

**SEARCH: The Journal of the
South East Asia Research centre
for Communication and Humanities**

Vol. 2, March 2010

EDITORIAL BOARD

CONSULTANT EDITOR

Prof Dr Ahmad Murad Merican

Department of Management & Humanities
Universiti Teknologi PETRONAS,
Tronoh, Bandar Seri Iskandar, Perak
E-mail: *muradmerican@gmail.com*

EDITOR-IN-CHIEF

Assoc Prof Dr Lokasundari Vijaya Sankar

Editor-in-Chief
SEARCH
Taylor's University College
E-mail: *lokasundari.n@taylors.edu.my*

EDITORS

Prof Pal Ahluwalia FASSA

Pro Vice Chancellor and Vice President
Division of Education, Arts and Social Sciences
University of South Australia
Adelaide, Australia

Dr Ann Tan

School of Hospitality and Tourism
Taylors University College

Prof Dr Maya Khemlani David

(Honorary Fellow Chartered Institute of Linguists)
Head of Section for Co-Curricular Activities
Elective Courses by Other Faculties and TITAS (SKET)
Staff of Faculty of Languages and Linguistics
University of Malaya
50603 Kuala Lumpur, Malaysia

Disclaimer

The selection and presentation of materials and the opinions expressed are the sole responsibility of the author(s) concerned. Statements made by authors do not imply endorsement or agreement by the Editor-in-Chief, the Editorial Board or Taylor's College Sdn. Bhd.

Printed by

Selangor Printing Company

2 & 4 Jln PBS 14/11, Taman Perindustrian Bukit Serdang, 43300 Seri Kembangan Selangor

**SEARCH: The Journal of the South East Asia
Research centre for Communication and Humanities**

Volume 2, March 2010

Contents

Limitations and Potential of the Internet in Journalism Practice in Iran <i>Ali A. Kia</i>	1
Radio as an Educational Media: Impact on Agricultural Development <i>Mohammad Reza Nazari and Abu Hassan Hasbullah</i>	13
Essence of Ethics in Communication in a Global Climate <i>Geetanee Napal</i>	21
Representation of French Muslim Minorities in a New Zealand Newspaper <i>Shah M. Nister J. Kabir</i>	33
The New Face of Media in Post-Soviet Countries: an Empirical Study of the Perception of Journalism Students Towards Media in Kyrgyzstan <i>Elif Asude Tunca</i>	47
Concept of 'Glass Ceiling' in the Print Media of Pakistan <i>Ushba Ismail</i>	69
Using Online Discussion Boards to Promote Active Learning in Formulating Research Questions <i>Rajani Chandra Mohan, Premala Balasubramaniam and Indraselvi Pararajasingam</i>	79
A Hermeneutic Phenomenological Approach to Socio-cultural and Academic Adjustment Experiences of International Students <i>Thavamalar Thuraisingam and Parvinder Kaur Hukam Singh</i>	91

EDITORIAL

Welcome to the second volume of SEARCH: The Journal of the South East Asia Research centre for Communication and Humanities. This Journal which is peer reviewed publishes original research work in all areas of communication and the humanities.

This second volume has eight very interesting papers. The first by Dr. Ali A. Kia explores the Internet's transformative power in Iran, while the second by Mohamad Reza Nazari looks at the role of the Radio in promoting and sustaining farming and education in Iran.

The third paper by Dr. Geetanee Napal focuses on how to potentially foster ethics and socially responsible behaviour through good communication in Mauritius while the fourth paper by Shah M Nister J. Kabir explores the social problems facing Muslims in France.

The fifth paper by Asst. Prof. Elif Asude Tunca explores the role of the media in the development of democracy in Kryzykstan while the sixth paper by Ushba Awan argues that women journalists in Pakistan find themselves facing a glass ceiling when they aspire for senior positions.

The seventh paper written by Rajani Chandra Mohan, Premala Balasubramaniam and Indraselvi Pararajasingam analyses the use of Discussion Boards to stimulate more interactive learning among students.

The last paper by Thavamalar Thuraisingam and Parvinder Kaur Hukam Singh provides insights into the lived experiences of International Students in a local tertiary institution in Malaysia

I would like to thank the authors for their contributions, the reviewers for providing valuable feedback, Ms. Sumangala Pillai of Taylor's Press for her painstaking work in ensuring quality for this journal and the Management of Taylor's University College for financial support in publishing this Journal.

We welcome suggestions for improvement to this Journal and hope that all readers benefit through the contributions in this issue

Associate Professor Dr Lokasundari Vijaya Sankar

Editor-in-Chief

Referee Acknowledgement

The *Journal of the South East Asia Research centre for Communication and Humanities* gratefully acknowledges the following individuals for reviewing the papers submitted for publication consideration.

Prof Dr Maya Khemlani David
Assoc Prof Dr Vijaya Sankar
Dr Ann Tan
Dr Lean Mei Lee
Prof Dr Ahmad Murad Merican
Assoc Prof Dr Kirenjit Kaur

CALL FOR PAPERS

The Journal of the Southeast Asia Research centre for Communication and Humanities

Aims & Scope

The Journal seeks to attract readers and contributors from all disciplines that pertain to the study of communications and the humanities. To better achieve its purpose, most issues of SEARCH will be devoted to specific topics (although occasional issues of separate and unrelated papers may also be published).

Editorial Policy

The policy of one topic per issue means that all of the articles to appear in a given issue are commissioned, or come as a result of a “call for papers” on a particular subject. Each issue is entrusted to an Issue Editor whose plans for the issue (contents, participants, etc.) are subject to the approval of the Editor-in-Chief and his/her associates/staff. Unsolicited manuscripts for consideration for the ‘Singles’ issue should be sent in duplicate in the SEARCH style (see “Instructions for Authors” available on the journal website, <http://search.taylors.edu.my>) to the Editor-in-Chief.

Review Policy

All contributions shall be subject to review by two experts in the field. The Board of Editors shall do its best to ensure a quick review process.

Frequency

One issue per year; March.

SEARCH: The Journal of the South East Asia Research centre for Communication and Humanities

SEARCH GUIDELINES FOR AUTHORS

The following guidelines should help authors submit appropriate documents.

Information to be sent:

The following information should be sent to SEARCH :

- Contact information: name of the author(s), institutional affiliation, postal and e-mail address, office telephone and fax numbers.
- Biographical note (up to 200 words).
- Abstract (not exceeding 300 words) and keywords (up to 6).
- Paper submitted for publication (please see requirements below).
- All this information should be e-mailed as file attachments to: *usha.devi@taylors.edu.my*

Acknowledgements and responsibilities:

Authors must follow the regulations indicated hereafter:

- Papers should have been corrected for errors when presented, and will be regarded as accurate. Authors are responsible for factual content.
- Authors should indicate sources of funding when required by these sources and any restrictions on publication placed on them by sponsors.
- It is the duty of the authors to clear copyright on all data.
- Simultaneous or later publishing in other journals is not permitted.
- Only original research papers are considered for publication. Authors must certify that papers presented have not been and will not be published elsewhere.

General presentation requirements:

- Papers should meet the following general requirements:
- The recommended standard language is British English.
- Papers should normally not exceed 9000 words. The typical global size of an article is 15-20 pages, A4 format.

Formal presentation requirements:

Authors are requested to conform strictly to the following presentation format:

- Format: Word for Windows
- Title and author's name: centered, bold, upper-case
- Headings: aligned left, lower-case, bold, numbered
- Subheadings: aligned left, lower-case, underlined
- Sub-subheadings: aligned left, lower-case, italics
- Text: double spaced, justified
- Print font: Times New Roman size 12
- Paragraphs: Indented
- Page makeup: 4 cms left, 2.5 cms right, 4 cms bottom, 2.5 cms top
- Dates: 10 July 2008
- Notes: before the bibliography, size 10, no footnotes
- Quotation marks: double

- Graphs: Text should be in Word format. Legends to be in San Serif fonts e.g. Helvetica, Universe. Titles, sources and immediate comments should be in Times New Roman, size 10.

Citation of References in the text:

Citations of references in the text should appear as follows:

- Case 1: Sankar (1998) or (Sankar, 1998)
- Case 2: Sankar (1995: 56)
- Case 3: Itule and Anderson (2003) or (Itule and Anderson, 2003)
- Case 4: Hunout *et al.* (2003) or (Hunout *et al.*, 2003)
- Case 5: (Tannen, 1998; Putnam, 2000; Holden, 2002; Cramer, 2003)
- Case 6: (Gerson and Perlman, 1979; Hanley-Dunn *et al.*, 1985 (in the case of three authors))

When there are up to two authors, both names should be referenced in the text. Where there are more than two authors, only the name of the first should appear in the text followed by *et al.*

However, the full list of authors should appear in the bibliography. Only sources mentioned in the text should be referenced in the bibliography.

Examples of References at the end of the text

Journal article

SEOW, T. L. and MASLOG, C. C. (2005). War or peace journalism? Asian newspaper coverage of conflicts. *Journal of Communication*, 55(2): 311-329.

Book

TICHENOR, P. J., DONOHUE, G. A. and OLIEN, C. N. (1980). *Community Conflict and the Press*. Beverly Hills, CA: Sage.

Chapter in a book

FARISH A NOOR. (2008). Between change and inertia. In: Yeoh, Oon (Ed.), *Tipping Points*, pp.16-18. Petaling Jaya: The Edge Communications.

Proceedings

YUKSEL, E. (2003). A Second Level Agenda Setting Study in Turkish Parliamentary Elections. *1st International Symposium Communication in the Millennium*.

Newspaper

THE SUN (2008), 'Alternative Media Not Untouchable, says Minister', 16 April, p. 2

Online sources

KI MAE HEUSSNER (2008). Jeff Ooi - from digital to political clout? Accessed 15 May 2008 from <http://www.Malaysiakini.com.news/78757>.

Subscriptions

SEARCH The Journal of the South East Asia Research centre for Communication and Humanities is published in January of each year.

Please enter my subscription to **SEARCH The Journal of the South East Asia Research centre for Communication and Humanities**, volume _____

Subscription rates per year

	Malaysia	Other countries*
Individual	RM 30.00	USD 30.00
Institution	RM 60.00	USD 60.00
* Please add USD 5.00 per issue for airmail surcharge		

Method of Payment

Cheques (Malaysia only) or bank drafts should be made payable to **Taylor's College Sdn Bhd** and addressed to:

Assoc Prof Dr Lokasundari Vijaya Sankar
 Editor-in-Chief
 SEARCH
 Taylor's University College
 Lakeside Campus
 1, Jalan Taylors, 47500 Subang Jaya
 Selangor Darul Ehsan, Malaysia