



**Global Research &  
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**CONFERENCE PROCEEDINGS**

**7rd International Conference on Social Science and Humanities  
(ICSSH), 7-8 November 2016, Singapore**

7-8 November 2016

Conference Venue

Nanyang Technological University, Nanyang Executive Centre, Singapore

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**PLENARY SPEAKER**



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**KEYNOTE SPEAKER**



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**Public Communication:  
Social Integration – Based Communication in Indonesia**

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**ABSTRACT**

Public figures in Indonesia in a wide variety of settings come from different ethnic groups and social – cultural background. Therefore, social integration-based communication is pivotal issues to promote mutual understanding in communication, especially in public communication. Social integration which bears positive stereotypes can potentially promote social integration in public communication. This study was conducted at the undergraduate students of English literature study program, Faculty of Languages and Literature, State University of Makassar (UNM). There were 25 students participated in this study as respondents in 2016/2017 academic years. The results of the study revealed that there were some positive stereotypes could promote social integration in the public communication in a wide variety of settings in Indonesia. Those positive stereotypes were: i) friendly, ii) maintaining harmony, iii) ready to help, iv) politeness, v) appreciating others' habits, vi) tolerance, vii) mutual understanding, and ix) politeness. The implication of the study therefore needs to socialize these positive stereotypes of different ethnic groups in any kinds of communication, especially in public communication in which the communicator expresses ideas to communicants to maintain good relationship and mutual understanding in social life.

**Key terms:** communication, social integration, positive social issues

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**Linking Socio-Economic Forces As A Major Cause Of Religious Crisis In Third World Countries**

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**ABSTRACT**

Issues such as lower per capital income, low levels of human capital, high levels of poverty, high population growth rates, corruption, unemployment, coup d'etat and other related matters are synonymous and characteristic of third world countries. Indeed, these are salient features of poor third world states such as Africa, Asia and Latin America. Perhaps, it is appropriate to say the aforementioned are most prevalent in the latter just as it would be correct to say they are almost non – existent in advanced western countries. Perhaps, it is even more appropriate to adopt the modernization theory which stipulates that third world countries are only going through a stage which western advanced countries had passed through themselves. Conversely, such issues aforementioned,

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