

# MUSLIM WOMEN IN CONTEMPORARY SOCIETIES: REALITY AND OPPORTUNITIES

*Edited by*  
**Hassan Ahmed Ibrahim**  
**Zaleha Kamaruddin**



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 **CONTENTS**

|   |      |   |
|---|------|---|
| <b>Acknowledgements</b>                                   | vii  |   |
| <b>Notes on Contributors</b>                              | ix   |   |
| <b>Editors' Introduction</b>                              | xvii | ✓ |
| <i>Hassan Ahmed Ibrahim</i>                               |      |   |
| <i>Zaleha Kamaruddin</i>                                  |      |   |
| <br>  |      |   |
| <b>Chapter 1</b>  |      |   |
| <b>Women's Progress in Malaysia:</b>                      |      |   |
| <b>Challenges and Achievements</b>                        | 1    |   |
| <i>Nik Safiah Karim</i>                                   |      |   |
| <b>Chapter II</b>   |      |   |
| <b>Access to Justice: The Human Dignity of Muslim</b>     |      |   |
| <b>Women and Divorce in Malaysia</b>                      | 39   | ✓ |
| <i>Zaleha Kamaruddin</i>                                  |      |   |
| <b>Chapter III</b>  |      |   |
| <b>In Defense of Islam: American Muslim Women</b>         |      |   |
| <b>Write Back</b>   | 55   | ✓ |
| <i>Nor Faridah Abdul Manaf</i>                            |      |   |
| <b>Chapter IV</b>   |      |   |
| <b>The Impact of Television Programmes on Muslim</b>      |      |   |
| <b>Dressing: Social Learning Theory</b>                   | 77   | ✓ |
| <i>Saodah Wok</i>   |      |   |
| <b>Chapter V</b>  |      |   |
| <b>Muslim Women and the New Gods: Psycho-Sociological</b> |      |   |
| <b>Study on the Influence of the Media on Women</b>       | 101  | ✓ |
| <i>Tahraoui Ramdane</i>                                   |      |   |
| <i>Merah Souad</i>  |      |   |

|  |     |   |
|--|-----|---|
| <b>Chapter VI</b>  |     |   |
| <b>The Development of Women Magazines in Malaysia<br/>and its Educational Impact on Muslim Women</b>                   | 115 | ✓ |
| <i>Shafizan Mohamed</i>  |     |   |
| <b>Chapter VII</b>   |     |   |
| <b>Women and Development in the Light of Islamic<br/>Legal Principles: A Case Study of Malaysian<br/>Muslim Women</b>  | 141 | ✓ |
| <i>Mek Wok Mahmud</i>  |     |   |
| <i>Ghalia Bouhedda</i>   |     |   |
| <i>Akhtarzaitie Abdul Aziz</i>   |     |   |
| <b>Chapter VIII</b>  |     |   |
| <b>Muslim Women under Islamic Family Laws:<br/>Problems and Prospects for Reforming the<br/>Codified Fiqh</b>          | 179 | ✓ |
| <i>Sayed Sikandar Shah Haneef</i>  |     |   |
| <i>Mek Wok Mahmud</i>  |     |   |
| <b>Chapter IX</b>  |     |   |
| <b>The Influence of Feminist Movement and the<br/>Establishment of Women's Rights in Islam</b>                         | 205 |   |
| <i>Norma Kassim</i>  |     |   |
| <b>Chapter X</b>   |     |   |
| <b>Women, Work and Islam: A Malaysian Experience</b>   | 241 | ✓ |
| <i>Rohaiza Rokis</i>   |     |   |
| <b>Chapter XI</b>  |     |   |
| <b>The Headscarf and the Veil in English Courts of Law:<br/>Issues of Free Expression and Proportionality</b>          | 271 | ✓ |
| <i>John Candlish</i>   |     |   |
| <b>Chapter XII</b>   |     |   |
| <b>The Social Status of Muslim Women in Contemporary<br/>Society: Headscarf Deadlock in Turkey<br/>as a Case Study</b> | 283 | ✓ |
| <i>Serdar Demirel</i>  |     |   |

|   |     |
|---|-----|
| <b>Chapter XIII</b>                                   |     |
| <b>Women and Nursing in the Contemporary Society</b>  | 307 |
| <i>Aishah bt. Ali</i>                                 | ✓   |
| <b>Chapter XIV</b>                                    |     |
| <b>A Review on the Health Status of Muslim</b>        |     |
| <b>Women with HIV/AIDS in Arab Countries</b>          | 321 |
| <i>Falah A.M. Salih</i>                               |     |
| <i>Quazi Manjurul Haque</i>                           | ✓   |
| <b>Chapter XV</b>                                     |     |
| <b>Perception towards the Importance of Education</b> |     |
| <b>among Muslim Women in Papar,</b>                   |     |
| <b>Sabah (Malaysia)</b>                               | 333 |
| <i>Hj. Kasim Hj. Mansur</i>                           |     |
| <i>Dayangku Aslinah Abd. Rahim</i>                    |     |
| <i>Roslinah Mahmud</i>                                |     |
| <i>Beatrice Lim Fui Yee</i>                           |     |
| <b>Chapter XVI</b>                                    |     |
| <b>The Status of Muslim Women in Contemporary</b>     |     |
| <b>Australia</b>                                      | 351 |
| <i>Jamila Hussain</i>                                 |     |
| <b>Chapter XVII</b>                                   |     |
| <b>The Contemporary Saudi Arabian Woman:</b>          |     |
| <b>Leadership and Women's Issues</b>                  | 373 |
| <i>Afaf Jamil Khogeer</i>                             |     |
| <b>Index</b>  | 385 |

**MUSLIM WOMEN AND THE NEW GODS:  
PSYCHO-SOCIOLOGICAL STUDY ON THE  
INFLUENCE OF THE MEDIA ON WOMEN**

Tahraoui Ramdane  
Merah Souad

**Introduction**

When the term *religion* is mentioned, the classical and universal connotation often crosses the mind that is the correlated triplicity: *The Holy, Believing in the Holy* and *the Application of those beliefs in a form of Rituals*. However, starting from the second half of the last century and more evidently during the last few years, this connotation began to lose its conditional reflex in the minds of people, especially in the west.

Along with the social transformations which accompany the rapid technological progress that was achieved by the human societies, particularly in Western Europe, North America, Japan, and, recently, China, new gods have emerged in these societies, more evidently in America and Europe. They were equally crystallized and designed in a new shape and promoted as new beliefs and rituals which admittedly exerted a magical effect on the minds and conducts of people. These new gods are simply the famous stars and personalities who capitalized on the mass media; they include the cinema's icons, singer idols, sportsmen, particularly footballers, show presenters and others, who