

Title: Press materials as a source of information about the image of Southeast Asia in the world.

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Abstract:

The question of the image of Southeast Asian countries overseas has been often neglected by researchers concentrated in their work on the part played by this region in foreign or economic policy of major players in the international arena. Nevertheless, studies of the perception of Southeast Asia worldwide are important for the better understanding of factors, which influence relations between countries of unequal 'weight' (great powers and middle states) situated in different parts of the increasingly globalized world. But how to study the image of a given country (or countries) prevailing in some other place of the globe? It seems that the best source of information in this regard provide newspapers which transmit news to millions of average people. It is noteworthy that, for example, only one important US newspaper, between 1950 and 2000, published more than 1.250 articles about Brunei. If we focus our attention only on press materials about one South East Asian country studied presented in 3 main newspapers printed in one country chosen as our reference point, we will obtain a huge collection of articles on all possible topics. As an example of this kind of research, it can be discussed a project realized by the research team of the Centre for Occidental Studies (iKON) of the Institute of Malaysian and International Studies (IKMAS) of the University Kebangsaan Malaysia (UKM) which concerned the problem of the image of Malaysia and its renowned leader, Dr Mahathir Mohamad in The New York Times in 1981-2003. Using these press materials provided the opportunity for developing interdisciplinary research in fields of history, sociology, political science and linguistics and reach interesting conclusions concerning the image of modern Malaysia in the USA.



Dr Jarosław Suchoples took his PhD from the Institute of History of the Univ. of Helsinki in 2000. From 1996 to 1998, he lectured at the Renvall Institute of the Univ. of Helsinki and was the head of a project at the Library of the Parliament of Finland (Helsinki). In 2000-2001, he worked as an analyst of the Polish Institute of Int. Affairs in Warsaw (Poland). From 2001 to 2003, he was a visiting researcher at the Department of Political Science of the Univ. of California, Berkeley (USA). Between 2003 and 2006, he lectured at the Willy Brandt Centre for German and European Studies in Wrocław (Poland), Nordeuropa-Institut of the Humboldt Univ. in Berlin at the Free University Berlin. In 2000-2013, he was an assistant professor at the University in Olsztyn and in Szczecin (Poland). In 2008-2009, he co-operated with the Centre of Historical Studies of the Polish Academy of Sciences in Berlin. In 2013, he was appointed as an associate professor at IKMAS (UKM). He is a scholarship and grant holder of many foundations from Finland, Germany, Poland and the USA.

