This study is a media effects research and it is an attempt to examine the type of Arab image, level of Arab Spring awareness among Malaysian academicians, attitude toward Arabs, perception on new status of the Arabs and the news sources that Malaysian academicians depended on to gain news and information about the Arab World. Specifically, the research objectives are to validate and proposes measurement models, validate and propose a full structural model of news exposure influence in the construction of the image of Arab and estimates the influence of attitude and awareness of Arab Spring as mediator factors, as well as to examine the moderation effect of the variables. This study employs correlational survey as the methodology of study. A total of 300 Malaysian academicians from five public universities located in Klang valley were selected as the sample. For data analysis, the study employs Structural Equation Modelling (SEM) method using AMOS statistical software to analyze the direct and indirect influence of moderator and mediator variables in the relationship between variables and employs SPSS software to analyze the descriptive part of the data. The findings suggested that the internet was a main news source used by Malaysian academicians and Arabs have a moderate image among Malaysians. The findings from SEM part suggested that all the measurements models are accepted after modification and the model-fit is acceptable and achieved all the measures of construct validity. This study also suggested that all of the dimensions of the variables are significantly correlated and also significantly explained by its observed variables and there is no significant difference between the proposed model and observed model. Thus, all Null Hypotheses were also accepted. Findings of hypothesis testing showed also that the hypothesized full structural model of Arab Image fits the data. The model fit of the final hypothesized model suggested that time exposure does not contribute to the model. The findings of indirect analysis suggested that both awareness and attitude play as mediating effects to achieve “assumption of statistical power proposed”. Strong support was found for the hypothesis of the relationship between attitude and image, and also between attitude and perception. Eventually, the findings of this study added to the body of knowledge concerning the Arab world and Malaysia and to the scholars and researchers in the field of communication and media, especially, electronic media and image. Further, the findings from this study contribute to the knowledge regarding the news assumption of mediation analysis in media effect studies.

Consideration of the influence of intercultural communication factors on the decision of students to study overseas is a new tool that integrates the field of communication and decision making sciences, and is widely used in educational institutions in highly diversified educational environments. This study aimed to identify the most important and critical intercultural and non-intercultural communication factors that influence Middle Eastern students to study in Malaysia. The study was conducted in three stages to address the objectives of the study. The first stage involved group discussions and interviews with a selected group of Middle Eastern students from the undergraduate to postgraduate levels. The research literature was reviewed to ascertain some factors affecting students’ decisions to study overseas, and this stage led to the identification of some preliminary factors that have encouraged Middle Eastern students to study in Malaysia. This stage provided a clear picture and understanding of intercultural and non-intercultural communication factors that have had an impact on the decision of Middle Eastern students to study in Malaysia. It also provided some insights on the intercultural communication barriers Middle Eastern students encountered in Malaysia and which may have serious impacts on the flow of Middle Eastern students in the future. A qualitative study was conducted to determine the factors that have influenced Middle Eastern students to choose Malaysia as the country to pursue their studies. The results of the qualitative study, group discussions and the outcome of the pilot study and related literature analysis was used to draw up the theoretical framework of the study, which represented an adapted model for decision making. The model incorporated religious and cultural factors that were introduced in the adapted model for decision making and which have not previously been investigated and explored thoroughly in relation to educational decision making. In the second stage, validity and reliability tests of the adapted model were conducted to determine the most important factors influencing the decisions of Middle Eastern students to study in Malaysia. The third stage involved a survey among Middle Eastern students in selected Malaysian universities. The findings of the study have shown that cost benefit analysis does not have a serious impact on the decision of Middle Eastern students to study in Malaysia. For the purpose of policy recommendation and remedial action, the study has listed some major intercultural communication barriers that may have serious impacts on the flow and continuity of study for Middle Eastern students in Malaysia.