

Volume 3 (2025)



# RMU e-Bulletin



**Research Management Unit**  
Universiti Teknologi MARA Cawangan Kedah

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# Embracing New Horizons: A Fresh Start for 2025



As we stand at the threshold of a new year, I welcome you to RMU4U Third Edition (January 2025). The start of a new year symbolizes renewal, an opportunity to recalibrate our aspirations and refresh our collective commitment to academic excellence, research endeavours, and impactful scholarly contributions.

The year 2024 saw significant progress within our academic and research community. It was a testament to the passion, perseverance, and creativity of all members of the UiTM Kedah family. As we reflect on those accomplishments, let us also look ahead with determination to elevate our efforts in research, publication, and innovation. Let 2025 be the year we chart new pathways for discovery and collaboration, bringing our work to greater heights.

This year, I encourage all of us to reaffirm our scholarly goals by setting clear, measurable targets for research outputs, impactful writings, and knowledge sharing, aiming to contribute meaningfully to society both locally and globally. Let us strengthen research collaborations by building networks across disciplines, faculties, and institutions to foster cross-disciplinary solutions to real-world challenges. At the same time, we must focus on innovation by exploring new ideas, embracing digital tools, and pioneering creative solutions that align with global trends and local needs. Above all, let us support each other by sharing expertise, mentoring the next generation, and collaborating to overcome challenges, creating a thriving research ecosystem where everyone uplifts one another.

Let this be a year where we balance ambition with reflection, passion with purpose, and innovation with impact. The Research Management Unit (RMU) remains steadfast in supporting your research journey through resources, platforms, and opportunities for growth.

As we embark on this new chapter, I wish each of you the strength to pursue your aspirations and the resilience to overcome any obstacles. Together, let us make 2025 a year of breakthroughs, achievements, and shared successes.

**Here's to a productive and inspiring year ahead.**

Sincerely,

*Prof. Dr. Roshma Said*  
**Acting Rector, UiTM Kedah**

# A Message from the Chief Editor

Dear Readers,

I am pleased to announce the return of the RMU4U Bulletin with Volume 3, showcasing a diverse array of academic inquiries and professional perspectives across multiple themes. This edition continues our commitment to facilitating intellectual exchange and presenting research that engages with contemporary issues.

In this volume, the Law & Policy theme stands out with the highest number of contributions, featuring 14 papers that explore significant aspects of governance, justice, and societal well-being. These papers highlight the role of legal frameworks and policies in addressing current challenges and contributing to societal development.

Highlighted works include topics such as "Enhancing Access to Justice: The Role, Challenges, and Future of Small Claims Courts in Malaysia" and "Environmental Public Interest Litigation: Broadening Locus Standi to Safeguard Collective Interests," which examine the evolving landscape of legal rights and public interest. Additional discussions, such as "Alternative Dispute Resolution (ADR) in Islamic Banking and Finance in Malaysia" and "Balancing Nature and Faith: Protection and Conservation of Water Resources from the Perspective of Islamic Law," shed light on the interplay between ethics, faith, and law in addressing societal challenges.

In addition to the focus on Law & Policy, this issue covers a range of topics that contribute to understanding innovation and societal change. Articles such as AI-Driven Recommendations in Mobile Shopping Apps, Podcasts, Animations & Gen Z: Revamping Organizational Behavior Learning, and The Role of Social Media in Shaping Islamic Entrepreneurship explore the intersections of technology, education, and culture in today's world.

This edition represents the collaborative work of our contributors, whose insights and expertise have shaped the content of this bulletin. We encourage readers to engage with these ideas and consider their implications for further research and practical applications.

I would like to thank the authors, reviewers, and editorial team members who made RMU4U Bulletin Volume 3 possible. We hope this publication serves as a resource for understanding key issues and inspires further exploration.

Thank you for being part of this endeavor. Let us continue to learn and exchange ideas

Warm regards,

Dr Azyyati Anuar  
Chief Editor, RMU4U E-Bulletin





# ARABIC PROVERBS AND LITERATURE: THE ANIMAL CONNECTION

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## Introduction

In proverb and literary aspects, animals have always been a great part of the Arabic culture and literature as animals have similar attributes as humans in terms of behaviors, characters and societal norms. These animal images are created in the context of the language used and customs of the people, as they show the closeness between man and animals and his environment. Some of these animals include wolves, lions and sheep which may represent power, cleverness and submissiveness respectively depending on the social or dialectical context (Salamh & Maalej, 2018).

This phenomenon of linking animals to human attributes is found in Arabic literature from the period of the birth of our religion to the present, including texts, fairy tales, and ethnographic materials. Proverb not only makes sense in awfully constricting and expanding concepts which teaches lessons but also explains the environments where that animal was found (Issawi, 2021). Animals in Arabic proverbs also help explain the culture and social order of the various Arab societies as well as how their proverbs have been preserved through oral tradition.

## Symbolism of Animals in Arabic Proverbs

Animal imagery in Arabic proverbs demonstrates the interplay between language and culture. Animals in Arabic proverbs are also associated with specific human characteristics and social norms or traits. For instance, the wolf is often associated with danger and shrewdness while innocence and helplessness are usually associated with the sheep. Such animal imagery is also shaped by the sociocultural as well as geographical factors of the Arab World. These images do have some slight regional variations within the Arabic-speaking world, but their essential symbolism has not changed (Al Rabee' & Al Khanji, 2024).



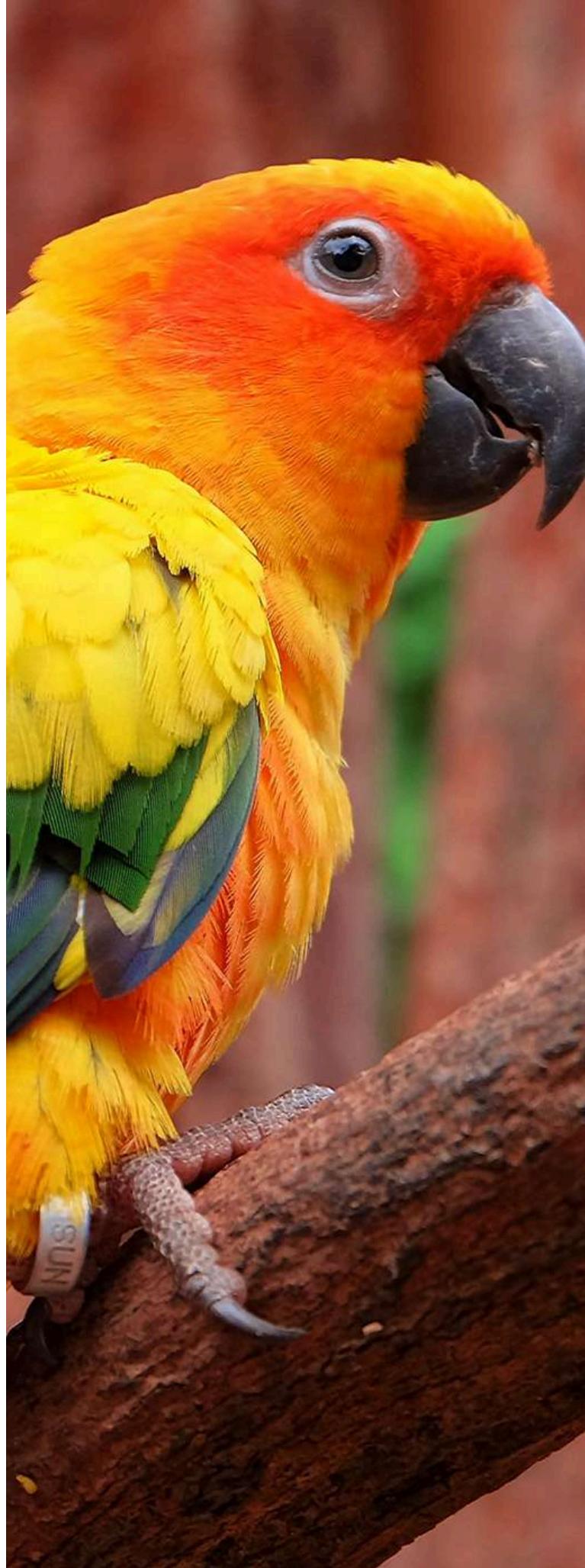
Metaphor is one of the salient features of Arabic proverbs that uses animals to refer to similar characteristics of the human; thus, one may find animals such as lions representing courage, camels representing patience, and dogs representing either loyalty or subservience. Such encodings, however, are not only linguistically encoded but also culturally contextualized in the Arab world both in historical texts as well as in the proverbs of the ordinary people (Issawi, 2021).

### **The Role of Animals in Arabic Folk Literature and Stories**

The position of animals in Arabic folklore and narrative shows that they are the main representatives that help communicate simple morals, cultures, and the societies at large. For instance, in many Arabic fables, animals are anthropomorphized to portray a particular human trait and also as a lesson, for example, courage or intelligence. Such narratives emphasize the notion of bonding between the human and the animals or plants; in such cases, the animal or plant is used as the reflection of the environment and the human behavior towards it (El-Shamy, 2018).

Moral stories, especially the ones for kids, also have animals as characters especially in folk literature. Usually, they depict moral values like that of a camel depicting patience or dog representing loyalty and are used to teach moral lessons. In this case, the presence of animals as characters helps to present the situations within the transformations of people's inner worlds, allowing each and every one of the readers to appreciate the very essence of the story (Muhammad, 2022).

For centuries, the depiction of animals in Arabic traditions has encompassed narratives that shed light on appreciating historical and cultural values. Such animal oriented narratives depict the bedouin way as well as the full arabic bearing focusing on the aspects of survival, creativity, and socialization (McDonald, 1988).



## Cultural and Regional Variations in Animal Proverbs

Variations in anthropological distribution of animal proverbs examines how societies incorporate animals in sayings. Since these sayings are metaphorical in nature, they provide clues or hints on the ways members of a given society relate with their surroundings. There are such differences even in one's saying about lions, which in their culture is force and courage but, in others mean terror and oppression (Landmann, 2023).

Research on proverbs across different cultures, including but not limited to the Uzbek and Malay languages, shows that concepts such as the fox or the wolf can be used to portray entirely different ideas in different regions (Yuldashev, 2020). These variations emphasize global patterns in the interaction between man and animals and also some aspects of cultures in which these patterns are embedded.

Similarly, in the environment of Al-Bahah, animal imagery is often deeply eco-linguistic in nature, reflecting the relationship between people and their environment (Alghamdi, 2019). The cultural context and the socio-pragmatic use of animals in Arabic proverbs further enrich the language, emphasizing its connection to socio-pragmatic practices.

## Conclusion

To conclude, the use of animal related Arabic proverbs mirrors the intrinsic cultural, social, and environmental landscape of the Arab world. Animals such as wolf, sheep, lion and many others have been employed in these proverbs to depict human behavior and characteristics comprising courage, cunning and submission, proving that Arabic literature is rich in symbolism.



The employment of figurative constructs such as imagery involving animals in proverbs has historical and religious perspectives as well as linguistic aspects and this justifies the quest to understand that these concepts have an ecological and cultural explanation. The analysis of animal-related sayings in different regions and traditions not only suggests some common ideas and themes but also relatively clear differences, which means these sayings can be transmitted without major changes for a long period of time.

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