
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.

HOW COULD THE MEDIA COUNTER ISLAMOPHOBIA?

Siti Hajar Abd Aziz
Aini Faezah Ramlan
Noor Mayudia Mohd Mothar
Abdul Rauf Ridzuan

ABSTRACT

The fear of Islam and the Muslims, known as “Islamophobia” which is rising in the West is a great challenge for the Muslims. Islam has been portrayed as a religion which posed a great danger to other religions. The roots of Islamophobia was said to date back from the 1960s and the 1970s, when Hollywood and television shows depicted offensive images of Arabs and Muslims. Past research too had linked Islamophobia with the Western media’s stereotype of Islam with terrorism, extremism and gender bias, exploiting the September 11, 2001 attack to spread the hatred of Islam. This paper, which is exploratory in nature, discussed the media used to spread Islamophobia and some of the recommendations available on how media could counter Islamophobia. The literature suggested that the best possible way to fight the misconception of Islam is through education, using media to provide a better understanding of Islam, especially to the people in the West. The media too need to play a constructive role in fostering tolerance and understanding among the different cultures and civilizations, combating prejudices and bridging the gap rather than widening differences.

KEYWORDS

Islamophobia, mass media, perception