

JOURNAL OF COMMUNICATION, LANGUAGE AND CULTURE

Editor's Note

It will be close to two years since the COVID-19 pandemic began and caused immeasurable loss and changes to all of us, be it in the bustling metropolises or the quaint villages in the hinterlands. While the end of the pandemic is not in sight yet, with the emergence of new virus variants keeping pace with the global vaccination efforts, we have all embraced significant changes in the way we live and work. This inevitably affects how we communicate and interact with people at all levels. Teleworking and digital communication have been the mainstay of organisations and societies to maintain normalcy in our daily life during this pandemic. The papers in the issue address a wide range of issues and challenges faced by communicators as we try to reach out digitally and remotely to consumers and users in our communities.

The first article in this issue, 'Jingle Modification: Does Slogan Help?' by Wan Faeza binti Hussain Sadri and Shuhaida Md. Noor brings an interesting perspective on the combined effects of both jingle modification and the use of slogans in advertising using a between-subject experiment. The findings of the study present an interesting insight to integrated marketing communicators and advertisers as it reveals the significant role of jingle modification on positive brand attitude and brand recall. Their study also revealed that the inclusion of slogans with the jingle modification did not present any significant impact. Hence, practitioners could therefore place greater emphasis on the modification of the jingle to enhance brand recall and brand attitude among media consumers as indicated by Wan Faeza binti Hussain Sadri and Shuhaida Md. Noor.

When COVID-19 caused lockdowns and physical restrictions worldwide, universities had to resort to online teaching and learning for all students. The second article on 'Online Learning Process from the Perspective of Communication Strategy and Politeness' by Rohaidah binti Mashudi attempts to identify the elements of communication strategy and politeness and their application in online learning at the university using the approach by Asmah Omar and Hymes. The application of appropriate communication strategy and politeness in classroom communication is crucial in ensuring that a harmonious and cordial learning space and environment are created albeit online.

The third article by Mohd Zulfadli Mat Husin and Zuraina Ali continues to examine the communicative aspects of online teaching and learning using social media, Facebook, among Malaysian academics. It canvasses the views of teachers on their Facebook use and its use in the teaching and learning process. It reveals that there is no gender gap among teachers in terms of their perception of Facebook use, and they view that this social media application can be effectively leveraged to enhance the teaching and learning process for their classes.

The fourth and final article in the issue entitled titled 'Influence of Cultural Dimensions on Intercultural Communication Styles: Ethnicity in a Moderating Role' by Kavitha Balakrishnan proposes a conceptual framework to investigate the interaction between the determinants of cultural dimensions on intercultural communication styles variables among employees in Malaysian workplaces from different ethnicities. Armed with a better understanding of intercultural communication styles, organisations will be able to appreciate and value the cultural diversity of employees to operate more effectively and efficiently.

I am certain that you will enjoy the perspectives and findings presented by these articles and find them useful in your professional practice as we weather the challenges brought about by the COVID-19 pandemic. I remain hopeful of an end to the pandemic whilst optimistic of the opportunities brought about by digital technologies in our daily lives as evident in the articles in this issue.

Gerald Goh Guan Gan

Editor-in-Chief

Journal of Communication, Language and Culture

January 2022