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# ACROSS BORDERS

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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  
Universiti Teknologi MARA  
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.

## **THE EXPLICIT PORTRAYAL OF OBSCENITY IN TELEVISION SERIES TOWARDS THE CURRENT TREND OF VIEWING PATTERNS: A CONTENT ANALYSIS ON GREY'S ANATOMY**

Mohd Shahnawi Bin Muhmad Pirus

### **ABSTRACT**

The portrayal of obscenity in television series is not a new issue in our society. It is a reasonable fact to be understood that the exposure to such explicit content of obscenity is acceptable in Western culture but somehow or rather, the acceptance of obscenity among the Asian society is still taboo and this has geared parents to pay greater attention to what type of media content should be watched by their children. The researcher believes the audience could also educate themselves by watching such television series since Malaysia is lacking in sexual education. This research consists of qualitative content analysis. The researcher had included the obscene visuals and dialogues in order to justify the existence of such sexual portrayal on the Grey's Anatomy TV series. A theory was selected for this study—the application on selected variables from a previous research done by the Henry J. Kaiser Family Foundation (Sex on TV4, 2005). The researchers had found that such TV content could be a medium to promote safe sex messages since Malaysia lacks in sex education. The implication on theory was to distinguish the obscenity portrayal in TV series in shaping the audiences' acceptance.

### **KEYWORDS**

Obscenity, sexual TV content, safe sex messages, and sex education