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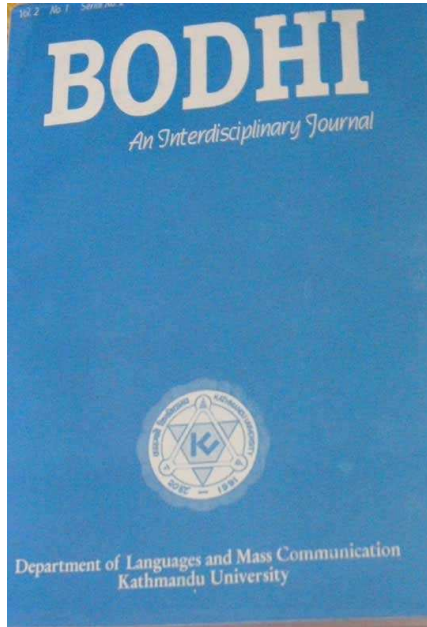
Editorial

नोत्पद्यते विना ज्ञानम्विचारेणान्यसाधनै: ।
यथा पदार्थभानम्हि प्रकाशेन विना क्वचित्॥
शङ्कराचार्य। अपरोक्षानुभूति११ ।

Notpadyate vina jnanam vicharenanya sadhanai
Yatha padarthabhanam hi prakashena vina kwachit.
   Shankaracharya. Aparokshanubhuti-11.

(Knowledge is not brought about by any other means than an enquiry into the Truth, just as an object is nowhere perceived without the help of light.)

Bodhi (बोधि) is a Sanskrit word, which means "enlightenment" or "awakening." It implies the same in Pali and a number of other languages including Nepali and Hindi. Though 'Bodhi' also has religious connotations, it is used in number of philosophical schools as a term representing the quest of knowledge. It is with this latter meaning that we named the publication. The first issue of Bodhi came in 2007, and now here is the second issue.

This issue contains 17 articles from the writers of Czech Republic, Korea, Nepal, Norway, Oman, Pakistan, the USA, and Vietnam. Being an interdisciplinary journal, the artilces in Bodhi deal with a range of issues. However, since our priority is in studying humans and human society from the point of view of mass communication, majority of the articles concentrate on the media.

Jae-won Lee and Won-yong Kim deal with the disciplinary direction and structure of journalism and media education focusing on the dialectics of journalism educators' claim to be reckoned as a legitimate professional program, a liberal-arts unit or a social-science discipline, and others' perception to see journalism education as a mere vocational training. Though there is an increasing level of awareness of, and concern over, the importance of journalism education, as Lee and Kim

observe, there seems to exist a gap. They emphasize on "the education in journalism, which has a direct bearing on the quality and vitality of the press, has to take up its mission with pride, humility and, more importantly, with a requisite pedagogy."

Rune Ottosen presents a unique perspective in studying video games. He examines how video war games have been propaganda tools, and also asseses the possible impact of video games on war reporting in news broadcasting. His finding shows that the long-term impact of millions of users playing within the narrative of war propaganda is unclear. However, there are some disturbing evidences from the battlefield in Iraq suggesting that the violent male culture of the video games inspires soldiers to inhuman and violent behaviour on the battlefield. Ottosen observes that the economic, technological and cultural links between the entertainment industry and the defense industry makes it impossible for the major news channels to serve as a critical watch dog in issues of war and peace.

Janga B. Chauhan presents a biography of Parijat, a towering literary figure in Nepali. While existentialism dominated Parijat's preliminary works, her progressive ideas became predominant in later day writings. Her works were judged in the light of her involvement in quasi-political campaigns. But, all the time, she has been a significant personality in Nepali literature. However, though viewed inconsistently from these two points of references by many, Chauhan emphasizes on judging Parijat "with reference to her own time and context."

Le Trieu Thanh does a comparative content analysis of Western and local media regarding representation of Vietnam in 2006. Thanh observes that war or post-war issues, which used to be seen as a strong stereotype of Vietnam, are no longer the first concern and interest in the country which has changed to a new direction. However, its picture is framed by the selection of news, the newspapers' attitudes and the repetition of the word "communist".

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Deepak Aryal takes Nepalese school level textbooks to study the discourses of biratâ (bravery) and shânti (peace) in Nepal. Taking into account that the approach of production and distribution and the form of perception, reception and interpretation of knowledge in particular social and political circumstance can be strategically adapted and implemented, he observes that the whole process of education system and the content of the textbooks can help to sketch certain stereotypical ideas. Aryal's finding shows that though the people's revolution of 1990 put an end to Panchâyat and re-established plural politics the rhetoric and the stereotypes of 'peace' and 'bravery' continue as before in the textbooks.

Vlastimil Necas studies the issue of bias in selected journals from Journalism and Media Studies. Focusing firstly on how various authors define the term "bias" and in what ways they study it and secondly on identifying common characteristics within different researches, the article then distinguishes three main areas of the research of bias on the basis of the study of selected journal articles. For Necas, the inquiry into the question to what extent the concept of bias may become a tool of promoting and achieving researchers' own political and ideological situatedness seems to be a more interesting problem than a research of bias itself.

Hem Raj Kafle examines Prithvi Narayan Shah's anticolonial role. In the backdrop of political parties' critical stance towards the eighteenth-century unification and national veneration given to P. N. Shah as its leader, Kafle analyses Shah's role in some of the widely read historical texts. He argues that P.N. Shah's emergence can be taken as a timely historical event, and that for his nationalistic resistance against British imperialism, Shah deserves a space in any further attempt of objective historiography.

Abdulmonam Al-Hasani discusses theoretical frameworks for the study of influences on media contents in order to identify the models or approaches for studying the influences on news

organisations. He firstly uses a macro-sociological perspective and discusses two main theoretical approaches, the political economy and cultural approaches. Then he looks at issues on a micro-sociological level, using the social organisation approach to analyse the definitions of news, news values, gatekeeping and the influences on media content that are internal to news organisations. Al-Hasani emphasizes on a combination of the cultural approach and the political economy approach in order to study the factors that affect media content.

Khagendra Acharya looks at the commodification of personal letters in nineteenth-century England and does a causal analysis. Even though personal letters are normally not mass communication products, many personal letters have been published and thus commodified as media contents since the nineteenth century. Such commodification of personal letters in the nineteenth century, as Acharya observes, is the consequence of cultural politics of print industry.

Tika Lamsal examines how Jane Eyre and its reinscription Wide Sargasso Sea deal with the issues of colonial desire despite their apparent appeal to the themes of love, romance and cultures of their contemporary times. He argues that despite the colonial strategies to normalize and consolidate the imperial power through literary works, the two protagonists, Bertha and Antoinette respectively, in their novels challenge the colonial authority because they can't be contained within the space created to them by the colonial masters, represented by Mr. Rochester and the English man respectively.

Kashi Raj Pandey assesses a gateway for Nepalese Human Resource (HR) in global market opened by the concept of International Human Resource Management (IHRM). Taking into account that the world has become a global village, Pandey emphasizes on the investment in education and knowledge industry as business in order to prepare graduates with need-based courses for the emerging global market. This will have great advantage for the country, the individual, and i further contribute in international job market, he claims.

Bal Krishna Sharma studies Laxmi Prasad Devkota's epic Shakuntala in the light of nationalism and culture. He finds Devkota perpetuating the legacy of rich cultural, social and geographical heritage through this epic rendering and consciously striking a rapport of national sensibility among the people of his country through the uses of imageries steeped in typically indigenous vegetations, flora and fauna and landscape. "For retracing and nativising ancient legendary personalities and situating them against contemporary time to expose repressive socio-political scenario, and for preserving unique geo-cultural phenomena," Sharma argues, "Devkota's Shakuntala can be rightly termed as a cultural text."

Saleem Abbas and Firasat Jabeen present an overview of portrayal of women's issues in Pakistan Television (PTV) drama serials. Despite the situation that the established orthodox mentality and values grounded in Pakistani society make women face many problems, Abbas and Firasat take into account that Pakistani mass media in every era have reacted to the afflictions and unjust reservations regarding women. The drama on PTV has comprehensively brought forth the feminist issues in a positive way, they claim.

Laxman Gnawali deals with the notion of teacher development and discusses various facets associated with the concept. He treats teacher development as an on-going process through which teachers keep growing with their own voluntary effort. The emphasis is on developing teachers, who can identify their own potentials and problems and find their ways forward. The underlying assumption is that development of teachers will result in better learning of students and better performance of the school as a whole.

Ekku Maya Pun seeks an alternative method/s for the achievement of peace. She looks for that alternative in women's perspective of peace and their ways of attaining it. She not only highlights the necessity to include feminine perspective in peacebuilding, but also argues why they are better suited to

negotiate peace. She argues that giving women a chance is giving peace a chance.

Indra Dhoj Kshetri presents an overview of online news portals of Nepal. Nepal pioneered on availing news content on the web in South Asia in 1995. Since then online news portals have witnessed both growth and challenges. Kshetri observes many of Nepali online news portals entering the arena without appropriate vision and apposite financial strength. Online news portals, not being recognized legally, lacking any strong regulatory body, and want investment, and face challenges.

Nirmala Mani Adhikary studies the fundamental differences between the Sadharanikaran model and Aristotle's model of communication. These two models are studied in terms of their structure and scope, the human relationships in the process and the goal of communication. Adhikary shows how they differ in all of these four aspects. He argues that Aristotle's model cannot represent and describe the communication theory and practice of countries like Nepal and India. Rather communication model should be developed based on native theories and practices. He further emphasizes on exploring many theories and models of communication from different Hindu philosophical traditions.

Thus, Bodhi has encompassed the products of human minds from deferent disciplines and geo-cultural spaces. As such, the diversity in approaches and strategies is obvious. But the core value remains the same; that is, a quest driven by pursuit of knowledge. Bodhi will certainly continue providing a forum in this regard. At this juncture, we hope for constructive suggestions; and call for articles for next issues of Bodhi.