



UNIVERSITI PUTRA MALAYSIA

**CORRELATES OF CONCEPT-ORIENTED AND SOCIO-ORIENTED
FAMILY COMMUNICATION IN TWO MALAY COMMUNITIES:
A COMPARATIVE STUDY**

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COMPARATIVE STUDY

BY

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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
LIST OF TABLES	xii
LIST OF FIGURES	xvii
ABSTRACT	xviii
ABSTRAK	xxi
CHAPTER	
I INTRODUCTION	1
Introduction	1
Statement of Problem	3
Objectives of the Study	4
Significance of the Study	6
Scope of the Study	6
II LITERATURE REVIEW	8
The Family	8
Functions of the Family	11
Malay Families	13
Rural Malay Families	14
Urban Malay Families	15
Family Communication	16
Content of Family Communication	19
Family Communication Style	20
Factors Affecting Concept-oriented and Socio-oriented Communication	24



	Socio-economic Status	24
	Education	26
	Family Size	27
	TV Exposure	29
	Parental Values	29
	Parental Behaviour: Degree of Authoritarianism	30
	Knowledge Level	31
	Information Seeking	32
	Opinion Leadership	33
	Conceptual Framework	35
	Summary of Hypothesized Linkages	36
III	RESEARCH PROCEDURE	38
	Locale of Study	38
	Sampling Procedure	39
	Interview Schedule	40
	Variables	42
	Measures of Dependent Variables	43
	Concept-oriented Family Communication	43
	Socio-oriented Family Communication	44
	Measures of Independent Variables	45
	Mothers' Exposure to Educational Programmes on TV	45
	Degree of Authoritarianism	45
	Knowledge Level	46



	Information Seeking Behaviour	47
	Opinion Leadership	47
	Parental Values	47
	Family Income	48
	Level of Education	48
	Number of Children	49
	Pretesting	49
	Data Collection	49
	Methods of Analysis	50
IV	RESULTS AND DISCUSSIONS	52
	Characteristics of the Respondents	52
	Age	52
	Number of Children	54
	Education	56
	Occupation	58
	Income	59
	Organizational Membership	61
	Exposure to Television Programmes	62
	Exposure to News and Educational Programmes on TV	71
	Mothers' Control over Children's TV Exposure	76
	Exposure to Newspapers and Magazines	78
	Mothers' Knowledge about Communication Etiquette	83
	Mothers' Knowledge about Selected Communication Topics	84
	Information Seeking	87

Importance of Parent-child Communication	91
Mothers' Responses	91
Children's Responses	93
Importance of Parent-child Communication about Selected Topics	96
Mothers' Responses	96
Children's Responses	99
Duration of Mother-child Communication	101
Time for Mother-child Communication	106
Extent of Mother-child and Father-child Communication about Selected Topics	110
The Person that Initiated Communication about Selected Topics	115
Concept-oriented Communication	117
Mothers' Responses	117
Children's Responses	118
Socio-oriented Communication	119
Mothers' Responses	119
Children's Responses	121
Use of Rational, Motivational and Fear Appeals During Mother- child Communication	122
Agreement Between Mothers and Children Regarding Concept-oriented Communication	125
Agreement Between Mothers and Children Regarding Socio-oriented Communication	126
Communication Problems	126
Faced by Mothers	126
Faced by Children	129



The Person Children Talked to When They had Problems	131
Testing of Hypotheses	133
Relationship between Family Income and Concept-oriented Communication	134
Relationship between Exposure to News and Educational Programmes on TV and Concept-oriented Communication	134
Relationship between Parental Values of Self-directedness and Concept-oriented Communication	135
Relationship between Mothers' Knowledge Regarding Parent-child Communication and Concept-oriented Communication	135
Relationship between Opinion Leadership Status of Mothers and Concept-oriented Communication	136
Relationship between Family Size and Concept-oriented Communication	136
Relationship between Education and Concept-oriented Communication	137
Relationship between Degree of Authoritarianism of Mothers and Concept-oriented Communication	138
Relationship between Family Income and Socio-oriented Communication	138
Relationship between Mothers' Values of Conformity and Socio-oriented Communication	138
Relationship between Information Seeking Behaviour of Mothers and Socio-oriented Communication	139
Relationship between Socio-oriented Communication and Educational Level of Mothers	139



	Relationship between Family Size and Socio-oriented Communication	139
	The Practice of Concept-oriented and Socio-oriented Communication in the Two Communities	144
	Concept-oriented Communication	144
	Socio-oriented Communication	144
V	SUMMARY, CONCLUSIONS AND IMPLICATIONS	146
	Summary of Findings	147
	Characteristics of Respondents	147
	Exposure to Mass Media	148
	Control of Children's Exposure to TV Programmes	148
	Exposure to News and Educational Programmes	149
	Mothers' Knowledge about Communication Etiquette and Topics of Communication	149
	Mothers' Information Seeking Behaviour	149
	Importance of Parent-child Communication	150
	Concept-oriented Communication	151
	Socio-oriented Communication	152
	Use of Rational, Motivational and Fear Appeals during Mother- child Communication	152
	Agreement between Mothers and Children Regarding Concept- oriented Communication	153
	Agreement between Mothers and Children Regarding Socio-oriented Communication	153



Communication Problems Faced by Mothers and Children	153
The Parents Respondent Children Approach when Faced with Problem	154
Testing of Research Hypotheses	154
Relationship between Family Income and Concept-oriented Communication	154
Relationship between Exposure to News and Educational Programmes on TV and Concept-oriented Communication	154
Relationship between Mothers' Values of Self-directedness and Concept-oriented Communication	155
Relationship between Mothers' Knowledge Regarding Parent-child Communication and Concept-oriented Communication	155
Relationship between Opinion Leadership Status of Mothers and Concept-oriented Communication	155
Relationship between Family size and Concept-oriented Communication	156
Relationship between Education and Concept-oriented Communication	156
Relationship between Degree of Authoritarianism of Mothers and Concept-oriented Communication	156
Relationship between Family Income and Socio-oriented Communication	156
Relationship between Mothers' Values of Conformity and Socio-oriented Communication	157
Relationship between Information Seeking Behaviour of Mothers and Socio-oriented Communication	157



Relationship between Educational Level of Mothers and Socio-oriented Communication	157
Relationship between Family Size and Socio-oriented Communication	158
The Practice of Concept-oriented and Socio-oriented Communication in the Two Communities	158
Conclusions and Implications	159
Suggestions for Further Studies	164
BIBLIOGRAPHY	166
APPENDICES	
A Interview Schedule in English	171
B Interview Schedule in Bahasa Malaysia	211
C Table 56	255
VITA	257



LIST OF TABLES

Table		Page
1	Percentage Distribution of Mothers According to Occupation	58
2	Percentage Distribution of Mothers According to Memberships in Organization	62
3	Percentage Distribution of Mothers According to Frequency of Watching TV Per Week	63
4	Percentage Distribution of Children According to Frequency of Watching TV Per Week	64
5	Percentage Distribution of Mothers According to Duration of Watching TV on Weekdays	65
6	Percentage Distribution of Children According to Duration of Watching TV on Weekdays	66
7	Percentage Distribution of Mothers According to Duration of Watching TV During Weekend	67
8	Percentage Distribution of Children According to Duration of Watching TV During Weekend	68
9	Percentage Distribution of Mothers According to Favourite TV Programmes	69
10	Percentage Distribution of Children According to Favourite TV Programmes	70
11	Percentage Distribution of Mothers According to Frequency of Watching Educational Programmes on TV	72
12	Percentage Distribution of Children According to Frequency of Watching Educational Programmes on TV	74



Table		Page
13	Percentage Distribution of Mothers According to Extent of Control Over Types of TV Programmes Children Watch	76
14	Percentage Distribution of Mothers According to Extent of Control over Length of Time Children Watch TV	77
15	Percentage Distribution of Mothers According to Person Who Decided on TV Programmes to Watch	78
16	Percentage Distribution of Mothers According to Frequency of Reading Newspapers	79
17	Percentage Distribution of Mothers According to Types of Newspapers Read	80
18	Percentage Distribution of Mothers According to Frequency of Reading Magazines	81
19	Percentage Distribution of Mothers According to Types of Magazines Read	82
20	Percentage Distribution of Mothers According to Knowledge About Communication Etiquette	84
21	Percentage Distribution of Mothers According to Knowledge of Communication Topics	85
22	Percentage Distribution of Mothers According to Knowledge Score	86
23	Percentage Distribution of Mothers According to Information Seeking Score	88
24	Percentage Distribution of Mothers According to Sources of Information to Solve Children's Problems	89



Table		Page
25	Percentage Distribution of Mothers According to Sources of Information to Answer Children's Question	91
26	Percentage Distribution of Mothers According to Perceived Importance of Parent-child Communication	92
27	Percentage Distribution of Children According to Perceived Importance of Parent-child Communication	94
28	Percentage Distribution of Mothers According to Perceived Importance of Parent-child Communication About Selected Topics	97
29	Percentage Distribution of Children According to Perceived Importance of Parent-child Communication About Selected Topics	100
30	Percentage Distribution of Mothers According to Duration of Communication with Children During Schooldays	101
31	Percentage Distribution of Mothers According to Duration of Communication with Children During Weekends	103
32	Percentage Distribution of Children According to Duration of Mother-child Communication During Weekdays	104
33	Percentage Distribution of Children According to Duration of Mother-child Communication During Weekends	105
34	Percentage Distribution of Mothers According to Time for Mother-child Communication During Schooldays	106
35	Percentage Distribution of Mothers According to Time for Mother-child Communication During Weekends	108



Table		Page
36	Percentage Distribution of Children According to Time for Mother-child Communication During Schooldays	109
37	Percentage Distribution of Children According to Time for Mother-child Communication During Weekends	110
38	Percentage Distribution of Mothers According to Perception of Extent of Parent-child Communication About Selected Topics	111
39	Percentage Distribution of Children According to Perception of Extent of Parent-child Communication About Selected Topics	113
40	Percentage Distribution of Mothers According to Perception of Person Who Initiated Communication About Selected Topics	116
41	Percentage Distribution of Mothers According to Score on Concept-oriented Communication	118
42	Percentage Distribution of Children According to Score on Concept-oriented Communication	119
43	Percentage Distribution of Mothers According to Score on Socio-oriented Communication	120
44	Percentage Distribution of Children According to Score on Socio-oriented Communication	121
45	Percentage Distribution of Mothers According to Use of Rational, Motivational and Fear Appeals	123
46	Percentage Distribution of Children According to Mothers' Use of Rational, Motivational and Fear Appeals	124



47	Agreement Between Mothers and Childrens Regarding Concept-oriented Communication	125
48	Agreement Between Mothers and Children Regarding Socio-oriented Communication	126
49	Percentage Distribution of Children According to Communication Problems Faced	129
50	Percentage Distribution of Children According to Parents Approached When Faced with Problems	132
51	Relationship Between Concept-oriented Communication and Selected Variables	137
52	Relationship Between Socio-oriented Communication and Selected Variables	140
53	Regression Analysis of Concept-oriented Communication and Selected Independent Variables	142
54	Regression Analysis of Socio-oriented Communication and Selected Independent Variables	143
55	T-test of Concept-oriented Communication and Socio-oriented Communication in Two Communities	145
56	Percentage Distribution of Mother According to Frequency of Seeking Information	256



LIST OF FIGURES

Figure		Page
1	Family Communication Typology	21
2	Relationship between Social Class, Condition of Life, Values and Parental Behaviour	25
3	Relationship between Social Class and Parental Behaviour	27
4	Relationship between Social Class, Family Role System, Communication Style and Parent-child Interaction	28
5	Conceptual Framework of the Study	35
6	Distribution of Mothers According to Age Groups	53
7	Distribution of Mothers According to Number of Children in the Family	55
8	Distribution of Mothers According to Educational Level	57
9	Distribution of Mothers According to Family Income	60
10	Distribution of Mothers According to Communication Problems Faced	128



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CORRELATES OF CONCEPT-ORIENTED AND
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IN TWO MALAY COMMUNITIES: A COMPARATIVE STUDY

BY

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MARCH 1994

Chairman : Assoc. Prof. Dr. Mohd. Fadzilah Kamsah

Faculty : Centre for Extension and Continuing Education

Specifically the objectives of the study were to determine
(1) the importance of parent-child communication; (2) the
extent of parent-child communication pertaining to specific
topics; (3) the practice of concept-oriented and socio-
oriented communication; (4) the agreement between mothers and
children regarding concept-oriented and socio-oriented family
communication style; (5) the problems related to parent-child
communication; and (6) the relationships between concept-
oriented and socio-oriented communication style with selected
variables, including family income, educational level of
mothers, family size, mothers' exposure to news and educational
programmes on TV, mothers' values of conformity and self-
directedness, degree of authoritarianism, information seeking
behaviour of mothers, leadership status of mothers, and
mothers' knowledge pertaining to parent-child communication.



A total of 108 mothers and 114 children from Bandar Baru Bangi, an urban community in Selangor, and Lenggeng, a rural community in Negeri Sembilan were the respondents of the study. Trained enumerators gathered the data using interview schedule. Hypotheses were tested using the Pearson-product moment correlation. Simple multiple regression analysis was done to determine the contribution of the independent variables towards family communication style.

The findings showed that parent-child communication regarding education, religion, health, moral, and current affairs were perceived to be important by both mothers and children. Mothers communicated with their children more than their husbands. This was especially true among the rural than the urban community.

Concept-oriented communication style were higher among the urban than the rural community. Opinion leadership, education, and income were positively related to concept-oriented communication style, whereas authoritarianism was negatively related to it. The multiple regression analysis showed that the independent variables contributed 28 percent of the variance in concept-oriented communication.

Socio-oriented communication were practiced more by families from the urban than the rural community. Information seeking behaviour and educational level of mothers



were positively related to socio-oriented communication. The independent variables contributed 11 percent towards the variance in socio-oriented communication.

There was no agreement between mothers and children regarding their perception of the practice of concept-oriented and socio-oriented communication in both communities. Children perceived a higher level of both styles of communication.

The main problem in parent-child communication was mothers who were unable to answer children's question. Mothers were also too busy to interact with their children.

Therefore it is recommended that parents be made aware of the need to improve concept-oriented communication with the children. Awareness programmes should be included in the mass media. For improving skills in parent-child communication, courses such as, counselling techniques and child psychology should be taught to the parents. Parents must be equipped with knowledge regarding communication topics but more emphasis on children's education and religion should be given during training.



Abstrak disertasi yang dikemukakan kepada Senat Universiti Pertanian Malaysia sebagai memenuhi sebahagian daripada syarat untuk mendapatkan ijazah Doktor Falsafah.

KORELAT KOMUNIKASI KELUARGA BERCORAK
KONSEP DAN SOSIO DI DUA BUAH KOMUNITI
MELAYU: SATU KAJIAN PERBANDINGAN

OLEH:

NARIMAH ISMAIL

MARCH 1994

Pengerusi: Prof. Madya Dr. Mohd. Fadzilah Kamsah

Fakulti : Pusat Pengembangan dan Pendidikan Lanjutan

Objektif kajian ini ialah untuk mengenalpasti: (1) kepentingan komunikasi ibu/bapa-anak; (2) tahap komunikasi ibu/bapa-anak tentang topik tertentu; (3) amalan komunikasi bercorak konsep dan sosio; (4) persetujuan di antara ibu dan anak tentang komunikasi keluarga bercorak konsep dan sosio; (5) masalah berkaitan dengan komunikasi ibu/bapa-anak; dan (6) perkaitan di antara komunikasi bercorak konsep dan sosio dengan pendapatan keluarga, tahap pendidikan ibu, saiz keluarga, pendedahan kepada program pendidikan dan berita di TV, nilai keakuran ibu dan penentuan arah sendiri, darjah authoritarianisme ibu, perlakuan pencarian maklumat ibu, tahap kepemimpinan pendapat ibu, dan pengetahuan ibu tentang komunikasi ibu/bapa-anak.



Seramai 108 orang ibu dan 114 anak dari Bandar Baru Bangi, di Negeri Selangor dan Lenggeng di Negeri Sembilan telah dipilih secara rawak sistematik sebagai responden kajian. Hipotesis telah diuji dengan menggunakan kaedah korelasi 'Pearson-product moment'. Kaedah regresi berganda juga digunakan untuk menentukan sumbangan angkubah bebas terhadap gaya komunikasi.

Hasil kajian mendapati ibu dan anak menganggap komunikasi tentang pendidikan, agama, kesihatan, moral, dan isu semasa sangat penting. Selain itu didapati ibu lebih banyak berkomunikasi dengan anak berbanding dengan bapa terutama di kalangan keluarga di luar bandar.

Gaya komunikasi bercorak konsep lebih digunakan oleh keluarga di bandar berbanding keluarga luar bandar. Selain itu komunikasi bercorak konsep mempunyai perkaitan positif dengan pendapatan keluarga, pendidikan, dan kepemimpinan pendapat; manakala autoritarianisme ibu berkait secara negatif. Analisis regresi berganda menunjukkan angkubah tersebut menyumbang sebanyak 28 peratus varian dalam komunikasi bercorak konsep.

Sementara itu komunikasi bercorak sosio lebih digunakan oleh keluarga bandar berbanding keluarga luar bandar. Gaya komunikasi ini berkait secara positif dengan perlakuan pencarian maklumat dan tahap pendidikan ibu.

Di antara ibu dan anak tidak ada persamaan tanggapan tentang gaya komunikasi keluarga, anak beranggapan bahawa komunikasi konsep dan sosio lebih digunakan.

Dengan itu dicadangkan supaya ibu bapa diberi kesedaran yang lebih tentang perlunya meningkatkan komunikasi bercorak konsep dengan anak. Kesedaran boleh diberi melalui media massa. Selain itu kemahiran berkomunikasi dalam keluarga boleh ditingkatkan melalui kursus teknik kaunseling dan psikologi kanak-kanak dan remaja. Ibu bapa juga perlu meningkatkan pengetahuan mereka terutamanya tentang pendidikan anak dan keagamaan.



CHAPTER I

INTRODUCTION

The family is an important unit of the society. It is responsible for several functions, mainly the socialization of children, economic cooperation between husband and wife, reproduction and sexual relations (Reiss, 1971). According to Goode (1964) the process of socialization enables the cultural traditions of the society, including norms, values and beliefs, to be passed on from one generation to the next to keep the society alive. Even though the tasks of socializing the children has been taken over by institutions such as schools and the mass media, the family remains an important agent for the process.

The process of socialization is important and it is by means of communication, especially interpersonal communication, that the children are taught the right way to speak to elders, the right conduct of behaviour, and the knowledge considered useful and important for their role in the family and society. Communication enables parents to express their feelings of support or control towards their children's behaviour (Aldous, 1978). Communication also provides a means by which parents and their children can

