

EDITORIAL

With the publication of this issue of *The Journal of Development Communication (JDC)* (Number One Volume 23), we have great pleasure indeed to announce that the publisher of the Journal, the Asian Institute for Development Communication (Aidcom) has recently merged with the Faculty of Communication and Media, University of Selangor, Malaysia. The University of Selangor is the first State university established in Malaysia in 1999. Circumstances and several other reasons have encouraged Aidcom to become a part of the University. We are confident that this merger will bring closer coordination and collaboration in promoting the development of communication and journalism in the region. Needless to say, with this merger, Aidcom's flagship publication, *JDC*, has now also become a part of the University. We are delighted to announce that in the next issue (December 2012) we plan to publish a special article regarding the merger. With these words, we would also like to invite our readers to send their comments and suggestions in this regard.

In this issue of *JDC*, four diverse and informative articles, case study and book review are published, which we hope will appeal to our readers.

In the opening article entitled "The Impacts of Character Identification on Attainment of HIV Prevention Goals: An Entertainment Education Programme in Botswana", L Meghan Peirce and Benjamin Bates present this study which examines the effect of identification with positive, negative and transitional characters in an entertainment education programme, *Makgabaneng*, in reducing the spread of HIV/AIDS in Botswana. The authors also offer some conclusions for improving this form of entertainment-education.

According to G M ShahidulAlam, in his article "Communication for Development: UNDP in Chittagong Hill Tracts", the Bangladesh's performance in human development has not been uniform across its regions. This has had a debilitating impact on the country's overall human development, and has contributed to its still lying in the low human development category. Readers will read more of UNDP's efforts to aid Chittagong Hill Tracts, one of the regions selected, in its development process, both economic and human.

VineetKaul's article entitled "Interface Between Media, Democracy and Development" examines the ways in which the media can be used to effect change and development. It traces the evolution of thinking from attempts to spread "modernity" by way of using the media through to alternative perspectives based on encouraging participation in development communication. This article went further to examine the validity of this assumption and explains how media education can enhance the democratisation and development.

Richard Shafer and Eric Freedman have jointly presented an article on "Media Watch and Journalism Rights Organisations as Advocates of Press Freedom in Post-Soviet Central Asia". This article examines how four US-based press rights defender and media development NGOs regard their mission, purpose, and operational and funding tactics, as well as their ability to influence public policy and public opinion in the West and Central Asia. This exploratory piece of scholarship contributes to an understanding of roles of international media development and press-defender non-governmental organisations in the context of the evolution of press policies and practices in these countries.

Adlene Aris and Mokhtar Muhammad gave us a detailed account of the campaign that promotes the protection of children's welfare and women's well-being in Malaysia in their case study "Awareness of Kami Prihatin Campaign in the Media". This paper seeks to be a benchmark for better studies to flourish so that solutions can be found to curtail this grave social problem that is affecting the development of the Malay communities in Malaysia.

The book entitled *The Vision and Impact of Fethullah Gule: A New Paradigm for Social Activism* has been reviewed by Razlan Rashid of University of Selangor. This book is published by Bluedome Press, New York.

We would like to extend our sincere heartfelt gratitude to all our contributors and readers for their continued encouragement and support. Once again, we request you all to write to us with your comments and suggestions to further improve the quality of the Journal.