME – Marketing & Advocacy	VENUE
2.00 – 2.30	Shavini Ruberu & Lee Soo Sian Taylor's University It's not what you say, it's how you say it.: The impact of Service Provider Style of Communication on Guest Perception and Satisfaction at an Independent Five Star Hotel in Colombo, Sri Lanka	C6.07 EDWARD KOH
2.30 – 3.00	Muthukumaran Kanasan, Jayne Lim Jiaing, Jonathan Francis Xavier Tunku Abdul Rahman University College, Malaysia Environmental Citizenship: Perception and Involvement among Malaysian University College Students	
3.00 – 3.30	Nurul Hidayana Mohd Noor Ph.D. Candidate, University of Malaya, Malaysia Embracing Complaints Procedures: A Communication Response towards Non-profit External and Internal Effectiveness	
3.30 – 4.00	Hani Zulaikha Zulkifly Ph.D. Candidate, University of Malaya, Malaysia "While Stock Last", the Angry Customers and Brand Loyalty: A Case Study on a Loyalty Programme	
4.00 – 4.30 PM	AFTERNOON TEA	C6 Lounge