

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

Vol. 4, No. 1, March 2012

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EDITORIAL

Welcome to the March 2012 volume of SEARCH: The South East Asia Research centre for Communication and Humanities. This peer reviewed Journal publishes original research in communication and the humanities.

This volume has four papers each of which discusses the media and the impacts that it has on society. In the first paper Thinavan Periyayya and Kumutham Krishnan explore the Moral Panic phenomenon caused by the media, focusing on African nationals in Malaysia. The second paper by Tan Chong Yew examines the frustrations suffered by Malaysian Chinese and the manner in which one particular iconic Malaysian expresses it through his *nom de plume* Namewee.

The third paper by Pauline Leong Pooi Yin, Kumutham Krishnan and Catherine Lee Cheng Ean is a result of intensive interviews conducted to assess the perception of Malaysian Public Relations practitioners in corporations towards evaluation research, the extent to which it is conducted, and the criteria and methods used to facilitate strategic Public Relations planning, while the fourth and final paper by Prema Ponnudurai and Antoon De Rycker explores the vocabulary usage of Generation Y students when given online reading materials compared to print reading material

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 for financial support in publishing this journal.

We welcome suggestions for improvements to this journal and hope that all readers benefit through the contributions of this issue.

Associate Professor Lokasundari Vijaya Sankar
Editor-in-Chief

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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.

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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

Two issues per year: March and September

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

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- It is the duty of the authors to clear copyright on all data.
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- Only original research papers are considered for publication. Authors must certify that papers presented have not been and will not be published elsewhere.

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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>.

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