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

NARIMAH ISMAIL

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CORRELATES OF CONCEPT-ORIENTED AND SOCIO-ORIENTED
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COMPARATIVE STUDY

BY

NARIMAH ISMAIL

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

BY

NARIMAH ISMAIL

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 questions. 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 keakuan ibu dan penentuan arah kendiri, darjah authoritarianisme ibu, perlakuan pencarian maklumat ibu, tahap kepemimpinan pendapat ibu, dan pengetahuan ibu tentang komunikasi ibu/bapa-anak.

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 pendapatan; 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.

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