DRAF TEKS UCAPAN NAIB CANSELOR UTeM, YBHG PROFESOR DATUK DR. AHMAD YUSOFF BIN HASSAN PADA MAJLIS PERASMIAN INTERNATIONAL CONFERENCE ON COMMUNICATION DYNAMICS (*ICCD 2010*) PADA 5 APRIL 2010

Yang berbahagia Dato' Prof. Dr. Mohd Nor bin Husain
Timbalan Naib Canselor (Akademik) UTeM

Yang berbahagia Prof. Dr. Mohamad Kadim bin Suaidi
Timbalan Naib Canselor (Penyelidikan dan Inovasi) UTeM

Yang dihormati Engr. Prof. Dr. Marizan bin Sulaiman
Dekan Hal Ehwal Pelajar dan Alumni

Yang Berbahagia Prof. Dr. Hj Mohd Taib bin Hj Mohd Dora
Dekan PBPI merangkap Pengerusi ICCD 2010

Yang dihormati Dr Hazmilah Hasan
Pengarah Penerbit Universiti merangkap Pengarah ICCD 2010

Yang dialu-alukan dekan-dekan, wakil-wakil fakulti, semua pembentang kertas kerja dan peserta persidangan.

Seterusnya kepada tuan-tuan dan puan-puan serta sidang hadirin yang saya hormati sekalian.

Assalamualaikum warrahmatullahi wabarakatuh dan salam sejahtera.

Terlebih dahulu bersyukur kita ke hadrat Allah SWT kerana telah diberi kesempatan untuk bersama-sama menghadiri persidangan ICCD 2010 yang julung-julung kali diadakan. Saya juga ingin mengucapkan ribuan terima kasih kepada pihak

penganjur kerana kesudian mengundang saya bagi merasmikan ICCD 2010 pada kali ini.

Sidang hadirin sekalian.

Oleh kerana persidangan ini bertaraf antarabangsa dan membabitkan beberapa peserta luar negara, izinkan saya untuk menyampaikan sepatah dua kata di dalam bahasa Inggeris.

My respectable officials, distinguished guests and participants, ladies and gentlemen,

It is a great pleasure for me to welcome you today to the first International Conference of Communication Dynamics 2010 *(ICCD 2010)* – the first of its kind to be organized by Language and Human Development Centre, UTeM. Under various levels officials' concerns and support, and through a preparation for about a year, this conference now is at last inaugurated.

It is important to note that a unique theme for this conference is:
"**Differences in Communication: Embrace through Disclosure".** This conference offers the academicians, corporate managers and other stakeholders a platform to foreground the role of communication in nation building and advancement of new knowledge and the opening up of the frontiers that impact the world.

Today to an even larger extent than in the past centuries, communication frequently takes place between individuals and institutions representing different national and cultural backgrounds. This has resulted in a vast body of theoretical discussions on the relation between language, culture and discourse as well as in the emergence of empirical research on communication differences.

This International Conference on Communciation Dynamics 2010 will be presenting and discussing multiple approaches to communication differences within Malaysia and around the globe, involving different cultures and perspectives. The organizer welcome contributions on a wide range of subjects, such as e.g. communication and

organizations, communication and ethics, communication and teamwork, communication and leadership, communication and media, communication and culture, communication and education, communication and environment, etc. I am confident this conference will allow the presenters here today to examine issues of mutual and current interest, as well as exchange views related to the conference sub themes. This is especially important because I believe that every one of the presenters here play a pivotal role in drawing the very character and reputation of the communication differences and embrace them through disclosure.

I also welcome contributions on the role of different conventions of communication and speech in encounters between members of different cultures, as well as on the effects of power relations upon the forms of intercultural discourse. Social change, international political campaigning, linguistic minorities, intercultural pedagogy, advertising, management, corporate internal communication, international diplomacy, internal communication and public media discourse are all within the range of subjects which we expect to be dealt with at the conference. Contributions from empirical studies, as well as proposals related to the acquisition and teaching of cross-cultural competence are most welcome.

Among the objectives of this conference are to become a platform or medium for academicians, policy makers, leaders, and people from the NGOs, media and industries to share and exchange ideas and experiences on communication dynamics; to share knowledge in understanding and identifying issues related to communication in the development of individual excellence and national progress via research, consultation and academic writing; and to enhance international cooperation, especially among institutions of higher education and the media, for organizing seminars and the sharing of knowledge relevant to contemporary needs

Therefore, in order to meet these objectives, the organizer also invites contributions from related disciplines such as policy makers, international relations, public administration, etc. to focus on whether communication is for gaining information, intensifying a relationship, helping each other, persuading others or just taking pleasure in one another's company. It is imperative for communication in industries to be positive and dynamic so that miscommunication does not take place in

business transactions, be it in the area of supply chain, product design process or industrial judgment. The dynamics of communication generates from an individual through the aspects of perception, personality, academia and experience in engaging a social relationship.

Sidang hadirin yang dihormati sekalian,

Dewasa ini, kita melihat peranan ilmu dan maklumat menjadi sumber kuasa dalam hampir semua hal. Bangsa yang menguasai ilmu dan maklumat akan lebih mendahului bangsa yang lain. Malah, dalam banyak hal, negara yang menguasai ilmu dan maklumat juga akan mampu menguasai atau mempengaruhi negara lain, baik dalam bidang ekonomi, pertahanan,mahupun dalam bidang budaya dan cara hidup masyarakat.

Sehubungan dengan itu, saya beranggapan penyebaran ilmu dan maklumat kepada masyarakat perlu menjadi agenda yang utama. Penguasaan ilmu dan maklumat inilah yang akan menentukan `survival' sesuatu bangsa. Pada hemat saya, UTeM sebagai sebuah institusi pengajian tinggi, boleh memainkan peranan penting dalam mewujudkan budaya ilmu di kalangan rakyat negara ini, melalui penghasilan dan penyebaran bahan-bahan ilmiah di kalangan masyarakat.

Di samping itu, kepentingan bidang penyelidikan dan pembangunan (R&D) juga dilihat semakin meningkat. Sesungguhnya, R&D dapat menambahkan daya saing sesebuah negara dan syarikat serta mampu pula meninggikan reputasi sesebuah universiti. Dengan adanya aktiviti R&D yang terencana dan bermutu tinggi di universiti, kualiti dan penjenamaan pusat pengajian tinggi akan turut meningkat, sekali gus membolehkan kita bersaing dengan universiti di negara-negara lain.

Justeru, kita mengharapkan lebih banyak program inovatif ke arah memantapkan lagi perkembangan R&D seperti peningkatan jumlah staf akademik yang berkelayakan PhD, mempergiatkan aktiviti penyelidikan fundamental, memperkembangkan skim penyelidikan pada peringkat *pascakedoktoran* dan bekerjasama dengan profesor serta universiti ternama di serata dunia.

Akhir sekali saya menaruh harapan semoga persidangan ICCD 2010 ini akan digunakan sepenuhnya oleh semua pihak, khususnya pembentang kertas kerja dan peserta yang hadir. Segala dapatan kajian, idea dan pendapat yang dibentangkan, hendaklah digabung dan diadun bagi menghasilkan resolusi yang bermutu. Saya yakin dengan kerjasama semua pihak yang terlibat, sama ada secara langsung mahupun tidak langsung, matlamat ini boleh dicapai, sekali gus mampu meletakkan nama UTeM sebaris dengan universiti-universiti tersohor di mata dunia.

Dengan harapan ini, dan dengan kalimah suci ***Bismillahirrahmanirahim***, saya dengan sukacitanya merasmikan **International Conference on Communication Dynamics 2010** pada hari ini.

Sekian, terima kasih.

Wabillahitaufik Walhidayah, Wassalamualaikum Waramatullahi Wabarakatuh