

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

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## EDITORIAL

This issue of *SEARCH: The Journal of the South East Asia Research centre for Communication and Humanities* is made up of selected papers that were presented at the 3rd International SEARCH Conference, 2013. Two papers from this volume were shortlisted for the best paper prize of which one is the winner.

The first article by Mohd Faisal Kasmani (winner of Best Paper prize) explores the coverage of the 2009 Iranian presidential elections by two international news agencies – the *BBC* and *Al Jazeera*. He finds that the *BBC* tended to present voices from the United States and the United Kingdom and highlight tension between Iran and the West, while *Al Jazeera* tended to downplay the Iran vs the West confrontations. They also sometimes took an anti-Western slant by giving Russia a bigger voice.

The second article by C. N. Eswari (shortlisted for Best Paper prize) studies the Indian diaspora in the United States and their struggle to maintain their cultural ethnic identities. She finds that satellite television offers these communities a window to their original homeland. However, the diaspora finds that while satellite television satisfies yearnings for their original homeland, it has little to do with their lived experiences.

The third article by Hardip Singh and Sheila Jayasainan studies online ‘virality’, a term that they use to study how human emotions are spread through the internet. The backdrop of their study is the 13th General Elections in Malaysia. They found that the urban Malaysian social network users actively viewed and engaged with political videos during the pre-GE13 period. They added on that human emotions were the sole determinant of social transmission and virality in cyberspace.

The fourth article by Cheah, Nair, Thinavan and Wee studies AirAsia – Asia’s number one budget airline and their use of weblogs to keep in touch with their stakeholders. They claim that the advent of new media has transformed the way corporations communicate with their stakeholders. Weblogs, Facebook, Twitter etc. are now the norm and not the exception.

The fifth paper by Nurzihan Hassim examines the perception on Muslim women through the attributes of two Malaysian *Muslimah* (female Muslim) magazines. She finds that these magazines maintain a focus on educating Muslim women on their religion. However, this trend is changing and a more fashionable outlook is seen. The Islamic dress – the *Hijab* – is presented in a more glamorous and fashionable manner with minimal discussions on religiosity.

The sixth and final paper by Winston Lim studies the phenomenon of the Malaysian brain drain and how it is presented by two Malaysian newspapers, the government-controlled *The Star Online* and the independent online paper *Malaysiakini*. He finds that the mainstream paper presented the issue as an economic one by reporting views of the government politicians while leaving out opposition views. The independent

newspaper also presented the issue as an economic issue but exemplifying the consequences of favourable policies that benefit certain portions of the population.

It is hoped that readers will find the rich information contained within the seven articles above both stimulating as well as enriching. I would like to thank the authors for their contributions, the reviewers for providing valuable feedback, Ms. Stella Melkion of Taylor's Press for her 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.

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Editor in Chief