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From: Pusat Pengajian Teknologi Multimedia dan Komunikasi
Sent: Sunday, 13 March, 2016 9:37 AM
To: UUM - All Staff; UUM - All Students
Subject: I-COME'16: AN INTERNATIONAL COMMUNICATION ASSOCIATION REGIONAL CONFERENCE

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Dear Sir/Madam,

We proudly invite you to the **International Conference on Communication and Media (i-COME'16): An International Communication Association Regional Conference** organized by Communication Department, School of Multimedia Technology and Communication, UUM and International Communication Association (ICA). This conference is scheduled to take place from 18 - 20 September, 2016 at the Istana Hotel, Kuala Lumpur, Malaysia.

i-COME'16: An ICA Regional Conference aims to provide a multinational platform where the latest issues in communication and media can be presented and discussed in a friendly environment with the aim to learn from each other. The theme of the conference is **Exploring Communication: Beyond National Cultural Adaption, Images and Identity**.

PUBLICATION AND INDEXING

This conference is featured by blind review of papers. Full papers will be submitted to the Scientific Committee for their approval and once accepted they will be published in [SHS Web of Conferences](#) which is indexed by Thomson Reuters (Web of Science).

TOPIC OF INTEREST

The key communication and media issues to be addressed by the conference are in relation (but not limited) to:

- a. Organizational Communication: Corporate communication, Power and politics in organizations, Communication for organizational change, Communication management, Public relations;
- b. Communication for Social Change: Health communication, Communication and media, Gender and communication, Governance and empowerment of women, Campaign;
- c. Intercultural Communication: Issues in international and intercultural communication, Barriers in intercultural communication, Negotiating across cultures, Empowerment and governance across cultures;
- d. Political Communication: Communication policies and regulations, Communication law, Empowerment and governance in the information society, Leadership, Ethics in campaign, Ethics in speech;
- e. New Media: New media and culture, Media industry trends and dynamics, Ethics and cyber society, Media challenges and opportunities, Creativity, innovation and users, Government, regulations and new media;
- f. Language and Communication: Media and Language, Role of language, Visual and Linguistics, Critical literacy, Language and advertising, Language and rhetoric, Language and social interaction.

(For full list of issues, please visit our website <http://www.i-comeuum.com>)

SUBMISSION

Authors are invited to submit papers for the conference through the i-COME'16: An ICA Regional Conference online management system (<http://www.i-comeuum.com/openconf/openconf.php>). Submissions must be original and should not have been published previously or be under consideration for publication while being evaluated for this conference. Any questions can, be forwarded to the secretariat via icome@uum.edu.my

IMPORTANT DATES

Paper Submission Deadline	1 March 2016 21 March 2016 (Extended)
Acceptance Notification to Authors	1 May 2016
Deadline for Revised/Final Version	30 May 2016
Early Bird Registration Deadline	17 July 2016
Registration Deadline*	15 August 2016

*for their papers to be included in the proceeding

Registration is now open via our website: <http://www.i-comeuum.com> . Please forward all inquiries to: icome@uum.edu.my

Kind regards,
i-COME'16: An ICA Regional Conference Secretariat

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PS: We will be very grateful if you can forward this e-mail to other authors within your organisation.

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