
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

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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.

**THE WORLD THROUGH THE EYES OF THE INTERNATIONAL
NEWS AGENCIES:
AN ANALYSIS OF PHOTOGRAPHS PUBLISHED IN THE WORLD
SECTION OF THE STAR AND THE NEW STRAITS TIMES**

Noor Mayudia Mohd Mothar
Siti Hajar Abd Aziz
Shahril Anuar Abdul Ghalim

ABSTRACT

The saying “one picture is worth a thousand words” demonstrates the importance of pictures or photographs and the information that they can convey. Written and spoken words are essential for communication, but photographs can make a point even more powerful. Newspapers trying to report news can make good use of photographs to show what is going on in the world. To some extent, photographs can be manipulated to send underlying messages and create perceptions among the readers. In view of this, a study was conducted for three consecutive months starting from February 2009 until April 2009 in the World Section to understand the messages behind the photographs published in the world section of two English mainstream newspapers, The Star and The New Straits Times. As most news and photographs in the World Section of both newspapers were provided by international news agency, the main objective of the study was to analyze and rate these photographs as positive, negative, or neutral. The study would identify which international news agency has its photographs published the most. The study too will look at the theme, size and frequency of the photographs featured in this section. From the study, the researchers hope to explain the use of photograph in the world section of two English mainstream newspapers

KEYWORDS

Photographs, Muslim, Islam, Cognitive Theory