# ANIMATION PROGRAMS OF ISLAMIC TELEVISION: A STUDY OF AL-HIJRAH TELEVISION CHANNEL

Osama Kanaker[1], Zulkiple Abd Ghani
Universiti Sains Islam Malaysia

## Abstract

This paper focuses on animation programs presented on al-Hijrah television channel. Al-Hijrah is the Islamic television channel in Malaysia. This study is a programs analysis of the target audience and the topic of the animation programs to find out whether al-Hijrah uses animation as a tool for distributing the Islamic message in an attractive format to audience. The main finding is that al-Hijrah allocates animation not only for children but to the general audience too. Animation of al-Hijrah are not only religious programs, they are a combination of religious and life matters.

Keywords: Animation, Islamic Television, al-Hijrah channel

## Abstrak

Kajian ini meneliti program animasi yang disiarkan di saluran televisyen al-Hijrah. Al-Hijrah ialah saluran televisyen Islam di Malaysia. Kajian ini merupakan analisis program terhadap penonton sasaran dan topik program animasi untuk mengetahui sejauh mana al-Hijrah menggunakan animasi sebagai alat untuk menyebarkan mesej Islam dalam format yang menarik kepada penonton. Hasil kajian menunjukkan saluran al-Hijrah memperuntukkan animasi bukan sahaja untuk kanak-kanak, malahan kepada khalayak umum juga. Program animasi yang ditayangkan di saluran al-Hijrah tidak terhad kepada program keagamaan semata-mata, malah ada unsur-unsur gabungan hal-hal berkaitan agama dan kehidupan.

Kata kunci:  Animasi, Televisyen Islam, Saluran al-Hijrah

1  Corresponding author: osama@usim.edu.my.

**INTRODUCTION**

Animation in today's world has incredible influence on societies. Sebastian (2010) argues that animation affects human life in various ways such as learning and education, leisure and entertainment, household routines, personal development, extended family communication, e-commerce and civic involvement are possible affected domains. Animation by its techniques becomes an important element that contributes shaping the behaviour of children and teenagers worldwide especially the audience that has access to it. The impact of animation is more serious compared to other types of programs because it can be directed to narrow target groups. For example, there is animation for babies, kids, teenagers, adults, males or females. The serious impact of animation is also originated to the fact that it affects the future generation more than other groups of societies. Animation is widely used in instruction in various subjects, such as physics, mathematics, mechanics, biology, and computer science (Ke et al., 2006). Mayer and Moreno (2002) argue that animation should, in principle, be effective in illustrating spatial-temporal changes. However, Cartoon Animation has great impact on children's mind. In the media world nowadays, it has created the Reward Center in technologies, and caused many syndromes to children (Imurai, 2009). It affects the new generation with more aggressive characters and negative minds in sociality. Moreover it obstructed their learning of right behaviors.

**AL-HIJRAH TELEVISION CHANNEL**

Al -Hijrah Media Corporation (AHMC) was incorporated under the companies act as a company limited by guarantee in September 2009. The creation of al-Hijrah Media Corporation (AHMC) is to realize the operation of a free television station broadcasting throughout Malaysia and the production of various types of media programs based on Islamic religious teachings and universal values. The world '*al-Hijrah*' is Arabic word which means 'migration'. Al-Hijrah television is the first Malaysian free-to-air (FTA) high-definition channel**.** It was launched on December 7th, 2010 (Sani, 2010: 1). Al-Hijrah broadcasts in three languages: Malay, English and Arabic. It is located in the capital of Malaysia, Kuala Lumpur

in a building named *Pusat Islam* (Islamic Center) of the Federal Territory of Kuala Lumpur.

The first seven months of broadcasting, al-Hijrah started as a local channel where an antenna could be used to watch it. Al-Hijrah made a step forward to achieving its objective of being an international channel. On 1st of June, 2011 al-Hijrah became a satellite channel by broadcasting via Astro which exploits the number 114. Astro is the brand name of the Malaysian direct broadcast satellite (DBS) pay television service. It transmits digital satellite television and radio to households in Malaysia and Brunai. The name Astro is an acronym for All-Asian Satellite Television and Radio Operator. Al-Hijrah television is funded by the Malaysian government. Sani (2010: 2) argues that the government has granted al-Hijrah television an initial allocation of RM 60 million (Malaysian Ringgit) for establishment where not the entire grant was used to run the station. The late CEO of al-Hijrah television, Bukhari, said "To date the company has only spent RM30 million in setting up the channel" (Sani, 2010: 2). Bukhari further argues in an interview with the researchers (2012) that al-Hijrah saved a lot of expenses because of the experience of the al-Hijrah team who established the station. Otherwise, the expenses of establishing a television channel similar to al-Hijrah would have been much greater.

## HISTORY OF ANIMATION

According to Michelsen (2009) animation is not often that a discovery is made and no one to give credit to. Nevertheless animated cartoons do not seem to have one single creator. In spite of this, few people can be mentioned who contributed to animation in the beginning. Georges Melies, a French magician and director of the Theatre Robert-Haudin, discovered a technique now known as stop-motion animation by accident when his camera broke down. He is well known amongst the French community for his tribute to film animation during the first decades of the 20th century. Rosebush (1990) argues that computer animation emerged as a viable technology during the early 1960's as the still evolving digital computer was coupled with increasingly sophisticated graphical output devices.

Rosebush (1992) further states that the origin of animation predates the motion pictures and was a popular entertainment during the 19th century and sold by the thousands to the households of the industrial age. Later on, animation has undergone a continuous fundamental process of development. Currently, most of the production process of animation programs is produced by computer.

## INFLUENCE OF ANIMATION

Animation has both positive and negative impact. One of the major positive impacts of animation on children is education. Children have the opportunity to learn school curricula provided in some animation programs. Animation offers more concrete ways of learning content and increases the potential of long-term memory (Rieber and Kini, 1991). Also, through animation, children acquire multiple kinds of education such as social customs, religion, ethics and daily activities. However, some foreign-culture programs may negatively affect children by exposing them to another culture that is totally unacceptable in the community.

On the contrary, animation programs have negative impacts on children. Due to the attraction of animation programs, children imitate what they watch on the screen. Children also may live in an unrealistic world because they believe that actions presented in animation are real. As a consequence, they imitate the actions which may lead to crimes or severe injuries. Furthermore, the exposure of children to animation programs that contain violence is positively related to aggressive behavior of children, aggressive ideas, anger and negative attitude of helping others (Iamurai, 2009). Children in general have no reasoning to differentiate actual life from imagination. In addition, animation programs are not mere entertainment. They are heavily laden with values that are injected indirectly in children's minds to prepare them for future plans.

## OBJECTIVES OF THE STUDY
1- To identify the background, philosophy and strategy of Al-Hijrah.
2- To analyze the animation programs of Al-Hijrah television channel.

3- To find out the topics of animation programs broadcast on al-Hijrah channel.

**METHODS USED**

This paper focuses on analyzing animation programs broadcast on al-Hijrah television channel. The sample of this study is one week, eighteen hours daily of al-Hijrah broadcasting from Monday 23rd to 29th April, 2012 because al-Hijrah broadcasts only from six a.m. till midnight daily. The weekly sample of al-Hijrah was recorded. The broadcasting timetable was collected to compare the actual broadcasting with the timetables. All data required for analysis were collected and organized in tables. The tables include day, date and time of programs, titles of episodes, translation of the titles and genre as shown in Table 1. Having analyzed all the programs, animation programs were extracted and categorized in an independent table as shown in table 3.

**Table 1:** Example of the Established Table of al-Hijrah Samples

| Saturday 21st of April, 2012 | | | |
|---|---|---|---|
| **Time of Program** | **Title of Program** | **Translation of the Title** | **Genre** |
| 06:00 | Al-Fatihah/ Negaraku | Reciting Surat Al-Fatiha/ National Anthem | --- |
| 06:30 | 30 Minit Ustaz Don | 30 Minutes with Don, the Muslim Preacher | Religious Program |
| 07:00 | Reflection | Reflection | Magazine |
| 07:30 | Fattabiouni | Follow me | Magazine |
| 07:45 | A Crown of Light | A Crown of Light | Animation |
| 08:00 | Hala Advice | Hala's Advice | Animation |
| 08:30 | Nan and Lili | Nan and Lili | Animation |

Elo and Kyngas (2008:109) suggest that categories are derived from data. Dey (1993: 102) argues that creating categories is not bringing together observations that are similar or related only; instead, data are being classified as related to a particular group. The aim of categorization is to facilitate describing the phenomenon, to increase understanding and to generate knowledge. Programs of al-Hijrah were classified into three categories.

Wimmer and Dominick (2006: 116-117) argue that to analyze data, data are arranged in chronological order according to the sequence of events that occurred during the investigation. Then, they also point out that, data are organized into a category system. These categories come from the data themselves, or they might be suggested by prior research or theory. Therefore, the sample of this study was arranged chronologically in an established table to gather the needed information. A coding book was established to code all the required data for the analysis.

**Table 2:** Coding book

| | Genres of al-Hijrah | |
|---|---|---|
| 1 | Religious Program | RP |
| 2 | Magazine | MA |
| 3 | Animation | AN |
| 4 | Documentary | DO2 |
| 5 | Drama/ Series | DRS |
| 6 | Drama | DR |
| 7 | Magazine/ Religious Program | MRP |
| 8 | News | NE |
| 9 | Magazine/ Documentary | MD |
| 10 | Talk Show | TS2 |
| 11 | Magazine/ Talk Show | MTS |
| 12 | Entertainment | EN |
| 13 | Reality | REA |
| 14 | Musical | Islamic |
| 15 | Live | LI2 |
| 16 | Movie | MO |

Having established the coding book, a coding sheet was established for genre of al-Hijrah. Next step is to count manually and calculate the signs to get the percentage and frequency of the genre.

## RELIABILITY AND VALIDITY

To ensure the reliability of the analysis, two intercoders were used independently. Intercoder training was conducted. Training stopped when the intercoders were competent to carry out the analysis independently. The analysis was conducted first by the researcher manually. To make sure that this analysis is reliable the first intercoder analyzed the sample on Microsoft Excel and the other did it on SPSS because the first intercoder is familiar with Microsoft Excel and the Second is familiar with SPSS.

## FINDINGS

Based on The Established Table of al-Hijrah programs sample, al-Hijrah allocates seventeen animation programs out of twenty five for family-general audience and eight programs for kids as clarified in Table 3. The first animation program, *A Crown of Light*, is about the noble Qur'an. Every episode a number of verses is chosen to be recited more than once with some explanation. A young boy named Sa'd is the only personality in the program. He speaks to the audience and encourages them to stay with him. He asks his viewers some questions such as did they memorize the verses of the last episode or whether they remember what they learn from the previous episode. A sound of children gives the answer instead of viewers, but al-Hijrah does not allocate this program for children only because the content of this program cannot be fully recognized by children. It is even suitable for adults. Islam is a communicative religion, the Qur'an, being the last scripture of God and the supreme device of Islamic communication, needs to be proclaimed to all people until the end of time. *A Crown of Light* is an attempt to proclaim the noble Qur'an among audience.

**Table 3:** Al-Hijrah animation programs

| No. | Title of Program | Translation of the Title | Target Audience | Topics of the Program |
|-----|------------------|--------------------------|-----------------|------------------------|
| 1 | A Crown of Light | A Crown of Light | Family-General | Noble Qur'an |
| 2 | Baby Khalifah | The Baby Caliph | Family-General | *Fardh Ain* (Individual Obligations) |
| 3 | Sarjana Muslim | Muslim Scholar | Family-General | Islamic History |
| 4 | Ibn Battuta | Son of Battuta | Family-General | |
| 5 | Home Things | Home Things | Family-General | General Education |
| 6 | Nan and Lili | Nan and Lili | Family-General | |
| 7 | Ethelbert the Tiger | Ethelbert the Tiger | Family-General | |
| 8 | Aiman Kembara | Travels of Ayman | Family-General | |
| 9 | Minuscule | Minuscule | Family-General | |
| 10 | Sahabat Kita | Our Friends | Family-General | |
| 11 | Raju the Rickshaw | Raju the Rickshaw | Family-General | |
| 12 | Tao Shu | Tao Shu | Family-General | |
| 13 | Babar and the Adventure of Bodou | Babar and the Adventure of Bodou | Family-General | Ethics |
| 14 | Mat Cincang | Mat Cincang | Family-General | |
| 15 | Heroes of the City | Heroes of the City | Family-General | |

| 16 | Hala's Advice | Hala's Advice | Family-General | Healthy Food and Cooking |
|---|---|---|---|---|
| 17 | Telmo and Tula | Telmo and Tula | Family-General | |
| 18 | SirahAnbiya | Biography of Prophets | Kids | *Sirah* (Biography of Prophets) |
| 19 | My Prayer | My Prayer | Kids | Prayer |
| 20 | Allah Wants me | Allah Wants me | Kids | Ethics |
| 21 | Save the UMS | Save the UMS | Kids | |
| 22 | Arabian Sinbad | Arabian Sinbad | Kids | |
| 23 | Pada Zaman Dahulu | In the Previous Ages | Kids | General Education |
| 24 | Klumpies | Klumpy | Kids | |
| 25 | Ben and Izzy | Ben and Izzy | Kids | |

Al-Hijrah also allocates another program titled *Baby Khalifah* to teach audience *fardh ain*, such as *wudhu'* (ablution) and *Salah*. The first two programs: *A Crown of Light* and *Baby Khalifah* are two programs that complete each other because memorizing parts of the noble Qur'an is essential to establish some *fardh ain* such as prayer. Al-Hijrah also broadcasts two animation programs about Islamic history. They are: *Sarjana Muslim* and *Ibn Battuta*. They represent the contribution of ancient Muslim scholars in science, technology, history, geography, mathematics, medicine and so on. The content of these programs is suitable for adults not limited to children. *Ibn Battuta* is a series of 3D animation that depicts the legendary journey of a great Muslim traveler in the 14th century, named Ibn Battuta. Ibn Battuta is a Moroccan explorer known for his extensive travels over a period of thirty years. Ibn Battuta visits most of the known Muslim world as well as many non-Muslim lands. His journeys include trips to North Africa, the Horn of Africa, West Africa and Eastern Europe in the West, and to the Middle East, South Asia, Central

Asia, Southeast Asia and China (Mu'nis, 2003). During his travels, Ibn Battuta makes a lot of discoveries that are useful not only to the Muslim World, but also to the entire world. This program explains some of the incidents and discoveries of these trips.

In fact, Islamic historical programs represent the state of Muslim nation in the past and encourage audience to go back to Islam to become the leading nation in the world because such programs reflect the image of Islam in practice. The negative attitude toward Islam and the Muslim world which has been reflected by the mass media of the west has a long and complicated history. Historical programs refute the negative allegation about Islam because they visualize the state of Muslims when they follow Islam as a practical religion. 'Adawi (2011: 135) argues that Islamic historical television programs should be represented in drama because it is more attractive to audience. However, 'Adawi (2011: 69) also argues that directors and actors of Islamic drama misrepresent Islamic history, and they are only concerned with producing drama that generates financial profit. Therefore, representing Islamic history through animation may be an attractive attempt to avoid some drawbacks of drama.

In addition, animation genre has eight general education programs as shown in Table 3. They are: *Home Things, Nan and Lili, Ethelbert the Tiger, Aiman Kembara, Minuscule, Sahabat Kita, Raju the Rickshaw* and *Tao Shu*. For example, *Home Things* is a program that is used to recognize the use of home equipment in a creative imagination for children by using songs (al-Hijrah weekly broadcasting timetable, 2012). This program is totally in English without Malay subtitles. In fact, even this program is allocated for family-general audience the content is suitable to children only, but the channel allocates it for adult audience on account of its language for not all Malay children especially in rural areas understand English. The second program, *Nan and Lili*, is an educational program that offers entertainment and encourages problem-solving skills in the form of pre-school animation (al-Hijrah weekly broadcasting timetable, 2012). Even this program is allocated for Family-General audience, the information presented is suitable for preschool children. For example, this program teaches opposite words such as heavy/light and short/long. This program has two characters Nan and Lili. To

present the differences between the two words heavy and light, the two characters try to carry two baskets one is too heavy and the other is light, so children can understand the meaning of the words.

*Aiman Kembara* (Travels of Ayman) is another animation program that is concerned with travels. It is a Malaysian program in which Aiman travels with his grandfather and learn social customs and some Islamic morals. Animation genre also contains other five educational programs tilted *Ethelbert the Tiger*, *Minuscule*, *Sahabat Kita, Raju the Rickshaw* and *Tao Shu*. They are about friendship, culture, insects, animal life, pre-school education and Chinese culture successively. Compared with animation programs on another Islamic channel, Kanakir (2003: 345) in his content study of Iqra' television channel finds out that animation programs are thirteen hours and twenty minutes a week. This difference is because every Islamic television channel follows its own model of broadcasting based on the experience of the management, politics and financial capital.

Furthermore, Animation genre includes three programs that teach different kinds of ethics. They are *Babar and the Adventure of Bodou*, *Mat Cincang* and *Heroes of the City*. *Babar and the Adventure of Bodou* teaches viewers to follow the advice of the elderly. It is a story of a cute baby elephant Badou who always follows guidance and advice of his grandfather Babar (al-Hijrah weekly broadcasting timetable, 2012). The second program, *Mat Cincang*, is an animated story of a girl and Mat Cincang who travel to strange places like the elves village, dwarfs village and many more. Mat Cincang is a strong personality with big body and tiny legs who always helps the girl and those in need. This program is a practical reminder of offering help for those in need which is originally Islamic ethics. *Heroes of the City* is another program that teaches the moral of helping others. A police car and fire engine truck help anyone who is in need of help in the city such as catching a thief and put out fires. Ethics becomes a core principle in designating broadcasting function, and verifying the end products under the religious doctrine of *al-amr bi al-ma'rufwa al-nahy 'an al-munkar*. Therefore, ethics in Islam is not limited to religion, but all moral standards are required to be taught in Islamic broadcasting.

There are also two programs about food. *Hala's Advice* is a program that explains the nutrition values of specific kinds of *halal* food. For example the episode on 23rd of April, 2012 is titled *Useful Yeast*. The presenter is a cartoon girl who starts the episode with the greeting of Islam, then she gives advice about the chosen kind of food such as the amount to eat and what it is useful for. This program is originally English and Malay subtitles are provided on the screen for audience. The second program *Telmo and Tula* offers recipes and explains how to cook them. The type of cartoon in the two programs mentioned above is for pre-school children, but the information provided is for older children and adults. Therefore, al-Hijrah allocates them for family-general audience.

The eight animation programs allocated for children are about *sirah* of Prophets, prayer, ethics and general education as shown in table 3. *Sirah Anbiya* (Biography of Prophets) is a 3D-based program uncovering the history of Prophets and Apostles and teaching full stories mentioned in the noble Qur'an and Sunnah (al-Hijrah weekly broadcasting timetable, 2012). There is a cartoon character that narrates stories of Prophets, and verses of the noble Qur'an are recited to support the idea explained by the character. The program is about five minutes like a short story, but in a form of animation which is more attractive than narration. *My Prayer* is a program that teaches children how to pray the five times explaining number of *rak'at* (bowings) of *fardh*, Sunnah and *Witr* prayer. This program clarifies details of every prayer of the five times successively. It is an English program and Malay subtitles are provided on the screen. *My Prayer* is a ten minutes program without personalities. A narrator narrates written explanation that appears on the screen over a train that passes the screen starting from *fajr* (dawn) prayer till *'ishaa'* (night prayer).

Moreover, *al-Hijrah* allocates three kids programs about ethics. They are *Allah Wants me*, *Save the UMS* and *Arabian Sinbad*. *Allah Wants me* is a program that teaches children to know who Allah (SWT) is and love Him (al-Hijrah weekly broadcasting timetable, 2012). It is a short five minutes program that focuses on the sentence 'Allah wants me'. For example, if the character offers food for a cat, he says "Allah wants me to be merciful". If he tides the house, he says

"Allah wants me to be neat and tidy"; and if he follows the rules, he says "Allah wants me to obey the rules". *Save the UMS* and *Arabian Sinbad* are two programs that encourage children to help others. *Save the UMS* is a series of adventures that educate children to face challenges in life holding the motto 'Small is Powerful'. The team 'Save The UMS' always helps those in need to encourage children to take an example from it. *Arabian Sinbad* tells the adventures and efforts of Sinbad to rescue his brother in Treasure Island. There are also interlude segments that teach audiences correct Arabic. On the screen there is English subtitle to help children for more understanding.

Finally, there are three general educational programs for kids. They are *Pada Zaman Dahulu (In the Previous Ages)*, *Klumpies* and *Ben and Izzy*. *Pada Zaman Dahulu* is a program that narrates imaginary stories for children. There are three main characters in this program: a grandfather and two grandchildren. The grandfather says *Pada Zaman Dahulu* (In the previous ages) then the story starts, and the three characters appear again to end the episode. *Klumpies* tells the story of four friends who live in a tree. They explore the jungles, swim and go on picnics. They are ready to help when they find someone in need. *Ben and Izzy* is an English program about three children Ben, Izzy and Yasmine who search the Middle East to discover precious artifacts that are lost in the ancient time. For example, the episode on 27th of April 2012 was about *al-Bairouni* who is regarded as one of the greatest scholars of the medieval Islamic era and was well versed in physics, math, natural science and astronomy. In fact the story of al-Bairouni in a form of animation is far more memorable than narration. 'Adawi (2011: 58) argues that delivering the Islamic message through broadcasting should begin with children through animation programs because they are much more memorable for them.

## DISCUSSION AND RECOMMENDATION
Animation is an attractive genre of programs. Therefore, al-Hijrah broadcasts its programs to kids and general audience too. Presenting Islamic messages through animation is a step forward to get rid of traditionalism and primitivism in communicating the Islamic

message with the public. It is very recommended that al-Hijrah produces its own programs or request for specific programs to be produced for the channel because currently al-Hijrah is limiting its programs to existing animation which is much cheaper than producing new programs. The main reason for that is constraint of financial capital. A sustained source of financial capital is crucial for quality and quantity of television programs in general not only animation.

## CONCLUSION

In short, animation is an attractive non-traditional format of program. The experience of al-Hijrah shows that animation can be a medium to deliver the Islamic message not only to children, but to adults too. However, a larger amount of financial capital is required more than communicating the Islamic message through traditional programs.

## REFERENCES

'Adawi, Abd Allah Mahmud Muhammad. 2001. *Dawr al-Tashkil al-Jamali fi al-I'lam al-Islami al-Mu'asir Qanat al-Resalah Namuthajan mina al-'Am 2011*. (Master Thesis). Al-Quds University.

Al-Hijrah Media Corporation. n.d. "Proposal for the Application of CASP License for A Free TV Station Al-Hijrah TV, 2010". (Proposal). (872710-D).

Asrul Hadi Abdullah Sani. 2010. "Astro Asked to Broadcast Islamic TV". *The Malaysian Insider*. < http://www.themalaysianinsider. com/malaysia/article/astro-asked-to-broadcast-islamic-tv-says-jamil>. Accessed 21 March 2013.

Bukhari Che Muda. Chief Executive Officer (CEO). 10 April 2012. Al-Hijrah Television Channel. Introducing al-Hijrah. (Personal Interview).

Dey, Ian. 1993. *Qualitative Data Analysis: A User-Friendly Guide for Social Scientists*. London: Routledge.

Elo, Satu and Helvi Kyngas. 2008. "The Qualitative Content Analysis Process". *Journal of Advanced Nursing*. (107-115): November. P. 107-115.

Fengfeng Ke, Huifen Lin and Ching, Yu-Hui. (2006). *Effects Of Animation On Multi-Level Learning Outcomes For Learners With Different Characteristics: A Meta-Analytic Assessment And Interpretation*, Journal of Visual Literacy

Imurai, Siripen. (2009). *Positive Cartoon Animation to Change Children Behaviors in Primary Schools*. International Conference on Primary Education.

Kanakir, Mustafa. 2003. *Al-Da'wah al-Islamiah fi al-Qanawat al-Fadaiah al-Waqi' wa al-Murtaja.* (Master Thesis). Islamic Science University of Malaysia.

Mayer, R.E., & Moreno, R. (2002). *Aids to computer-based multimedia learning*. Learning and Instruction

Michelsen, Eva Run. (2009). Animated cartoons, from the old to the new: evolution for the past 100 years: Reykjavik University, Iceland.

Mu'nis, Hussein. 2003. *Ibn Battutah Wa Rahalatuh: Tahqiq wa Dirasah wa Tahlil.*Cairo: Dar al-Ma'arif.

Rosebush, Judson (1990). A Chronology Of Animation History Computer Animation Technology: NP.

Sebastian, T. (2010). *A Study on The Impact Of Computer Animation On Children In Three Cities Of Kerala (Calicut, Cochin & Tvm)*.

Wimmer D. Roger and Joseph R. Dominick. 2006. *Mass Media Research: An Introduction*. 8th edition. Singapore: Holly J. Allen.