

Preface - Communication: Beyond Nation Cultural Adaption, Images and Identity

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Recent demands in the work environment – changes in lifestyles, challenges in socio-economic and political agenda, issues in cultural integration, planned revamps in organizational systems, corporate restructuring, and business and management reengineering, to name a few – are exerting socio-cultural pressures on the roles communication and medias play in handling these types of scenario. In addition, communication and medias in the 21st century are transforming rapidly through the globalization of organizations and digital technologies. They not only shape organizations and their social structure but they also influence our thinking.

Given this particular context, we believe that communication and media scholars have to examine how their theories and models can be translated into practices. Furthermore, they must ask themselves how their theories, philosophies, and principles can offer comprehensive explanations and strategies in these ever-changing environments. For instance, at the end of 2000, East Asia (South Korea, Malaysia, Thailand, and Indonesia) faced a financial crisis that also affected business worldwide. Prior to the crisis, these countries were the center for international investments. Now, recovering from adversity, these countries have begun to prosper again, and up until now this region has received 25% of the world foreign direct investment.

From a communicational viewpoint, this is an interesting time. Although the crisis has changed the political climate in East Asia, some interesting phenomena have indeed evolved. China and India have eventually become prominent in South East Asian countries' economic policy, while Australia and New Zealand (perceived as Western countries) start to look to South East Asian region as their strategic business partners. These countries, together with ASEAN countries (Association of South East Asian Nation), namely China, Japan, South Korea, India, Australia, New Zealand, and the United States, jointly formed the APEC (Asia-Pacific Economic Cooperation) to facilitate businesses in the Asia-Pacific region. The interesting aspects of these phenomena go beyond questions of (mis-)communication between various participants. Prejudices and the stereotyping of other cultures are already important subjects within the field of communication, and they have led scholars to deliberate about the implications of these phenomena in real settings. These situations not only affect nation's identity, but also create social unrest.

The International Conference on Communication and Media 2016 (i-COME'16), an ICA Regional Conference provides a broad platform to explore how communication and media

in contemporary organizations could play pivotal roles in dealing with issues and challenges that have both local and global impacts. The 2016 theme “Communication: Beyond Nation Cultural Adaption, Images and Identity” is aimed toward advancing scholarships in the field of communication which would benefit communities that are experiencing change.

This volume comprises papers that were presented at the i-COME'16: An ICA Regional Conference which was held in Kuala Lumpur, from the 18 to 20 November 2016. Organised by the Communication Department, School of Multimedia Technology and Communication, Universiti Utara Malaysia in collaboration with International Communication Association (ICA), this conference was attended by 200 participants from 26 countries, including those from Asia, America, Europe, Africa and Australia.

As guest editors of the conference proceedings, we would like to express our sincere gratitude to the members of the scientific committee, reviewers and contributors to this volume for their goodwill, support and patience in revising their papers. We are also grateful to the committee members of the i-COME'16: An ICA Regional Conference who have assisted us in bringing this volume to fruition.

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