Contemporary Issues in ISLAMIC COMMUNICATION

Editor Mohd Yusof Hussain

> IIUM Press International Islamic University Malaysia

Contemporary Issues in ISLAMIC COMMUNICATION

Editor

Mohd Yusof Hussain



Published by IIUM Press International Islamic University Malaysia

First Edition, 2012 © HUM Press, HUM

All rights reserved No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission from the publisher

Perpustakaan Negara Malaysia

Cataloguing-in-Publication Data

Contemporary issue in Islamic communication / edited Mohd Yusof Hussain Includes index ISBN 978-967-418-236-6

1 Communication Religious aspects Islam 1 Mohd Yusof Hussain 302 2

ISBN 978-967-418-236-6

Member of Majlis Penerbitan Ilmiah Malaysia – MAPIM (Malaysian Scholarly Publishing Council)

Printed in Malaysia by HUM PRINTING SDN BHD.

No 1, Jalan Industri Batu Caves 1/3, Taman Perindustrian Batu Caves, 68100 Batu Caves, Selangor Darul Ehsan

Tel: 03-6188 1542 / 1544 / 1545

Fax 03-6188 1543

Website www numprinting com

Contents

Preface		V11
1	Changing Issues in Mass Communication Mohd Yusof Hussain	1
2	Press Freedom from an Islamic Perspective Nerawi Sedu	7
3	Western Journalism Ethics: Are They Suitable for Muslim Journalists? Saodah Wok	21
4	Moving from Secular to Islamic Code of Journalism Ethics Zeti Azreen Ahmad	39
5	Towards a Press Theory of Accountability to Allah Mohd Yusof Hussain	45
6	The Need for a Standardised Communication Policy in Muslim Countries Mohd Yusof Hussain	55
7	Distorted Image About Islam in Western Writings Mohd Yusof Hussain	65
8	The Danish Cartoons Mohd Yusof Hussain	75
9	The Munkar in Western Television Programs Mohd Yusof Hussain	83

10	Silencing the <i>Ulama</i> Mohd Yusof Hussain	93
11	Television as an Instrument of Cultural Imperialism in Malaysia Shafizan Muhamed	103
12	Influence of American Family Life Television Programs on the Muslim Audience in Malaysia Norbaiduri Ruslan	123
13	Islamic Alternative Press: The Case of Harakah Che Mahzan Ahmad	163
14	Religious Television as an Alternative Media Mohd Yusof Hussain	177
15	Moving Towards a New Muslim World Information Order Mohd Yusof Hussain	191
About the Contributors		203
Index		205

15

Moving Towards a New Muslim World Information Order

MOHD YUSOF HUSSAIN

The end of the Cold War – a period in which the conflict remained "cold" and did not explode into war – in 1989 brought to a close a period of international bipolarity making the United States the only remaining super power in the world. Since then scholars, policy makers and journalists have tried to predict the new great world power that would become the United States next contender and the kind of world order that would evolve. Of the many writers that have captured the headlines: Francis Fukuyama who wrote *The End of History and the Last Man* in 1992, Samuel Huntington who wrote *The Clash of Civilizations and the Remaking of World Order* in 1993, and Benjamin Barber who wrote Jihad and the Mc-World in 1996 were the most influential.

Fukuyama in his book puts forth the notion of the end of history and a future world order dominated by a growing liberal zone of peace. He is optimistic that the greater part of humanity will eventually accept liberal democracy. The mechanism that would push humanity towards this end are economic development and the struggle for personal recognition.

In his book Huntington discussed at length the conflict between the Western and the Muslim worlds as being a main fault line for future wars. He sees two possible future world orders. The first is a major inter-civilisational war "most likely involving Muslims on one side and non-Muslims on the other" (1996, 312). The second which he recommends, is for the United States and other core civilisational states to abstain from involvement in conflicts in other civilisations, and to negotiate amongst each other so as to contain and prevent wars at the fault lines between civilisations.

Barber in his book visualizes a world in which two forms of world orders coexist: one "rooted in race which calls for a detribalisation of large swaths of humankind... in which culture is pitted against culture... a *jihad* against modernity itself." The other is "a busy portraits of onrushing