

The Effect of Communication on Foreign Student's Enrolment in Malaysian Higher Learning Institution

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Abstract The effective communication will improve the process, medium and designing message on foreign students enrolment. Dialect boundaries and access limitations to communication is crucial for foreign student's enrolment. Lack of literature review found on communication that relates to international students' intake in Malaysia. Theory of Reasons Action (TRA) will be able to analyses the effectiveness of communication in the light to achieve the objective of increasing the foreign students population in Malaysia. Simple random sampling techniques was used and self-administered questionnaires was distributed by mail to foreign students in Malaysia to uncover the abundance of the information and fundamental data on effective communication experienced by foreign students. The research outcomes provide the results to academicians and industrial practitioners on the constraints of increasing enrolment of international students in Malaysia.

Keywords Communication, EMGS, International Student, Education Hub and Malaysia

1. Introduction

The educators play a vital role in the ability to convey information to foreign students effectively and efficiently as communication has an effect on the international students' enrolment in Malaysian Higher Learning Institution.

Communication is the procedure by which people offer importance. All the more exactly, it can be characterized as a "transactional process between two or more parties whereby meaning is exchanged through the intentional use of symbols". As a rule, the communication procedure is purposeful; an intentional exertion is made to achieve a reaction. It is an exchange, and the members are all included in a typical connection, in which words, pictures and other jolts are utilized to pass on musings. This implies every member should completely comprehend the importance of the other's communication, or a counterproductive dialog can follow, or no dialog by any stretch of the imagination. Just through information and comprehension of the communication procedure are the performers liable to accomplish their goals of impacting states of mind, learning and conduct with the point of convincing, which is a standout amongst the most conspicuous reasons why associations need to impart. With expanding premium and requirement for open ability it is of significance to examine its hypothetical establishments (Olof Holm, 2006).

Shannon and Weaver expressed that the essential issue of

communication is repeating at a certain point, either precisely or around, a message starting at an alternate point. They characterized a "communication framework" as comprising basically of five sections: a data source, a transmitter which works on the message to deliver a sign channel, the beneficiary and the destination. This is valid of both human and mechanical communication, however the previous is portrayed by the semantic measurement of importance: that is, human communication alludes to or is connected to some framework with certain physical or theoretical elements. Shannon and Weaver postured a few correlated inquiries identifying with the administration and control of communication concerning: how to gauge the measure of data; how to quantify the limit of a communication channel; the rate at which a channel can pass on data when the coding procedure is as productive as would be prudent; the general qualities of "clamor" in the framework, and the method for minimizing or disposing of their negative impacts (Shannon & Weaver, 1949).

Educators assume a crucial part in guaranteeing progression to cultivate awesome attention to remote cooperation in the scholastic commercial enterprises which serves as most foundations system to manage and stay dynamic in this unpredictable world of students experiences (Komives, Woodard, & Jr., 2003). The achievement of any present day business today depends progressively on what clients and stakeholders consider the organization and what it is doing.

This has given included catalyst and significance to the part of corporate communications. Communication's ability is set to end up a basic achievement element for organizations later on, yet this requires an expansive

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comprehension of communication. Very regularly, corporate interchanges is still seen essentially as far as public statements and media relations, or staff presentation and arrangement abilities. Surely, it is essential that interchanges is seen all the more comprehensively and seen as a capacity that slices through and includes the entire association, as containing both interior interchanges inside the association and correspondences with partners and different gatherings outside the association. More organizations today depend for their prosperity on communication, on cooperation with clients, patrons, accomplices and different partners (Malmelin, 2007).

Based on previous study, the current challenges for an effective communication is the process, medium and designing message for foreign students' enrolment. Dialect boundaries and access limitations to communication is crucial for foreign student's enrolment. "Information" should not be mistaken with "meaning". On the off chance that one of two messages is stacked with importance and another is immaculate jabber, the two are identical as far as data, from the hypothetical perspective. In this manner, "the semantic parts of communication are unimportant to the designing issue" however "that does not imply that the building viewpoints are essentially insignificant to the semantic perspectives" (Shannon & Weaver, 1949). Shannon and Weaver's remaining parts the fundamental model of communication. It is a successive and direct representation of the procedure which has made due for quite a long time, and shows up in various pretenses all through the writing of advertising interchanges. Notwithstanding, it is basically a one-stage model, while human communication does not inexorably happen in a solitary cycle – in the promoting connection as much as the social. This direct model accentuates the transmission of signs, thoughts and data basically through images. It concentrates on transmission viability and productivity, and stresses quantifiability (Shannon & Weaver, 1949).

We accept that communication is purposeful, and a conscious push to realize reaction. We additionally expect that it is a transactional trade of typical importance between two or more gatherings. This implies all performing artists in the process must share a typical perspective of what the images and signs included really mean. This, thusly, requires senders' and beneficiaries' fields of experience, comprehension, and essentials for understanding must cover to some degree. These stipulations request a more created hypothetical way to deal with promoting interchanges, a subjective one that pays consideration on the viewer, the audience and the viewer, since significance must be inferred socially (Blythe, 2000). Implications, signs, images, sentence structure and culture get to be key components in the creating of communication. The direct, prepare situated model and its segments are clear, yet it is the nature of the linkages between the different components in the process that figure out if the communication will be fruitful (Hughes & Fill, 2007). The direct process introduction offers chances to increment operational adequacy, while the semiotic

system stresses that no communication itself is a disappointment, yet rather implies that distinctive social, scholarly and social contrasts lead to various precondition for understandings and relevant understanding (Olof Holm, 2006).

Integrated marketing communication (IMC) was the real communication advancement of the most recent decade of the twentieth century (Kitchen & Schultz, 1999). Kitchen and Schultz attempted a progression of informative studies to examine the hypothetical establishments of IMC, finding that the usage of IMC expanded effect, made imaginative thoughts more compelling, and gave more noteworthy consistency. In the previous decade, the idea of promoting communication has turned into a watchword for the showcasing interchanges and corporate communication procedures of numerous organizations (Kitchen & Schultz, 1999). The fundamental rule that communication is the establishment of every single human relationship, worried with the trading of thoughts, data and sentiments. The IMC perspective of correspondence regards it as not quite the same as other client driven procedures in that its establishment is communication at the focal point of a few concurrent connections, in a round procedure as opposed to a direct one (Duncan, 2001).

Lack of literature review found on communication that relates to international students' intake in Malaysia. To recognize the components of definitive significance, identifying with informative procedures inside organizations and associations, where communication crosswise over levels is key for productivity and viability, as well as in light of the fact that conditions are especially testing. The research outcomes provide the results to academician and industrial practitioners on the constraints of increasing enrolment of international students in Malaysia and meeting the government's objective to attract 200,000 foreign student by year 2020 and in making Malaysia as an Education Hub.

2. Literature Review

Based on previous study, some difficulties confronted by Higher Education Institutions is to pull in the set expected focus of outside understudies to their institutions like, absence of encourages to suit the necessities of foreign students, issues with students visa prerequisite, drop-out and consistence to standards and regulation, while they are in Malaysia without carrying out violations or social offense. Thus, next to no is thought about the studentship legitimate status and the difficulties stood up to by outside understudies with specific spotlight on Malaysia connection (Yee, 2014). According to the rules and regulations of the Malaysian Immigration Department, all international students' (full-time and foreign exchange students) are required to have a valid Student Pass in order to study in Malaysia. The government agencies responsible are the Malaysian Immigration Department and the overseas Malaysian diplomatic missions (i.e. Malaysian High Commission, Consulates or Embassies) (EMGS, 2016).

Visa requirements for a foreign student are simple and straightforward. Before a foreign student can begin their studies in Malaysia, they are required to apply for a Student Pass. This application is made by your chosen institution to Education Malaysia Global Services (EMGS). Once a foreign student has successfully applied for a Student Pass, he/she will have to get a single entry visa through the Malaysian Embassy or High Commission in your home country (EMGS, 2016).

Scholarly and non-scholastic related matters of foreign students have been talked about in the writing from more extensive points of view. Most issues tended to with reference to remote understudies in both calculated and observational discoveries of past examines incorporate, however not constrained to: grant scholastic encounters, decision of study destinations, host nation experience, techniques for educating and learning, forlornness and disengagement, internationalization, conformity and adapting systems, society stun, dialect obstruction, money related issues, quick changing of character, deficient backings, estrangement and emergencies at home, family self-desire, foreign students administration supports (Adekalu & Universiti Putra Malaysia, 2013).

3. Methodology

The method used by researcher to obtain the data from the respondent. Theory of Reasons Action (TRA) will be able to analyze the effectiveness of communication in the light to achieve the objective of increasing the foreign students' population in Malaysia. Simple random sampling techniques was used and self-administered questionnaires was distributed by mail to foreign students in Malaysia to uncover the abundance of the information and fundamental data on effective communication experienced by foreign students.

As the topic of research is on the effect of communication on foreign student's enrolment in Malaysian Higher Education Learning Institution, the researcher is intending to explain the phenomenon by gathering numerical information that are broke down utilizing numerically based strategies (specifically measurements). How about we experience this definition orderly. The primary component is clarifying marvels. This is a key component of all examination, be it quantitative or subjective. When we set out to do some examination, we are continually hoping to clarify something. In training, this could be inquiries like 'why do educators clear out educating?', 'what components impact student accomplishment?' etc (Mark & Caputi Peter, 2001).

4. Findings

The critical findings on the research conducted. Regular instructive and experimental foundations, coded dialect, and shared comprehension of setting and objectives are essential requirements for the fulfillment of hierarchical objectives

and the shirking of slip-ups with conceivably genuine results. At the expert administration level, they accomplish completely working interchanges, yet the associative consistency and homogeneity can make troubles in communication with different frameworks, associations and people. There were couple of issues with flat correspondence at the vital administration level, yet vertical streams amongst technique and operational levels were inclined to mutilation and breakdown (Olof Holm, 2006).

Previous study outcome further demonstrates that, the foreign students were not all around educated with respect to the procedure and current status of their student pass/visa. Some of the members said, the consistent answer from the school facilitators responsible for student pass/visa is "still in process" and the foreign students' services providers are required to have the needful quality and knowledgeable experience to assist and communicate with students with proper orientations for the new rules and regulation of immigration visa policy and this results closely compliment the literatures. Challenges of supporting documents taking into account the outcomes uncovered by the students demonstrate that, EMGS who serves as the approved administrative body issuing student pass/visa frequently required sufficient supporting archives, for example, student's medicinal examination reports, students' class participations, results, educators bolster's letter on the students current status (Olutokunbo, 2014).

Subsequently, the desire of Malaysia Government to pull in 200,000 outside understudies, by 2020 and with the test experienced by remote understudies on pass/visa restoration, as demonstrated by the members is a reflection to bolster the position of on the difficult experienced by the remote understudies on visa/pass reestablishment in Malaysian higher learning institution.

5. Conclusions

Base on the findings of this study, in can be concluded that, an effective communication process, medium of communication and designing message is crucially required in the light of achieving the objective of increasing the foreign students enrolment in Malaysia. Respectively, it is worthy to note that the outcomes provide the results to academician and industrial practitioners on the constraint of increasing enrolment of international students in Malaysia. Among the activities that the host college can consider are as a welcoming workable game plan between EMGS, the foundation and remote understudies as here is a requirement for a warm communication framework between the organizations saddled with the obligation of securing visa for foreign students, to encourage fast and conveyance of vital administrations required for the students.

A strong international student office is extremely significant to communicate as international students face numerous difficulties that are some of the time bland and some of the time one of a kind in nature. A 'one size fits all'

technique may help in routine methodology like international ID recharging or other migration matters. Be that as it may, concerning things which are more individual in nature, a more individual intercession from the officers truly help in supporting the foreign students.

A viable communication medium for foreign students ought to be managed the benefit of simple access to their school powers and for legitimate method for their enrolment.

The school specialists that are saddled with the obligation of foreign students' recruitment ought to be straightforward, in outfitting and preparing the students. Message should be designed with sensible pre- arrival students' introduction with imperative and reasonable data, about the substances on the ground, in their nation, both scholastic and non-scholarly issues, that may likely influence the nature of their studentship. This will set up foreign students with the right personality outline for any unavoidable challenges.

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