

A COMPARATIVE ANALYSIS OF NEWS BY THE ENGLISH LANGUAGE

BROADCAST AND PRINT MEDIA IN MALAYSIA

by

LEE SIEW TIN

PUSAT PENGAJIAN ILMU KEMANUSIAAN

UNIVERSITI SAINS MALAYSIA

1982

C O N T E N T S

	Page
ACKNOWLEDGEMENTS	i
'RINGKASAN LAPURAN' (SUMMARY OF REPORT)	ii
CHAPTER I : INTRODUCTION	1
CHAPTER II : METHODOLOGY	4
CHAPTER III : ANALYSIS OF DATA	13
CHAPTER IV : BACKGROUND AND FINDINGS	26
A. Background of 'Radio Malaysia' and 'New Straits Times'	
B. Findings	
CHAPTER V : CONCLUSION	39
. Limitations of the Study	
. Recommendations for Future Research	
BIBLIOGRAPHY	43

ACKNOWLEDGEMENTS

It was my good fortune to have a most helpful, patient and encouraging supervisor in Mr. Rengasamy Karthigesu, whom I will always remember with gratitude. However, it needs to be stressed that any mistake or inadequacy of this 'academic exercise' is my sole responsibility and is in no way to be connected with my supervisor.

Sampel untuk kajian saya diambil dari berita-berita Bahasa Inggeris dari 'Radio Malaysia' dan suratkhabar, 'New Straits Times'. Jangkawaktu sampel yang diambil ialah dari 4hb Ogos, 1981 hingga

Thanks are due to the Director of News of RTM, u. Berita Encik Tammimuddin bin Abdul Karim, who had kindly allowed me to collect the radio scripts which I had needed for this thesis. My appreciation also to staff members of RTM and NST who have provided me with the background information for the two media respectively.

There were others who had helped along the way, be it in the collection and analysis of data or in giving words of encouragement. Among these were Nancy, Siew Poh and Kim Weng. To these beautiful people I say, "Thank God you were there!"

Writing this 'academic exercise' in the English language (instead of Bahasa Malaysia) is a pleasure that I gratefully owe to the Dean of the School of Humanities, Professor Madya Datuk Haji Shahnnon Ahmad.

Bab III memberikan hasil-hasil yang didapati dari penganalisan butir-butir mentah. Beberapa hasil ini diberikan perhatian tetapi tafsiran keputusan-keputusan diketepikan dalam bab ini.

RINGKASAN LAPURAN

Tajuk latihan ilmiah saya ialah, 'Suatu analisa perbandingan di antara berita Bahasa Inggeris dari sebaran penyiaran dan sebaran pencetakan di Malaysia'.

Sampel untuk kajian saya diambil dari berita-berita Bahasa Inggeris dari 'Radio Malaysia' dan suratkhobar, 'New Straits Times'. Jangkawaktu sampel yang diambil ialah dari 4hb Ogos, 1981 hingga 22hb September, 1981, iaitu selama tujuh minggu. Berita 'Radio Malaysia' dirakamkan pada pita-pita kaset sementara berita suratkhobar dikumpulkan dari penerbitan pada hari-hari yang tertentu mengikut sampel. Isikandungan berita-berita ini diasingkan kepada golongan 'tajuk' dan 'pelakun utama', sebelum dianalisisakan.

Bab I lapuran ini merupakan satu pengenalan yang memberikan sebab-sebab atau dasar-dasar untuk menjalankan kajian ini. Di samping itu, satu rangka am objektif-objektif yang ingin dicapai melalui kajian ini, juga diberikan.

Bab II menghuraikan kaedah atau metodologi kajian ini. Ia menerangkan asal usul dan sifat-sifat kaedah membuat sampel serta penganalisaan butir-butir mentah.

Bab III memberikan hasil-hasil yang didapati dari penganalisaan butir-butir mentah. Beberapa hasil ini diberikan perhatian tetapi tafsiran keputusan-keputusan diketepikan dalam bab ini.

Bab IV bermula dengan satu bahagian mengenai latar-belakang-latarbelakang 'Radio Malaysia' dan 'New Straits Times'. Maklumat untuk bahagian ini diperolehi daripada temuduga-temuduga dengan kakitangan sebaran-sebaran tersebut dan juga dari 'Media Directory 1978/79'. (Malangnya, suatu naskah terbitan 'Media Directory' yang lebih baru tidak dapat diperolehi). Bahagian kedua bab ini memberi keputusan-keputusan analisa kajian di dalam bentuk yang lebih mudah difahami serta melibatkan penafsiran yang lebih mendalam.

Latarbelakang 'Radio Malaysia' dan 'New Straits Times' sengaja diletakkan di bahagian hadapan sebelum keputusan-keputusan analisa kajian ini agar seseorang pembaca laporan ini dapat memahami keputusan-keputusan itu dalam konteks yang dibicarakan dengan betul.

Akhir sekali, Bab V sebagai bab kesimpulan, memberi satu ringkasan am kepada keputusan-keputusan kajian ini. Had-had kajian ini dan cadang-cadangan untuk kajian-kajian selanjutnya juga terkandung.

Sesuatu kajian seperti ini tidak memerlukan rujukan yang luas. Walau bagaimanapun, beberapa bacaan didapati berfaedah untuk memberi maklumat dan ide-ide tentang penganalisan kandungan serta contoh-contoh kajian yang sama atau yang bersangkutan. Bacaan-bacaan itu telah disenaraikan dalam bahagian 'Bibliography' di bahagian akhir laporan ini.

CHAPTER I

INTRODUCTION

Novelists often say that characters in their stories have a way of "coming alive" and taking control of the directions of their plots. Likewise, in the process of analysing the data for this 'academic exercise', new questions and facts have continually emerged from the raw data and thereby determined the ultimate direction which this study has taken.

My 'academic exercise' aims at analysing the news given by the English language broadcast and print media in Malaysia. The main reason why I believe such a study is worthwhile is that, (the media besides being a mirror of our society, more importantly, influence it, too. Public thinking, discussion and behaviour, often hinge on what the media have selected to include in their publications and broadcasts.)

I am convinced that this strength of the media should not be underestimated. (We live in a democratic society and deserve to be intelligently informed in order to act accordingly.) (We need a responsible media which provide accurate, adequate and unbiased information so as to enable us to think, decide and act as knowledgeably and wisely as possible.)

In short, there is a need to know what the Malaysian mass media in general and the English news media in particular, have been telling their respective audience. The latter need is precisely what my study hopes to meet. Among the aims of my

'academic exercise' are:

- To find out how much and what type of news the English language news media are offering their receivers.
- To find out the priority of news topics given in both media so as to know the types of news that are emphasized or most often given to the English-educated public. This will also enable the public to choose the type of medium which offers the most news that are of interest to them.
- To analyse the quantity of news on certain topics of interest, such as Government leaders, crimes and accidents, local political parties, and the like.
- Ideally the media should act as the watchdog of public interest since they are the link between the people and their leaders and society's experts. In this study, the broadcast medium is government-owned while the print medium is a private enterprise. An attempt is made to analyse the similarities and differences of the two media.

All the above aims are not mutually exclusive nor are they exhaustive, but an encompassing objective of the study can be said to be, "to know the nature of news as given by the English language broadcast and print media in Malaysia".

It is obvious that this 'academic exercise' can by no means be a comprehensive dissertation on the Malaysian news media. But it at least outlines the characteristics of the English news media in Malaysia and facilitates our understanding of a pervasive source of influence in our lives. It is definitely a

step forward towards knowing the nation's mass media better.

METHODOLOGY

The main sources of English news in Malaysia are New Straits Times for the print media, and Blue Network of Radio Malaysia for the broadcast media. As such they are easily the most representative of the English news media and constitute natural choices for the sample of this study. For practical reasons, the 'New Straits Times' will hereafter be referred to as NST and the 'Blue Network of Radio Malaysia' will hereafter be referred to as BN.

In 1978 the International Association for Mass Communication Research (IAMCR) embarked on a research which involved about twenty national research teams.¹ The research was carried out in response to a request by the UNESCO for a major international study of national images portrayed in the world press. Its findings were based on the content analyses of news coverage by the print and broadcast media of countries around the world. Since my intended study ran along the same vein, I found the research design used

¹ Information about the IAMCR research was obtained from the following sources:

- (i) Brajesh Bhatia, Images of Foreign Societies As Depicted by Mass Media In Malaysia, UKM/IAMCR, Kuala Lumpur, 1980.
- (ii) David H. Weaver and G. Cleveland Wilhoit, 'Foreign News Coverage in Two US Wire Services' in Journal of Communication, Spring 1981, Vol.31, No.2, pp.55-63.