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PUSTAKA PERDANA



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Cover of this issue

Women of Kalinga, Mountain Province in the Philippines balance on their heads five to eight earthen pots full of water as they carefully walk along the rice terraces. This is the way of life from a long time ago, as portrayed in the *Banga* dance or pot dance.

The pot dance is a contemporary dance performance that illustrates the grace of women as they endure the heavy pots balanced on their heads. This dance is performed during feasts and cultural shows to entertain guests. Female dancers move to the beat of traditional music instruments such as *gangsa* or gong, which is a round metal plate-like percussion instrument struck in the center by a stick or leather-covered beater. They line up and perform elaborate hand movements as if balancing while walking languidly on thin rice field dikes. They wear traditional Kalinga costumes and accessories with intricate designs and colors that are mainly black, yellow, and red.

The pot dance, like all other ethnic and folk dances in the Philippines, represents the history of indigenous people. It depicts how they have lived and have become resilient and adaptable to their environment, to the point where they have turned difficult situations into various art forms.

Dancing is a big part of the Filipinos' rich culture. It is a way of expressing their feelings and emotions and showing their culture and beliefs.

Text by: Liza Aleria- Cabrera

Illustration: <http://logodatabase.net/philippine+folk+dance+society+logo>

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The Journal of Development Communication

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Authors and publishers are welcome to send books and other publications related to development communication for review. Two copies are required for this purpose.

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Under this section project managers, workshop facilitators, sponsors, conference organizers and others are invited to submit reports of development projects; studies; conferences, seminars and symposiums; training workshops and project-related meetings for possible publication.

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TRIBUTE TO KHAIRUL BASHAR



Mr Khairul Bashar passed away on 26 December 2015 in Kuala Lumpur at age 78. He was suffering from a serious lung infection and hospitalised for almost five weeks before he succumbed to the illness. In compliance with his wish, his body was flown to Dhaka, Bangladesh, for burial. Since then, Aidcom has continuously received tributes of the great man from friends, academicians and acquaintances in the development communication and media fields. Many remembered him as a person who was gentle yet passionate in everything he did. Others remembered great times spent together. Below are some of the tributes Aidcom received.

“The Asia-Pacific region lost a towering figure in the field of development communication training and research with the passing of Khairul Bashar on Dec 26 last year in Kuala Lumpur. We also lost a champion of press freedom who never failed via AIDCOM to organise events to mark World Press Freedom Day.”

*Dato' Azman Ujang
Former Editor-in-Chief, Bernama, Malaysia*

“The passing away of Mr Bashar is not only a great lost to development communication but difficult to be replaced. His contributions to social development through communication is immeasurable, committing to the cause since the 80s. He continued to stay focused on his commitments, holdings meetings and discussions even to the last days, to make sure Aidcom continues to play its important role in fulfilling its mandate to integrate communication support in development. In fact, a few months before his departure, he presented a project on women entrepreneurship to the state of Selangor, a project which he helped initiate that has benefitted many countries in this region. Although I only had the opportunity to know him closer in recent years, when Aidcom became a part of our Faculty, I feel I have lost a great friend and a great teacher. He was ever willing to share his experiences and networking. ”

*Prof Dr Azmuddin Ibrahim
Dean, Faculty of Communication and Media
Universiti Selangor, Malaysia*

“Bashar was as even-tempered as they come, never getting flustered even under the most depressing of circumstances.”

*Balan Moses
Veteran Journalist, Malaysia*

“He certainly made a very significant contribution to the field of development communication.”

*Prof Emeritus Dr Colle
Cornell University, USA*

“His demise has left a personal void in my life and a valuable gap in the media universe of which he had made his mark, most notably in the field of development communication. Bashar got me started on the Asian environmental movement in the early 80s and 90s. Through him, I was able to take part in conferences and seminars, and enriched myself and contributed to the regional green forums and their activities. I will always remember with fondness our meetings – like receiving him at Changi Airport and visiting the diamond mountain tourist resort in North Korea.”

*Ivan Lim
President, AJA, Singapore*

“I would say he believed in Aidcom wholeheartedly for what it was seeking to achieve by way of training and exposure for journalists in the developing world. In his heyday, the buzzword was development journalism or one that sought to get journalists working with governments in the developing world as partners for the greater good, not given to plain sensationalism. It will be true to say he remained the lynch pin that kept AIDCOM together right to the end.”

*P C Shivadas
Board Member, Aidcom, Malaysia*

“The late Khairul Bashar has left a global void that is unlikely to be filled. His gentle and soft nature belied a man with multiple talents who nurtured a burning desire to improve the lot of his fellow man through the pursuit of excellence in the communication media. Thoughtful and even-tempered, he was always either on the lookout for talent or otherwise nurturing it. When the occasion demanded it, he was fearless, unflappable and a stickler for order and discipline. Above all, Khairul was a dedicated family man, and a charming host. He will surely be missed.”

*Philip Matthews
Media Consultant, Malaysia*

“His contributions in the field of development communication are enormous and well known in the Asian region. We will all miss him greatly as a dear friend and a specialist in development communication.”

*Dr Tan Boon Ann,
Former ESCAP Consultant, Thailand*

“Mr Bashar was a dedicated lecturer with wealth of knowledge, humble and very honest in teaching. He was most loved and deeply missed by all students.”

*Noorathirah Anuar
Student, Universiti Selangor, Mal*

May Allah the Almighty have mercy on his soul

IN MEMORY OF KHAIRUL BASHAR

The sad news of the passing of Mr Khairul Bashar brings to a close another chapter in the history of Development Communication training and research in the Asia-Pacific region.

In the mid-1980s, Bashar (as he was simply known), a devoted proponent of the use of communication tools for poverty alleviation, social advancement and the promotion of human rights, was based in Kuala Lumpur and carrying out consultancy assignments for various organisations. At the time, the UNESCO Regional Communication Advisor for Asia, whose office was also situated in Kuala Lumpur, was the renowned S.M. Ali, a Bangladeshi countryman of Bashar and former foreign correspondent, newspaper editor and head of the Press Foundation of Asia.

During this period, Kuala Lumpur played host to two influential international media bodies, the Asia-Pacific Broadcasting Union (ABU) and the Asia-Pacific Institute for Broadcasting Development (AIBD). In neighbouring Singapore was the Asian Media Information and Communication Centre (AMIC). Each had its clearly defined role. The ABU was a professional body of broadcasting organisations, the AIBD was an intergovernmental institution established to provide training and human resource development for broadcasters, while AMIC was more involved in academic ventures, publishing and tertiary education linkages.

Bashar saw a need for another institutional model, namely a private organisation (an NGO) which straddled the work of the existing bodies and sought to highlight the best methodologies and practises in a range of development communication fields. On his own initiative and, later, with some funding support from UNESCO and other agencies, AIDCOM (the Asian Institute for Development Communication) was founded in 1986. It is to his credit that AIDCOM has not only continued to thrive, but has developed new products and services, the flagship *Journal of Development Communication* being one important example.

During the 1980s and 90s, I was based in Malaysia, initially as Project Co-ordinator of a major Australian aid programme supporting media training within the nations of ASEAN and, following S.M. Ali's retirement, as UNESCO Head of Office and Regional Communication Adviser for Asia. In this role, I was able to regularly interact with Bashar and came to appreciate his vision, integrity and desire to effect positive, practical change amongst deprived communities through the application of appropriate and

participatory communication principles.

Thus, while his death closes one chapter in the cycle, Bashar's creation, AIDCOM, lives on as a key center within the structure of the University of Selangor. In an era in which the discipline of Development Communication is not as prominently at the forefront of thinking as it was some years ago, AIDCOM is a tangible reminder that the basic premises of the discipline are as relevant today as before and need nurturing and reinforcing.

May AIDCOM and *The Journal of Development Communication* stand as testament to Bashar's commitment to the region and beyond. His perseverance, influence and belief in harnessing the power of communication for the good of humanity reminds us that one person really can 'make a difference'.

Vale Mr Khairul Bashar.

Associate Professor Martin Hadlow
University of Queensland
Australia

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EDITORIAL

Year 2015 was very eventful. We started the year witnessing the horrors of the attack on the satirical magazine Charlie Hebdo in Paris. The passing months saw more attacks by persons and groups across the world, not counting wars in Syria, Afghanistan and Iraq. However, there were better moments too, such as when a historic accord was signed by 195 nations to tackle the causes of climate change. And we got to watch another thrilling Star Wars movie.

Journal of Development Communication is sad to announce the demise of its Editor Mr Khairul Bashar. Mr Bashar founded Aidcom in 1986 and since then, the NGO has been a leading voice in development communication through its many trainings, seminars and publications, including this journal.

Though cloaked with sadness, Aidcom pushed ahead with the finalisation of the Journal of Development Communication, Volume 26 Number 2, so that it would be published on time, and in so doing, help to continue Mr Bashar's legacy.

This edition starts with an article from Dr Mahendra Padhy, who offers an interesting look at the role of participatory development communication in protecting biodiversity and regulating its depletion. He found that even though participatory development communication alone is not enough to change people's lifestyle towards a more sustainable one, it does however, influence people to change.

The second article was a study by Anu Sachdev and Dr Arvind Singhal on the effect of an entertainment web series in the US called East Los High on sexual decision-making among young Latino couples living along the US-Mexico border. The article should be interesting for development communication scholars who are interested in preparing and implementing strategic communication interventions for social and behavioural change.

Next is an article by Kasim Sharif and Farish Ullah Yousafzai who observed how the Pakistani press observes ethical standards when publishing photographs of terrorism. As one might expect, images that evoke sensationalism, fear, shock and disgust were preferred over others.

The fourth article was written by Habibul Haque Khondker who observed how women's visibility in Bangladesh increases in tandem with the increase of their power in local society. He examined the concepts of voice and mobility within the framework of visibility and empowerment of women in Bangladesh. He pointed especially to the role played by mobile phones that has helped in this process.

The last article was written by Prof Umaru Pate and Dr Suleiman M Yar' Adua who studied the performance of Nigerian media during its coverage of recent general elections. While there were some negative aspects, both agreed that the media were active in investigating and challenging wrong doings in the election processes, and that it still plays an important role in educating and moulding the opinions of voters.

For our case study section, we have an article from Liza A Cabrera on outside-the-classroom learning experiences involving students who carried out projects on-site in UP Los Banos, Philippines.

In Viewpoint, we have an opinion by Prof Yanru Chen who talked about how western scientific research is limited since it does not cover experience, due to the latter's near impossibility to measure.

The JDC, Volume 26 Number 2, closes with a review of a book by Patchanee Malikhao entitled 'Sex in the Village, Culture, Religion and HIV/AIDS in Thailand'. It makes for an interesting read, combining as it does, the political, cultural and religious perspectives in tackling HIV/AIDS in Thailand.

And on a final note, we at the editorial board of the JDC wish our readers, contributors and subscribers a very Happy New Year!

