

SCHOLARLY

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PENERBIT UNIVERSITI PUTRA MALAYSIA

Universiti Putra Malaysia

Company Background

The press has come a long way since its inception in 1977. From a small unit within a division of the University Library, it is now a full fledged department with a professional head. A Publications Committee chaired by the Deputy Vice Chancellor for Research and Innovation is responsible for editorial scope and policies.

Our client charter is anchored on delivering market-oriented textbooks, monographs and journals of the highest professional quality that are disseminated as far and wide as possible.

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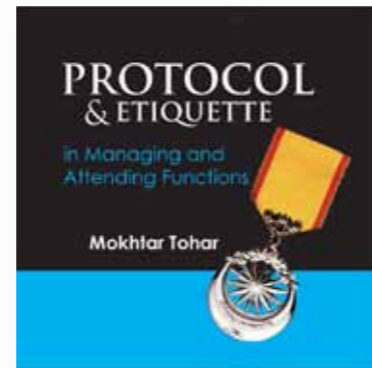
Penerbit Universiti Putra Malaysia,
43400, UPM Serdang, Selangor, Malaysia.

T: +603 8946 8855

F: +603 8946 8851

E: penerbit@putra.upm.edu.my

www.penerbit.upm.edu.my



Protocol and Etiquette in Managing and Attending Function

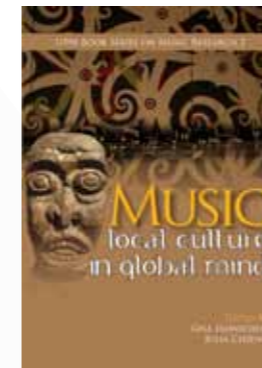
Mokhtar Tohar

The writing of Protocol and Etiquette in Managing and Attending Functions was stimulated by the realization of how important it was for the author to make available what he had taught over the years to the wider public. There seemed to be misconceptions of the public about protocol and etiquette are concerns for members of the higher social class-high ranking officials, dignitaries, royalties hence the larger society should not care too much about them. Yet, most people are not aware that protocol and etiquette are manners in our interactions with others in society. Etiquette is about courtesy and thoughtfulness in how we speak, behave, and communicate. And more importantly, it deals with our mannerism in handling unexpected behavior with grace and poise. Protocol is more confined to the more formal, official form of procedures used in the affairs of the state and diplomatic relations, and as such, will only involve some people of the public organizations and society directly.

Etiquette, essentially is about good manners, and should therefore be everyone's concern as they form society's traditional values. Within our own Malaysian cultural norms, is expected that the elders are respected wherever they are. The importance of good manners cannot but be overemphasized. In the words of Mark Twain "A person should be allowed few redeeming vices, but never bad manners, and this means that we should make courtesy the norm, not the exception."

ISBN No

978-967-344-145-7



Music Local Culture in Global Mind

Gisa Jahnichen

Julia Chieng

Music-Local Culture in Global Mind is a compilation of carefully selected and reviewed papers presented during the Colloquium for Music Research 2009 organised by the Music Department of Universiti Putra Malaysia. Following the previous book of this series "Observing-Analysing Contextualizing Music", this book focuses on issues in the frame of local and global cultural frictions and creative exchange. The book series is intended as a space for music researchers to share research findings, to provoke discussion and broaden the scientific horizon. The volume "Music: Local Culture in Global Mind" contains ten papers of different research areas in musicology such as ethnomusicology, music sociology, performance studies and music education.

The papers in this book consist of general observations regarding cultural self-understanding that support discussions on musical confidence in local settings as well as analysis on local cases from Asia which are often marginalised. Questions of actual use of music in different context were raised in one of the papers. Contradictions between music production, music market and the association of meanings show high potential for further research. In addition, a paper sheds light on the aspects of piano performance phenomena. Two papers in this book reflect on music education regarding formal and informal ways of learning and teaching of a seemingly familiar instrument. Both gave evidence of cultural distances even inside one and the same territorial entity.

ISBN No

978-967-344-151-8

PENERBIT UNIVERSITI SAINS MALAYSIA (USM PRESS)

Universiti Sains Malaysia

Company Background

Penerbit USM (USM Press) is an award-winning publisher established in 2002 under the auspices of Universiti Sains Malaysia, Penang, Malaysia. To date, we have published more than 700 titles of high qualities scholarly books and journals, by local and internationally renowned authors, covering almost all academic fields.

We are actively searching for local and international strategic partners as our distributors and resellers to market our products globally.

We are also looking for experienced writers and academician to join our fold by submitting their own original manuscript to Penerbit USM.

Company Address & Contacts

D34, Penerbit Usm,
Universiti Sains Malaysia,
11800 Usm, Pulau Pinang, Malaysia.

T: +604 653 4433

F: +604 653 4431

E: noorazila@notes.usm.my

<http://usmpress.usm.my>



Isu Bahasa, Etnik dan Pembinaan Negara Bangsa dalam Sistem Pendidikan Malaysia

Issue of the Language, Ethnic and Nation Building in the Malaysian Education System

Tan Yao Sua

The issue of language, ethnic and nation building is extremely synonym in the national education system. This book reveals these issues and emphasises on several aspects:

- The status of the national ethnic language which has been pushed to the fringes by the main education n stream.
- The segregation of the source and ethnic application in the education system
- The effectiveness of the steps to eliminate the ethnic segregation by the government
- The implementation of the teaching method and learning of Science and Mathematics in English at the Primary School level
- The change of language in the education system and its impact towards nation building
- The challenge to integrate primary school students

The detailed explanations of the education issues in this book are suitable for lecturers and tertiary students especially as additional reading materials for the Ethnic Relationship course. Besides, it is also appropriate for education officers, administrators and school teachers who desire to understand the education issues that demonstrates the importance of social culture and politics of this country.

ISBN No
978-983-861-431-3



Jawi Peranakan di Pulau Pinang Ekspresi Sebuah Identiti

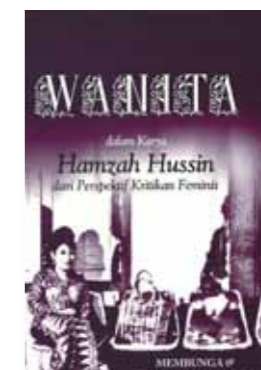
Jawi Peranakan in Pulau Pinang an Expression of Identity

Omar Yusoff
Jamaluddin Aziz

Jawi Peranakan is a society that has long been formed in Pulau Pinang in the 1700s. There is a theory that makes an assumption that the formation of the Jawi Peranakan in Pulau Pinang in the vicinity of the 1700s. In the Nusantara the society was formed in 7th century during the Srivijaya empire, much earlier, since Kedah became the main port for the trade route between India and China beginning the 3rd century. It can be assumed that this was the location of the existence of the Jawi Peranakan in the Malay land. The formation of the society began with the mixed marriages between the Arab, Tamil Punjabi and Gujerat and Afghan men and the local women. Jawi peranakan played a main role that was positively conducive for the development of the local history for two hundred years and dominated many fields was not only in religion, moral principles, business, trade, shipping, education and even in law and politics.

This book is very interesting as a read for all levels in society as it does not only discuss on the origins and formation Jawi Peranakan but also on the contribution made by them in the development of the Malay society in Pulau Pinang. The topics discussed are not only to highlight the Jawi Peranakan contribution to Pulau Pinang but to give create awareness of the importance of their contribution in the formation of the unique society in Penang which is different from the other societies in Malaysia till now. This awareness is important in the intrinsic formation of the Malay society in Penang especially and among the Malaysian Malay as a whole. Self worth is important to be ingrained in each person to be able to face the challenges of glocalisation and globalisation. Through knowing ones worth and to love oneself and knowing our roots can we become more impenetrable from threats that are opposed to our religion and culture.

ISBN No
978-983-861-458-0



Wanita dalam karya Hamzah Hussin dari Perspektif Kritikan Feminis

Women in Hamzah Hussin's works from a Perspective Feminists Critism

Membunga @ Siti Meriam Yaacob

This small book would bring readers to an earlier decade which does not give women freedom in many things. They are confined early on and even when they reach adulthood, they are not given alternative to decide their future. Women were not even given any opportunity to choose their spouses. Hamzah Hussin interpreted the situation through his short stories and novels.

However, the womens'situation were extremely exaggerated as Hamzah overemphasised on a minute situation faced by the women. Their lives as girls, wives and divorcees were exploited until most were forced to vice that showed them as immoral, weak and other negative connotations.

Hamzah's view is expressly his own opinion. Besides his negative outlook on the women, Hamzah also showed women who were loved by society but of course all in his intrepertation.

ISBN No
978-983-861-450-4

PENERBIT UTM PRESS

Universiti Teknologi Malaysia

Company Background

Penerbit UTM Press was formed on 23 September 1986, as an outcome of 2 workshops Problems and Ways to Upgrade Academic Writing and Professional Translation, held in UTM on 2 December 1985. During its early years, Penerbit UTM Press was known as Unit Penerbitan Akademik and was administered under the Academic Secretariat. In April 1988, it was brought under the Development Secretariat, and not long after, on 1 October 1990, the unit came directly under the jurisdiction of the Canseleri. Unit Penerbitan Akademik soon became known as Penerbit UTM in 1994. Penerbit UTM Press is a department involved with academic publication and is administered under the auspices of the Deputy Vice Chancellor (Research and Innovation).

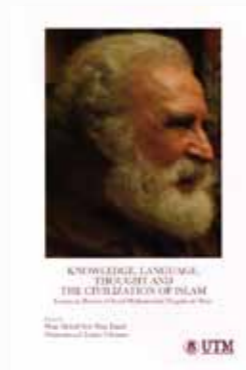
Penerbit UTM Press, today, is led by a Director, and assisted by a team of professional and support staff. Penerbit UTM acts as the secretariat to the UTM Academic Publication Committee, chaired by the Deputy Vice Chancellor (Research and Innovation). Two panels, the Book Panel and the Journal Panel, support the Penerbit UTM Press. While the UTM Academic Publication Committee's function is to draw up the overall publication policies, the Book and Journal Panels have their specific functions. The Book Panel is responsible for developing and upgrading the accumulation of manuscripts, acknowledging acceptance of topics, and approving payments of royalties and fees; while the Jurnal Teknologi Panel is responsible for deciding the suitability of manuscripts in respect of their meeting the content and academic criteria, and to propose to the UTM Academic Publication Committee for approval.

Company Address & Contacts

Penerbit UTM Press
Universiti Teknologi Malaysia
81300, Skudai, Johor, Malaysia.

T: +607 553 5755 / +607 553 5754
F: +607 553 6337
E: penerbit@utm.my

www.penerbit.utm.my



Knowledge, Language, Thought and The Civilization of Islam:
Essays in Honor of Syed Muhammad Naquib al-Attas

Wan Mohd Nor Wan Daud
Muhammad Zainiy Uthman

All the twenty-two articles in this volumereflect the broad and comprehensive interest of Syed Muhamad Naquib al-Attas which he has discussed in many of his writings, seminars, lectures and intense private discussions. We have broadly categorized the chapters into interrelated categories of Knowledge, Language, Thought and The Civilization of Islam which are also reflective of the courses offered at the International Institute of Islamic Thought and Civilization (ISTAC), when al-Attas was its director.

Again, as a reflection of the same, some chapters are comparative while others are strictly dealing with the Islamic or other intellectual traditions.

ISBN No
978-983-52-0726-6



Natrah @ Nadra @ Huberdina Maria Hertogh @ Bertha:
Cinta, Rusuhan, Air Mata
Natrah@ Nadra @ Huberdina Maria Hertogh:
Love, Riot, Tears

Fatini Yaacob

A love story between two loves that united a love story between a Malay towards the religion until it created a tragic riot in Singapore (1950).

"If the Malayan Union issue was the cause of the Malays uniting under a flag then the Natrah episode showed the unity of the Muslims in Malaya, Singapore and Indonesia. Natrah was a tragedy that we can identify with and learn but more importantly to prove unity of the muslims..."

Tun Daim Zainuddin
Former Finance Minister of Malaysia

"In the midst of the Natrah's court case in Singapore, Qalam magazine showed a drawing of the Al-Quran falling from Natrah's hand who was then sitting crosslegged on the floor. The meaning was deep. I was eight years old then, but I understood"

Tan Sri Adam Kadir
Former President - Malaysian Parliamentary

"This book is beyond an ordinary biography. Through the character of Natrah, the author has managed to capture the major them that prevailed in society during that era which is still relevant today."

The story is set over vast time period stretching from as far back as pre-World War 2 to present day. Traversing a wide geographical area from South East Asia to Europe and the United States of America."

Prof. Dato' Ir. Zaini Ujang
UTM Vice Chancellor

ISBN No
978-983-52-0731-0



Budaya Inovasi: Prasyarat Model Baru Ekonomi
Innovative Culture: Pre-conditions of the New Economic Model

Zaini Ujang

"This book offers a creative, innovative and productive perspective as the solution inculcate as innovative culture as the prerequisite for the success of Malaysia's New Economic Model.."

Dato' Sri Mohd. Najib
Prime Minister Malaysia

"An innovative culture is the cornerstone of the New Economic Model. The model gives a balanced and holistic perspective... The role of higher education becomes critical.."

YB Dato' Seri Mohamed Khaled Nordin
Minister Higher Education

"Innovation has to be embedded in the psyche, work ethics and lifestyle. This book helps turn innovation into a culture to enhance productivity."

Tan Sri Mohd Sidek Hassan
Chief Secretary to the Government of Malaysia

"Zaini offers not only methods of innovation in this book but the mindset, work ethic and innovative culture that is evident in his life. We need more leaders and thinkers who have the courage to innovate."

Dato' Sri Tony Fernandes
Chief Executive Officer of AirAsia Group Berhad

"An innovative culture stems from understanding and emulating a learning culture. Zaini Ujang's book puts forth the importance of the role of higher education in moulding minds capable of innovation"

Profesor Dr. Wan Mohd. Nor Wan Daud
Chief Fellow Researcher ATMA

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PENERBIT UKM

Universiti Kebangsaan Malaysia

Company Background

The National University of Malaysia (UKM) has a publication arm under the auspices of the Chancellor's Office. UKM Publications is steered by the University Publications Committee that is chaired by the Vice-Chancellor of Academic Affairs.

The Editor-in-Chief of UKM Publications reports to the Vice-Chancellor as well as the Chairperson of the university's Editorial Committee.

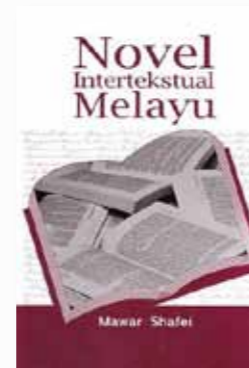
The purpose of the committee is to vet the manuscripts received to determine if the content is print worthy and meets the publication standards of the university.

Company Address & Contacts

Kedaibuku Penerbit Ukm
Universiti Kebangsaan Malaysia
43600 UKM, Bangi, Selangor, Malaysia.

T: +603 8921 3138
F: +603 8925 1223
E: penerbit@ukm.my

www.penerbit.ukm.my



Novel Intertekstual Melayu

The Blossoming of Malay Literature

Mawar Shafei

The Blossoming of Malay Literature is amongst other things a discussion on the creativity of Malay compositions. It explores the relationship between different kinds of texts in the creation of a Malay novel. The author posits a number of hypotheses to expound the connection between the texts.

They include traditional texts, early works of the author and other authors as well as non-creative texts. The research is applied on novels written in Malaysia, Indonesia and Singapore. Authors in the spotlight include Anwar Ridhwan, Putu Wijaya and Suratman Markasan. Literary works of A. Samad Said from Malaysia and other notable authors from Indonesia, Sitti Nurbaya and Singaporean, Harun Aminurrashid amongst others are analyzed in this inter-textual discourse on Malay literary creativity.

ISBN No
9789679429206



Kelopak Pemikiran Sastera Melayu

An Inter-textual Malay Novel

Siti Hawa Haji Salleh

An Inter-textual Malay Novel a collection of articles that are the result of careful research and analysis of a selection of Malay literary genres. Siti Hawa Haji Salleh's foray into traditional Malay literature began with Hikayat Merong Mahawangsa or The Chronicles of Merong Mahawangsa in pursuit of a literary degree from the university of Malaya.

The articles are the outcome of intensive exercises designed to observe the application of philology on different genres of traditional Malay literature including folk stories, chronicles, ancient history, epic legends and ancient Malay laws and customs.

Most of traditional Malay literary works were penned in the form of prose and poetry, especially classical poems to reflect the life and thoughts of the Malay community. For example the The Chronicles of Raja Pasai, Chronicles of Aceh, Malay History, Chronicles of Banjar and the classical poem; War of Mengkasar.

Some of them were penned in both styles including prose and classical poetry for example Chronicles of Ismayatim and Chronicles of Marakarma amongst others.

The Blossoming of Malay Literature brings to the forefront articles that demonstrate how the application of philology on traditional Malay literature has contributed to the development of Malay publications.

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