
ACROSS BORDERS

AN OVERVIEW OF ISSUES IN
MANAGEMENT & BUSINESS / SCIENCE & TECHNOLOGY
/ SOCIAL SCIENCE & HUMANITIES
2009-2011

PROJECT TEAM

Dr. Roaimah Hj. Omar
Dr. David Loh Er Fu
Nor Raihan Abu Bakar
Siti Zuraina Gafar@Abd Ghaffar
Muhamad Hanapi Khamis
Siti Nurshahidah Sah Allam

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**Division of Research, Industrial Linkages & Alumni
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PREFACE

Across Borders is designed for use in knowledge development in various disciplines. It is written to accommodate the interest of academicians and industry. The compilation of research abstracts from different fields provides valuable information to assist the expansion of knowledge and development. It also serves as a reference for Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni.

The compilation of proceeding abstracts includes 83 research abstracts that are divided into 3 sections according to their respective disciplines; Management and Business, Science and Technology, and Social Science and Humanities.

It is hoped that this book would inspire its readers to undertake further research in the specific fields or disciplines.

ACKNOWLEDGEMENT

The project team of this Across Borders would like to express their deepest appreciation to all the researchers from the various faculties for their participation. Without their on-going contributions the book would not be possible. We are indebted to the Rector of Universiti Teknologi MARA (UiTM) Melaka Campus and the Division of Research, Industrial Linkages & Alumni for mooted the idea of having this book and getting the project started.

We would like to sincerely thank all our friends, colleagues, and acquaintances for their roles, direct and indirect contributions and invaluable support in the compilation of the 83 proceeding abstracts.

POPULAR CULTURE: IT'S OK TO BE GAY!

Noor Mayudia Mohd Mothar

Siti Hajar Abd Aziz

Abdul Rauf Ridzuan

ABSTRACT

Media in the postmodernist era are closely related to the rise of multicultural theories. One of the most important multicultural theories of today's social world is the queer theory. Queer theory involves a range of intellectual ideas rooted in the contention that identities are not fixed and stable and do not determine who we are. It is apparent that today's media based their concept upon this idea, as more entertainment shows from the West especially are open in discussing homosexual issues. Many people especially young people are more open to this concept. The media is in a way educating the public to accept others as what or whom they chose to be. Thus this paper's purpose is to analyze popular television series 'Glee' on how it is dealing with teen homosexuality issues.

KEYWORDS

Homosexuality, popular culture