



FIM Communication

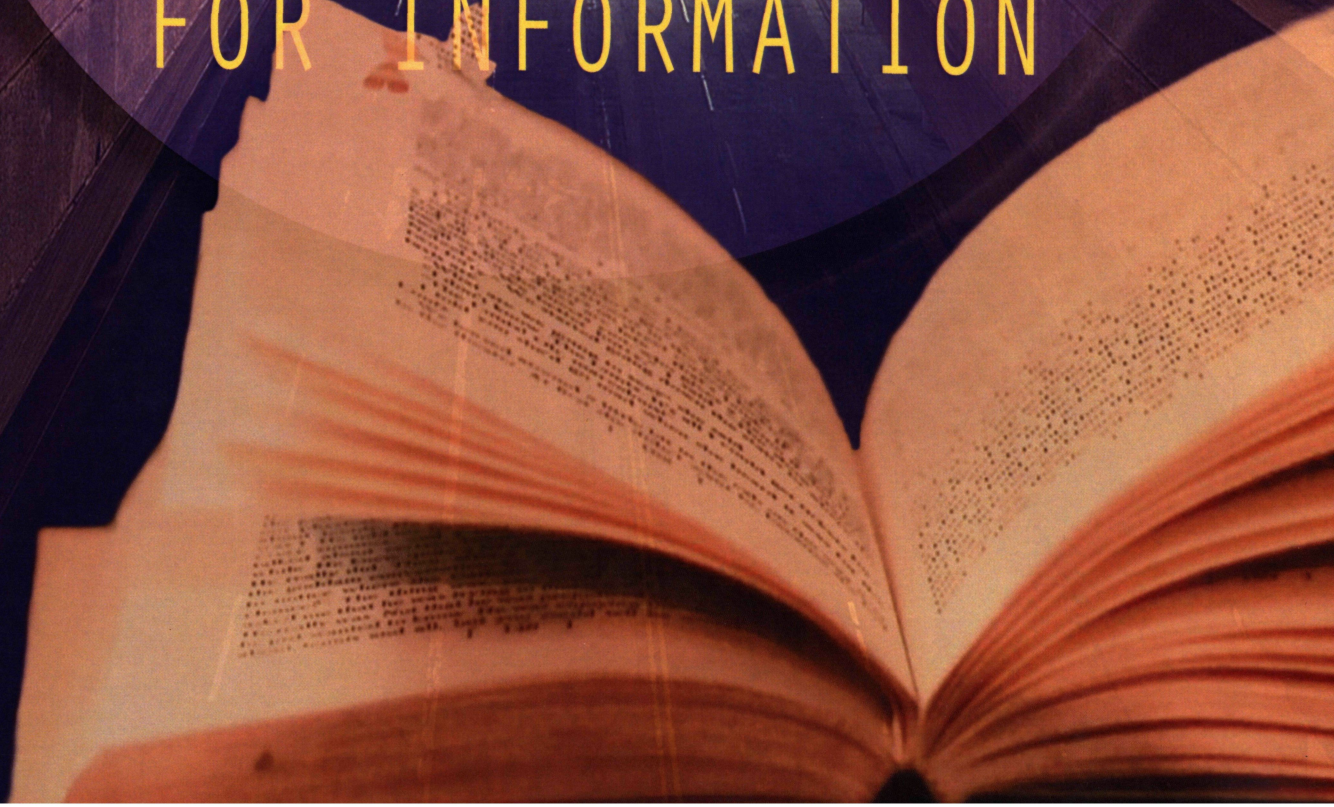
Vol. 2, No. 5

ISSN 2289-9103

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INFORMATION

FIM was published bi-annually by Bachelor of Information Science (Hons) Library Management @ IM244 pursuing Publication and Production of Information Materials (IML601). The scope of the plan includes variety of issues in the field of information management.

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EDITOR'S NOTE

Assalamualaikum WBT,

Welcome to our FIM Communication: Thrive for Information. First of all, let me begin by telling all of the readers a little bit of this publication.

HOWS it's STARTED...??



DARLINA BINTI DARMANSAH

At the beginning of the task given to us for the subject of IML601: Publication & Production of Information Materials, I realized one critical need in the successful of the publication which is "collaboration". Without collaboration, we were unable to achieve what we have working on before.

Back to our theme of FIM: Thrive for Information, I believe that information is a key to success. So, what do we expect our readers to know through "Thrive for Information" publication was that, it is specifically outline the information as a baseline in our life where each of the individual need it in a critical thinking, problem solving, decision making, knowing how to learn, reasoning, and the ability to manage resources, work productively with others, acquire and evaluate information effectively, organize and maintain information, interpret and communicate information, and work with a variety of technologies.

Lastly, I would like to take an opportunity to praise to Allah SWT, as without His blessing, we were unable to finish the entire task in the time being. Alhamdulillah, I am glad to have a great cooperation from all the magazine team members, which spend their times and effort in order to help in finishing the contents of the magazine. Not to mention, a highest thank to Mr. Azmi Ab Rahman for the great advices and knowledge sharing throughout the process of this FIM publication.

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Information Delivery: Communication in Thriving for Information

Siti Aishah Yahya



It's begun at the late 19th century where people started to aware of information technology and information explosion. Information is a basis of the development and human civilization, as prove without information people cannot do comparisons and acknowledge the past a starting point for information delivery nowadays.

Information delivery aimed to access and retrieve information in organized and authoritative ways. Information delivery can be referred as a process of sending, distributing and gaining information via network of technological approach to ease human communication. Nowadays, these approach was been practiced in many areas like business, agriculture, medical, academic institution and so on. Briefly, the usage was enlarger from day to day in facilitating people. Information delivery also exists from the development of communication as a subdivision in communication channels. Communication occurs when people using information delivery techniques as a channel to interpret data and delivery the information.



Components of communication process

The sender and the receiver

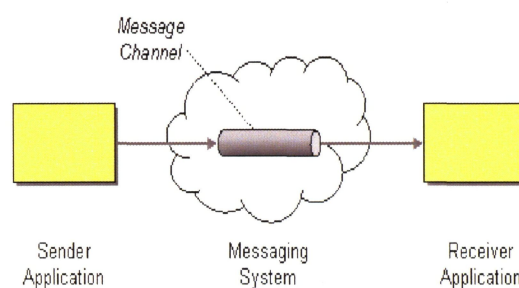
All living things on earth were communicated with each other. They were communicated for many reasons. In order to communicate it must have two main roles which are the **sender** (speaker) and the **receiver** (listener). Sender was one whom deliver the information and struggle to convey the message into meaningful information contents. The sender can be a person or a group of people with same goal whereas they interpreted the information to their receiver. A group of performers where deliver many information with same technique, same receiver with the same goal. For instance, a forum include some people as moderator and pan-



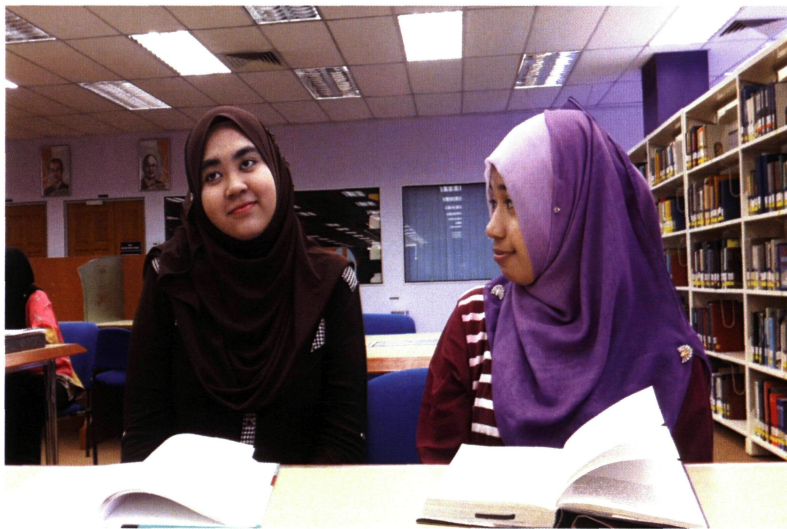
els were discussed at a same session for same audience, deliver same topic of information within their talks they speeches. Nevertheless, the receiver is an individual or group of people listened, filtered, interpreted and gained information from the surrounding. However, as receiver they have to play essential role to ensure what the sender want them to know is been delivered well. The communication can be in terms of instruction, command, advice, jokes or else.

“The sender can be a person or a group of people with same goal whereas they interpreted the information to their receiver. “

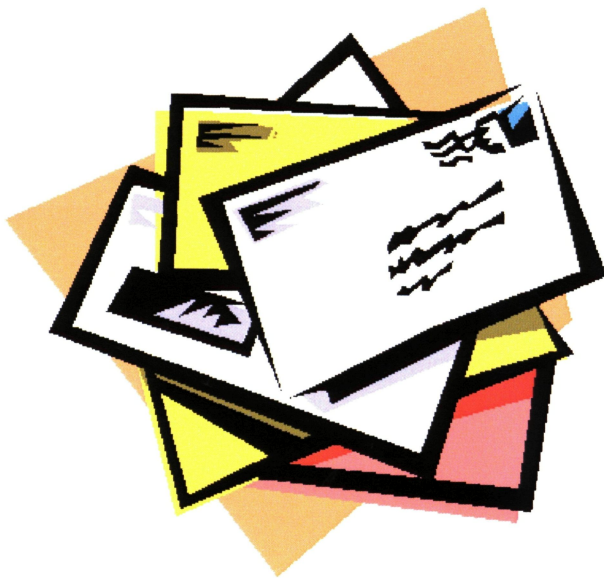
By using **communication channels** information been delivered in two vital ways which are either verbal or non-verbal or else both of them be practiced all in all. For verbal communication mostly involve two main human senses speaking and listening in formal or casual ways. Also, in communication both sender and receiver they have to aware with some barriers especially when adapting people with high prediction, bias, prejudice, misunderstanding and failure to understand



Those problems led to the ineffectual information delivery. Traditionally, those barriers were very uncontrollable since people might come from different background and different understanding. As well as, non-verbal communication also might had higher opportunities directed to those mentioned barriers as it take in the other three senses which are watching, touching and smelling. The way people interpret idea were dissimilar from one to the another is a main interruption that might led to more communication problems. Like a quote mentioned by Anthony Robbins “to effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication. “



“barriers were very uncontrollable since people might come from different background and different understanding”



“Thrive for information took many times to be accomplished in good information delivery that include in part of communication channel. Literally, information delivery is sub-division of non-verbal communication.

In communication, while came up with assumption, C. The techniques of delivery information is somewhat related to the communication channels where the channels been defined as a method used in communication or specific types of media in order to send and receive the information. Besides, the information delivery been emphasized as practical tools to access and retrieve information by using some ways and means. In comparison, the communication channels is extensive that involve the traditional and technological approaches, yet the information delivery is more on integrated technological methods. Communication channels still been practiced by human and other living things every day from the premature ages and successfully unite them for more meaningful life. But, in thriving information for knowledge dynamic nowadays, the information delivery approaches were very suitable to be used in sending information.



“techniques of delivery information is somewhat related to the communication channels where the channels been defined as a method used in communication or specific types of media “

The information delivery is a sub-channels in communication

Thrive for information took many times to be accomplished in good **information delivery** that include in part of communication channel. Literally, information delivery is sub-division of non-verbal communication. But, the format of .mp3, .mp4, .flv and so on make it involve with voices and sounds. So, information delivery can be verbal or non-verbal. Information delivery developed technically by expert to help human communication. Information been processed through computer system can be convey into several formats such as printed and digital. Additionally, those formats have different distribution approaches according where should be considered several elements according size, format and targeted receiver. There are five information delivery and access approaches suchlike social network, commercial online service (e.g. online forums, etc.), internet browser, magnetic media (e.g. floppy disc, USB drive and so on.) and fax on demand.

Computer-Based Information System (CBIS) was creating opportunities these information delivery expand time to time. The phenomena can be seen nowadays where human normally communicate through information delivery approaches for formal and informal intention of communication. Furthermore, information delivery contributed by integrated strategies which basically separate information and delivery into two main entities. These methodologies created by Durugbo, Tiwari & Alcock (2014) where they believe information is an interaction in logical way and coordinated communication whereas consists of harmonized flow and synchronized channels, however the delivery was function as a method to review structure in distribution process timeliness due to scalable delivery and job segregation.



“nowadays where human normally communicate through information delivery approaches for formal and informal intention of communication.”

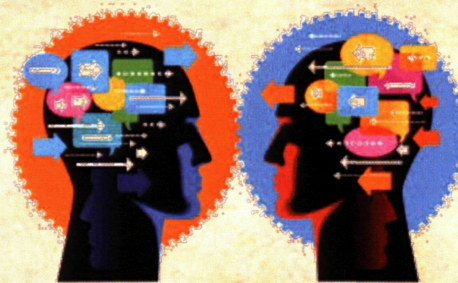
Barriers in information delivery

However, there are also some **barriers** that been studied by researcher to encourage and make information delivery become more useful. Firstly, the geographical barrier for coverage reasons, as examples the rainy area and rural area might have lower coverage. This imbalance coverage make difficult to the people to interact with people live in other areas. Secondly, people adaptation towards technology, some people preferred more on traditional communication channels as for them its more meaningful, full of values and cheaper whereas might led to the slower development process. Thirdly, the information delivery need people who have technological knowledge and skills, for instance by changing information through network need people to understand how the devices work and what kind of application suitable to deliver the information for the targeted receiver. Therefore, it took time for people to familiarize with this technical part. Lastly, demographical barrier such-like age, gender, language and so on. Different demographical background challenging the information delivery to be well-developed.

BENEFITS

The benefits of information delivery

Information delivery is very helpful in daily management. It has given many **benefits** to the users especially in saving time. Time in transmitting and receiving of information can be shortened because there are no mediums involved in between them. As a result, the process of information management can also be carried out effectively when time be managed well. In addition, information delivery also saves the cost of management. When comparing the traditional posting of information involves envelope and delivery charges, it better if using e-mail in delivering information because it can be accessed for free. Thus, this situation shows why more people attempt to use e-mail nowadays in order to reduce cost. Furthermore, information delivery produced meaningful and authoritative information. For instance, the e-mail that we used everyday can be transform into printed format. For court cases, this kind of information can be good evidence for crimes such as harassment via email, defamation, blackmail, pornography and so on. So, this technique of communication is very useful for it user.



Feedback and response

Moreover, another main part of communication channels was **feedback and response**. Every interaction will directly or indirectly respond to the sender which complete the communication activity. The responses also can be verbal and non-verbal, such as when somebody told us something that can make us happy, spontaneously we smile or say something that shows we are happy, so it was considered as direct responses. However, for information delivery it is normally indirect response, for instance we involve in a group forum, might be some members are inactive so they are not respond directly to the informer or the sender. Even though the information considered as timeliness but it gave people time to think and generate the ideas or responses. The timeliness is refer to the way how the information sent and how those information distribute through a network compare to oldest version suchlike pigeon dispatcher, posting or courier that took some period of time. Therefore, people might said information delivery is useful, effective and efficient in this era.



“The techniques of delivery information is somewhat related to the communication channels where the channels been defined as a method used in communication or specific types of media in order to send and re-

Constrains in communication

Some communication constrains were discussed early, in addition some constrain for traditional communication were added in this point. Firstly, environment is one of the restrain affecting good communication. The noisy environment like the sound of nature, for examples bird chirping, truck horns, ambulance sirens and so on. Next, unstructured communication occur



when some people talk or communicate in same situation and at the same time. For instance, the situation in class when teacher transmit the information through the lesson, the some students are talking to each other, it shows that the communication is inefficient due to unstructured communication. Unstructured information was influenced by human behaviors and habits. Besides, those influences also caused mind filtration that enable information can not be received by the listener. Through the individuals' knowledge and experience shows how they behave and take action. By the knowledge and experience also all of the input enter to the people mind will be filtered. As a result, the information hard to be effectively and efficiently transmitted.

“communication is inefficient due to unstructured communication. Unstructured information was influenced by human behaviors and habits”

CREATIVE SECTION



HAKIKAT BELAJAR



Kita belajar kesucian dari cahaya
Yang selalu bersinar lurus menyibakkan gelap
Kita belajar kesetiaan dari matahari
Yang selalu menepati janji terbit di pagi hari
Kita belajar keluasan jiwa dari keluasan langit
Yang senantiasa berdandan dengan warna-
warninya
Arakan mega atau kemilau bintang-
gemintangnya

Kita belajar kearifan dari kedalaman samudera
Yang menyimpan untai mutiara dan keindahan
Kerajaan batu karang di dasarnya
Kita belajar kerendah hatian dari gerak air
Yang mengalir ke tempat yang lebih rendah
Kita belajar dari titik-titik hujan
Menghapus kemarau panjang
Kita belajar dari kesejukan embun pagi
Menyegarkan daun-daun
Kita belajar dari kidung-kidung burung
Dan gemericik air bening
Di sela-sela batu pegunungan
Kita belajar dari bunga-bunga pesta warna
Yang selalu mengirimkan aroma dan keindahan
Kita belajar dari manik-manik batu permata
Yang meski terendam lumpur
Tetap menampakkan cahayanya

Ya..

Kita juga belajar keramah tamahan
dari remut
Yang selalu mengucapkan salam
damai saat jumpa sahabatnya
serta kegotong royongan mereka da-
lam bekerja
Kita juga belajar dari persaudaraan
kekai
Antara laut dan pantainya antara
pohon dengan tanah

Kita juga belajar dari kearifan alam
semesta
Yang nampak selalu diam
Di dalam kediamannya selalu berujud
kepada-Nya
Wahai jiwa..
Betapa dunia ini selalu berkembang
dan terbentang jadi guru

Ali Athi Ullah

Cinta terakhirku

Lamunan cinta masih berbisa
Membuat diri ini sukar melupakan
Aduh! Sakitnya dada
Menanggung kerinduan hanya padamu
Tersenyum bagaikan orang gila
Aku memikirkan tentangmu
Oh, indahnya cinta
Menghalau segala usikan di jiwa
Hanya tinggal erti bahagia
Bila kau dan aku sentiasa bersama
Kau cinta terakhirku
Tiada lagi bisa mengganti
Karna engkau telah menawan hati
Juga kau pagari
Dengan keikhlasan hati
Tiada siapa mampu robohi
Cintaku dan dirimu lagi
Doa jangan lupa kau beri
Pada si dia Pencipta hati
Agar kita selalu mensyukuri
Erti sebuah cinta hakiki



Karya
Sakinah Harun

Bahagia dalam Duka

Sahabat,

Ku nukilkan karyaku ini hanya untukmu

Karna dirimu aku sayangi

Tanpamu, aku begitu sunyi

Detik yang kita lalui bersama amat ku hargai

Kita makan dengan penuh berselera bersama

Kita keluar bersama, bersorak ceria

Ketika itu, hati ini benar-benar bahagia

Namun satu hari, engkau menjauh dengan ku

Membawa seribu soalan di dadaku

Memikirkan apa salahku dengan mu

Tanpa khabaran, aku menangis

Memikirkan keadaanmu yang jauh bersamaku

Adakah hatimu sudah berubah

Bagaimana pula dengan hubungan kita?

Aku bertanya –tanya

Saat ku bersamamu begitu berharga

Namun kini kau biarkan aku derita

Menanggung arus bahagia dalam duka

Tidak ku minta bintang menjelma

Hanya ku perlu kita bersama

Menjalani hari- hari yang bakal tiba

Dan meraih kebahagiaan bersama



Karya

Sakinah Harun

Tiada Terganti

Air mata menitis lagi
Bila diri mengenangkanmu
Rabak sanubari, ku merinduimu
Hanya doa ku titipkan setiap detik dan waktu
Agar dirimu bahagia disitu
Tanpa menempah dirimu pergi
Tanpa bersedia aku bersendiri
Mungkin takdirNya yang sedang ku jalani
Hidup sepi tanpamu disini
Hanya kamu menawan hati
Hanya kamu sering memahami
Kamu juga tidak lelah menasihati
Diri ini yang sering melupai
Kasihmu ku junjung
Pesanmu ku tanam di hati
Takkan lagi ku menangisi
Pemergianmu kali ini
Wahai bondaku yang ku sayangi
Dikaulah segala-gala penyeri
Dikau juga tidak terganti
Walau hancur duniawi



Sakinah Harun



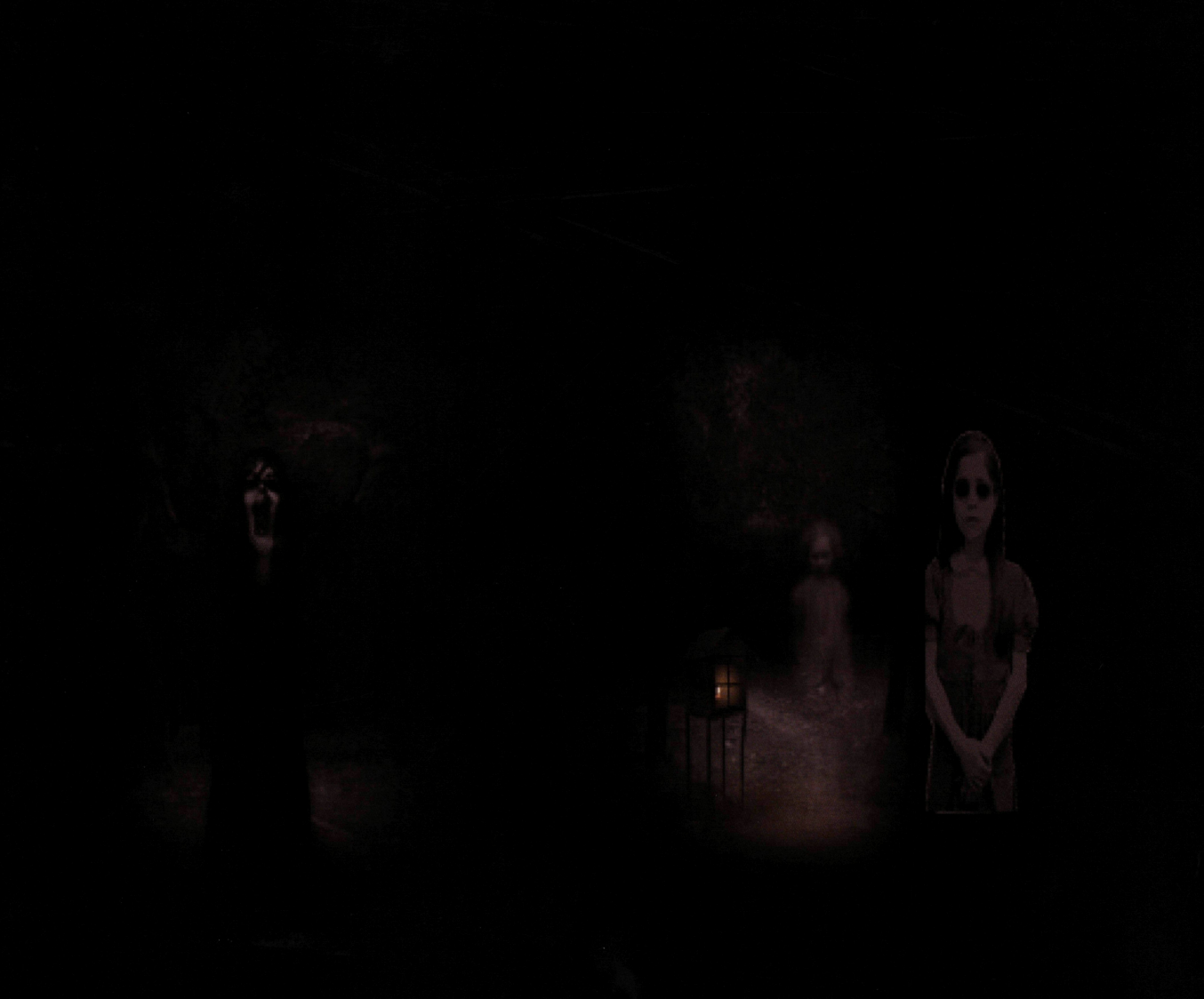
***Baunya seharum
kasturi***

Karya
Sakinah Harun

Kepenatan masih terasa. Sejak ku menjejakkan kaki ke kampus ini, baru saat ini, aku dapat membaringkan sekujur tubuhku ini di dalam bilik yang selesa dan bersih. Ya, aku pelajar baru disini, pelajar yang baru sahaja mendaftarkan diri sebagai pelajar disini.

Sekarang,hampir tiba waktu untuk solat maghrib. Rakan-rakan sebilikku sudah mula mempersiapkan diri menemu ilahi.tinggalkan aku sendiri dalam keadaan keuzuran. Aku baringkan diri di atas katil,terasa dinginnya angin kipas. Beberapa minit kemudian,ku merenung bagasi dan beg yang ku bawa dari Kelantan. Disini akan bermulanya kehidupan baru, kehidupan sebagai seorang pelajar. Ku merenung setiap inci dalam bilikku, meja menulis, kerusi , tilam, dan almari . fasiliti yang ku kira cukup membuatkan kehidupan pelajar menjadi sempurna..

Sepenaat manapun aku menjalani program sepanjang hari di fakulti,aku harus kuatkan diri untuk kemas-kan barang-barang aku yang menunggu giliran untuk dikemaskan dan diletak di tempat yang sesuai. Aku mencapai bagasi yang berdekatan,mengeluarkan isinya. Sekarang, aku perlu melipat semuanya,untuk disusun ke dalam almari.Aku bermonolog sendirian.



Tanpa mengeluarkan sebarang suara,tiba-tiba, bungggggggg!!!!!! Suara yang membuatkanku terperanjat. Sangat terkejut. Ku memandang ke arah almariku, yang masih kosong tiada berpenghuni. Masya Allah! Almari aku terbuka dengan sendiri. Dan ianya seolah dibuka dengan keadaan marah oleh seseorang. Tetapi, hanya aku yang ada di dalam bilik ketika ini. Sumpah, hanya aku! Jadi, siapakah yang membukanya? Aku merenung tepat sekali lagi ke arah itu,aku merasakan sesuatu.

Ingin ku imbau kembali, siapakah yang membuka hijabku? Sedangkan aku belum pernah meminta sesiapa untuk bukannya untukku. Aku mula menyedari kelebihan ini sejak di bangku sekolah lagi. Daripada keadaan yang sangat takut pada mulanya,bertukar menjadi perasaan yang sangat biasa pada ketika ini. Mana tidaknya, sudah hampir lapan tahun aku hidup seperti manusia yang luar biasa.Manusia yang mempunyai kelebihan yang jarang ditemui di dunia milik Allah S.W.T ini. Manusia yang boleh melihat perkara yang tidak dapat dilihat oleh orang lain,manusia yang boleh mendengar apa yang tidak boleh didengar oleh orang lain, dan manusia yang boleh merasa apa yang tidak boleh dirasakan oleh orang lain. MasyaAllah,semua ini datang dari Allah. ini takdir dariNya.

Allahu akhbar! Aku berasa terbit satu perasaan disekelilingku,perasaan marah,marah yang teramat sangat. Dengan keadaanku yang keuzuran,maka aku tidak dapat merasainya dengan sempurna seperti sebelumnya. Saat ini, hanya perasaan dan perbuatan "makhluk" itu sahaja yang aku dapat rasa. Aku harus bertindak sesuatu, agar makhluk itu tidak lagi menunjukkan "belang" nya.

Dengan penuh kesabaran, aku berkata : " Saya baru sahaja datang ke sini, dan ini adalah bilik saya,saya tahu awak wujud dan saya tak mahu awak mengganggu sesiapa sahaja disini,saya datang sini untuk belajar,kita sama-sama hidup,jangan mengganggu antara satu sama lain.Boleh ?"



Astaghfirullaalazim! Sekali lagi suara pintu almari itu terdengar, kali ini, secara menutup.lanya seolah kedua-dua pintu almari ditendang dengan sekuat hati oleh seseorang. Suara itu mengejutkan rakan sebilikku yang baru sahaja selesai solat maghrib di ruang tamu.Lalu pintu bilik diketuk,dia bertanya keadaan ku, aku diam seribu bahasa namun ku tetap pendamkan rasa ini kerana tidak mahu rakan-rakan yang lain takut atau gelisah untuk tinggal di bilik ini sepanjang semester ini. Lalu tombol pintu dipulas untuk menutup kembali pintu bilik. Aku mendekati almari itu,almari yang membuatkan aku terkejut sebanyak dua kali. Aku membukanya perlahan-lahandan.... masyaAllah, bau apakah ini? Bau yang sangat wangi,wangi menusuk ke kalbu,seolah bau kasturi. Begitu nyaman sekali bau itu.

Aku tersedar dari lamunan.Aku cuba mengucap. Aku akan cuba untuk bertikir logik walaupun aku sudah lali dan “tahu” perkara yang aneh sebegini. Aku tidak membuat andaian sendiri,malah keesokan harinya,aku cuba bertanya kepada rakan sebilikku , “adakah bau harum itu datangnye dari minyak wangi awak?” Dengan wajah kehairanan, dia menjawab, “ Tidak” ! habis siapa lagi? Hanya kita berdua yang tinggal sebilik . Ku simpan peristiwa itu sebagai misteri di bilik tingkat 5, blok 3 itu.

Bau yang seindah kasturi itu, akan ku ingat selamanya....



Trip 2day 1night in Terengganu

DAY1 -START THE TRIP FROM UITM PUNCAK PERDANA

Our trip to Terengganu begin on 16-18 October recently.it is on Friday, Saturday and Monday. It was a 3 days 2 night trip including 13 students and 2 lecturers. Tis this trip was for subject Publication and Production of Information Materials (IML601). All the student gathered at Gazebo Block 1 and waited for our bus to come.

We start our journey with a very excited feeling. We hope that this trip can give us very good knowledges and experience.

Our journey begin with recitation of doa by Mr.Azmi.



We were very enjoying the journey because everyone are very sporting and we were being closed together. In the bus we do activity like karaoke and watching some movies.

This journey take time almost 8 hours to reach our destination. In the journey also we are stop and take a break at Hentian Temerloh,Pahang. We went to eat and got some

10.30 p.m— arrived at Rhu Muda Beach Motel, check in and went to sleep tight.

DAY 2

8.00 a.m— everyone gathered and went to breakfast at Kuala Terengganu. We ate the traditional Terengganu dishes which are lempeng and the famous Nasi Dagang.

10.30 a.m— we went to Museum Negeri Terengganu. It were very nice because we got many information and history there. We spent almost 4 hours at the museum.

1.00 p.m— we went to Masjid Kristal. Some of us were riding a cruise to saw some breathtaking scenery around the river. By take the cruise also we can saw all the replica of mosques been there. It was very real and beautiful. After that we take lunch and continue to the next location.

3.00 p.m— the next location was the famous place to go. It was one of the attraction in this country of Darul Iman which is Pasar Payang. It was a traditional market. There are many traditional food, handicraft and everything is here. Almost all product here are from local. The price were very affordable and we can buy everything here.

5.00 p.m— we went to Pantai Batu Buruk at Kluang. It was one of the popular beach to hang around. There are many activity and games there. One of it, we can take a Cinderella ride and ate the awesome ikan celup tepung and seafood.



DAY 3

9.00 a.m– we went to Perpustakaan Negeri Terengganu. It was very big library.



We hanging around in the library and look at their collection

Take some memorial picture

12.00 p.m– we went to bought some keropok lekor as souvenir at Bukit Tok Beng (BTB) . It was very famous place to buy keropok lekor and you must get number to make order.

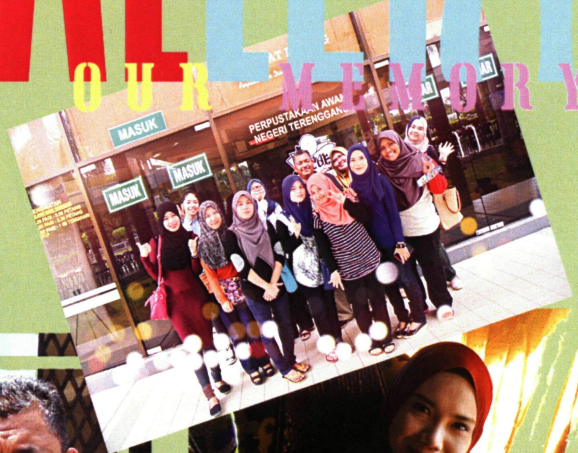
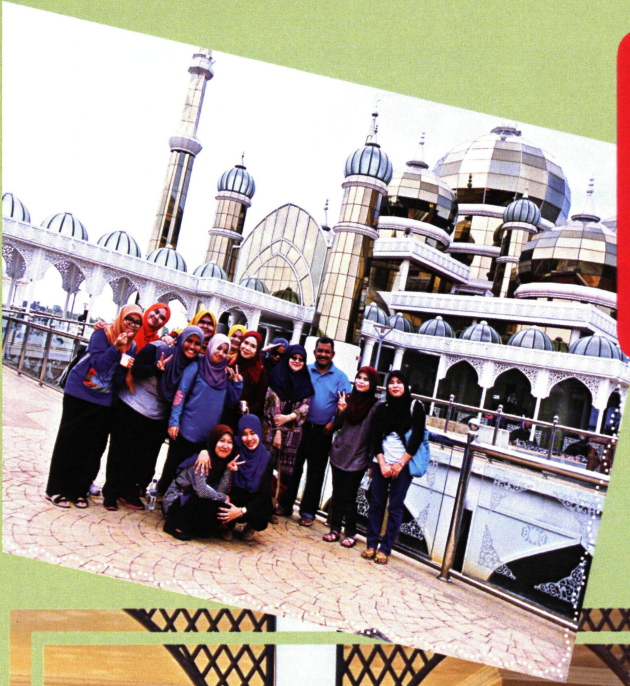


SAYONARA TERENGGANU DARUL IMAN



GALLERY

OUR MEMORY



BOARD OF DIRECTOR



CHIEF EDITOR

Darlina Darmansah

"Evaluating information is not only involved critical thinking but is more depends on creativity and your responsibility to learn and choose."



DEPUTY CHIEF EDITOR

Siti Mariana Hamzah

"Failure will never overtake me if my determination to succeed is strong enough."

NORSHAHIBA BT MOHAMAD SALLEH
EDITOR

FATIAH ADILAH BT MOHD SEBRI
EDITOR

NURUL ALIA NAJWA BT YAHYA
EDITOR

SITI AISYAH BT YAHYA
EDITOR



NUR SHAHIRA BT ZAIDI RASMADI
EDITOR



NUR ATIQAHT BT AZMI
EDITOR



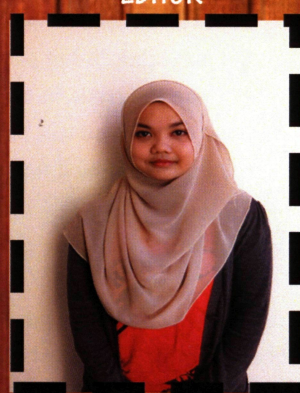
MAHIZAN BT MUHAMAD ISA
DESIGNER



NUR HIDAYYAH BT SHARI SHAWARUDIN
DESIGNER



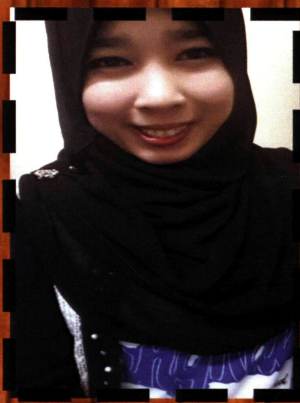
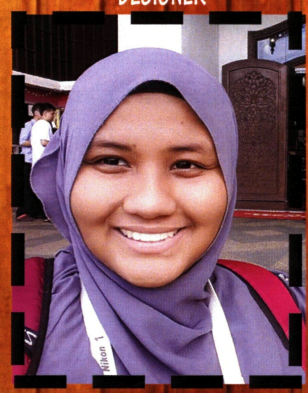
HASFARINI BT HASSIM
DESIGNER



NORHASHIDAH BT KIFLI
REPORTER



NURFATIMAH BT ABDUL RAZAK
REPORTER



FIM COMMUNICATION FLYER

FIM COMMUNICATION invites contributors to submit manuscripts for publication in the FIM COMMUNICATION (December 2014 publication). The scopes of the journal include, but not limited to, the areas in Information Management.

TYPE OF CONTRIBUTIONS

FIM COMMUNICATION publishes original articles on all aspects of Information Management. As FIM COMMUNICATION is intended to be a semi academic/less formal publication, contributors are encouraged to share their experiences, personal views and thought. FIM COMMUNICATION also publishes creative writing such as poems, short stories etc.

AUTHOR GUIDELINES

1. Content

- We prefer FIM COMMUNICATION articles that are 750 - 1500 words in. They should be in English or Bahasa Melayu.
- Articles should not have been published previously in another magazine or journal, nor been available in a final version on a publicly available web site.

2. Matters of style

- Text should be in Microsoft Word or rtf format.
- Images may be in gif, or jpeg formats. Images can be handled several ways — as in-lines or as linked files. They normally should be no more than 700 pixels in width.
- Hyperlinks to external sources are encouraged. URLs should be spelled out rather than embedded as links, either following the appropriate name/text or, if preferred, within the References section at the end of the file.
- The font type required is Arial, 11pt.

3. Mechanics of submission

While we often receive completed manuscripts, we would prefer that you contact the editors at tintafpml@gmail.com before you finish writing so that we can determine whether the topic, style, and approach are appropriate for FIM COMMUNICATION. We accept only electronic submissions. For any correspondence, keep in mind that the tinta_editor@gmail.com email address receives a large amount of spam and email to that address is filtered. Prepare your message with a proper subject line, body and signature block.

- Articles can be sent to tintafpml@gmail.com as email attachments. Please include "FIM COMMUNICATION Article Submission" in the message subject line.

Each author will be asked to submit a brief (50 - 100 word) biographical sketch along with his or her manuscript. Please contact the editors for details upon acceptance of your article.

4. Editorial Process

- Upon acceptance, articles are put on the magazine's production schedule for two months that is mutually acceptable to the authors and editors.
- FIM COMMUNICATION editors will read your submission and return it with suggested changes or comments.
- After the authors and editors have agreed on a final draft, the revised text will be formatted in doc or pdf by FIM COMMUNICATION staff.
- Authors will have a specified length of time to request final corrections or minor changes prior to the release of the magazine to the public.
- Once the issue has been released, only vital corrections or changes will be made to the file. These changes will be noted and dated at the end of the file.

5. Rights

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