

## Foreword

Welcome to the **Final Issue 2014** of the Journal of Social Sciences and Humanities (JSSH)!

JSSH is an open-access journal for the Social Sciences and Humanities that is published by Universiti Putra Malaysia Press. It is independently owned and managed by the university and run on a non-profit basis for the benefit of the world-wide social science community.

This issue contains **16 articles**. The authors of these articles come from different countries, namely, **Malaysia, Pakistan, India, Iran and Indonesia**.

The articles cover a wide range of topics, from a study intended to understand users' perception of recreational forest landscape maintenance and management in Selangor, Malaysia (*Mohd Kher Hussein*), an analysis of proportion and geometrical principles used in traditional houses in hot-arid, Iran (*Nabavi, F., Yahaya, A. and Goh, A.T.*), to a study that examined the influence of some pre-defined factors (namely, playfulness, critical mass, community driven, and peer pressure) in customer satisfaction in the context of the use of viral marketing in social media (*Norazah M.S.*).

The research studies, on topics related to education, psychology, language and literature, include a study that examined the effects of PowerPoint presentation on Iranian university students' performance and attitudes (*Jalali, Sara*), an exploration of teachers' attitudes towards Information and Communication Technology in secondary schools in the island state of Penang, Malaysia (*Termit Kaur Ranjit Singh and Vickneswarinee Ganisha*), research work that investigated the religious maturity of Hindu, Christian and Muslim adolescents studying at secondary level in Pakistan (*Buzdar, M.A. and Ali, A.*), a study to determine the extent of risk-taking behaviour, and its relationship with the demographic variables of Malaysian motorcyclists (*Siti Maryam Md Nor and Haslinda Abdullah*), an analysis of commuters and their families, including gender differences and the impacts of commuting among young families in Malaysia (*Adriana Ortega, Haslinda Abdullah and Samsilah bte Roslan*), research work examining the multiple mediation effects of positive identity and commitment to learning on the relationship between support and positive values embraced by urban youths living in the inner city of Kuala Lumpur (*Abdul Kadir, N.B., Samsudin, A.R., Zaidah, M., Mimi Hanida, A.M., Sheau Tsuey, C. and Subhi, N.*), a work that developed a machine translation system from English to Tamil using a novel pre-processing methodology (*Anand Kumar M, Dhanalakshmi V, Soman K P and Rajendran S*), a review on the effect of disciplinary variation and linguistic differences on the use of lexical bundles in academic writing (*Kashiha H. and Chan S. H.*), a study investigating the effect of consciousness-raising activities on learning grammatical structures by Iranian guidance school EFL learners (*Farrokhlagha Heidari and Nourullah Mansourzadeh*), a study that explored the commonalities and variations in ontological

metaphor conceptualisations of thought as food in a cross-cultural comparative study of English and Persian (*Zahra Khajeh, Imran Ho-Abdullah and Tan Kim Hua*), a report on the strategies in responding to an offer or invitation among Indonesians (*Yazid Basthomi*), a discussion on humanity's alienation from nature and the role of forgotten tradition in Keris Mas' *Jungle of Hope* and K. S. Maniam's *Between Lives* (*Zainor Izat Zainal*), and an article that analysed the issue of formation of cultural identity in the immigrant community of Japanese-Americans in the early 20th century portrayed in Wakako Yamauchi's *And The Soul Shall Dance* (*Nahidh F. Sulaiman*).

I anticipate that you will find the evidence presented in this issue to be intriguing, thought-provoking, and useful in reaching new milestones. Please recommend the journal to your colleagues and students to make this endeavour meaningful.

I would also like to express my gratitude to all the contributors who have made this issue possible, as well as the authors, reviewers and editors for their professional contribution. Last but not least, the editorial assistance of the journal division staff is also fully appreciated.

JSSH is currently accepting manuscripts for upcoming issues based on original qualitative or quantitative research that opens new areas of inquiry and investigation.

**Chief Executive Editor**

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