

Editorial

This issue of *Intellectual Discourse* features four articles, four book reviews and one conference report. The first article by Tigani M. A. Zaid and Ibrahim M. Zein investigates the development and progression of technical languages in the Arabic philosophical tradition, particularly in the traditions of *Kalām* and *falsafah*. In our view, a profound understanding of the stages of such development is crucial today when many scholars are struggling to find relevance of early development of the Arabic philosophical nomenclature in encountering contemporary intellectual challenges.

Syed Serajul Islam, in the second article, evaluates the current political crisis in Bangladesh in the light of ideas of good governance. He identifies the factors of failure in good governance in the cultural traits of the country. Moving away from the traditional analysis, he concludes that the political culture that has been deteriorating for the last four decades is acting as a catalyst behind such crises. In our view, more academic works, more case studies should be undertaken to examine the catastrophic situation in the Muslim world today.

In the third article Aida Mokhtar examines the Lavidge and Steiner's (1961) hierarchy of effects model from the Islamic perspective and recommends a framework of Islamic advertising. This model, according to the author, would require an Islamic dimension to guide the production of effective advertisements for Muslims. This research is expected to assist the mainstream advertising agencies in tapping almost two billion Muslims around the world.

The last article by Clara Tan conducts an investigation about how the mainstream British media covers the Islamic and Muslim issues. She finds a gross deviation from their commitment to moral and ethical values while covering Muslims. This raises a fundamental question about the objective and purpose of the media – whether the purpose

is finding the truth or to serve interests of certain groups. In our view the academia should continue serving the humanity by raising such questions.

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