

**BIOTECHNOLOGY COMMUNICATIONS IN MALAYSIA  
UNDERSTANDING THE ISSUES, INFLUENCE AND  
AUDIENCE TOWARDS DEVELOPING A BETTER  
COMMUNICATION MATRIX**

**MAHALETCHUMY ARUJANAN**

**FACULTY OF SCIENCE  
UNIVERSITY OF MALAYA  
KUALA LUMPUR**

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**THESIS SUBMITTED IN FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY**

**DEPARTMENT OF SCIENCE &  
TECHNOLOGY STUDIES  
FACULTY OF SCIENCE  
UNIVERSITY OF MALAYA  
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