
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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Cawangan Melaka**

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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.

METHADONE: DRUG OR MEDICINE?

Noor Mayudia Mohd Mothar

Siti Hajar Abd Aziz

Shahril Anuar Abdul Ghalim

ABSTRACT

Is methadone a form of drug or medicine? Based on this main question, the study investigates the news reports of Malaysia's local newspapers, *Berita Harian* and *Harian Metro*, to see how the Methadone Drug Substitution Therapy (MDST) related issues were being treated in their news reports. The researchers adopted interpretive approach to analyse a sample of 11 news reports on MDST published on these newspapers throughout the year 2009. Five research questions were generated from the samples studied, namely "How does the newspaper report on methadone-related issue?", "Does the report treat methadone treatment as a cure for sickness?", "Is there any misconception on the reporting of methadone issues?", "Does the government care about methadone issues?" and "What were people's reactions on MDST?". The findings of this study suggested that methadone has not been reported negatively by the newspapers, but there is a general idea in *Berita Harian* that the MDST programme has not been fully successful. On the contrary, *Harian Metro* prefers to give an idea that the MDST is a promising programme for drug addicts to actually lead a normal life. These newspapers too have been treating drug addiction as a sickness and not as a social problem therefore it has portrayed methadone as a medicine and not a type of harmful drug. News reports too were often medically-sound and had highlighted the government's intention to champion the programme as a main effort to help drug addicts to become productive members of the society. The study found that the newspapers too has treated the public as the antagonist in their reports, and that it is an uphill task to correct their persistent misconception on MDST programme and drug addictions.

KEYWORDS

Methadone treatment, drugs, news coverage, public reaction