



Rahma Al Foori Calls for Future Social Researchers to Respect Culture Specifics when Investigating Research Context at IAMCR 2013

Rahma Al Foori, a Doctoral candidate under the supervision of Senior Lecturer Anders Hansen has presented a paper at IAMCR 2013 with the support of the Media and Communication Department. The paper reflects on an aspect of her PhD project, environmental journalism and the construction of environmental coverage in Omani newspapers. It aims to investigate the status of environmental coverage in Omani newspapers and how the journalistic practices, as discerned through observing the newsroom as well as interviewing journalists, could provide an explanation of that status.

This research has so far demonstrated these distinctive culturally specific features in texts. They have been discerned in journalists' words as well as in observations, and the presence of these features emphasizes the importance for future social research in general to sensitize to cultural differences to gain a better understanding of any investigated topic in any context, not just the Omani one. Social Constructionism and framing have contributed largely to allowing these cultural differences to emerge without judgment. The open approach to mixed methods purposefully has informed both content and production at different stages. It also reveals the status of environmental journalism in Oman and how it has contributed to solving environmental problems through the testimonies of journalists as well as through the content itself, as it is always the case with any medium's output that it has implications for readers to take action.