

**BLAME AVOIDANCE AND IMAGE RESTORATION
STRATEGIES IN THE MH370 PRESS CONFERENCES**

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**FACULTY OF LANGUAGES AND LINGUISTICS
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BLAME AVOIDANCE AND IMAGE RESTORATION STRATEGIES IN THE MH370 PRESS CONFERENCES

ABSTRACT

This study focused on the relationship between the field of crisis communication and discourse analysis. The crisis of MH370 was used as a medium to explore the blame avoidance strategies opted by four public figures in addressing the public. The public figures who were used in this research were Prime Minister Datuk Seri Najib Tun Razak, Acting Transport Minister Datuk Seri Hishammudin Hussein, Director of Civil Aviation Dato' Sri Azharuddin Abdul Rahman and MAS CEO Mr Ahmad Jauhari. The main focus of the study was to explore the press release and to illustrate the blame avoidance strategies opted during the crisis. It is a qualitative study which aimed to explore the linguistic strategies used in a crisis using the textual analysis method. Based on the analysis, the most commonly used blame avoidance strategies were arguing and manipulation while the frequently used Image Restoration Strategies were defeasibility and good intentions. Based on the analysis, Datuk Seri Hishammuddin employed the highest number of arguing strategy which were 8 types and he specifically used Topos of Law 9 times. He also used manipulation strategy the most which were 5 types and he employed inducing less powerful groups into accepting arguments 6 times in his statements. The defeasibility strategy was used to explain the incident as an accident while good intentions focused on the explanation for the Search and Rescue Operation(SOP) expansion. The data analysed during the incident served as concrete examples to study the techniques opted by the leaders for self-other presentation during an event of crisis.

Keywords: crisis communication, blame avoidance, image restoration strategies,
qualitative

STRATEGI PENGELAKKAN KESALAHAN DAN PEMULIHAN IMEJ

DALAM PERSIDANGAN MEDIA MH370

ABSTRAK

Kajian ini memberi tumpuan kepada hubungan antara bidang komunikasi krisis dan analisis wacana. Krisis MH370 telah digunakan sebagai medium untuk meneroka strategi pengelakan menyalahkan yang dipilih oleh empat tokoh awam dalam menangani orang ramai. Tokoh awam yang digunakan dalam penyelidikan ini adalah Perdana Menteri Datuk Seri Najib Tun Razak, Pemangku Menteri Pengangkutan Datuk Seri Hishammuddin Hussein, Pengarah penerbangan awam, Dato ' Sri Azharuddin Abdul Rahman dan CEO MAS Encik Ahmad Jauhari. Fokus utama kajian adalah untuk meneroka siaran akhbar dan untuk menggambarkan strategi pengelakan menyalahkan yang dipilih semasa krisis. Ia merupakan kajian kualitatif yang bertujuan untuk meneroka strategi linguistik yang digunakan dalam krisis dengan menggunakan kaedah analisis teks. Berdasarkan analisis, strategi mengelakkan menyalahkan yang paling biasa digunakan adalah berhujah(arguing) dan manipulasi(manipulation) manakala strategi pemulihan imej yang sering digunakan ialah *defeasibility* dan niat yang baik. Berdasarkan analisis tersebut, Datuk Seri Hishammuddin telah menggunakan bilangan strategi berhujah yang tertinggi, 8 jenis dan beliau secara khususnya menggunakan Topos hukum 9 kali. Beliau juga menggunakan strategi manipulasi yang paling tinggi iaitu 5 jenis dan beliau menggunakan strategi menggalakkan kumpulan yang kurang berkuasa untuk menerima hujah 6 kali dalam kenyataan beliau. Strategi *defeasibility* telah digunakan untuk menjelaskan kejadian sebagai kemalangan manakala niat baik memberi tumpuan kepada penjelasan untuk pengembangan dan operasi menyelamat (SOP). Data yang dianalisa semasa kejadian itu berfungsi sebagai contoh konkrit untuk mengkaji teknik yang dipilih oleh pemimpin untuk pembentangan diri sendiri semasa peristiwa krisis.

Keywords: komunikasi krisis, pengelakkan kesalahan, strategi pemulihan imej

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LIST OF SYMBOLS AND ABBREVIATIONS

For examples:

PM	:	Prime Minister
AJ	:	Ahmad Jauhari
DCA	:	Director of Civil Aviation
CEO	:	Chief Operating Officer
SAR	:	Search and Rescue Operation
IRT	:	Image Restoration Theory
CAAM	:	Civil Aviation Authority Malaysia
SOP	:	Standard Operation Procedure

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

8th March 2014 should have been a normal weekend for fellow Malaysians and for the rest of globe. However, flight MH370, which took off from KLIA did not land at its destination and it swiped the nation with its mysterious disappearance less than an hour of take off. Thus, upon serious investigation involving aviation experts of the nation, the plane was announced to have disappeared in the South Indian Ocean. In the process of handling the crisis, our Prime Minister Datuk Seri Najib, acting Transport Minister during the crisis Datuk Seri Hishammuddin Hussein, Mr Ahmad Jauhari CEO of Mas and the Director General of Civil Aviation Dato' Sri Azharuddin Abdul Rahman were responsible in giving out press statements of the incidents for consecutive days. It is crucial to study the discourse of crisis as it involves the sovereignty of the nation which provides a way to avoid or reduce the crisis effect as a manner of crisis feedback (Heath, 2010). The focus of this dissertation is to incorporate the field of crisis management and discourse during an airplane crisis. It is not the objective of this study to critique and condemn the leaders but it is rather interested to explore on the linguistic choice which is prevalent during a crisis or well known as crisis communication. This study will benefit the stakeholders who work closely in the field of crisis communication to learn from the mistakes and improvise for the future.

1.1 Background of the study

It is a crucial aspect of the country to maintain a good tie with the neighbouring countries even during the moment of despair. This is in par with the objective of Ministry of Foreign affairs as they aim to tackle international relations for the benefit of the country. The Malaysian Foreign Policy upholds seven principles and one of it is maintaining peaceful relations and promoting peace and stability in the region through capacity building and conflict resolution (Ministry of Foreign Affairs, 2015). This is very much related to the disappearance of MH370 as it involves passengers of 13 different nationalities (Muthaly,2015). Thus, the communication with the international organization is very important at this juncture. The higher authority has the power of conveying the message as they are accountable over the incident and appropriate justification was needed to calm the society.

1.2 Problem Statement

Crisis is always an unprecedented event and the stakeholders are expected to be prepared to handle the situation. Stakeholders are to be accountable for the mishap and they held the responsibility of furnishing the related information. Farzmand(2014) explains that a good crisis management requires precise and punctuality in analysing the situation and he also claimed that many established stakeholders will opt for political games and shelter under the legal wing. Press releases made by the leaders during the disappearance of MH370 is a form of crisis management and studying the press conference text will provide a comprehensive understanding on the blame avoidance strategies opted by these stakeholders as measure of image protection.

1.3 Research Purpose and Research Questions

Research Purpose:

The overall purpose of this study is to examine the blame avoidance strategies opted by the leaders during the crisis of plane disappearance. Besides, the study is intended to explore the image restoration strategies opted by these leaders in relation to the blame avoidance.

Research questions:

1. What are the blame avoidance strategies used in addressing a crisis during the press statements?
2. What are the image restoration strategies used in relation to the blame avoidance in addressing a crisis?

1.4 Contextual information

(a) MH370

It is a Boeing 777-2H6ER has the capacity to accommodate 282 passengers. The registration number of the flight is 9M-MR0 (Foundation, 2016). Besides that, Manufacturer's Serial Number confirms that it's a 11 years and 10 months old flight. The flight is equipped with a blackbox and the Boeing 777 is believed to have the latest technology.

(b) Geographic location

The Kuala Lumpur International Airport (KLIA) is situated in Sepang which is in between of Selangor and Negeri Sembilan. This airport is one of the biggest airport in Asia and it offers various international flights. This airport is about 50km from Kuala Lumpur city. On the other hand, the Beijing Capital International Airport is an international airport serving the nation. It is located around 32 km of northeast of Beijing. (2016)

(c) Incident chronology

Incident chronology	<ul style="list-style-type: none">○ 8th of March 2014, Boeing 777-200 departed from KLIA at 12.41 am with a total of 239 passengers including the crew members.○ 8th March 2014, MH370 loss the radar contact.○ 8th March 2014, the last signal of the flight was detected in Southern China Ocean.○ 8th March 2014, Malaysian Airlines (MAS) releases the first notice of the plane's disappearance at 7.24 am.○ 8th March 2014, the first press release by Malaysian Airlines in KLIA at 11 am.○ 8th March 2014, The Acting Transport Minister Datuk Seri Hishammuddin's press release in KLIA at 2.40 p.m.○ 8th March 2014, The Prime Minister Datuk Seri Najib Tun Razak announces that the plane is yet to be found and the search operation is extended with Vietnam, China, Singapore and United State's corporation.○ 9th March 2014 at 9.05 a.m the Director of Public Flight Department, Datuk Azharuddin Abdul Rahman addresses the press by providing information of the search and rescue of MH370 in adherence to the Standard Operation Procedure (SOP).○ 9th March 2014 at 3 pm, Datuk Azharuddin announces that there aren't any updates of the flight.
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- 9th March 2014, General Tan Sri Rodzali Daud admits that there is a possibility of the flight making a turn back on its way to Beijing.
- 10th March 2014, the family members of the passengers were flown to KLIA from Beijing.
- 11th March 2014, the assumption of plane hijack was cleared when the two unknown passenger's details were released.
- 14th March 2014, Datuk Seri Hishammuddin informs that the search mission has been widened to Hindi Ocean.
- 15th March 2014, Datuk Seri Najib Tun Razak confirms that the plane made a change of route and it has been detected by the radar.
- 16th March 2014, National Chief Police Officer Tan Sri Khalid Abu Bakar said that the MH370's disappearance was investigated under the Section 130 of stealing, terrorism and sabotage and on the same day, the police took the flight stimulator from the MH370's pilots's home.
- 24th March 2014 at 10 pm, Datuk Seri Najib Tun announces that the last position of MH370 was detected in the middle of Hindi Ocean at the west of Perth.
- 30th March, the family members of the passengers urge the government to provide evidence that the flight ended in Hindi Ocean.
- 31st March 2014, the last conversation transcript on 8th March between the Air Traffic Controller and Flight Cockpit at 1.19 am was released, which is 'Good Night Malaysian flight 370'.

Adapted from (Explanation Department of Malaysia, 2014)

1.5 Significance of Study

Much study has been done on crisis communication related to the usage of Image Restoration Strategies over the years. The results proved that Image Restoration Theory has been an effective tool to repair their reputation as a result of the crisis. However, the blame avoidance of stakeholders to eradicate the fault in them during the crisis are often sidelined. This study is significance because it explored the blame

avoidance strategies and Image Restoration Strategies opted by the stakeholders during a crisis simultaneously to save their face.

1.6 Summary

The introduction chapter begins with a discussion on the background of the study. It then discussed the statement of problem and the purpose of the study which followed by the contextual information related to MH370. The next chapter will be the Literature Review chapter which emphasize on the crisis communication, Blame Avoidance Strategies, Image Restoration Strategies and other studies related to the research. The following chapter 3 examines the methodology of the research, conceptual framework and the categories of analysis. While chapter four discusses the data and chapter 5 examines the findings and explained on the pedagogical implication and limitations of the research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will discuss the insights of crisis communication such as the definition of crisis and the management of crisis using the approach of Hansson's blame avoidance.

2.1 MH370 as a national crisis

The disappearance of MH370 without pre-warning became the most talked and reported news of 2014 and Malaysia was the centre of news since MAS is a national flight carrier as well. This situation is an emergency situation which involved various international agencies to help in the search and rescue operation to save the life at stake. The disappearance of MH370 from the radar without any warning, created a lot of speculation and concerned among the stakeholders as well as the international community. The news of related to the plane was broadcasted in every channel and this is seen as a national crisis. MAS is the national carrier and this alarming news has set the attention to the nation and the management of the country in dealing with the unprecedented event.

D.Royce (2013) defines crisis as a situation of pressure where an individual is subjected to life situation and this can be inferred as a moment on distress as well. When flight MH370 lost the signal from the radar, it can be concluded that it is a moment of distress and the safety of passenger were threatened.

On the other hand Sellnow & Seeger (2013) explains that there has to be certain parameters before an event is declared as a crisis. An air turbulence that occurs during the flight is a problem but it can only be categorized as a crisis if it jeopardised the safety of passengers. In the event of MH370, the event is considered to be a crisis as there were no plausible cause and the plane which was supposed to land didn't make it. In aviation

industry, an accident has been classified as a crisis according to Hannson & Vikstrom, (2011). Eventhough MH370's dissapearance remains as a mystery after all these years, stakeholders were directly affected and they were accountable in providing fair updates to the victims' family as well as the community since all their actions will be observed and reported by the media industry. The dissapearance of MH370 is an unprecented event and it can be associated with "Black Swan event" as it was sudden, entails a large repercussion and the community can never accept the truth of it (Sellnow & Seeger, 2013)

In relation to disappearance of MH370, the press statements pertaining to it can be closely related to the crisis management continuum and the discourse leaders used is crucial in addressing this issue. Edelman (1977) concludes that the information given and the language used by the leader is significant during a crisis. A crisis can occur at any instance and time (Farazmand, 2014). Ibrahim M. Shaluf, Fakhar'ul-razi Ahmadun, & Aini Mat Said (2003) reviewed in their paper that there are various forms of crisis and the disappearance of MH370 can be classified under non-community crisis where it is caused by transportation accidents and it doesn't affect the functionality of a community for a long term. It is also reported that crisis can be categorised into two which are community crisis and non-community crisis. A community crisis is categorised as natural crisis which is caused by natural disaster, industrial crisis due to socio-technical issues and non-industrial crisis which is resulted from conflict or non-conflict. Farazmand (2007) on the hand, interprets crisis as a situation which demands emergency.

Federal Emergency Management Agency (FEMA) suggested a list to define a situation to be issued as a disaster (Sellnow & Seeger, 2013)

Table 2.1: Definition of FEMA for disaster

Num.	Details
1	Number and characteristic of the loss (Amount of houses damaged or with major loss)
2	Infrastructure and facilities damage scale
3	Threat to health and security
4	Effect to the government service and role
5	Special capability of federal government
6	Distribution and severity of damage
7	Insurance coverage of owners and public commodities
8	Availability of help
9	Commitments from state and local property
10	The probability of the mishap

According to the table, it is justified to declare the disappearance of MH370 flight as a crisis due to the damage in terms of human lives, the security of passengers and the nation was under threat. According to Coombs (2010) in his book, crisis is closely related to risk. In fact, it is also a time where a crucial decision has to be taken. Crisis has the potential to damage the organization and key figures. The organization and it entails the risk. The organization in this situation is MAS and the political figures (Heath, 2010). During the point of crisis, the role of government and official companies is crucial (Muthaly, 2015). However, if any individual makes an error and that leads to the crisis, it is said to be severe.

Meanwhile, Fairclough (2005) defines crisis as a situation when the status quo structure is no longer functioning as it is required. This point of emergency provides the time for the restructuring or intervention. Thus, the press releases were the restructuring done to stabilize the situation of crisis. Crisis can also be divided into three phase which are the pre-crisis, crisis and the post-crisis. The crisis phase will be the central discussion of this study as this situation will usually get the publicity. The communication at the point will restore the situation efficiently and ethically (Heath, 2010). During the point of crisis, the role of government and official companies is crucial (Muthaly, 2015). The first press statement upon the disappearance of MH370 played a vital role in managing

the situation and it is reported that the press statement made was on 10th march which is two days upon the disappearance.

The process of pre-crisis, crisis and post crisis has also been discussed in Situational Crisis Communication Theory (SCCT) (Adkins, 2010). A crisis is categorized as three clusters which were victim, accidental and preventable and each cluster were recommended to use certain response strategy. Since the disappearance of MH370 is a mystery and the final report did not conclude the cause of disappearance, we can categorise this crisis as accident and preventable. SCCT addresses four types of response strategies which are denial, diminishment, rebuilding and bolstering. These strategies share some similar traits to Benoit's Image Restoration Theory and for accidental category, Coombs (2007) suggest that one should opt for diminishment strategy and rebuilding strategy. However, if its preventable category, one is recommended to use denial and rebuilding strategy. For the purpose of this study crisis will be defined as a situation which resulted in the loss of lives which needed immediate attention from the international community.

2.2 Crisis communication and discourse

The situational context influences the discourse type. Thus, the crisis situation demands the accountable individuals to produce a fair discourse, which will serve at its best for the scenario (Fairclough, 1989). A crisis can be due to the error in giving out pre-warning, poor risk management and prediction (Sellnow & Seeger, 2013). Thus, when the plane disappeared, the leaders were in the position of recovering the situation. According to Coombs (2010), crisis communication can be generally described as the gathering, analyzing and spreading notes needed at the point of the crisis. He also mentioned that process of communication is said to be one the most crucial element in crisis management as it able to empower and ease the anxiety of people, the family and

friends at this situation. Crisis management is considered a difficult area to handle during a crisis because it is unlikely to find a professional who is trained to manage crisis situation (Jia et al., 2012). In spite, of having prepared text for the conference session the leaders need to be prepared in answering the questions raised during the session within their field of knowledge and expertise and crisis management skill is anticipated from them during the sessions.

Moreover, if management failed to provide sufficient information to the public through media, they are seen as not being transparent (Muthaly, 2015). Accurate and consistent information will be able to build credibility which is important for the stakeholders (Coombs, 2010). The stakeholders in this crisis are the airplane administration which is MAS, Malaysian government, victims and their families as well China. Thus, in general crisis communication is defined as a process that involves providing an information which shares mutual understanding between the stakeholders for the purpose of minimizing and as a response to the distress situation. One of the purposes of communication is to maintain a positive image(W. Benoit, 1997)

In this circumstance, the approach of discourse analysis in the study would be to understand how the leaders avoided blame during the point of crisis. Hood (2010) in his lecture mentioned that politicians have a valid reason to avoid blame compared to the rest as it can affect their chances of re-election and this can even jeopardise their career if they are accused.

This is because leaders of public organization will take up certain style while disseminating information as it has to reflect their image in a positive manner than negative. Benoit's image repair theory which is aimed to eliminate damage to the reputation is an important aspect in this study as well (Muthaly, 2015).

2.3 Crisis and Image

Benoit (1997) believes that when a person is held accountable for an action and if the action is considered to be offensive, image restoration strategies will be opted to repair the reputation. Image is vital to an organisation and airlines cannot compromise their image because of the business (Zafra & Maydell, 2018). There are five here are five clusters of image restoration strategies proposed by Benoit and it is used by an individual or an organization if there is a potential harm to the stature.

The disappearance of MH370 is a national crisis and stakeholders experience threaten to their image and this may jeopardize the chances of re-election (Hood,2010). The usage of image restoration strategies will deflect the harm imposed on their image and further restore their image at this event.

2.3.1 Denial

In **denial** strategy, there are two further sub-sections which are simple denial and shift the blame (Benoit, 1997). Simple denial is an act of establishing an action was not committed by the individual or organisation. While shift the blame would be to assert the action was committed by someone else or the cause of the event.

2.3.2 Evasion of Responsibility

The next strategy that is discussed in Benoit is **evasion of responsibility** and it has four types embedded in it. They are provocation, defeasibility, accident and good intentions (Benoit, 1997). Provocation would be an action which was executed as a result of another action. While defeasibility is a way of justifying by using the insufficient knowledge of the situation or the unplanned event which occurred beyond the purview of the company. Accidents are errors that took place unintentionally without any cause. Lastly, good intentions suggest that the action was executed in good faith.

2.3.3. Reducing Offensiveness of Event

In this section, there are six further subdivision of **reducing offensiveness** strategies. This can be viewed as Bolstering, Minimization, Differentiation, Transcendence, Attack Accuser and Compensation (Benoit, 1997). Bolstering is a strategy of enhancing the positive qualities one possesses to elevate the negative perception. While minimization is a technique reducing the perception of action as a disadvantage and attempt to show the outcome as minimal. Differentiation is an approach of characterizing the action as less severe. An action which is labelled as a favourable one to the victims is a technique of Transcendence and attacking the accuser would be a technique of using the information against the person who queried to justify the actions. Finally, compensation would be a remuneration provided for the incident and it should improve the image of the company upon approval.

2.3.4 Corrective Action

Corrective action is an approach where the organization assures to rectify the situation or may take measures to prevent the reoccurrence of such event. Apparently, this method can occur simultaneously or individually (Benoit, 1997). For example, if a cinema which had screening problem may act swiftly to solve the issue and take up scheduled maintenance to prevent the reoccurrence of such event.

2.3.5 Mortification

This is the final strategy where the individual or organization which commits an error admits the action and ask for forgiveness. Benoit (1997) explains this as a way which can work either positively or negatively. For instance, the public may accept the apology and continue travelling in MAS or an apology can open up a space for a lawsuit.

2.4 Approaches to blame avoidance

Hansson's blame avoidance framework is developed using the presentational strategies of Hood. In fact, there are 3 blame avoidance strategies which are the presentational strategies, agency strategies and policy strategies (W. L. Benoit, 2000). When a crisis strikes, presentational strategies is said to be the most suitable approach for officeholders. The strategy aims to minimize blame or rebranding it to credit or other explanation which will help shape the public perceptions.

A presentation strategy allows one to find a way out as it will affect their image if they are targeted for the event. There are 9 ways which are classified as a presentational strategy and below I exhibit the examples from the "Discursive strategies of blame avoidance" Hansson (2015) to present the usage of the strategies in this study.

Table 2.2: Presentational strategy

Fallacies	Explanation	Examples
Total problem denial	Renounce the allegation totally and reject that any damage has taken place	<i>"This has never happened"</i> (Hansson, 2015).
Excuses	Concede that some damage has been done but deny the trigger factor and the intentions	<i>"It is true the damage has been impactful but we this is an unprecedented event"</i> (Hansson, 2015).
Justifications	Accepting the trigger factor but explain the event in an assured manner	<i>"We had to make some difficult decisions which will lead to gains in the future"</i> (Hansson, 2015).
Problem denial+counter-attack	Discredit the blame completely, providing explanation which is done with negative claims on other	<i>"I am not alone in this good work we have done , our approach has been widely looked up by troubled Europe countries"</i> (Hansson, 2015).
Drawing a line	Apology which is followed by positive self-reputation	<i>"Unlike many leaders, I am willing to acknowledge my mistakes, I apologize"</i> (Hansson, 2015).

Changing the subject	Pivot the concentration, bury information, dominance over a topic and violate the maxim of relation and manner	Q: <i>Are you really both confident that the economy is going to grow?</i> A: <i>We've actually said that dealing with the structural deficit, balancing the books, is going to take longer</i> (Hansson,2015).
Restricting information	Violating maxim of quantity by not giving enough of information	<i>"This information is classified under the Atomic Energy Act of 1954"</i> (Hansson,2015).
'Lying doggo'	Withdrawal or choosing one way discourse	<i>"No comment"</i> (Hansson,2015).
Working behind the scenes	By silencing targeted blame makers in a forced manner	<i>"We are still working on the details"</i> (Hansson,2015).

2.4.1 Ways of arguing

During a situation that puts the leaders in a spot of being blameworthy, they will argue to eradicate the guilt imposed on them. Hansson (2015) claims that when an individual is posed with a face threat in public, they will argue in a manner to ensure they are not blamed for the situation. Wodak & Meyer (2001) has categorized the forms into a list of *topoi* and responsibility falls under this category which was derived from pragma-dialectical approach of Van Eemeren & Grootendorst (1992). There are 10 guidelines related to topos and fallacies for the construction of argumentation and these has been adopted in Hansson's framework.

The rules have been listed by Wodak& Meyer (2015) in their book as they describe the construction of topos and fallacies in the strategy of argumentation. Some of the rules that were used in the construction of arguing strategy are the flexibility of expressing themselves and they should not be withheld from expressing themselves, responsibility in providing explanation, logical explanation and accurate reference to the implicit explanation. These are just some of the rules that were used as the guide in

proposing the topoi and fallacies of argumentation. The argumentation strategy that were proposed by Hansson in his framework has been listed below in Table 2.3.

Table 2.3: Arguing strategies

Strategies	Explanation	Examples
<i>Evading the burden of proof</i>	Shifting of responsibility	<i>“Be in position to say more(Hansson,2015)”</i> .
<i>argumentum ad hominem</i>	Attacking the character of opposition to discredit her	<i>“Please do not speculate” (Hansson,2015).</i>
<i>Ad baculum</i>	Use threat of force in exerting an acceptance	<i>“The Department of Transportation needs to reconsider the speed limit proposals on interstate highways for the simple reason that if they do not, their departmental budget for Department of Transportation will be cut by 25%” ((W. Benoit, 1997)</i>
Straw man	Misinterpretation of an opponent’s position	<i>“I don’t think that’s quite right”(Hansson,2015)</i>
<i>argumentum ad populum</i>	Playing on audience’s emotions	<i>“Just as nobody could have anticipated the action taken in America (Hansson,2015)”</i> .
<i>Argumentum ad misericordiam</i>	Appealing to an audience’s feeling of compassion	<i>“Events were beyond our control.”(Hansson,2015)</i>
<i>Ad verencundiam</i>	Parading one’s own qualities	<i>“When we arrived in government we pledged to be ruthless in hunting down and eradicating waste in Whitehall and that is precisely what we have done(Hansson,2015)”</i> .
<i>Post hoc, ergo propoter hoc</i>	False analogies and claiming that temporal sequence equals causality	<i>“This is a result of mankind(Hansson,2015)”</i> .
<i>Topos of law</i>	Claiming that they just followed the rules	<i>“We’ve given that to the Office for Budget responsibility” (Hansson,2015)</i>
<i>Topos of threat</i>	Using the element of force	<i>“If banks have problems, then it poses a threat to everybody and one should do something to secure the banks (Hansson,2015).”</i>
<i>Ignoratio elenchi</i>	Irrelevant explanation	<i>“If a threat is unforeseeable, then those who try to contain the threat with whatever means</i>

		<i>should not be held responsible” (Hansson,2015).</i>
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2.4.2 Ways of framing

Lakoff (2008) which is defined framing in two categories which are Rescue Narrative and The Bad Apple. Rescue Narrative opts the basic logic where the Hero defeats the Villain for the well-being of Victim. The Bad Apple Frame is very popular among organisation to shift blame within their organization.

Table 2.4: Framing strategies

Strategy	Explanation	Examples
Rescue Narrative	An individual/organization claims to save the situation	<i>“Eradicating waste in Whitehall and that is precisely what we have done (Hansson,2015).”</i>
Bad Apple	Finds a target to shift the blame to justify their actions	<i>“Yes, we made a mistake, but other institutions failed, too(Hansson,2015).”</i>

2.4.3 Ways of denying

Declination of the blame may take place in various circumstances and it is done to prevent negative perception on themselves (Hansson, 2015). Van Dijk (1992:92) as cited in Hansson (2015) proposed a set typology of denying. Denials are employed as a way to portray positive self-presentation especially in public discourse as it targets a large group of listeners (Van Dijk, 1992). Therefore, during the catastrophe of MH370, the leaders need to present themselves in a positive way to avoid themselves being blamed.

Table 2.5: Denying strategies

Strategy	Explanation	Examples
Act denial	Explain an act as if it did not take place at all	<i>“We did not do it(Hansson,2015).”</i>
Control denial	Explain an act was committed because of a cause and it was a mishap	<i>“It was an accident(Hansson,2015).”</i>
Intention denial	Explain an act was done by justifying it with one’s purpose by mentioning that one did not understand the real intention	<i>“You got me wrong(Hansson,2015).”</i>
Goal denial	Explain an act was done or vice versa for a purpose	<i>“We did not do that, in order to cause this (Hansson,2015).”</i>

2.4.4 Ways of representing actors and actions

The usage of actors and their actions were analysed based on Van Leeuwen’s social actor representation (Hansson, 2015). The way a person speaks about an action plays a significant role in reducing the representation of blameworthy. These can be achieved by deagentualising their action and claim it to be something beyond the control of mankind or using unclear explanation as it may lead to vagueness in elaborating their actions. Therefore, using these strategies of representing their actors and actions will be able to deflect responsibilities and blame which is inflicted on them.

According to Bernard (2018) social actors are the individuals in the discourse but it can even refer to physical objects. However, in language the “agent” is the person who commits an action which produces a significant impact and these social actors can be presented in few ways

The strategies and explanation which have been identified as a manner of avoiding blame has been listed below with relevant examples from Hansson (2015).

Table 2.6: Strategy of representing actors and actions

Strategy	Explanation	Examples
Excluding victims	Not including the victim	<i>"We take this seriously"</i> (Hansson,2015).
Deagentalising actions	The act did not have human involvement	<i>"The problem occurred"</i> (Hansson,2015).
Impersonalising victims	Detaching the victim while addressing and to refrain from showing relating to personal feeling	<i>"Australians feel they cannot voice legitimate fears about immigration"</i> (Van Leeuwen,1996).
Obscuring agency	Vagueness and euphemism	<i>"It appears that some damage has been caused"</i> (Hansson,2015).
Deagentalising actions and generalizing actions	Very high level of generality and abstractness in explaining the action	<i>"We are tackling these issues"</i> (Hansson,2015).
Switching to mental process	Explain the process in an abstract manner	<i>"I am very concerned about this"</i> (Hansson,2015).
Constructing outgroup(nomination)and attaching negative attributions(predication)	The way of describing the speaker in a more positive or negative manner	<i>"Meanwhile other countries, especially in troubled Europe"</i> (Hansson,2015).

2.4.5 Ways of legitimizing

The use of legitimation was studied in 4 different categories which were categorized by Van Leeuwen and Wodak (Hansson, 2015; Van Leeuwen 2007:92 based on Van Leeuwen & Wodak, 1999). Legitimation is used to provide grounds for certain practice and it aims to end a discussion. Authority legitimation is an approach which uses the norms, rules and regulations as well the person who is in power is commonly observed when leaders are involved(Van Leeuwen, 2007).

The influence of power is used as an important element in the discussion and for the study of MH370, these leaders had significant role in the society to exert their opinions. Datuk Seri Najib was the Prime Minister who had the power of influencing the public, Datuk Azharuddin was the Director of Civil Aviation who had the authority as an individual who was meant to be sound in technical knowledge, Mr Ahmad Jauhari was

the CEO of MAS was the person responsible of MAS's operation and Datuk Seri Hishammuddin was the acting Transport Minister and he was the most important person in this study. He had the power of emancipating the public on the Search and Rescue Operation that was conducted. The table below explains the types of legitimation and the functionality.

Table 2.7: Legitimising strategy

Strategy	Explanation	Examples
Authority legitimation	By addressing using personal and impersonal referencing, referencing to customs or commendation.	<i>"We proceeded according to the law adopted by the Parliament (Hansson,2015)"</i> .
Moral evaluation legitimation	By using the referencing to sense organization.	<i>"Our actions are based on Britain's values (Hansson,2015)"</i> .
Rationalisation legitimation	Employ the purpose, function and result in the organization(instrumental rationalization) or to a logical order(theoretical rationalization).	<i>"This helps to get our economy back on its feet (Hansson,2015)"</i> .
Mythopoesis	By using stories in which legitimate action is rewarded and non-legitimate will be penalized.	<i>"We believe the kindness will be paid(Hansson,2015)"</i>

2.4.6 Ways of manipulating

Van Dijk (2006) in his study as cited by (Hansson, 2015) demonstrated a threefold approach which explains the ways manipulative in speech or written text. This is further categorized into few strategies by Hansson in his framework. According to the work of Van Dijk (2006), manipulation is believed to be an act that involves the abuse of power and domination. It is confirmed that individuals who use the strategy of manipulation use it for their own interest and it is a social practice which is opted by powerful groups to reproduce their power and it is done in various manner.

Episodic memory is used to exploit the mental models of the recipients. Discursive strategies are used to stress the productiveness of the message for certain purpose. The discursive strategies were identified by Foucault which emphasize the interest of speakers and exclude the recipients' interest (Foucault, 1977). Discursive strategies are categorized into few groups and they each have their functions. The table 2.8 below illustrated the selection of discursive strategies that are present but for blame avoidance only "other" discursive strategies are studied (Wodak, 2016). Other discursive strategies include robust feeling of fear, insufficiency comprehension on the subject and their lower position in the society that makes it easier for recipients to accept information from the speakers (Reisgl & Wodak 2009,104).

Table 2.8: Discursive strategies list

Strategy	Objectives	Devices
referential / nomination	discursive construction of social actors, objects/phenomena/events, and processes/actions	<ul style="list-style-type: none"> • membership categorization devices, deictics, • tropes such as metaphors, metonymies and synecdoches • verbs and nouns used to denote processes and actions
predication	discursive qualification of social actors, objects, phenomena/events/processes, and actions (more or less positively or negatively)	<ul style="list-style-type: none"> • stereotypical, evaluative attributions of negative or positive traits (e.g., in the form of adjectives, appositions, prepositional phrases, relative clauses, conjunctive clauses, infinitive clauses and participial clauses or groups) • explicit predicates or predicative nouns/adjectives/ pronouns • collocations • explicit comparisons, similes, metaphors and other rhetorical figures (including metonymies,

		<p>hyperboles, litotes, euphemisms)</p> <ul style="list-style-type: none"> • allusions, evocations, and presuppositions/ implicatures • other
argumentation	justification and questioning of claims of truth and normative rightness	<ul style="list-style-type: none"> • <i>topoi</i> (formal or more content-related) • fallacies
Perspectivization/ framing or discourse representation	positioning speaker's or writer's point of view and expressing involvement or distance	<ul style="list-style-type: none"> • deictics • direct, indirect or free indirect speech • quotation marks, discourse markers/particles • metaphors • animating prosody • other
intensification, mitigation	Modifying (intensifying or mitigating) the illocutionary force and thus the epistemic or deontic status of utterances	<ul style="list-style-type: none"> • diminutives or augmentatives • (modal) particles, tag questions, use of the subjunctive, hesitations, vague expressions, • hyperboles, litotes, • indirect speech acts (e.g., question instead of assertion) • verbs of saying, feeling, thinking • other

The table below illustrates the explanation for each of the manipulating strategies of blame avoidance and the functionality.

Table 2.9: Manipulation strategies

Strategy	Explanation	Examples
Manipulating episodic memory	By rewriting the history as the situation	<i>“So why does it matter so much? Because the outcome of this issue will now determine more that the fate of the Iraqi regime and more that the future of the Iraqi people who have been brutalized by Saddam for so long, important though those issues are”</i> (van Dijk, 2006)
Using discursive strategy	Focusses on the vulnerabilities of the recipients	<i>“Pramote Maiklad” suggested the government speed up establishing a crisis management center to handle the flood from now on</i> (W. Benoit, 1997)
Coming out with pre-emptive apology	Apologise to get eliminate the blame	<i>“Unlike many other leaders, I am willing to acknowledge my mistakes, I apologise</i> (Hansson,2015)”. <i>”</i> .
Manipulating short term memory	This is based on the discourse understanding	<i>“The country and the Parliament reflect each other”</i> . <i>This is a debate that, as time has gone on, has become less bitter but no less grave”</i> (van Dijk, 2006)
Keeping less powerful group uninformed	Not revealing the information by using the position	<i>“While we respect the process, the presence of the President will not be called for. It is a fair assumption to make that the President would not got to Congress on whatever issue”</i> (Flores, Regala, 2016)
Inducing less powerful groups into accepting the argument of an organisation	Use power into accepting the explanation	<i>“Wartsila moves its engine manufacturing to Italy, 4480 people lose their jobs, 200 maintenance men in Turku Capacity is cut to improve profitability</i> (W. Benoit, 1997)

2.5 Summary

In this chapter, the researcher provided a review on Discourse Analysis by emphasizing the usage of blame avoidance and image restoration in the field of crisis communication. The researcher also recapitulated the types of blame avoidance strategies and the shared similarities with the Image Restoration Strategies and this is justified with the explanation from the crisis communication field. The research is conducted to explore the types of blame avoidance strategies and image restoration strategies employed by the leaders during the press conference of a crisis. The above reference would assist the researcher to identify the commonly used strategies among the leaders in the event of a crisis to protect their image.

University of Malaysia

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The main objective of this study is to investigate the blame avoidance strategies employed by public administrators during the event of crisis at press conferences. This chapter explains the methodology of this study and how the data is collected and analysed.

3.1 The data

The source for this study were the press conference texts which were broadcasted to the public. Four leaders' who represented each organization in the event of MH370's disappearance was focused as they were accountable in deliberating updates to the governments and public. The press conference texts of these leaders were selected as the data because, the study aims to discover the blame avoidance strategies used by leaders during the event of crisis. Since, most of the press conference texts are available in the official site of MH370 and it is available for public viewing, these documents were retrieved from it and the study was limited to a span of two months, which will be from 10th March 2016 to 2nd May 2014.

This period of compiling the press conference texts is deemed suitable because leaders were regularly disseminating updates on the lost plane. However, some of the press conference texts were retrieved from youtube due to the missing links at the official site of MH370. Youtube is a social media and these videos of the press conference is uploaded for public viewing. The chosen leaders and the organization they represent are listed as below:

Table 3.1: The Leaders and the press statements

	Name	Affiliation	Number of press statements
1.	Datuk Seri Mohd Najib bin Tun Abdul Razak	6 th Prime Minister of Malaysia	2
2.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17
3.	Datuk Seri Azharuddin Abdul Rahman	Director of Civil Aviation	3
4.	Mr Ahmad Jauhari	CEO of Mas	4

These leaders were chosen because of their significant role during the disappearance of plane MH370 and due to limited research on blame avoidance of leaders during a crisis of plane. Since each of these leaders represented different organization, it will be relevant to look at the similarities and differences of blame avoidance strategies used during the event of MH370. The number of press statements is considered based on the number of appearances of each leader in giving updates and answering the questions.

3.1.1 Selection of data:

The press conference texts were all taken from the official site of MH370 and only the period of 10th March 2016 to 2nd May 2014 were chosen for this research. Both individual statement as well as question and answer session between the media and the leaders were taken as the source and each session lasted for about 30 minutes in average. Even though, the official site had the collection of the press statements, yet some of the transcripts were missing and the media release were transcribed from youtube as the press releases were uploaded by public for viewing. Lange, P. G. (2008) acknowledges that Youtube is public platform to share videos and the author has the rights to make the videos public or private. The press statements are also available for public viewing and therefore it is convenient and ethical to use these videos for the study. The aspect of blame avoidance is pivoted in this research, due to the fact that during the plane's disappearance

the leaders' and their organisations' image were under threat. The press conference texts for the mentioned period should be studied as the leaders employed some interesting strategies to protect themselves and the organisation during the crisis.

According to Starks (2007) there are five important factors in deciding a sample size for a qualitative research. These includes the scope of the research, quality of the research, nature of the evidence, plan of the research and the use of shadowed data. There for 26 press conference transcripts were selected using purposive sampling to study the strategies employed during the period. Petty, Thomson & Stew (2012) explains that purposive sampling is to choose samples that are relevant for the study. In studying the blame avoidance during a crisis, purposive sampling on the samples were done to ensure the press statements that employed the strategies were selected for this study. A qualitative study needs significant data to examine the purpose of the study (W. Benoit, 1997)

In this study, the press statements that employed the blame avoidance and image restoration strategies were selected purposively by studying the press conferences from the mentioned date above. There are few approaches of using purposive sampling which are maximum variation sampling, homogenous sampling, typical case sampling, extreme case sampling, total population sampling and expert sampling (W. Benoit, 1997)

Thus, in this study, all the 26 press conferences were selected using maximum variation sampling because the goal is to identify the common themes or the strategies these were employed by these leaders. A maximum variation sampling is a technique of identifying the common model that exist in the data (W. Benoit, 1997)

It is accepted that the press conference texts were scripted yet it is crucial to understand the strategies as it provides a comprehensive understanding of the image protection and hindsight provides an explanation for the strategies opted by these leaders.

The question and answer session are rather a natural discourse which provides in depth findings of the strategies used in addressing a crisis.

These four leaders were selected due to their significant role in the organisation they represent. Datuk Seri Najib was served as the Prime Minister of the nation during the event and he was representing the nation, Datuk Seri Hishammuddin was the Acting Transport Minister and he was representing the Ministry of Transport, Mr Ahmad Jauhari was the CEO of MAS and he was representing the affected Airline and Datuk Azharuddin represented the Civil Aviation Department. All of the leaders furnished important updates to the international community and the victims' families during this catastrophe.

3.1.2 The data coding procedure:

The data collection procedure for this research were conducted in three stage. Firstly, the press conferences were selected and labelled according to the sessions. The speeches are labelled as "PC" which is acronym to "press conference". The list is attached in Appendix B.

Then, some of the press Question and Answer session which were conducted in Malay Language were translated into English Language for this purpose study. These translations were verified by an expert from the field of translation. The press conferences were selected using purposive sampling as the study aims to investigate the strategies opted by the leaders during a crisis. The entire press statements have been uploaded in google drive for access as it is convenient and durable. The statements can be accessed via <https://rb.gy/6qygyl>.

3.2 Conceptual Framework

In this section, the conceptual notions which embeds this study are discussed.

3.2.1 The Notion of Crisis and Image

It is agreed that crisis is an unpredictable event that may harm the stakeholders and can severely impact an organisation's performance and it is believed to lead negative outcome. (Coombs, 2007). Crisis is a threat to reputation and individuals use communication to defend their reputation. One of the goals of communication in a crisis is to retain a positive reputation (W. Benoit, 1997). In the event of MH370, the leaders who were responsible in providing adequate information faced threat to their reputation as it involved the international media and they were being observed by citizens and leaders of other countries in the event of handling crisis. Public relations is one of the important notion in this situation as international passengers were involved in this crisis and evading blame in a positive manner to ensure positive image is crucial. One of the elements in public relations is image and it is relevant to study these strategies employed by the leaders in the press conferences (W. Benoit, 1997)

An image in this study would be defined as viewpoint of audience which can be an individual or organisation and a threat to the image is a occurs when the individual is believed to be responsible of the crisis (W. Benoit, 1997)

Therefore, the leaders who were addressing the public in relation to the disappearance of the flight, the image is under attack and the leaders used these strategies to restore their image. Benoit(1997) suggested few strategies on the common ways of restoring image upon a threat and these image restoration strategies were used to analyse the press statements. There are five general segments of these strategies and it differs according to the situation. Denial, evasion of responsibility, reducing offensiveness, corrective action and mortification. Denial has two types which are the simple denial and shifting the blame. Simple denial would be a statement of denying the action was committed or justifying the action wasn't damaging. Shifting the blame in denial is a way of projecting the accusation to another individual or company.

Evasion of responsibility has four types which are defeasibility, provocation, accident and good intentions. Defeasibility is a strategy of using the excuse of having insufficient information pertaining to the event and provocation is used by justifying the action was committed due to the act of another action. For example, “Firm Moved Because of New States Laws”, where the company moved its plant because of the law which is imposed (Benoit, 1997). The strategy of accident is using the method of persuading the audience to believe that the event occurred in accident and nothing could have prevented. By applying this strategy, the individual would be less accountable and the threat to the image would be minimised. The last way of evading responsibility is good intentions and this is applied by justifying the act was well intended. For example, “Sears wants you to know that we would never intentionally violate the trust customers have shown in our company for 105 years” (Benoit,1997).

Reducing offensiveness is another category and there are six types which are bolstering, minimization, differentiation, transcendence, attack accuser and compensation. Bolstering is a way of stressing the good acts that have been executed aiming to offset the mistakes that were done and this could be even emphasizing the good characteristics they own. For example, “Exxon’s Swift and Competent Action” which explains the quick move that was taken in the event of distress (W. Benoit, 1997) The strategy of minimization can be applied by minimising the effect of the event by elevating the negative emotions associated with the crisis. Differentiation would be to compare the event to a similar one but more severe. While Transcendence is a strategy which talks about the positive benefit of the action rather than the negative outcome of it. For example, “Helping Human Justifies Test”, would be to talk about the advantage of doing such studies which would benefit the mankind(W. Benoit, 1997)

Attacking accuser is a way of striking back the accuser upon being targeted and this is believed to minimise the attack one oneself. The last strategy under this approach

would be compensation where the if its accepted by the affected then the individual or company may offer a settlement which is agreed upon by both parties. For example, “Disabled Move-Goers Given Free Passes” as they were denied entry earlier by the cinema operators(W. Benoit, 1997) The next strategy would be corrective action which is a measure taken to resolve the issue or to hinder the reoccurrence of such event. Lastly mortification is to seek apology by admitting the mistake but this can be a disadvantage because once mistake has been admitted, there is a possibility of lawsuit imposed on the individual or company(W. Benoit, 1997)

3.2.2 The Notion of Image and Blame Avoidance

Crisis management is a process which repairs the potential impairment on the image of the organization due to the crisis. According to Institute for Public Relations(2007), a crisis can possibly implicate three harms which are the safety of citizens, monetary deprivation and image diminution. In the case of MH370, three of the trickle down effect is expected and the leaders who lead each organisation were involved in the press conferences to address the questions and to provide the relevant update pertaining to the situation. During this process, their image is at stake and it can be confirmed that they adopted image restoration strategies to evade the blame and to maintain a positive image.

Eventhough, the leaders were not the direct cause of this mishap but once they are percieved as responsible over an incident, it attacks their image. Leaders will avoid blame because it affects their personal and organisation’s image (Hansson,2015; Allern and Pollack, 2012; Boin et al., 2005;Castells, 2009;Thompson 2000). Therefore, it is concluded that an individual avoids blame to protect their image and they employ different strategies for different purposes. There are six ways of deflecting blame which are arguing, framing, denying, representing of actors and actions, legitimising and manipulating (Hansson,2015). These strategies are applied when the blame which are

either considered real or perceived occurs depending on the caveats of the situations as a measure to restore positive-self representation (W. Benoit, 1997). These leaders Datuk Seri Najib, Datuk Seri Hishmauddin, Datuk Azharuddin and Mr Ahmad Jauhari are leaders who have been perceived to be responsible for the disappearance of MH370 and they need to evade blame which is inflicted on them. Blame avoidance strategies were used to restore their images and to put up positive self-presentation. The blame avoidance strategies were derived from discursive strategies of positive and negative-other presentation of (W. Benoit, 1997). The six strategies of discursive are referential, predication, argumentation, perspectivation or framing and intensification.

Referential uses the classification of fellowship, naturalizing, impersonation of metaphors and metonymies. While predication is characterising the speaker either more conclusively or contrarily and this could be done by emphasising positive characteristics, contributions and usage of predicates. The next strategy argumentation is executed by justifying the positive or negative contribution through certain topoi which justify inclusion or exclusion. Perspectivation is an action of explaining the engagement in the issue and to include personal view in the matter. Lastly intensification or mitigating is asserted through the way of utterances.

3.3 Analytical Framework

This study employed an analytical framework that will look into the discursive strategies of blame avoidance opted by leaders during the plane disappearance crisis and the relation of it towards Benoit's Image Restoration Strategy (1997). The discursive strategies of blame avoidance and the image restoration strategies were reanalysed together in the press statements to answer both of the research questions. The research further compared the similarities of the strategies that were opted by the four leaders and analysed the usage

of image restoration strategy by these leaders. This research is guided by two research questions which are:

1. What are the blame avoidance strategies used in addressing a crisis during the press statements?
2. What are the image restoration strategies used in relation to the blame avoidance in addressing a crisis?

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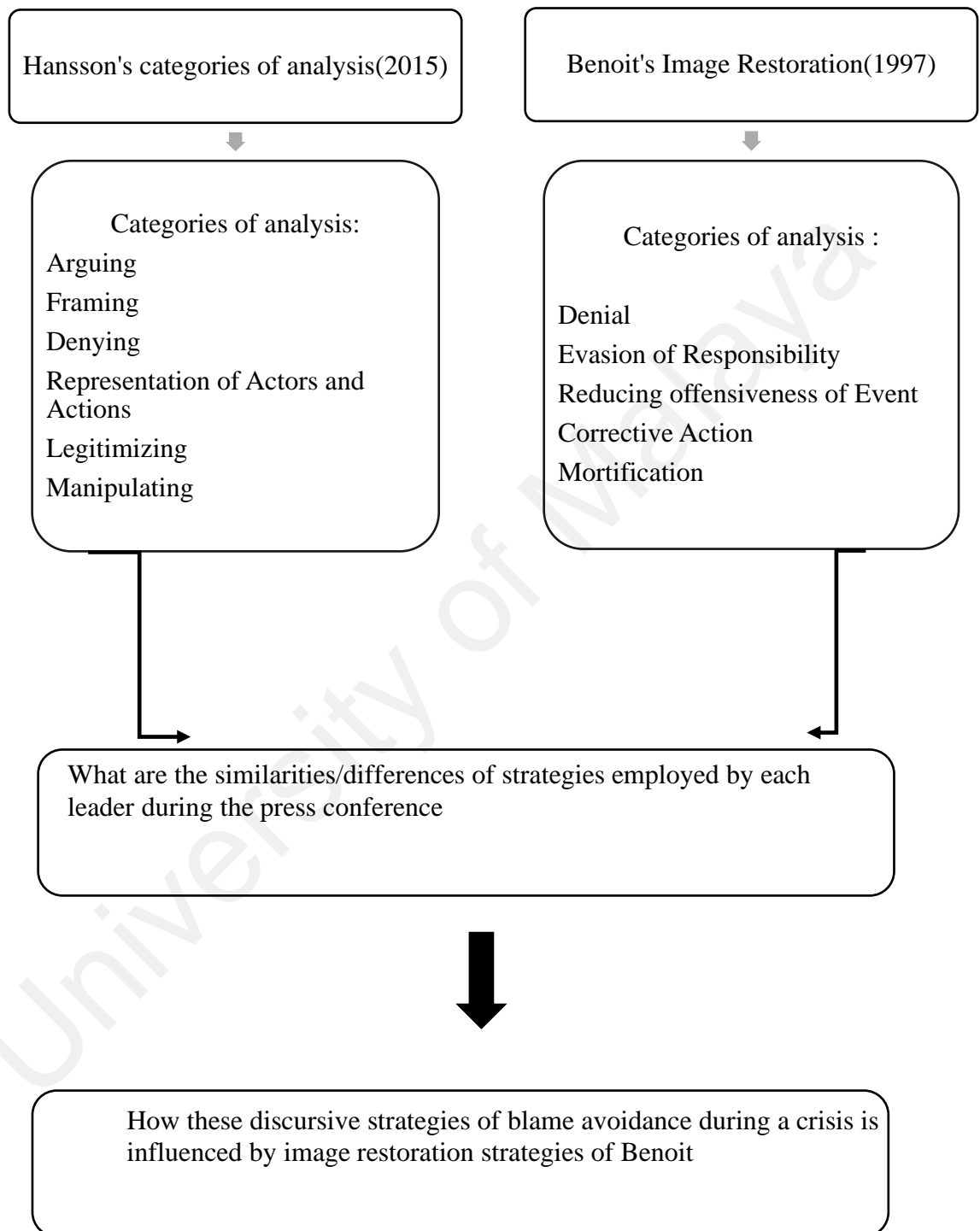


Figure 3.1

3.4 Categories of Analysis

The first research question taps on the blame avoidance strategies opted by 4 leaders during a plane crisis using Hansson's Blame Avoidance framework as a guidance. Since, occurrence of a crisis is a threat to image, image restoration strategies will also be examined for each of the leaders in relation to the blame avoidance strategies. Hansson's Blame Avoidance Framework is embedded with Hood's Presentational Strategy. Therefore, explanation for the strategies include Hood's Presentational Strategy as well. Both of the research questions were tackled at the same instance during the analysis and the findings report the most salient categories which were used throughout the press conferences. Each of the press conference were analysed as per the categories below:

3.4.1. Hansson's Discursive strategies of blame avoidance

To answer research question 1, a textual analysis was conducted on the press conference released during the disappearance of MH370 from 10th of March 2014 to 2nd May 2014. According to Widdowson (2014) mentions that textual analysis will be able to shed information about the text, language used by the individuals in the discourse and is not about the process. It allows the researcher to study the blame avoidance strategies that were employed during the crisis. In addition, the findings of study will perpetuate into the existing literature of crisis communication. Each of the aspect is focused in public administration, therefore it justifies the usage of this model to study the blame avoidance strategies used during the plane crisis as the 4 leaders were representing the stakeholders.

3.4.1.1 Use of argument

The argumentative strategies were analysed simultaneously with the Image Restoration Strategies of Benoit (1997). The argumentative strategies are:

Table 3.2: Arguing strategies

Evading the burden of proof	Shifting of responsibility
Straw Man	Misinterpretation of an opponent's position
Ad Misericordiam	exploiting the feeling of sympathy by appealing to them
Ad populum	engaging the recipients' emotions
Ad Verecundiam	bolstering one's trait in a positive manner by talking about the achievements and characteristics
Topos of Law	Claiming that they just followed the rules
Topos of Threat	Using the element of force
Ad baculum	Use threat to exert an acceptance
Ad hominem	attack the character of the accuser
Post hoc, ergo propter hoc	False analogies and claiming that temporal sequence equals causality by using uncommon language and ambiguous statements
Irrelevant argumentation	Irrelevant explanation on the subject

3.4.1.2 Use of framing

The Framing Strategy were analysed simultaneously with Benoit's Image Restoration Strategies (1997). The Framing strategies are:

Table 3.3: Framing strategies

Rescue Narrative	The person acts as Hero in the situation by saving the affected from the crisis
The Bad Apple	To target a person to push the blame as a measure of positive self presentation

3.4.1.3 Use of denial

The denial strategies which is a part of rejection is derived from social defence strategy of Van Dijk (1992) and it functions to reduce negative perception. These strategies were analysed simultaneously with Benoit's Image Restoration Strategies (1997). The denial strategies are:

Table 3.4: Denying strategies

Act denial	Assert that the action was not committed
Control denial	Assure that the action was committed for a reason which lead to accident
Intention denial	Explain and clarify that the purpose has been misunderstood
Goal denial	Explain that the act was done to serve a purpose

3.4.1.4 Use of representing actors and actions

The strategy of representing actors and actions were analysed by studying the leaders' statements which focus on the Search and Rescue Operation effort, the investigation team and the speculation that were disseminated. The strategies were analysed simultaneously with Benoit's Image Restoration Strategies (1997). The strategies are:

Table 3.5: Strategy of Representing actors and actions

Excluding victims	Not including the victim in the process of explanation
Deagentalising actions	Explain that the act was beyond the control of mankind
Impersonalising victims	To explain about the victims by excluding personal feeling
Obscuring agency	Explain about an action in vagueness using linguistic device such as nominalization
Deagentalising actions and generalizing actions	Explain an action was committed without human involvement and using unclear language to talk about the move
Switching to mental process	To explain about the process in abstract manner
Constructing outgroup(nomination)and attaching negative attributions(predication)	To speak about the speaker in a more positive or negative manner

3.4.1.5 Use of legitimization

The strategy of legitimization which is aimed to portray positive presentation were analysed simultaneously with Benoit's Image Restoration Strategies (W. Benoit, 1997) One of the main goals of legitimization is to justify an action and to provide explanation for the actions

executed (Hansson,2015). There are four legitimation strategies that will be analysed in this study. The strategies and the explanation have been briefly described below:

Table 3.6: Legitimation Strategies

Authority legitimation	Using personal reference to status and role while impersonal reference to explain an action
Moral legitimation	To use the idea of evaluation and analogies in reference to the system
Rationalisation	To explain using the objective, function and the outcome or the natural cause of actions
Mythopoesis	Using anecdotes in which heroic actions are honored and vice versa are penalised

3.4.1.6 Use of manipulation

The strategy of manipulation is aimed to divert the abuse of power and it is analysed concurrently with Benoit's Image Restoration Strategy (1997). The strategies are:

Table 3.7: Manipulation strategies

Manipulating episodic memory	By narrating the previous series of event
Using discursive strategy	Using other discursive strategies which focusses on the weakness such as emotions
Coming out with pre-emptive apology	Apologise to delieanate the problem
Manipulating short term memory	A method to amend and to instill preconceived opinion about the event
Keeping less powerful group uninformed	Concealing information by using their power
Inducing less powerful groups into accepting the argument of an organisation	To use power in asserting the explanation

3.4.2 Hood's Blame Avoidance

Hansson's blame avoidance framework is developed using the presentational strategies of Hood. There are 3 blame avoidance strategies proposed by Hood (2011) which are the presentational strategies, agency strategies and policy strategies. When a crisis strikes, presentational strategies is said to the most suitable approach for officeholders. The

strategy aims to minimize blame or rebranding it to credit or other explanation which will help shape the public perceptions.

3.4.3 Use of Image Restoration Strategies

In this study the four leaders are perceived to be responsible for the crisis as they were leading each entity. The leaders were liable in providing relevant information to the public in pertaining to the crisis. Thus, their image is at stake and Image Restoration Strategy of Benoit (1997) is employed to protect their threaten reputation. The five clusters of approach which were analysed are denial, evasion of responsibility, reducing offensiveness of event, corrective action and mortification (W. L. Benoit, 2000). The table below describes the strategies of the themes and the objective of it.

Table 3.8: Image Restoration Strategies

Typology	Strategy	Function
Denial	Simple denial	Assure that the act was not done
	Shift the blame	To push the blame to another
Evasion of Responsibility	Provocation	Explains that the act was a response to another action
	Defeasibility	To rationalize the lack of information for the act
	Accident	Assure that it is a mishap
	Good intentions	Explain the act was committed for a better cause
Reducing Offensiveness of Event	Bolstering	To strengthen the good traits to offset the negative feeling associated with the act
	Minimization	To understate the harm that was caused
	Differentiation	To compare the act to a similar one but with severe impact
	Transcendence	To explain the act as an advantage
	Attack Accuser	To criticise the attacker
	Compensation	To provide something as a compensation for the act
Corrective Action		Assures the problem would be resolved
Mortification		Admit and ask for forgiveness

3.5 Summary

In summary, this section explains into the overall methodology used by the researcher. The concept of blame avoidance strategy proposed by Hansson (2015) will provide a new avenue in exhibiting the linguistic strategies used by the leaders during a crisis communication. In the following section, the research attempted to employ the methodology for data analysis.

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CHAPTER 4: DATA ANALYSIS

This section discusses blame avoidance strategies employed by the 4 leaders during the crisis period. This study aimed to identify what are common strategies employed by leaders during press conferences addressing a crisis. Each of the leader's speech and Press Conference question and answer session were analysed using Hansson's Blame Avoidance Framework and Hood's presentational strategy which is incorporated in the framework. Both of the research questions were attempted simultaneously in this study and after the analysis of the blame avoidance strategy, there will be a discussion on how each strategy is related to Image Restoration Strategy. The research was guided by the two research questions which are:

1. What are the blame avoidance strategies used in addressing a crisis during press statements?
2. What are the image restoration strategies used in relation to the blame avoidance in addressing a crisis?

4.1 Use of Arguing Strategy

Datuk Seri Hishammuddin has used mostly arguing strategy in both the press statements and during the Question and answer sessions. He employed specifically the approach of evading the burden of proof, engaging the emotions and compassion of the viewers, talking about his own qualities, discredit the character of other and topos of law. These strategies were seen frequently in his speeches and this is to exert that the harm is unprecedented and he is not to be blamed for it. It is also conceded that Datuk Seri Hishammuddin was seen giving updates to the media evidently more than the rest of the

them and this is because of the portfolio of his position during the event. He was the acting Transport Minister during the crisis.

Benoit (1997) mentions that one can reduce offensiveness by bolstering, which is by emphasising the good traits and Hishammuddin has used that by highlighting the pertinent qualities of him, the team and Malaysia itself. He also used evading the burden of proof which is a strategy of defeasibility. It can be observed that he also responded firmly to the journalist when his credibility was questioned and that can be related to reducing offensiveness of an event. In PC13(L107-127), he responded that his team has been updating important information daily to the media and in PC18(L72-91) he mentioned that his team has been transparent and credible in disseminating information in spite of the speculation.

Playing with the emotions is something that can be viewed as transcendence because the feelings of the family and friends were prioritized in his responses. He mentioned in his instances that, he 'understands' and 'feel' the emotions of the families and that's why the Search and Rescue (SAR) should be done at any cost. This can be seen in PC10(L243-258) as he mentioned that it is crucial to look into what the families are experiencing and in PC15(L103-118) Hishammuddin affirmed that the operation would be continued for the sake of family.

However, the rest of the Image Restoration Strategies were not present and this provides an attack on his image. Datuk Azharuddin also depict some of the strategies used by Hishammuddin. He only used three types of arguing strategies excessively which are avoiding the burden of proof, playing on feelings of compassion (*ad populum*), and *topos of law*. He opted for emphasizing on good intentions, defeasibility and attacking the accuser. On the other hand, Mr Ahmad Jauhari only appeared in few press conferences to answer some questions and employed only three types of arguing strategies. He engaged the emotions of the public, emphasized the good qualities of MAS in a positive manner

and used the topos of law. Since Datuk Seri Najib only appeared twice in this period to address the issue the availability of data is limited.

However, his role as the Prime Minister during the occurrence of crisis is crucial in crisis management. He employed three strategies of arguing which are engaging the emotion of sympathy, engage the public's emotions and bolstering his qualities or his leadership. Some of the examples from the text is discussed below with the excerpt. The number of these strategies used were recorded in the table below and the frequency of the types of arguing strategies has been recorded in Table 4.2.

Table 4.1: Frequency of Arguing strategy

	Name	Affiliation	Number of press statements	Number of arguing strategies used
1.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17	8
2.	Dato' Sri Azharuddin Abdul Rahman	Director of Civil Aviation	3	3
3.	Mr Ahmad Jauhari	CEO of Mas	4	3
4.	Datuk Seri Najib	Prime Minister of Malaysia	2	3

Table 4.2: Frequency of the types of Arguing strategy

	Hishammuddin	Azharuddin	Ahmad Jauhari	Najib
Ad populum	4	1	1	1
Topos of law	9	3	2	-
Topos of ignorance	2	-	-	-
Ad Verencundiam	3	-	2	1
Evading burden of proof	4	1	--	--
Straw Man fallacy	1	-	-	-
Yes-But figure	1	-	-	-
Ad misericordiam	4	--	-	-

4.1.1 The use of Argument strategies by Datuk Seri Hishammuddin

Datuk Seri Hishammuddin has used specifically 8 types of arguing strategies in his speeches. However, he used three strategies more commonly compared to the rest which are Topos of Law, Ad populum and Ad misericordiam.

4.1.1.1 The usage of Ad populum

Here are the evidences from the press conference which demonstrated the usage of *Ad populum*.

PC1(L31-38)

*Q: There is a group from China claiming responsibilities, open letter was sent to media in China. Are we taking investigation?
A: We investigate all allegations but our focus is really to locate the aircraft. Basically, all information with the agencies that are working with us. This sort of information we can relay to the agencies to get the confirmation. I just do not want to distract as I appeal to everybody earlier that unverified or false information will distract not only ongoing operation but it also affect the family members and I think it is not fair.*

In the excerpt above, the journalist wanted clarification pertaining to an open letter which became sensational in China. It is related to the disappearance of the aircraft and this letter was written by the family members of the victims. The letter was widely circulated in social media as the content of the letter focused on transparent release of investigation report.

Text Box 4.1

PC10(L243-258)

Q: At this moment, most Chinese people are becoming crazily anxious about this incident. But the SAR investigation moves slowly. So, has Malaysian government never thought about using any social networking and social media to help with this in establishment more effective ways of communication with Chinese people? Because some applications like... and Wechat are becoming normal of 750 million population in China. We may assist you with these actually.

A: Yes, it would. Secondly, I've been on CCTV. That has been viewed across the world. The feedback that I've got is very positive in trying to try and understand and appreciate what the families are going through. I've always said that whatever we do, we have to think of what the families are going through. That is why we have to be very responsible in coming out with the statements and they must be verified and corroborated because at the end of the day, if they are not and found to be false, people

who are going to suffer most are the families we're going to protect. Thank you

This excerpt is about the usage of different platform to communicate with the victims' family in China as they are convenient in using Wechat and the journalist wanted an explanation on the initiative of the government in exploring social media as a medium to communicate as message could be delivered quickly and efficiently. He replied by mentioning that they would look into it and the importance of verifying an information before disseminating it.

Text Box 4.2

PC15(L103-118)

Q: I am Saiful from Utusan Malaysia. The first question, I want to repeat from Bernama's question, we have a period of focus in the first Southern Corridor. For now, the survey is expanded to 10 km nautical, sorry 10 nautical miles, and the secondly, what does Dato' Seri feel currently, in these 15 days, has Dato' Seri given up, frustrated and more?

A: I have never given up this case and this is a special requirement for the family I have never give up and the thoughts of the family members always been close to me. And this is something I can give an assurance to all family members out there. As long as there's hope we will continue with search. Those are my immediate impressions and that is some commitments that I personally, because that question was personal to me. I will give to all the family member out there , With regard to the focus area, I see that it relies heavily on the elimination and involvement of the third parties. As we all know, the contributions and support from various parties are. This is the largest SAR in history. I believe that this amount of assets and the support of forward-looking countries will determine how far we can expand our search, and by expanding the search, we can reduce focus areas to find the aircraft. That's important because the family wants to look at one do cure and both are important for us to also get the most accurate information so there is no speculation in relation to what we hear and read out there. So that's from the first day to being my focus and I'm not moving from that stand.

There are two questions here which is the range of the survey and emotions experienced during this crisis. He assured that he has never give up on the case and his commitment would be there for the search but did not reveal his personal feeling during the process. He also explained that the search area is expanded based on a reasonable justification and that was important in the search area.

Textbox 4.3

PC23(L103-111)

Q: Assalamualaikum Datuk Seri. Ida from Malay Mail. Just want to know, how confident are you that the search team is closing in finding the aircraft?

A: Oooo.....difficult to say. But at the moment, it is important to focus on today and tomorrow. Based on my discussion with the JACC, specifically with Angus Houston, the narrowing of the search for today and tomorrow is at a very critical juncture. So I appeal to everybody around the world to pray and pray hard that we find something to accord over the next couple of days.

The question revolved on the possibility of locating the aircraft and it was responded by mentioning that it is a complicated question but positive faith was needed and he urged that everyone prayed as a measure to locate the plane.

Textbox 4.4

The above data display that Datuk Seri Hishammuddin has used arguing strategy and specifically the Ad populum occasionally to address the crisis. Ad populum refers to the strategy of engaging the audience's emotions. The audience in the context of this study refers to the public and the family of the victims. Therefore, the discourse marker which refers to the family is taken into consideration while analyzing the text. The data above shows that Datuk Seri Hishammuddin has used justification strategy of Hood's Blame avoidance throughout as a way of reasoning to engage the emotion of the audience. Since he is representing the Ministry of Transport at the time of the crisis, he has careful measures to address the volatile situation. The use of "family" in his address is an example of taking the emotion of victim's family as a consideration in his actions.

In the first excerpt of PC1(L31-38), the question was raised into the specifics of the investigation but he drew his conclusion to this question by confirming that, the issue is being investigated by a third party and he doesn't want the information to affect the investigation in any manner. He also emphasized the importance of verifying credible information from a reliable source as it may affect the families. This can be viewed as corrective action of Image Restoration Strategy of Benoit due to the widespread of unverified information that may affect the emotions of the family and public. Datuk Seri

Hishammuddin has also illustrated his commitment in this crisis and this is proven in the usage of pronoun “I” which depicts his involvement in this crisis and that’s a way of avoiding blame to be inflicted on him for the incident.

4.1.1.2 The use of Topos of Ignorance

PC1(L86-94)	<p><i>Q: Is it possible to share the coordinate of the search area for graphic purposes? As part of your investigation are you looking into mental health background searches on the pilot or the crew that already something that you have look into? And have you found were in a good mental?</i></p> <p><i>A: “Initially is <u>not something that aviation is familiar with</u>”.</i></p>
<p>There are two questions raised by the journalist which are the coordinates of the search area and the investigation of the mental background of the pilot and crew. Both of the questions were unanswered but he chose to answer it by ignoring the importance of the question and responded by relating it back to the role of aviation industry.</p>	

Text Box 4.5

PC9(L21-44)	<p><i>Q: In your capacity as Defense Minister, there’s obviously breaching of airport SOPs and as well as the nation’s air space security what moves or steps are you thinking of doing to implement to rectify this situation, furthermore, the chief of Airforce on Sundays or what couple of days ago said that the data of radar was not monitored real time, he said that they were what he went was a recording of the data. So has someone been sleeping on the job or should we think... the way we look after our national security? The one for IGP is that investigating the engineers of MH370 before it took off what sort of leads and hope to get from this? Thank you, sir.</i></p> <p><i>A: I think looking ahead that will come with the time because my immediate is to look for Mh370. Secondly, <u>I think that is not right to say that there is a breach of SOPs that was already clarified by the Chief of the Airforce earlier and any new information that we have received of course, we will verified with the SOPs that exist. But like I said, this is unprecedented case and what we are going through here ladies and gentlemen is being monitored across the world and it may changes aviation history I think it’s a lesson to be learn by everybody.</u> The other was relating to the IGP.</i></p>
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In this excerpt, there are two questions forwarded, the first one was on the Standard Operations Procedure(SOP) of the airport as there was a breach of security and the data of the radar was not in real time. He responded by the informing that the information was clarified by the Chief of Airforce and it will be investigated with the existing SOP but ignored the main issue which is the breach of SOP. The second question was meant for IGP which IGP and it was on the engineers of MH370.

Text Box 4.6

The data above shows that Datuk Seri Hishammuddin has only used Topos of Ignorance twice in his discourse and in both instances, he employed them as an excuse rather than going further into the question raised by the media. In the first evidence, it can be seen that he didn't address the question on the mental health status of the pilot or crew which is significant in the analysis of this situation. Besides, he expressed that it is not something that aviation was familiar and he opted to ignore the question due to the irrelevance of it to his department. This can also be viewed as a defeasibility which is insufficient information. The second excerpt which highlighted the issue of SOP (Standard of Operation) was not explained in detail but he opted to cite Mr Jauhari as a manner of excuse.

4.1.1.3 The use of Topos of Law

PC7(188-191)

Q: You have not search on the plan. Is the pilot suspect?

A: I have to get back to you on that because we may have certain information which needs to confirmed by the police because it's under police investigation. It's only to be fair

The question is about whether the pilot was a suspect and he did not respond to the question because it still under investigation and he needs to adhere to the protocol.

Text Box 4.7

PC15(L21-32)

Q: Police report made by a passenger was reported in The Star yesterday, is why it is slow? A passenger returning from Mecca,

he saw a plane's tail in the sea and he was informed by the pilot. So, he made a police report on the same day, so why is the action taken slowly?

A: I'll check with the police, but I think that the so-called report is listed as another lead that needs to be investigated. but the most important thing I emphasize today is an incredible lead where in quite difficult situations, some countries It's been a while to go to areas where satellite images have already been identified as our focus today. What is your first question again?

This excerpt is about the police report made by a passenger who claimed that he saw a plane's tail in the sea and it was not looked into by the police quickly. He responded by mentioning it has to be corroborated with the police and it has been listed as a lead which needs investigation.

Text Box 4.8

PC26(L1-9)

Q: Good Evening Dato' Sri . I am Swei Lin from the Malay Mail online. I would like to ask when exactly did the Malaysian Military spot MH370 on its turn back across the Peninsular and upon spotting it, what exactly did the military do? Did they contact with the Civil Aviation authority for example or with MAS or did they try to contact the plane itself? Thanks.

A: I don't have the actual details with me today and I am very cautious and very careful with what I say in the PC's these days. So, it is very important for me to get clarification on that but if you guys got anything to add. I'll get back to you.

The question is about the action of the Malaysian Military upon knowing the interchange of the plane's route and he did not respond to it by affirming that he doesn't have the information with him and all the information he shares has to be corroborated with the police before it is released.

Text Box 4.9

The data above shows that Datuk Seri Hishammuddin has actively used the strategy of topos of Law in most of the statements. Topos of Law refers to a manner of legitimizing their actions by refuting blame inflicted on the manner (Hansson, 2015). Datuk Seri Hishammuddin employed this strategy frequently to restrict information due to certain reasons. For instance, in PC4 whereby the reporter wanted to elicit information

on the threat imposed by China to Taiwan before the disappearance of the plane. He mentioned that he is unable to provide any clarification on it since he doesn't have an official report on that matter. This clearly explains that he is adhering to provide verified information and does not want any irresponsible speculation to affect the search and rescue operation.

The statement in PC7 which focussed on the pilot as a suspect was evaded as he admitted that he might have tangible explanation which needs the conformation from the police department and it may be sensitive to the public. Therefore, he opted to refute the question. By using the above statements, it can be concluded that Datuk Seri Hishammuddin employed Topos of Law as a way to evade blame and to ensure the public, media and victims' families that they are operating in line with the rules and standard operation.

4.1.1.4 The use of evading burden of proof strategy

PC4(L139-145)	<p>Q: <i>The two guys, are they Africans?</i> A: <i>They're not Asian looking and I think we have cleared the security part of it. I think it's more important.</i></p>
<p>The question is about the ethnicities of the guys with the stolen passports but refuted by mentioning that they are not Asian looking and the security has been checked.</p>	

Text Box 4.10

PC24(L12-34)	<p>Q: <i>Assalamualaikum Datuk, Ismail Bernama. I have two questions. First one for Datuk Seri. Okay. So far has Australia inform the status of the four signals detected earlier? I understand the phase signal detected by P3 Orion is not related to MH370. Since there's no debris and no ice click can be related to MH370. Is there a remote possibility that the analysis by Inmarsat and AAIB is inaccurate and is there a possibility that the plane might have land somewhere else. Perhaps, up further north then, south, from Southern Indian Ocean. I have another question for Datuk Azharuddin. What are the possibility that a plane presumably crashed into the ocean leaving no debris at all? Thank you.</i> A: <i>We don't want to speculate here. You see your question is what is the possibility of aircraft ditching into the water, into the</i></p>
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sea without any debris. We don't know. That's the reason why we use the locator pinger, the toad pinger locator to detect any, any detection from the black boxes and they have found four of the detection and the Australian authorities have marked the areas and they are now using the Bluefin-21 to search the area on the sea bed and we don't know for sure whether the aircraft is in one piece or.....so you do not speculate, please. We do not know until the Australian authorities or we in the future can take imagery to image of any of the wreckage of the aircraft on the sea bed, that something we have to do and we going to do it and Insya Allah we will find it.

The first question is about the inaccuracy of the investigation data and the plane could be in a different location and he evaded the question by addressing the question as speculation and explained on the measures taken in locating the plane and he focused back on locating the plane upon getting confirmation images from Australian authorities.

Text Box 4.11

The data above shows us that, Datuk Seri Hishammuddin only used the strategy of evading the burden of proof thrice throughout the entire press conferences. Evading burden of proof is a way of defending a viewpoint which is mentioned if requested (Danesi & Rocci, 2009). In PC4, the journalist raised a question on the ethnicity of the fake passport holders and Datuk Seri Hishammuddin reiterated that they are not Asian looking but failed to elaborate further on the details of the guys whether they are Africans or not. This is viewed as a total problem denial of Hood's presentational strategy. Total problem denial is a way declining the accusation but denial itself can be viewed in three manifestation which are total problem denial, partial problem denial and problem denial which is followed by a counterstrike. In this statement, it can be observed that he opted for partial problem denial as he mentioned that they are not Asian looking but did not elaborate further whether they were African looking.

The next excerpt in PC24 the question raised to clarify Inmarsat's analysis and it was answered by providing evidence on the method used by the team to conclude the

findings. However, he also stressed the importance of not spreading rumour and this is a way of avoiding burden of proof as he was not able to provide a confirmed update on the analysis and he claimed the question raised as a rumour. Evading burden of proof is in line with Benoit's defeasibility which is a way of evading responsibility due to lack of information. For all of the statements above, insufficient information on the analysis for the public is the reason of opting this strategy.

4.1.1.5 The use of Ad Misericordiam

PC7(L93-108)	<p><i>Q: Today is already the seventh day, a week of operation and there seem to be no positive development from Dato' Seri. I want to get a response from Dato' Seri, personally, is there any hope yet, will the search continue and until when?</i></p> <p><i>A: This afternoon, our Prime Minister himself attend Friday prayers and I am overwhelmed by how our community and the support from other countries help us in our search and rescue efforts. Obviously, we will continue our efforts on searching every day even though our hopes have become thinner but our efforts will not falter. That's why I mentioned that the area we are looking for now is expanded. <u>I really feel overwhelmed and tortured sometimes with the family involved, especially if we do not have the information and development we can tell them. Personally, I have received great motivation to face this huge challenge.</u></i></p>
<p>The question is about the development of the operation and the duration of the search and rescue and the continuation of it. He used the element of family which is aimed to justify the need of search to be continued in spite of the poor progress and he assured that the search has been expanded. He did not specify on the duration of the search but only devoted to the family on the purpose of the search.</p>	

Text Box 4.12

PC11(L52-59)	<p><i>Q: After 11 days of search and rescue, since operations have launch, based on several meetings with flight experts and also pilots, did they tell why the plane has yet to be found?</i></p> <p><i>A: Not yet. They are looking forward on the efforts of neighbouring countries and those with sophisticated assets. If these assets are also unable to obtain accurate information until now, allegations of them being reckless and also only depending</i></p>
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solely on the speculation only, I hope that the people can evaluate this by themselves.

The journalist wanted to know the reason for the delay of locating the plane and he responded by addressing the efforts conducted with sophisticated equipment and he appealed to the people to judge the situation.

Text Box 4.13

PC17(L1-21)

Q: Assalamualaikum Dato ' Seri. I am Shima from TV Al-Hijrah. Dato ' Seri, since many clues have been found at the South corridor, does Malaysia have plans to transfer the aircraft operational SAR near the South corridor and if yes, what about the logistics and so on? Second question, after 17 days there were many technical questions have been asked, and when presumably Boeing and Rolls Royce will be participating in this press conference?

A: The answer to the second question would be, it has been confirmed that in this phase, it is important for the technical parties such as Boeing and Rolls Royce to come forward. I can confirm that their cooperation with us from the first day and it goes to the phase where they will come forward to answer any questions that are required. This falls under item number 4, I have mentioned just now, only in terms of expertise team per day. Relating to our focus, our focus remains geared to both the corridor but with the lead and also new information from France, from China, from Australia, of course many of our assets have been focused to the South corridor and this is to check whether the sightings that were notified earlier comes from MH370. If they can be verified, then we are not hesitate to bring all of our assets and also from countries as before I have stated that required collaboration and endorsement, as long as it doesn't happen I think it is unfair to the family of the passengers and crew for us to just piles at the South corridor.

There are two questions in this excerpt which are the plans of transfer of logistics and the involvement of Boeing and Rolls and Royce in the search operations. He only addressed the second question by emphasising the importance of having these technical teams on board and urged that it is important to get verification from these team to expand the search area as he prioritised the family of the passengers in the search operation.

Text Box 4.14

The data above shows that Datuk Seri Hishammuddin used the strategy of engaging the feeling of compassion thrice throughout his press conferences. The strategy was employed together with Hood's presentational strategy of excuses for all of the statements. In PC7, the journalist raised a question on the plight of the search and rescue operation since there were no positive progress. Datuk Seri Hishammuddin responded to it by describing the positive support the search and rescue operation was receiving from the public and international community and that has led to an expansion in the search area. He used the phrase "*I really feel overwhelmed and tortured sometimes with the family involved, especially if we do not have the information and development we can tell them*", this a way of providing an explanation for expanding the search. In PC11, the question was about the location of the plane which is yet to be confirmed inspite of the continuous search efforts. Datuk Seri Hishammuddin, responded to the question by justifying the lack of information and reiterated that it was unjust for people to assume the situation based on the recent development and he wants the people to judge based on the scenario and current progress.

This is an approach of being accommodative in the aspect of crisis management as the team accepts the commitment and be transparent about the crisis (Alpaslan et al., 2009) This is also an excuse in elevating the blame on him and the team for not being able to provide detailed information about the plane. In PC17, the relocation of assets closer to the site was defended by Datuk Seri Hishammuddin and he emphasized that he is doing at the best interest of the victim's family.

4.1.1.6 The use of Ad Verencundiam

PC13(L107-127)

Q: *I am reporter from China Daily. We were told that the Chinese family members yesterday here, they left quietly early because someone from your Told them some compromising information. What were that? Is it related to today's new update about the two parts. What did your people tell them?*

A: As far as the next-of-kin from China to Kuala Lumpur. They have been given a very good update about 2,3 times a day. These are the same updates that we gave you. Obviously, it's someone from this.. We don't really know. But anyway, we're investigating why they're coming here. I must say that we regret what happened yesterday. And I understand the minister is doing a full investigation on what happened yesterday. Yesterday, we immediately in fact brought in, very high level officials from the government to explain to them exactly what we explain to you here. I just want to confirm and reiterate what I said earlier. The high level team that I announced yesterday in PC will be leaving for Beijing this evening. I want to confirm that the representatives from the Malaysian government already spoken to some of the families.

The question is about the issue of Chinese family member who left quietly and they were informed of some important information and the journalist wanted to know about the content. He assured that his team has been furnishing important update frequently a day and the updates are the similar ones which were released to the media. Yet he assured that his team is investigating on the issue that emerged and a high level team is leaving to Beijing to speak with the families of next kin.

Text Box 4.15

PC18(L72-91)

Q: Assalamualaikum Datuk Seri. Before that, I and the media colleagues from the first day also wanted to share the sadness of condolences to all passengers and investigative teams who worked hard all this time. My question is, all are well aware of what is happening in Beijing today the unhappy family tensions and so forth. So what is the response from both the investigation team and the government to calm them in this situation.

A: As I mentioned earlier, the new structure we wanted to do just like PC made by MAS. Things that are related to families will be focused on MAS. But the rewards and statements to this SAR team include those who are on the lookout and God willing to rescue if any of us can save us is a very meaningful statement to us. We are always transparent, we always verify and verify all leads and we are consistent in our stand, whatever speculation out there, whatever accusations we make against our team. We have not moved to our main focus to find the plane. And this fact brought meaning and meaning which is very profound to us especially the four here and many behind us because after that there are so many more work we have to do. Thank you.

The question focused on the measures taken up the government to calm the unhappy family in Beijing. He responded by mentioning the role of MAS in handling the family related issue and ensured that all his team has always been credible in disseminating information and they have been transparent in all the circumstances inspite of the speculations. He also assured that they have not diverted from their main focus which is to locate the plane.

Text Box 4.16

PC18(L128-149)

Q: Seth, CBS News, there's a very elaborate calculation you've gone through in some details but the assent are saying the family members "Please trust our math". A lot of family members do not find any closure here yet, they want to see real proof. What you say to family members „we need more than calculation“? (HH): I know I've always been consistent to the family members my only problem is giving them answer to the question that they really want to know which is which is where is their loved ones and the MH370 is, and until we can find every debris and then we can confirm that the debris from MH370. It is very difficult for me to have a more, a closure for the families. But I've indicated to them yesterday, and its been consistent with the position of the Malaysian government, is that we will do everything within our powers and this time with 26 other nations to reduce that search areas and narrow it and as I stated in my earlier by not focusing the southern corridor, we have in fact narrowed from millions of nautical miles to hundreds though it still a huge task, but the narrowing of it hopefully, and I'm very an optimistic person and whenever there's hope, even it against hope we will do whatever it takes. And my, my if the weather is clears, then the search will continue for the debris and hopefully will link up to the MH370 and then we can start answering that one question that they really want to know.

In excerpt, the journalist asked about the investigation report which didn't satisfy the family members and whether there is a need for further investigation. Hishammuddin responded his team is trying their very best to reduce the search area to ensure that they could find a closure for the families. He also mentioned that he is an optimistic person who will take the measures to do what it is necessary in the search.

Text Box 4.17

The above data shows us that Datuk Seri Hishammuddin has used the strategy of parading one's own qualities thrice in his entire press conferences. Parading one's own qualities is a way of flaunting the good qualities one possesses. In PC13, the reporter from China wants to well be informed about the information that was provided to the victims' families. However, he stated that his team has been doing a prompt work by providing continuous update about the search operations which is excellent but he did admit there was someone from the team who must have said something regretful and they are investigating on it. He also mentioned that there was a special team who were assigned to the families to explain on the situation clearly and this move is seen as a corrective action since the situation worsen. This approach is a bolstering strategy of Benoit which emphasized on the good traits of them or the organization. Therefore, by mentioning the team is providing 2-3 updates a day stressed the competency of the Search and Rescue team which is led by the government.

This is viewed as a way of justifying in Hood's presentational strategy as he admitted that there is a problem with the spread of unverified information but he presented the information in an optimistic manner by refuting the claim and clarified that his team is providing up in a continuous manner. In PC18 line 72, the question focused on the move to resolve the tension of the family members and Datuk Seri Hishammuddin responded to it by affirming that his team has always been transparent in providing information. He also stressed that, they have always corroborated information in a congruous manner in spite of all the rumours. He even declared that, they are still focused in their operation despite the conjecture of information. He is implying that, he is a focused leader and his team is undeterred over speculations and they are determined in this mission. This can be categorized as justification as he explains the concern of distressed family by talking about the efforts that have been taken and will be taken in order to locate the plane. He used the phrase "*the rewards and statements to this SAR*

team include those who are on the lookout and God willing to rescue if any of us can save us is a very meaningful statement to us”, evidently explains that he presenting the event in a positive way. In the last statement of PC18, he opted to convince the media that he is an optimistic person inspite of not being able to conclude the faith of the plane. This also a way of justification and bolstering.

4.1.1.7 The use of Straw Man fallacy

PC7(L202-212)

Q: Time Daily: Frequent change of information and thus the miscommunication jeopardizes the search.

A: The changing of confirmation come from the information that comes in on daily basis. And the press conference that I give on daily basis are to rebut that. As you know, we rebutted the information that came supposedly from the Chinese satellite. And that was rebutted not only by us but also the Chinese authorities. There were information right at the beginning that the plane landed in Naning, that has to be rebutted. The conflicting information is not coming from our team but is coming from the speculation. Which we feel that the public needs to know and we rebut it on daily basis.

The question is about the constant change of information which leads to miscommunication and that affects the search. He responded by mentioning that it comes from daily conference and later on mentioned the conflicting information is due to the speculation and urged the public to be aware of it.

Text Box 4.18

The above data shows that Datuk Seri Hishammuddin only used the straw man fallacy only once throughout his press conferences. A straw man fallacy is a way of misinterpretation that affects the original claim of the individual. In the above statement queries on the inconsistency of information which affect the search but it was refuted by attacking the journalist. He did not address the issue of inconsistent information but mentioned speculation as a cause of the problem and he wants the public to be aware of this. This is seen as a total problem denial by completely rejecting the allegation

completely. He did not admit to delivery of inconsistent information and made it clear that speculation was the reason behind the miscommunication. This can also be viewed as shifting the blame which is claiming another body or individual to be the central cause of dispute. In this case, it is the agency behind the speculation.

4.1.1.8 The use of Yes-But Figure

PC13(L107-127)	<p><i>Q: I am reporter from China Daily. We were told that the Chinese family members yesterday here, they left quietly early because someone from your team told them some compromising information. What were that? Is it related to today's new update about the two parts. What did your people tell them?</i></p> <p><i>A: As far as the next-of-kin from China to Kuala Lumpur. <u>They have been given a very good update about 2,3 times a day. These are the same updates that we gave you. Obviously, it's someone from here We don't really know. But anyway, we're investigating why they're coming here. I must say that we regret what happened yesterday. And I understand the minister is doing a full investigation on what happened yesterday. Yesterday, we immediately in fact brought in, very high level officials from the government to explain to them exactly what we explain to you here. I just want to confirm and reiterate what I said earlier. The high level team that I announced yesterday in PC will be leaving for Beijing this evening. I want to confirm that the representatives from the Malaysian government already spoken to some of the families</u></i></p>
<p>The journalist wanted to know about the compromising information that was informed to the Chinese family members and he responded that they were informed of the similar updates but assured that they will look into the issue.</p>	

Text Box 4.19

The above data shows that Datuk Seri Hishammuddin only used the Yes-But Figure strategy once in the entire press conferences. A Yes-But Figure is a way of acknowledging the action but providing an explanation that caused the action. In the statement it is observed that Datuk Seri Hishammuddin admitted to the dissemination of information but uncertain about the reason for the retaliation. By admitting that he “regretted” the incident explains the severity of the miscommunication between the crisis communication team and the victims. It implied poor management in terms of

communication with the families and that is the reason for the high official team to be sent as an approach to rebuild the communication with the family members.

4.1.2 The Use of Arguing Strategy by Datuk Seri Azharuddin

Datuk Azharuddin employed three strategies of arguing which are the Topos of law, ad populum and evading the burden of proof. He used Topos of Law more frequently compared to the rest which are thrice and that is to explain that his team has been following the rules and regulations of handling a crisis.

4.1.2.1 The use of Topos of Law

PC26(L50-65)

Q: Good Evening Dato' Seri. I am from RTM TV News Room, I have two questions based on yesterday's report yesterday. Okay, at 1:21:13, the MH370 radar disappeared from the KLATCC radar screen but at 1:38 pm HCMATCC asked about MH370's position. Why it took 17 minutes to realize that MH370 was missing. Second, why is the Rescue Centre OFF inactive at 5.30am whereas the radar labour that I know of MH370 is detected missing at 1:21:13, which is quite a 4 hour distance?

A: Thank you YB, at 1:19 a3m KLATCC has instructed the MH370 pilot to change the frequency to radio frequency after going through Igari with the official delivery of HCMATCC the aircraft is up to the ATCC Ho Chi Min City control if Ho Chi Min City is not contacted by the aircraft the protocol is 5 minutes and why did they take 17 minutes, let the independent body investigation as stated by the Minister to undergo their investigation why 17 minutes were taken by Ho Chi Min City. This sort of thing as stated briefly is also to be sought not only by Malaysia but also by the civil aviation industry. Why this happens and what is happening and what should be done for such a situation does not happen in the future. Thank you.

The question asked by the journalist is the reason of delay of 17 minutes in realizing that MH370 was missing and the switched off information in the Rescue Centre which is a delay in 4 hours. He responded by mentioning that KLATCC instructed the change of frequency of radio upon the official delivery. However, he mentioned that the delay

of 17 minutes had to be investigated by the independent body and urged this is something that should be prevented in the future.

Text Box 4.20

The above data shows that Datuk Azharuddin employed Topos of Law thrice in three press conferences that he delivered. In PC4, the question revolved about the threat Taiwan received and Datuk Azharuddin affirmed that there isn't any formal report on it and he is not allowed to comment on it because it may lead to speculation. He is adhering to the standard procedure of crisis communication which is to release verified information only. It is also viewed as a restricting information as certain privileged information must be maintained within the organization and it is unethical for employees to share the information with others. Therefore, by claiming the news is unofficial and refusing to address it is a way of provocation which is an evasion of responsibility and this would be a way of restoring image.

In the next statement PC26, the journalist questioned on the delay of information which is questioning the credibility of the team during an emergency. Since this is a technical question that involved the system, he opted to the word "protocol" to indicate that it was following the standard operation and he mentions that it would be under the purview of the investigation team to explain the reasons of delay. This is a way of restricting information because as he did not have the required information at the juncture and he is expecting to learn from the past as he used the phrase "*Why this happens and what is happening and what should be done for such a situation does not happen in the future*". This is also an effective way of crisis communication as one learns from mistake.

4.1.2.2 The use of Ad Populum

PC4(L45-46)

Q: *You were saying this evening DCA is coordinating entire SAR operation but Vietnams seems ahead in giving information to media. Can you address on this?*

A: Please do not just report any that is unconfirmed and we don't want the public to speculate. This is very bad to next of kin of passengers.

The question is to clarify whether it is true that Vietnams were ahead of giving updates to the media inspite of DCA coordinating the search operations. He refuted it by mentioning it is unverified and spreading unverified information may affect the family members.

Text Box 4.21

The above data shows that Datuk Azharuddin only used ad populum which is a method of engaging compassion only once in his entire press conferences. This could be due to the position and the questions that were raised to him. He was directed with questions that were technical and requested his expertise as he was the Director of Civil Aviation during the crisis situation. The journalist wanted to know why there is a delay of information since Datuk Seri Azharuddin mentioned that his team is accountable for the entire Search and Rescue Operation but according to the reports, Vietnam has been updating information faster than Malaysian team.

He tackled the question by addressing it as an unverified information and he engaged the audience by using the phrase “next kin of passengers” to indicate that his team has been very cautious in deliberating information. This is also viewed as justification as he provided explanation on the reason of delayed information. Ad populum in this scenario above, it can be viewed as corrective action as he urged the journalist not to report unverified information.

4.1.2.3 The use of evading the burden of proof

PC23(L19-34)

Q: I have another question for Datuk Azharuddin. What are the possibility that a plane presumably crashed into the ocean leaving no debris at all? Thank you.

A: We don't want to speculate here. You see your question is what is the possibility of aircraft ditching into the water, into the sea without any debris. We don't know. That's the reason why we use the locater pinger, the toad pinger locater to detect any, any detection from the black boxes and they have found four of the

detection and the Australian authorities have marked the areas and they are now using the Bluefin-21 to search the area on the sea bed and we don't know for sure whether the aircraft is in one piece or.....so you do not speculate, please. We do not know until the Australian authorities or we in the future can take imagery to image of any of the wreckage of the aircraft on the sea bed, that something we have to do and we going to do it and Insya Allah we will find it.

The journalist asked what are the chances of the plane crashed into the ocean and he mentioned he doesn't know and they are still looking at the update from the pinger locator.

Text Box 4.22

The data above shows that Datuk Azharuddin only employed the strategy of evading the burden of proof once in his entire statements. In the statement above, the question was sceptical since it was directed on the possibility of plane crash and no evidence to be found in the Search and Rescue operation. The question was not addressed directly but he did affirm that it was merely a speculation and the Australian team are still working on the evidence. His phrase “*we don't know*” indicates that he doesn't have an official update on the information and he wants to avoid speculation.

This is a total problem denial as he rejected the notion of crisis but instead stressed about the outcome of the search operations. Besides, he did mention that he is not sure whether the aircraft is in one piece or other. By not having sufficient information on certain topic, he opted to use the ongoing operation to address this question and this is viewed as defeasibility.

4.1.3 The use of Arguing Strategy by Mr Ahmad Jauhari

Mr Ahmad Jauhari, the CEO of MAS during the crisis was present in all of the press conferences but only addressed questions involving the standard operation and the preventive measures of such incident. In his statements, he employed only three types of blame avoidance strategy which are Ad verencundiam, topos of Law and Ad populum. He employed Ad Verecundiam which is bolstering one's image more than the rest of the

strategies because it is important for his portfolio as a CEO and accountable for the operation of MAS.

4.1.3.1 The use of Ad Verencundiam

PC16(L73-88)

Q: Keith Kam from BFM 89.9. There was report that Malaysia Airline not off went upgrade that may actually have allowed of search team locate MH370 easily. (13:54). Could you elaborate of this? And this one (14:09) for three good for can open up there, Hindsight 2020 vision. Looking back what would you guys have done differently that would has one permitted prevented this accident from happening and two maybe easier to find the plane?

A: Firstly, I'm going be consistent I'm not looking back. I'm looking forward and our focus is always been to find the air craft concern. And we have done that by trying to narrow the searching rescue area. And we have done that by using the most sophisticated equipment that is available out there with the support of our friends 26 nation in the world, unprecedented. So I would answer your question, your second question that be. Okay, on the question I answered that on Saturday actually same question was us. So I think you can refer that. Okay.

There are two questions here which are the technology of the Airline which is not upgraded and the preventive measures for the future. He responded by mentioning that they have narrowed the scope and the search were conducted using the most advanced technology.

Text Box 4.23

PC26(L261-276)

Q: Angie from Reuters, looking at the possibility of flight path yesterday has Indonesian said that they detected a flight fly over their airspace and have they shared any information if they did, would that actually help the search operations to shift to the southward earlier? So, early today in Beijing, it reports that the family members are saying that they've been asked to check out from the hotel today by MAS. And supposedly the sender is closing deal by May 7. Can MAS explain?

A: For your last question I would like to mention it here. We have been waiting to come out with a statement and all of us be the family members, or the whole world is actually looking for the answer and MAS has been keeping and has been supporting the family members in Beijing for the last 55 days and that's the reason I think it's about time for us to actually accept the reality that the family members should go back and wait for the answer

in their hometown. And I think when MAS produced the announcement yesterday, it was mentioned it was not immediately, but it is from the first to the 7th. By the 7th, the operations center in Beijing will be closed. And I think whatever information that you get or you got before this, please to be realistic about this, we have about 500 family members altogether. I don't think we can ask them to go back within a few hours of yesterday. Thank you.

There are three questions asked by the journalist, whether Indonesia has shared any information about the flight which was sighted and will the information assist in locating the search to south. The last question is about family members being asked to check out and what is the closure given to them. He answered the last question which is the issue of family members being requested to check out as it is expected to be done by stages which would start on the 7th as it has been more than 55 days waiting for an update. They are advised to return to their hometown and wait for the update and by 7th the operation centre in Beijing would be closed.

Text Box 4.24

The above data shows that Mr Ahmad Jauhari employed Ad verencundiam which is a way of showing the positive qualities one possesses. In PC16, the question was about the preventive method and what are the measures taken up to identify the plane. Mr Ahmad Jauhari emphasized that he has always been consistent in his update and he is focused in locating the aircraft. He spoke about his technique of narrowing the search area as well as the use of advanced equipment in this mission.

This is a way of bolstering which is manoeuvring the good traits of one and in this scenario would be to emphasize about the consistency of the operation and the ability to use advanced equipment, which indicates that the crisis has been given due importance. In PC26, the query was about the relocation of operation the reason behind the closure for the next kin. Mr Ahmad Jauhari mentioned that it was acceptable for the family members to wait for updates based in their homes since it's been 55 days and their operation will be relocated gradually. As a measure of talking about the role of MAS in this issue, he

expressed that MAS has been maintaining and supporting these families at the time of need. Since MAS's tagline is "Going beyond expectations", it can be seen that in spite of the financial crisis MAS attempted to be at the support of the crisis. By addressing that his team has been supporting the families, is a way of bolstering the role of MAS during an event of mishap. The strategies were employed as a way of justifying the actions taken.

4.1.3.2 The use of Topos of Law

PC4(L89-92)	<p><i>Q: Can you tell us MAS what is your policy when it comes to locking the cockpit door?</i></p> <p><i>A: We <u>comply to the recommendation of ICAO and all authorities.</u> Cockpit door is kept locked all the time.</i></p>
<p>The question is about the procedure of locking the cockpit door and Ahmad Jauhari responded by mentioning that they adhere to the guideline of ICAO and the authority, therefore clarifying that the door was locked all the time.</p>	

Text Box 4.25

PC14(L183-186)	<p><i>Q: I want to ask 2 things. Could we see the cargo list please at some state. And also there are reports that there are lithium ion batteries that were in the cargo hole. Is that true? And given that there are notoriously unstable, could that have any impact on the aircraft?</i></p> <p><i>A: The cargo manifest list is obviously with the investigation team.... We checked them several times, make sure the <u>packing is right, they are done according to the guidelines. Airlines do this all time, it's not just Malaysian Airlines.</u></i></p>
<p>There are three questions asked which are cargo list, presence of lithium ion batteries in the cargo hole and whether it has impacted the aircraft. He responded by mentioning that the list is with the investigation team and they have acted according to the guidelines all the time.</p>	

Text Box 4.26

The above data shows us that Mr Ahmad Jauhari employed topos of law twice in statements. In PC4, the question revolved around the standard procedure of locking the

cockpit door and he assured that his team comply to all International Civil Aviation Organization's procedure as well as the law. In PC14, Mr Ahmad Jauhari used Topos of Law to argue by providing an excuse on the question raised to him. He claimed that all the packaging was verified based on the regulations and they have not breached any.

He also mentioned that the list is already with the investigation team to explain that his organisation is being transparent and they complied to all the rules and regulations of Aviation industry. The use of Topos of Law is coherent with provocation strategy of Benoit which is executed due to another cause. In this scenario, the policy of locking the cockpit and verification of packages were done based on the guideline which is in accordance to the Standard Operation Procedure (SOP).

4.1.3.3 The use of Ad populum

PC18(L163-167)

Q: Family in Beijing in the Lido Hotel very sad and very angry. They hear that the yesterday message. So and where it will go?

A: As far as the a family members in Lido Hotel is Dato" Seri mentioned the high delegation go there, one of the thing that they want to know is more details and the fact that the yesterday announcement not carry much details, therefore everybody is speculating we are holding back information but I think with the high level delegation going there to explain to them, I hope that will, you know, that will satisfy them in terms of the current actions, why the current actions are being taken, in terms of concentrating in the southern corridor.

The question revolved on the measures to be taken as family members from Beijing were upset upon hearing yesterday's update. He responded by mentioning that a high delegate team would be going in to explain the search operation measures and he is aware that the family members are upset because yesterday's information didn't carry much updates.

Text Box 4.27

The above data shows that Mr Ahmad Jauhari only employed Ad populum once in his entire statements. He engaged the audience's feeling by talking about the rationale of the action. In PC8, the question revolved about the transparency and more detailed information. However, he assured that it is actually done in the best interest of the family

and the high delegation team will be able to shed more information to them. This is also viewed as a way of justifying to the cause of frustration among the next kin. Since the delegation team will be sent over to assist in the dissemination of verified information to the next kin, it can also be interpreted as a strategy of corrective action.

4.1.4 The Use of Arguing Strategy by Datuk Seri Najib

Datuk Seri Najib employed three types of arguing strategy which are engaging the sympathy of the public, engaging the emotion of public and bolstering his leadership qualities.

4.1.4.1 The use of Ad misericordiam: playing on feelings of compassion

PC8(L4-8)	<i>“We realise that this is an excruciating time for the families of those on board .<u>No words can describe the pain they must be going through our thoughts and our prayers are with them”.</u></i>
In this statement, he addressed the family members who are affected and extended his teams’ prayers and sympathy towards them.	

Text Box 4.28

PC8(L92-93)	<i>“<u>For the families and friends of those involved, we hope this new information brings us one step closer to finding the plane.</u>”</i>
He addressed to the families and friends that the new information would be a lead in locating the plane.	

Text Box 4.29

PC17(L12-13)	<i>“<u>We share this information out of commitment to openness and respect for families.</u>”</i>
In this statement he mentioned that they are sharing the information in transparent manner as a respect to the families.	

Text Box 4.30

The above data shows that Datuk Seri Najib addressed the victims' families and friends in all of his statements to show his sympathy in this juncture. He also used the pronoun "we" in all his statements as he is representing the nation and his team in addressing the international community. This strategy is used to elude the blame on him or his team since he portrayed himself as someone who is sensitive to the stakeholders and committed in keeping the family members informed. It can be viewed that in all of his statements, he prioritised the family members as they are the most affected stakeholder in this crisis. This is important to gain trust and credibility in crisis communication which would need him to extend his concern and care (Pamela, 2011)

4.1.4.2 The use of Ad populum: playing on audience's emotions

PC17(L15-17)	<i>"For them, the past few weeks have been heart breaking. I know this news must be harder <u>still</u>. I urge the media to respect their <u>privacy and the space they need at this very difficult time.</u>"</i>
In this statement he urged the media to provide the space and time for the family members as they are in difficult state.	

Text Box 4.31

The above data shows that Datuk Seri Najib reached out to the media by requesting them to grant the space for the families. He mentioned that the families have been recuperating from the disappointment and space would allow them to comprehend the situation. This is also a strategy of corrective action which is providing space for the families as post-crisis technique which is also known as recovery and this is significant for recovery measures and to regain the confidence of public (Jia et al., 2012) . Thus, by urging media to stay away, Datuk Seri Najib engaged the feelings of audience which is important in post crisis phase.

4.1.4.3 The use of Ad verecundiam: parading one's own qualities

PC8(13-16)	<i>“Since day one, the Malaysian authorities have worked hand-in-hand with our international partners -- including neighbouring countries, the aviation authorities and a multinational search force -- many of whom have been here on the ground since Sunday.”</i>
He asserted that Malaysian authorities have been cooperative with the international partners which include the neighbours and have been working on the field since Sunday.	

Text Box 4.32

The above data shows that Datuk Seri Najib spoke about the commitment of Malaysia in this operation. He mentioned that Malaysian government has been cooperative in handling the crisis. Since he mentioned “Malaysian Authority” in his statement it is reflecting the entire team and this a way of bolstering image in a positive manner to the public which affirmed that Malaysian team has been committed in the search operation and have worked since the first day of crisis.

4.2 Use of Manipulation strategy

Datuk Seri Hishammuddin have actively used five (5) manipulation strategies. The strategies that were employed, using discursive strategies focused on potential vulnerabilities of the listeners, manipulating episodic memory: re-attribution of responsibility of actions in leaders' interests, manipulating short term memory based on discourse understanding, keeping less powerful groups uninformed and inducing less powerful groups into tending to accept the arguments of the organization. Manipulation strategy converges three notions which are discourse, cognition and society. This strategy is believed to be unlawful in an autonomous society since it only prioritises the interest of the dominant group (Van Dijk, 2006).

The Image Restoration Strategy of Benoit that is relatable to the Manipulation strategy are Differentiation and Mortification. Differentiation which is a manner of

reducing the offensiveness of an event and it is viewed as inducing less powerful groups into tending to accept the arguments of the organization by explaining an act to resonate. While Datuk Azharuddin used manipulation in four ways. He used the discursive strategies which emphasized on the potential vulnerabilities of the audience, rewrite the history, keeping less powerful groups uninformed and induce the less powerful groups into accepting the arguments of the organization.

On the other hand, Mr Ahmad Jauhari employed only two strategies of manipulation which are keeping less powerful groups uninformed and manipulating Short Term Memory (STM) based on a discourse understanding. Datuk Seri Najib applied two strategies of manipulation which are the usage of discursive strategies focused on the weakness of the public and inducing public into accepting the information.

The number of these strategies used were recorded in the table below.

Table 4.3: Frequency of Manipulation strategy

	Name	Affiliation	Number of press statements	Number of manipulation strategies used
1.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17	5
2.	Dato' Sri Azharuddin Abdul Rahman	Director of Civil Aviation	4	4
3.	Mr Ahmad Jauhari	CEO of Mas	4	2
4.	Datuk Seri Najib	Prime Minister of Malaysia	2	2

Table 4.4: Frequency of the types of Manipulation strategy

	Hishammuddin	Azharuddin	Ahmad Jauhari	Najib
Use of discursive strategies focused on vulnerabilities	3	1	-	-
Rewriting history	-	-	-	-

Re-attribution of responsibility	2	-	-	-
STM based on discourse	4	-	-	1
Keeping less powerful groups uninformed	5	2	2	2
Inducing less powerful groups into accepting the arguments	6	2	2	3

4.2.1 The Use of Manipulation Strategy by Datuk Seri Hishammuddin

Datuk Seri Hishammuddin employed five of the strategies of manipulation during the press conferences as he was leading all of the press conferences and he appeared frequently to provide update on the search.

4.2.1.1 The use of discursive strategies focused on potential vulnerabilities of recipients

PC5(L10-18)	<p>Q: <i>What are the chances of survival?</i></p> <p>A: <i>We are still doing the search and rescue. We still have hope. <u>The chances of survival, it depends also in a lot of criteria because we don't know where the aircraft is. That is the main until we find the aircraft then we can determine. Can I just add to that? I would like to confirm that our immediate focus is to find the aircraft.</u> Unless we get the aircraft and the black box it is unlikely that we are able to answer all the speculated issues that been raised out there. Our focus is to focus on that as our main priority.</i></p>
<p>The journalist asked about the chances of survival and Hishammuddin responded that they are still doing the search operation. He also emphasized that there are few criteria that needs to be studied to answer the question about survival. He asserted that his team still has hope and the main focus would be to discover the black box.</p>	

Text Box 4.33

PC12(L85-99)	<p>Q: <i>Can you confirmed that after the turn back radar data shows that the plane passed through two way points before it head down, do you have evidence to support?</i></p>
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A: I think we have passed through that stage now. What we are going to do now is to find the aircraft. That is more important. Let us investigate on that. I think that is the investigation is doing now. And what we are concentrating now is to find the aircraft. That is way we have this northern and southern corridor. And the reason why we are looking for the aircraft is that we hope that by locating the aircraft we are able to find the black box. And if we do find the black box and your question will be categorically answered. We have gone beyond that. We have information from the satellite that says that aircraft have flown up to the time 11 in the morning. We are concentrating our effort now to find the aircraft.

The journalist asked about the turning points of the plane and whether they had evidence to support the claim. He assured that the investigation has surpassed the stage of turning points and have moved towards locating the plane and to secure the black box which would answer the question. He also mentioned that satellite data shows that the aircraft has travelled at 11am and they are now focusing on locating the plane.

Text Box 4.34

PC18(L186-211)

Q: After the development yesterday, one thing has come across that the plane has gone down somewhere in the southern Indian Ocean. At this point are you looking at the reason behind how the plane reached there, How it deviated from its original route and those thing some police investigation has.....(not clear) here on what is going about the interrogation the police may already conducted so far?

A: On my case, on my part, I've always been persistent and consistent about trying to locate the plane based on corroborated and verified information and you know we've gone through to the whole journey from the South China to the Malacca Straits, then down to the northern corridor , now to the southern corridor. And it involved a very complicated process of looking the satellite, radar, military, civil, primary, secondary, vessels investigation and all sorts of leads that needs to be corroborated at the particular point in time. So, that would continue, and this is something I for sure everybody that the process in which we want to get to where the possible location of MH370 has been a process that we have never move away from, not it standing the speculation, not with standing all sorts of leads that despite my request that it may jeopardize the investigation and it may affect the families concerned but that went on. Now we are in an area where we will look at specific assets because the water there are so deep and the location of the black box requires specific equipment and the „ping“ locator whether is rowed or in the vessels as I said the US have

been kind enough to assist us on that immediately after this I'm meeting a representative from Pecom, which was a specific command to discuss exactly that.

The journalist wanted to know whether the investigation has looked into the reason of deviation of route. He explained that the process to trace the area of search required a tedious process and since the team is already in the location, they are looking at the usage of specific assests because of the depth and US has been assisting them with the specific equipment.

Text Box 4.35

The use of discursive strategies focused on potential vulnerabilities of recipients in this study looked at other discursive strategies which are the feelings of fear, lack of comprehension in this field and lower position. In PC5, the question was about the survival rate of the victims and Datuk Seri Hishammuddin, did not provide a clear answer to the question because the plane is yet to be identified and that is viewed as an excuse. He stressed the importance of finding the aircraft as he doesn't know the condition of the aircraft but he did mention that they were criteria that could set the survival rate. Hishammuddin targeted the emotions of the public by mentioning that it is important to locate the black box and that will provide explanation to the rumours that have spread. Since he used "*speculated*" that provides a hope to the recipients since its unverified information.

In PC12, the question involved the turn back of plane and the journalist wanted an affirmation on it. Apparently, Datuk Seri Hishammuddin answered the question by mentioning that they had evidence from the satellite. He used the advantage of having technical knowledge to manipulate the recipients to accept the information rendered and justified the question by reasoning the information from the satellite but it was not elaborated further. In the following statement of PC 18, the question was about the diversion of the plane and the reports of investigation. This is a feasible question since

diversion of plane has been speculated in social media and clear explanation would help in this situation. He used the notion of complicated process in technical investigation to answer the question. He provided the reasoning by explaining the complex process of the search and the focus in locating the plane.

4.2.1.2 The use of Manipulating episodic memory:re-attribution of responsibility of actions in officeholder's interest

PC4(L31-33)

Q: How long it will take to cover 100 nautical miles?

A: We now doing 100 nautical miles. We divided into blocks and each ships are assigned to each block.

The journalist asked on the duration it will take to cover the 100 nautical miles. He mentioned that they have divided the area into blocks and each ship will cover each block.

Text Box 4.36

PC6(L26-37)

Q: So far, are there any information received from the international intelligence?

A: When there are 2 to 3 investigations taking place at once. But the most important thing since the very beginning as I have stated that our focused is to find the respective plane. Therefore, information gathered will be prioritised on the search effort. In terms of investigations related to safety, whether it's terrorism or safety of our crew and pilot crew, this has been answered by our Tan Sri National Police Chief earlier and for me it will reviewed and researching every name in the manifest which is researched and observed. Not only by our intelligence agencies but agencies from other countries as well.

The question is about the information received from the international agency. He replied by that there are multiple investigations taking place and the main aim is to locate the plane. The issue of safety was answered by the National Chief Police and the information would be reviewed by the intelligence agencies of our country and international agencies. .

Text Box 4.37

The data shows that Datuk Seri Hishammuddin used the manipulation of episodic memory focusing on the re-attribution of actions in officeholder's interest twice in his address. Re-attribution of actions in officeholder's interest is a way of explaining an executed operation in the best interest of the speaker. In PC4, the question focused on the duration consumed to explore the, instead of providing a time frame he explained that ships have been assigned to each block and this is a strategy of manipulating the answer based on the progress made.

While in PC6, the question on terrorism was answered by referencing the National Chief Police and ensured that he would go through the report. In both statements, it can be observed that he employed the strategy of manipulation which emphasized on the actions of the leaders based on their roles.

4.2.1.3 The use of Manipulating short term memory-based on discourse understanding

PC4(L7-11)	<i>S: And this evening and also circulated in media there are debris noticed of by aircraft in South of Hong Kong, Saigon and we are dispatching ships to the area and so far we are not received any confirmation or verification of the debris are they come from aircraft or not. <u>By tomorrow we should be able to tell the debris found.</u></i>
In this statement, he mentioned that based on the information circulated in media about the sight of debris, he assured that ships are being sent to the location but they are yet to receive any information on the presence of debris. He also mentioned that by tomorrow, he would be able to confirm on the presence of debris.	

Text Box 4.38

PC5(L27-36)	<i>Q: Is there speculation on Malaysia is hiding something? A: I truly understand that. This is unprecedented that we are going through. Coordinating so many countries together, its not something easy. <u>We are looking at so many countries together, its not something easy.</u> We are looking at so many vessels and aircraft, so many countries to coordinate and a vast areas for us to search. And each time that passes, I fear that the search</i>
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and rescue becomes just a search. But we will never give up hope. And this we owe to the families. The longer it takes for us to find the aircraft, i think the family members are the ones that I feel for them so much.

The question is about whether Malaysia is concealing any information. He responded by emphasizing that the crisis was unprecedented and they are working collaboratively with many countries and the search is taking longer but they would never give up as it is important for the families.

Text Box 4.39

PC5(L179-184)

Q: I want that Dato' Seri to explain that is the issue about five passengers. Is the different answer from different agents? Can you answer that?

A: The five passengers that...erm...checked in were on boardthey were no package was offloaded and those that booked ...four passengers they booked they didn't arrived were replace from the reserve place. Correct?

The question is about the five passengers who used the fake passport information. He mentioned that no baggage were offloaded and the rest four passengers didn't arrive as they were from the reserved place.

Text Box 4.40

PC18(L150-155)

Q: Could you tell us briefly the kind of investigation you are doing to this missing plane being crashed and it is any closer to what happened?

A: Well, I think investigation and discussions from experts from all over the world we are monitoring very closely but I've been very consistent that a lot of these questions can be answered if we find the black box.

The question is about the type of investigation which is being conducted and is revealing any information to the incident. He mentioned that the experts are monitoring the investigation closely and finding the black box would be the answer for the question asked by the journalist.

Text Box 4.41

The data shows that Datuk Seri Hishammuddin used manipulation of short-term memory based on a discourse understanding four (4) times during his address. In PC4, during the statement, he confirmed the allegation which was circulated in media about the debris in the South of Hong Kong and team has been sent to investigate on this. He assured that only tomorrow he would be able to confirm whether the debris were found based on the investigation. PC5 can be analysed in both strategies and looking at this statement, Datuk Seri Hishammuddin did not answer the question whether Malaysia is concealing information but he opted to change the subject by elaborating about the process of SAR.

In PC5 (line 179-184), the question revolved about the issue of five passengers who had fake passports and it involved clarification since there had been speculation about the passengers. He mentioned that the passengers were on board but clarified that they were replaced. Being the crisis manager, he is accountable in deliberating verified information to the public and not doing so may lead to the assumption that the government is being not transparent. The last statement in PC18, the query was about the closure to the investigation and it was not explained clearly as he opted to change the subject of discussion to black box as it would be able to shed more information on the flight.

4.2.1.4 Keeping less powerful groups uninformed

PC1(L39-41)	<p>Q: <i>Did the authorities see the open letter?</i> A: <u><i>Yes and I don't think any sound ground to say it is true but again like I say we take a stand that we are not taking anything for granted.</i></u></p>
<p>The journalist asked whether the authorities saw the letter. He responded by admitting it but ensuring that it is being investigated inspite of lacking in evidence.</p>	

Text Box 4.42

PC10(L30-34)	<p>Q: <i>I would like to ask, is the investigation looking into the pilot or co-pilot and has the investigation reveal any personal problems or money problems?</i></p>
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A: The first question, the answer yes, we looking at it and secondly, no, I cannot say for the moment.

There are two questions asked focusing on the pilot and co-pilot's search and the outcome of the investigation on them. He assured that they are being investigated but the details of the investigation cannot be revealed at the moment.

Text Box 4.43

PC12(L26-27)

Q: How many are investigating this?

A: The ones that are professional in that area of expertise.

The journalist wanted to know the number of experts involved in the investigation and he responded by mentioning that only professional are working on it.

Text Box 4.44

Datuk Seri Hishammuddin employed the strategy of keeping less powerful groups uninformed five (5) times in his entire press statements. All of the statements were employed as a measure to restrict information to the public. In PC1, for the question on the open letter, he did mention that the team is looking into it but did not reveal further. While in PC10, the question revolved about the investigation detail of the pilots and co-pilots and he mentioned that the team is investigating but refuse to comment further on the investigation. The rest of the statements illustrates the same pattern of restricting information and the importance of delivering verified information and sensitivity of these information may be a reason for it being kept away from the public.

4.2.1.5 Inducing less powerful groups into tending to accept the arguments of the organization

PC5(L45-57)

Q: Can you tell when is the last time the plane was found on the radar?

A: 0215 local time This is a possible turn back. Why? Because we try to collaborate with all the other radar including civil radar. At the moment, we are still collaborating with other available radars. The possible location is in the Straits of Malacca. We are still doing the forensics. It has been very consistent. On Saturday, the PM indicated that we are going to expand the search and rescue operation. On the same we made

a statement to say that there is a possibility of turn back. On the same day, we expanded the area to the Straits of Malacca. I indicated to you the number of vessels and aircraft in the both areas. As for now, we have not found anything but we are extending further. So basically, we are being very consistent in what we have been saying in the last few days.

The question is about the last time recorded for the plane to found on radar. He mentioned 0215 was the local time which is the possible turn back period and they are collaborated with other available radars to confirm.

Text Box 4.45

PC10(L51-61)

S: On Saturday 8 March, the Royal Malaysia Police started investigations into all crew members on board MH370, including the pilot and co-pilot, as well as all ground staff handling the aircraft. On Sunday 9 March, police officers visited the homes of the pilot and co-pilot. Officers also spoke to family members of the pilot and co-pilot. Police visited the homes of the pilot and co-pilot again on Saturday 15 March. The pilot's flight simulator was taken from his house with the assistance of his family. The simulator was re-assembled at police headquarters. At this point, I would like to stress that Malaysia has been co-operating with the FBI, Interpol and other relevant international law enforcement authorities since day one.

He addressed the investigation conducted on all crew members of MH370 and the flight simulator was taken from the pilot's house and it was assembled at the police headquarters. He also clarified that Malaysia has been cooperating with the FBI and other relevant international authorities in this investigation.

Text Box 4.46

PC12(L56-77)

Q: Dato' Sri, about SAR in the southern corridor, how does the operation detect there because we know that there is more land than water in the South Corridor?

A: Very appropriate question, as regards to the southern corridor which is a vast mass of open sea. And that is our, some priority is given to that area. This morning I spoke to Admiral Locklear from PACOM, in trying to identify equipment that would assist us in locating the possibility of the black box if that's the focus. And the French expert that I spoke to earlier this afternoon, in looking for the black box which took them 2

years in the Atlantic. The equipment that they use, we are now identifying the assets but as far as the primary radar is concerned, there are only 2 countries in the southern corridor, that can assist us, that is Indonesia and Australia and both have indicated that they are willing to lead in the SAR operations in that sense. This flight simulator that we just obtained on last Sunday at 1603. It's not a month. From the simulator, we have found 3 flight simulator games. The first simulator is named Flight Simulator X, the second one is Flight Simulator 9 and the third is X Flight 10 and experts are exploring them. But what matters here is that the family members gave full cooperation. Their family members, both pilot and co-pilot gave their full support in carrying out the investigation and we have no problem in getting information from them.

The journalist asked about the operation outcome as there is more land than water in the Southern Corridor. He responded by mentioning that the representative from PACOM is identifying the equipment that would assist in locating the black box. He also mentioned that there are only two countries in the Southern corridor and they are willing to lead the operations. They have also recovered three flight simulator games last Sunday and the family members are cooperating well with the investigation.

Text Box 4.47

PC13(L43-44)

Q: *Any information on the Russian and Ukraine passenger?*

A: Not today.

The question is about whether there were any development on the Russian and Ukraine passenger. He replied by saying not today.

Text Box 4.48

PC18(L45-58)

Q: *Datuk Seri, I'm Sofia from Berita Harian, as we know the Air France plane takes 2 years to be released completely from the bottom of the ocean. So if it is true that MH370 is at the bottom of the sea, in the meantime the plane ends its journey, will the government will continue to search for the aircraft even if other countries withdraw?*

A: *We will keep on relying on the expertise of the experts from the French team and in this case I have already met them, the way they are and the challenges they have to go through in 2 years looking for the black boxes needed. The information has been shared with us and the information is shared with the teams we have shared responsibilities, whether it is family-*

oriented, whether it's about technology to search the ocean, or it's more sophisticated assets that are used to find the relevant Air France aircraft.

The question is about whether the search would be continued inspite of withdrawal of other countries. He responded by mentioning that, they are still relying on the experts to provide information. Some of the update from the team based on the Air France aircraft was to focus on family, technology and sophisticated assets.

Text Box 4.49

The above data shows that Datuk Seri Hishammuddin has used the strategy of inducing less powerful groups into accepting the arguments of the organization in few instances of both press conference statements and during the question and answer session. In this study, less powerful groups are referred to the public since they are not in power of disseminating information and they are the recipients. In PC5, the question is about the time of plane last seen in radar and Datuk Seri Hishammuddin mentioned the time accompanied by explanation that his team has been consistent in the information given and he is certain about it.

He also applied the same technique of affirming his action in PC10 as he affirmed that Malaysia has been working cooperatively with international agencies since the occurrence of the crisis. This is to establish the fact that Malaysia has been working in managing the crisis and this is also viewed as a response strategy of SCCT. In PC13, it is observed that Datuk Seri Hishammuddin, did not comment to the question raised on the Ukraine and Russian passenger and mentioned that it won't be dealt at that instance and this imply that his team is still investigating on this and he wants the public to accept this. In the following statements, he explained on the technical insights of the operation and assured that his team has been transparent throughout the investigation.

4.2.2 The use of Manipulation by Datuk Azharuddin

Datuk Azharuddin employed manipulation strategy occasionally and he used the discursive strategy which focused on potential vulnerabilities, keeping less powerful groups uninformed and inducing less powerful groups into accepting a decision. However, since he only appeared in few press conferences and the questions were selective, the usage of manipulating strategies were only 6 times.

4.2.2.1 The use of discursive strategies focused on potential vulnerabilities of recipients

PC25(L55-61)	<p>Q: <i>In the relation to the preliminary report release last night, how the report done on Malaysia and take mistake of the past?</i></p> <p>A: <i>Well, The minister to handle the ordinary all like, let me just say after the moment should be focus wholly and slowly on the search we need to continue the search, <u>we onwards to the family, and I think we onwards line public around the world that we continue the search so that we can get all happen when mh370 lost.</u></i></p>
<p>The question is about the lesson learnt based on the preliminary report. He responded by mentioning that the search has to be continued for the family and to understand the reason behind the disappearance of MH370.</p>	

Text Box 4.50

The above data shows that Datuk Azharuddin only used the discursive strategies focused on potential vulnerabilities of the recipient once in his entire statements. The *other* discursive strategy which is used is the strong feeling of the family as he did not address the question but used the notion of family to talk about the reason of operation being continued. It is also observed that Datuk Azharuddin's statement is sceptical and unclear due to the grammatical error in his statements.

This affects the clarity of the message since a spokesperson of a crisis has been trained for an emergency situation as such. In the statement above, the question focused on the preliminary report and the lesson based on the incident. He used the phrase "we

need to continue the search, we onwards to the family” to imply that families are the vulnerable recipient and the search need to be continued for them.

4.2.2.2 Keeping less powerful groups uninformed

PC24(L82-93)

Q: Datuk Seri, I'm Tan from Guang Ming. I would like to ask what are the contents of MoU that both Malaysia and Australia have signed?

A: The framework agreement are between Malaysia and Australia is one..... is understanding, it's agreement between the two states to how to deal with the wreckage, the black box and also the human remains if we are able to locate it. So, we are unable to tell you in detail because this will be a discussion, agreement to be agreed upon and signed between the two states. Until such time, we are unable to give you details and once we have agreed with the Australian and we have sort out the details we should be able to give the details to the media. Thank You

The question is about the contents of agreement which was signed by Malaysia and Australia. He clarified that the agreement was on the search and rescue operation which includes the wreckage, black box and remains of victims. He also reiterated that he is unable to provide further details as the agreement has to signed by two states upon discussion.

Text Box 4.51

PC24(L105-111)

Q: I just like to maybe talk a little bit more about the wreckage, something that's been found by the west Australian police. They said that they sent photos on to the JACC and JACC said that you got the photos. Can you describe what the photos look like?

A: We have not got any photos that sent by JACC but so far all the objects have been sighted by the aircraft and picked up by the ships are not related to MH370.

The journalist wanted clarification on the photos picked by the west Australian police. Apparently, he denied receiving any photos from official but also emphasized that all the sighted images were not relevant to MH370.

Text Box 4.52

The data above shows that Datuk Azharuddin employed the strategy of keeping less powerful group uninformed twice in his statements. In PC24, the question is about

the MoU but Datuk Azharuddin assured that it's an agreement which is about the SAR but refuses to elaborate further at that juncture due to the sensitivity of information but he mentioned that it will be released later. This could be due to nature of the information which needs to be confirmed with Australian government before releasing it to the public. The second statement is about the photos of the wreckage received from Australian police and he confirmed that his team did not receive any photos but the images sighted were irrelevant to the flight.

4.2.2.3 Inducing less powerful groups into accepting the arguments of organization

PC14(L142-146) & Q: *How much smaller are the chances of finding that's part of the west coast of Australia as everyday just passed? Given the fact that the currents in that region and the fact that, And when you took the INMARSAT data, what did you mean by it needed further refinement? Can you clarify?*

A: *Upon receiving the new data, the Malaysian authorities immediately discussed this with the US team and how the information may be used. So the US team and the investigation team of Malaysia then sent the data to the US and further processing was needed before it could be used. So, the initial result came back to us on Thursday, 13/03 at 1:30 in the afternoon and was agreed by the Malaysian team and US team that further refinement need to be done so the data again was sent to the US. I don't want to go to details about it but the end details of it. We came out with the two corridors, the Northern and the Southern corridors. The INMARSAT data also was used by the aircraft accident. Investigation Board of UK and they also did an analysis on it. When AAIB came to Malaysia on Friday, 14/03/2014 we compare the Malaysia team effort with the AAIB and the end result of the analysis connect with each other.*

There are two questions here which are the probability of locating the plane and the investigation based on INMARSAT's data. He responded by mentioning that the data was send back to US for refinement and based on the outcome, the end focus is on two corridors which are the Northern and Southern. Apparently, the data was used to correlate the progress of AAIB and Malaysian's team which concluded that both findings were relatable.

Text Box 4.53

PC26(L201-225)

Q: Has from CNN. My question is deal with the timeline that was up by the ICEO report. At 1:21 when the plane disappeared off the radar it wasn't until 1:38, 17 minute later that HCMATCC notified KLIA Traffic Control that the plane dropped off the radar. I understand that at the point it's Vietnamese airspace in the control. But how did nobody realize and notice on both sides that the plane had dropped off the radar. Did this not waste the crucial time and as well at 2:03 when all parties were trying to find the plane at this point, Malaysia Airlines operations told the traffic control that the plane was actually over Cambodian airspace. Could you explain that?

A: Yes, in that particular morning 8/3/2014 at 1:19 the KLATCC have directed the pilot of MH370 to change frequency to HOCM City ATCC and the pilot replied goodnight Malaysia 370, passing Igari and that is the official point where the aircraft is handed over to HCMCATCC that also at the time where we lost the radar on our screen. Why 17 minutes. This is what I've told in Bahasa also, that's up to the investigation team, to study, to investigate. Maybe from the Vietnamese why did it take 17 minutes? This is the point where the world, the civil aviation needs to know at point of transfer from one flight information region to another flight information region from the protocols are met or not. This is something we would, I'm sure the investigation team will look deep and hard at it and would come out with their results and analysis and also recommendations.

The journalist wanted a feedback on the delay of picking up the missing plane from the radar and issue of unable to locate the plane when Malaysian Airlines operation informed the traffic control that the plane was over the Cambodian airspace. He replied by mentioning the delay of 17 minutes and the protocols of flight information is being investigated thoroughly.

Text Box 4.54

The above data shows that Datuk Azharuddin employed the strategy of inducing less powerful groups into accepting the arguments of the organization, the investigation team. In PC14, Datuk Azharuddin summarized the report but did not specify the details of the report and did not address the question on the need of further analysis. He ended his feedback by mentioning “*end result of the analysis connect with each other*”, and assured that his team has been on the correct path of investigation and the public is convinced into accepting the progress of the search.

In the following statement of PC26, the question revolved about the delay of emergency action and Datuk Azharuddin explained that the information was picked but

the delay is being studied which is also a manner of working behind the scene. Both of these statements have also employed Benoit's Image Restoration Strategy of defeasibility which is having insufficient information to update the public by addressing that it still being investigated.

4.2.3 The use of Manipulation by Mr Ahmad Jauhari

Mr Ahmad Jauhari employed two strategies of manipulation which are keeping less powerful groups uninformed and manipulating short term memory based on discourse comprehension.

4.2.3.1 Keeping less powerful groups uninformed

PC9(L113-121)	<p><i>Q: There have been about suspicious passenger who was going China and was..Have you investigate on this person and could you please how much fuel at that into the plane.</i></p> <p><i>A: To the first question, as <u>I said out investigation covers everybody on board.</u> Ok, on the second question, the plane <u>took off with the planned fuel we put in.</u> The planned fuel that mean the route plus whatever we need for the diversion.</i></p>
<p>The question is about the inspection on suspicious passenger and the fuel amount of the plane.</p> <p>He responded by mentioning that the investigation included everyone on board and the fuel was sufficient for the trip and diversion.</p>	

Text Box 4.55

PC9(L218-223)	<p><i>Q: Just clarified it. Passenger's background were cleared by the intelligent agencies. What's that mean? Is that mean they not be reconsidered as.</i></p> <p><i>A: Yeah, there are no negative records no them.</i></p> <p><i>Q: And what are the intelligence agencies thoughts?</i></p> <p><i>A: Well, <u>I don't think I would reveal that.</u></i></p>
<p>The question is about the outcome of intelligence agencies and he mentioned that he wouldn't reveal it.</p>	

Text Box 4.56

The above data shows that Mr Ahmad Jauhari employed the strategy of keeping less powerful group uninformed twice in his statements. Mr Ahmad Jauhari who was the CEO of MAS during the crisis, is the speaker and the less powerful groups would be the public as they are the recipient of the press statements. The questions that were directed to him were rather precise which emphasized on the technicality of the plane. In PC9, the journalist wanted more information about the doubtful passenger but he did not reveal the outcome of the investigation but responded in a brief manner that the investigation has covered all the passengers and even on the estimation of fuel he briefed that it is adequate for the plan.

This is viewed as lying doggo since he opted to answer the question by informing that the fuel was sufficient but did not provide further explanation on it.

In the same PC9, line 218 the question revolved again on the doubtful passenger but he affirmed that he is unable to reveal the information and that could be due to the sensitivity of information which needs to be investigated. This is not an effective communication since he is not equipped with enough information for the public and he wants the public to accept his reasoning in the matter without proving these claims.

4.2.3.2 Manipulating Short Term Memory based on discourse understanding

PC26(L91-110)

Q: Assalamualaikum Dato 'Seri I'm Lokman journalist from BH. A question to Encik Ahmad Jauhari regarding the Flight Manifest. It was reported that there were 38 Malaysians on board MH370. However after the initial report was released there were only 34 names mentioned there were 4 more names still missing, if I could mention here the name, Tan Siow Ping, Worse, one of these names is categorized as Chinese while he is Malaysian. The second question, there are parties who dispute this initial report issued is shorter or concise as it is only 5 pages compared to 239 lives on MH370 if compared to Air France 447 which is 128 pages long. Perhaps Dato' Sri has little comment about it. Final question regarding the recommendations from Jean Paul. Will Malaysia Airlines take the initiative to extend the life span of the battery from 30 days to 90 days without having to wait for further instructions from ICEO.

A: The first question about the manifest. This is one thing I am going to study, I cannot say exactly how much information I have been told, which I know we have 38 on board. So I will reconsider this. The second is about a battery, it's a standard international standard. So, we are now trying to strengthen the way we track the plane. That's the most important thing.

The journalist asked three questions which were the four missing names from the passengers' list, the differences in the pages of the report released and recommendation of the battery life span as recommended by Jean Paul. He answered two questions which are the number of passengers which are 38 and the battery issue was answered by asserting that it's international standard and they are establishing the path of locating the plane.

Text Box 4.57

The above data shows that Mr Ahmad Jauhari employed the strategy of manipulation of Short Term Memory based on discourse understanding once as a manner of changing the subject. It is observed that the question revolved on the missing names, differences in the report and battery life span. For the first question, he assured that there are 38 passengers and for the battery span it adheres to the international standard and finally he focussed on the area of search which has been informed to public on the corridors covered.

4.2.4 The use of Manipulation by Datuk Seri Najib

Datuk Seri Najib employed two strategies of manipulation which are the usage of other discursive strategy focused lack of technical knowledge and persuading the public to accept the information presented by the authority.

4.2.4.1 The use of discursive strategy focused on potential vulnerabilities of the recipient

PC8(L68-74)

“However, based on this new data, the aviation authorities of Malaysia and their international counterparts have determined that the plane's last communication with the satellite was in one of two possible corridors: a northern corridor stretching approximately from the border of Kazakhstan and Turkmenistan to northern Thailand, or a southern corridor stretching approximately from Indonesia to the southern Indian ocean. The investigation team is working to further refine the information.”

In this statement, he mentioned that based on the finding of Malaysian and international authorities, the northern corridor from the border of Kazakhstan and Turkmenistan to northern Thailand or southern corridor of Indonesia to southern Indian ocean were the focus based on the last communication area of the plane.

Text Box 4.58

The above data shows that Datuk Seri Najib justified the range of stretch area based on the calculation of the investigation. He attempted to simplify the technical information since he is addressing the public and journalist.

In fact, by mentioning the investigation team will look further into the analysis is a way of affirming that the team is well informed in concluding the search area based on the satellite's data and public who lack in technical knowledge is persuaded to accept the explanation.

4.2.4.2 The use of inducing less powerful groups into tending to accept the arguments of the organization

PC8(L38-40)	<i>“Given this credible data, which was subsequently corroborated with the relevant international authorities, <u>we expanded the area of search to include the Straits of Malacca and, later to the Andaman Sea.</u>”</i>
He mentioned that based on the reasonable data, the search has been expanded into Straits of Malacca and Andaman Sea.	

Text Box 4.59

PC8(L45-49)	<i>“Based on new satellite, communication we can <u>say with a high degree of certainty that the Aircraft Communications Addressing and Reporting System or (ACARS) was disabled just before the aircraft reached the East coast of peninsular Malaysia Shortly afterwards, near the border between Malaysian and Vietnamese air traffic control, the aircraft's transponder was switched off.</u>”</i>
He confirmed that the Aircraft communication system was turned off before the plane reached the East Coast of peninsular Malaysia and the transponder was switched off near the Malaysian and Vietnamese border.	

Text Box 4.60

PC18(L8-10)	<i>“This is a remote location, far from any possible landing sites. <u>it is therefore with deep sadness and regret that I must inform you that according to this new data, flight MH370 ended in the Southern Indian Ocean.</u>”</i>
He expressed that the flight ended in the Southern Indian Ocean based on a new data which is far from any landing area.	

Text Box 4.61

The above data shows that Datuk Seri Najib attempted to persuade the public into believing his justification based on his reasoning. In PC8, he mentioned that his team has broaden the search area based on the reliable information. Therefore, he asserted that his team has been working in the right direction. Whereas in PC8, he confirmed the system was shut down based on the information picked up by the satellite.

This is because, the satellite information was shared with him and not everyone is sound of satellite system and that led to acceptance of the information delivered. The last statement in PC18 gained a lot of attention from the public because of the choice of word. He used the word “ended” and this is not providing a definite answer to the public. However, this is viewed as a way to persuade the public into accepting the information as he mentioned the plane was not close to any possible landing area.

4.3 Use of framing strategies

Framing strategies as described by Hansson (2015) are categorised into two which are the Rescue Narrative and the Bad Apple Frame. In this study, the Rescue Narrative has been evidently used by Datuk Seri Hishammuddin in his statements. He is observed labelling his Search and Rescue team (SAR) as hero and the crisis situation, disappearance of the flight as the villain, the families of the victims are depicted as victims of the situation and most of his instances emphasized the need of continuing the plight of MH370 as it affects the families. Datuk Azharuddin did not employ any framing strategies and Mr Ahmad Jauhari employed the Rescue Narrative strategy twice in his statements. The frequency of these strategies used were recorded in the table below.

Table 4.5: Frequency Framing strategy

	Name	Affiliation	Number of press statements	Number of framing strategies used
1.	Datuk Seri Najib	Prime Minister of Malaysia	2	1
2.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17	1
3.	Dato' Sri Azharuddin Abdul Rahman	Director of Civil Aviation	3	0
4.	Mr Ahmad Jauhari	CEO of Mas	4	1

Table 4.6: Frequency of the types of Framing strategy

	Hishammuddin	Azharuddin	Ahmad Jauhari	Najib
Rescue Narrative	11	0	2	3
Bad Apple Frame	0	0	0	0

4.3.1 The use of Framing strategies by Datuk Seri Hishammuddin

Datuk Seri Hishammuddin employed the strategy of Rescue Narrative 11 times in his statements and he frequently employed it to emphasize the role of his SAR team as the Hero of the situation as they are committed to locate the plane.

4.3.1.1 The use of Rescue Narrative

PC5(L10-18)	<p><i>Q: What are the chances of survival?</i></p> <p><i>A: We are still doing the search and rescue. We still have hope. The chances of survival, it depends also in a lot of criteria because we don't know where the aircraft is. That is the main until we find the aircraft then we can determine. Can i just add to that? <u>I would like to confirm that our immediate focus is to find the aircraft. Unless we get the aircraft and the black box it is unlikely that we are able to answer all the speculated issues that been raised out there. Our focus is to focus on that as our main priority.</u></i></p>
<p>The question is about the survival rate of the plane. He replied by mentioning that the chances of survival were based on few aspects. He also mentioned that the main aim is to locate the plane and the black box which would be able to provide further information about the plane.</p>	

Text Box 4.62

PC6(L30-40)	<p><i><u>"We have a duty to investigate any possibilities. We owe it to the families of those in the flight to follow up every lead and on the basis; we dispatch extra ships and aircraft to search the area. However, our main effort has always been in the South China Sea. We are working very closely with the FAA and the NTSB on the issue of possible air turn back, they have indicated to us, based on the information and data given by the Malaysia authorities, they, FAA and NTSB, the US team was off the view that there was a reasonable ground for Malaysian authorities to conduct search on the western side of the Peninsular Malaysia. Under the circumstances, it is appropriate to conduct a search even the evidence suggest there is a possibility of finding even a minor evidence to suggest the aircraft would have been there."</u></i></p>
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The statement focused on the investigation details which includes the search area and the collaboration effort between FAA, NTSB and US teams. He assured that even they would continue the search inspite of few substantiate proof as is relates to the probability of locating the plane.

Text Box 4.63

PC7(L54-57)

“And we have welcomed all international offers of assistance. We are committed to one aim which is to find MH370.”

In this statement he mentioned that they have received assistance from international community and his team is devoted in locating the plane.

Text Box 4.64

PC12(L104-114)

Q: There have been a heart breaking scene, your team are not capable of setting out and finding answers?

A: I fully understand what they are going through. Emotions are high. This is something that I have discussed with the France delegation this morning in dealing with the families. Earlier in this statement I indicated one of our main priority is also how to manage emotion and how to appease the families. I have indicated in my statement earlier that we are sending another high level team to travel to Beijing. To explain what we are doing. And I hope and appeal to everybody that tough we understand their concern we are trying our very best. And it is heart wrenching. Even for me.

The question focussed on the speculation of inability of Malaysian team to locate the plane. He replied by expressing that sadness and agitation among the family members are the cause and his team would be sending a new high level team to Beijing as a measure to calm the families and to explain the process of search operation. He urged everyone to stay calm as his team is working in the best capacity.

Text Box 4.65

PC14(L31-33)

"I will also be speaking to the US Secretary of Defense at 21:15 tonight, to request further specialist assets to help with the search and rescue efforts, including remotely-operated vehicles for deep ocean salvage.

He affirmed that he would be communicating with the US Secretary of Defense to request assistance in the search and rescue operations.

Text Box 4.66

PC14(L221-227)

Q: One of the difficulties with the search is the plane can only spend two hours to be back from the regiment. Why hasn't the Pentagon not send any refueling tankers so the plane can spend longer time in the area? Are you going to ask Secretary Hagel tonight?

A: After your question, I probably would. The operational (not clear), I Don't discuss at the level of Secretary Hagel. Now that you've listed it, I will probably talk about it tonight

The question is about the duration of the search which could be extended with the help of refueling tankers and would he discuss with Secretary Hagel on this suggestion. He assured that he would be discussing it tonight.

Text Box 4.67

The data above shows that Datuk Seri Hishammuddin employed the strategy of Rescue Narrative frequently in his statements to emphasize that his team or Malaysia has been actively committed in the Search and Rescue Operation(SAR). Datuk Hishammuddin depicts the SAR team to be the Hero and the emergency situation as Villain where the immediate focus is to locate the plane and provide a reasonable justification to the immediate family members. In PC5, he reiterated that his main focus is to locate the airplane and the same approach is also used for PC6, PC7 and PC14 as all of his statements aimed in locating the plane.

In PC14(L31-33) he mentioned that he would be communicating with the US Secretary Defense to request assistance for more assets in the search operation. He depicted the role of leader (Hero) and making measures to save the victims of the flight. He also mentioned that another team will be dispatched to Beijing as a measure of assisting the family in communicating the verified information in PC12 and that is done

as an initiative to resolve the communication concern among the Chinese family members.

In PC14, it is observed that he affirmed that his team is doing an excellent work as he assured that the collaborative effort from international community has made the SAR feasible. Lastly in PC16, the journalist wanted a confirmation on the data of the radar and he assured that all information which has been verified are released in the real time and that can be concluded as responsive team. Rescue Narrative is a strategy of Good Intention as he depicts the action that is being taken by the team as something positive in the plight of the pursuit.

4.3.2 The use of Framing Strategies By Datuk Seri Azharuddin

Datuk Seri Azharuddin did not employ any Framing strategies in his statements and that is because he is accountable for technical questions that involved Civil Aviation System.

4.3.3 The use of Framing strategies by Mr Ahmad Jauhari

Mr Ahmad Jauhari employed the strategy of Rescue Narrative twice in his statements to elevate the involvement of MAS in the SAR.

4.3.3.1 The use of Rescue Narrative

PC7(L49-60)

Q: Have you approached any other airlines that encountered similar incident, Air France maybe? Just to get the experience of the missing aircraft?

A: We welcome all assistance. In this case I think, the fact that we lost contact with the aircraft, and we don't know whereabouts of the aircraft, except for the what Air Force have provided that is to be corroborated. So I don't think we can make a comparison until we find the aircraft. This is where I like to stress, our focus must be to find the aircraft and hopefully the black box. Because that will help us look further ahead and what sort of cooperation that we need. especially on the Air France crash. Took some time to recover and get more details

The journalist asked whether the team has approached other airlines that may have similar encounter on missing plane for their advise. He mentioned that they welcome all assistance and because they were no update on the lost plane, it won't be possible for comparison. In fact, he also emphasized that the purpose is to find the aircraft and the black box which would assist in the future for comparison with the Air France crash.

Text Box 4.68

PC11(L121-128)

Q: Family members in Beijing are trying to have a hunger strike. Can you confirm on that and comment?

A: We are doing all we can in order to ensure that we've given sufficient assistance and information and care to all family members in Beijing. There's something that I will definitely look into. I am in regular contacts with the team in Beijing. If anything like that happened or there is a threat, we will obviously look into that immediately.

The query is about the hunger strike the family in Beijing planned and he wanted confirmation on the news. He responded by clarifying that they were providing adequate report and sympathy to the family members frequently. He also assured that he would look into news of hunger strike immediately.

Text Box 4.69

The above data shows that Mr Ahmad Jauhari employed the strategy of Rescue Narrative twice only. In PC7, the question focused on the assistance from other nations and he emphasized that he welcomed all assistance to locate the plan.

While in PC11, the journalist queried about the demonstration took up by the family. He assured that his team has been committed in the search and he will surely act promptly if the situation worsens.

4.3.4 The use of Framing strategies by Datuk Seri Najib

Datuk Seri Najib employed the strategy of Rescue Narrative to discuss his involvement in the SAR. He used this strategy thrice for the same which is to emphasize his role and the government's role in managing the situation.

4.3.4.1 The use of Rescue Narrative

PC8(8-12)

“At the beginning of the operation, I ordered the search area to be broadened I instructed the Malaysian authorities to share all relevant information freely and transparently with the wider investigation team; and I requested that our friends and allies join the operation. As of today, 14 countries, 43 ships and 58 aircraft are involved in the search. I wish to thank all the governments for their help at such a crucial time.”

In this statement he mentioned that he ordered the search area to be expanded and to be transparent with admissible information to the investigation team. He also requested for help from other countries in this rescue operation. There are 14 countries, 43 ships and 58 aircrafts are a part of the mission and he thanked all of them for aiding during this difficult period.

Text Box 4.70

PC8(L17-21)

“We have shared information in real time with authorities who have the necessary experience to interpret the data. We have been working nonstop to assist the investigation. And we have put our national security second to the search for the missing plane.”

He mentioned that his team is sharing the most recent update to the investigation team and they have been consistent in this search operation. Besides that, for the purpose of this mission, the nation's security is compromised.

Text Box 4.71

PC8(L86-89)

“I have also instructed the Foreign Ministry to provide a full briefing to foreign governments which had passengers on the plane. This morning, Malaysia Airlines has been informing the families of the passengers and crew of these new development.”

He has ordered Foreign Ministry to provide comprehensive briefing to foreign governments who had their citizens involved. Malaysian Airlines had also contacted the victims' family to update on the latest development.

Text Box 4.72

The above data shows that Datuk Seri Najib used Rescue Narrative to emphasize his role as the leader of the nation and “Hero” of the situation. In PC8, he mentioned that he instructed to amplify the search area and to share privileged information to locate the plane. This is also viewed in L17 as he mentioned that the search has been prioritized more than the sovereignty of the nation.

He portrayed himself as a leader who is operating on the best interest of victims and their families. He emphasized in PC8 that the nation's security has to be compromised as data had to be shared with external investigation team. The same approach is used in PC8 as he used the pronoun “I” to assert his involvement in the SAR. Rescue Narrative is also viewed as good intentions of Benoit. This is because all his actions were justified for the cause of locating the plane.

4.4 Use of Denying strategies

Datuk Seri Hishammuddin employed four of the denying strategies which are act denial, control denial, intentional denial and goal denial. The strategy of control denial is used more frequently compared to rest as he wants to avoid negative perception that may affect the ongoing SAR. Datuk Seri Azharuddin employed act-denial and goal denial while emphasizing the actions taken. Mr Ahmad Jauhari and Datuk Seri Najib only used the strategy of control denial. The table below shows the number of the strategies used.

Table 4.7: Frequency of Denial strategy

	Name	Affiliation	Number of press statements	Number of denying strategies used
1.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17	4
2.	Datuk Seri Azharuddin Abdul Rahman	Director of Civil Aviation	3	2
3.	Mr Ahmad Jauhari	CEO of Mas	4	1
4.	Datuk Seri Najib	Prime Minister of Malaysia	2	1

Table 4.8: Frequency of the types of Denial strategy

	Hishammuddin	Azharuddin	Ahmad Jauhari	Najib
Act denial	7	2	-	-
Control denial	9	-	1	2
Intention denial	3	-	-	-
Goal denial	1	1	-	-

4.4.1 The use of Denying by Datuk Seri Hishammuddin

Datuk Seri Hishammuddin employed four strategies of denial in the press statements. He used act-denial and control-denial more frequently compared to intention-denial and goal denial.

4.4.1.1 The use of Act denial

PC9(L76-79)	<p>Q: <i>There's a talk among the civil servants and the government knows where the missing team is and it has landed somewhere, could you actually offer a comment?</i></p> <p>A: <i>Clearly, that is not true. If not, I won't be standing here in front of you.</i></p>
<p>The question is about the rumour where the plane has landed somewhere. He denied such news and asserted that it is not possible.</p>	

Text Box 4.73

PC9(L100-107)

Q: There are reports that initially offers from the INTERPOL and was denied and FBI was not invited for the investigation, Datuk Seri can you please comment?

A: That's not true. We work with every agent including INTERPOL. And I can confirm that because I have accessed to both intelligent agencies around the world and also other international bodies and even getting a lot of cooperation and I think it is unprecedented the among of people have come forward to assists us in this exercise.

The question revolved on the assistance from INTERPOL and collaboration with FBI. He rejected such claims and assured that his team is working with both agency as well as other international parties in this search.

Text Box 4.74

PC9(L191-195)

Q: Yah, also entering the phase of investigation, have you linked a motivation for an example to certain query like suicide, should got to the south or you make any association to terrorist?

A: No, not at all

The query focused on the investigation outcome, whether it is relatable to the notion of suicide or terrorist. He rejected all of the claims instantly.

Text Box 4.75

The above data shows Datuk Seri Hishammuddin employed the strategy of act denial in many statements. The strategy is used to exert certain statements as untrue and certain actions were not done. In PC1, the question about fake passport was denied but he did not provide any extension to his answer.

While PC6, he also reiterated the information was untrue and mentioned the scenario in detail. The rest of the statements can be considered as speculation since he dissented the information and clarified the questions raised. Therefore, it can be concluded that this strategy was used to deny the unverified information that were circulated in media and to ensure public is informed of the official updates.

4.4.1.2 The use of Control denial

PC9(L1-6)

S: I know many of you have submitted questions, and I will try to answer some of those questions in my statement today. Every day brings new angles, especially as we are refocusing and expanding the search area and as always, we have responsibility to release only information that has been corroborated and verified. We cannot respond to every request immediately, so I ask you to bear with us.

In this statement, he admitted that they have received many questions and he would only be releasing information that has been verified and that is why it is taking longer to respond to the questions.

Text Box 4.76

PC10(L68-70)

S: Our priority has always been to find the aircraft. We would not withhold any information that could help. But we also have a responsibility not to release information until it has been verified by the international investigations team.

In this statement, he mentioned that the main goal is to locate the aircraft and they wouldn't conceal data that is crucial for the search. Hence, it is also crucial to release update which has been established by the investigation team.

Text Box 4.77

PC11(L1-5) & (L13-18) *Q: About the simulator, investigations said there are five airports or ghosts investigated in the simulator by Captain Zaharie. Secondly, perhaps the Malaysian government is infecting the social media by stating Malaysia is where the terrorists are born. The Malaysian government wants to say something.*

A: This terrorism issue was raised when two passengers from Iran used fake passports and when it was investigated, it had been confirmed that there was no direct basis by the international risk agencies. Thus, I strongly deny that this incident has any relation to the claim on Malaysia as the nest for terrorist

There are two questions raised by the journalist which are the five airports that is being investigated based on the simulator of Captain Zaharie and the next question is perception of Malaysia as a nation where terrorist were produced which is being circulated in social media. He responded to the second question by clarifying that that the issue of terrorism persisted due to the fake passports used by the passengers of Iran and Malaysia has no relation to such agency as well not being a home for terrorist.

Text Box 4.78

PC14(L10-15)

Q: According to today's report, there are 4 Chinese vessel are not allowed to enter the seas of India. Malaysia as the head of the operation, how to streamline this search and allow the rescue operation to run smoothly?

A: The report is not true and there are already a few ships that have already leave towards the southern corridor

The journalist asked whether four Chinese vessels were not allowed to search the seas of India. He denied such report and reported that few ships have already left to the Southern Corridor.

Text Box 4.79

PC14(L16-25)

Q: If this guide in Australia is not an answer to MH370's findings, is there any new indication that DS may received, and my second question, how long will SAR take? Is after the black box signal that last for 30 days,I was told that it lasted 30 days. Will it be terminated after that?

A: No. We will continue our search eagerly and hopefully to also rescue them. And I will received any information from the French team. There are other technologies used after the 30-day period.

There are two questions raised by the journalist which are the lead in Australia that may not be fruitful and the duration of the Search and Rescue Operation considering the signal of

black box would only last for 30 days. He assured that the search would continue even after 30 days as there is technology to locate even after 30 days.

Text Box 4.80

PC15(L77-84)

Q: There has been a claim that Malaysia has not been imparting enough information to the Chinese authorities with regards to the search and rescue mission. And they claimed that this has been making their mission very impossible as they have deoployed a lot of assets for their part. Could you comment on this?

A: This not true. I think the Chinese task force was here from practically day one and I would like to know who is making that claim so that I can check with them what they require.

There are two questions raised by the journalist which are the lead in Australia that may not be fruitful and the duration of the Search and Rescue Operation considering the signal of black box would only last for 30 days. He assured that the search would continue even after 30 days as there is technology to locate even after 30 days.

Text Box 4.81

PC18(L101-113)

Q: Earlier in Parliament today you mentioned that the government has planned to set up a Royal Commission of Enquiry includes Admin Committee. Can I know what and when is the time frame, how soon the government plan to set this up and how will this commission work in tandem with their experts that we already have on our side investigating this missing aircraft.

A: That information is not correct. There was a suggestion to have a select Parliamentary Committee to enquire into it and there was another proposal to have a Royal Commission. I said I was not in the position to make a decision myself at that particular time. But what I did confirmed, is that the Royal Malaysian Airforce is conducting its own enquiry, the Ministry of Transport is now looking at the members of an enquiry board that we want to set up.

The question is about the formation and function of a Royal Commission of Enquiry which was announced by Hishammuddin in parliament to assist in the search. He responded by mentioning that the information was incorrect but there was a suggestion to have either Parliamentary Committee or Royal Commission but he made it clear that he wasn't in the position to decide instantly. However he assured confirmed that the Royal Malaysian Airforce and Ministry of Transport is conducting their investigation independently.

Text Box 4.82

The above data shows that Datuk Seri Hishammuddin employed the strategy of Control-Denial in his statements. Based on the statements, he applied this strategy nine(9) times and some of the excerpts are discussed above. Control denial is an approach of refuting a claim by providing explanation for the reason. In PC9, he mentioned that he cannot address to every issue as he is accountable in delivering information which has been verified only. Therefore, he emphasized that he is unable to respond to certain questions as it still under investigation.

The same approach was used in PC10 to emphasize the reason for avoiding certain questions. In PC11 in relation to the question about Malaysia being the hub for terrorist, he firmly denied the statement and explained that the issue raised due to the fake passport and there is no relation to the issue.

In PC15(L77-84), the journalist asked a question about the insufficient matter that is being released to the authorities and he responded to it, by mentioning that is untrue and that's because the officials have been here from the start of the operation. In fact, his statement is followed by "turning the table" as he questioned the journalist about the source of those claims to clarify the information. The rest of the statements shared similar pattern of refuting which is followed by reasoning for such call of action.

4.4.1.3 The use of Intention denial

PC5(L217-226)

Q: And addition to that, why have taken you so long to give all that information and can you not surprise that people are wondering if you are hiding? And take you 5 days to be your very key piece of information?

A: No, because what we indicated on Saturday was that there was possibility that a turn back and primary radar does not indicate what aircraft it is. Until today we are not sure that it is the same aircraft. That is why we searching in two areas. That why we deploying all our vessels and also aircrafts and from neighboring country in this 2 area. If we know for sure, that it is in Malacca Straits, we will move all our assets there.

The question is about the delay of disbursing information which took close to five days to reveal the update. He denied the claim of concealing information but explained that they are still verifying the detail of the aircraft which took a turn back and that is why the search is expanded into two areas.

Text Box 4.83

PC6(L65-72)

Q: There are several unverified reports from foreign media related to this terrorism issue and such case?

A: I have not heard of that particular report. But I believe that this is not true. I have been consistent from the beginning. All the information that does not receive confirmation will stutter and affect our operations. For example, the information regarding about the satellite of China. This morning, we are forced to send our assets to verify the truth and it the end, the statement is not true.

The question revolved on the issue of terrorism which is widespread on foreign media. He denied such report and asserted that he has been consistent in providing information that has been verified as unverified information may affect the investigation.

Text Box 4.84

PC11(L203-207)

Q: Is it done by a man or part of the plot?

A: I really cannot speculate on that. Because all the leaders that I've spoken to whether super powers, ASEAN leaders, they said that this is a unique, unprecedented situation, it's a complicated and complex situation.

The journalist asked whether the crisis is caused by someone or it is a plan. He asserted that he cannot comment on that and based on the discussion with ASEAN leaders, this mishap is concluded to an unprecedented and complex situation.

Text Box 4.85

The above data shows that Datuk Seri Hishammuddin employed the strategy of Intention-denial only thrice in his entire statements. This strategy is said to be more feasible than other denial strategies because it's complicated to validate the intention of the speaker (Hansson, 2015).

Intentional denial is a strategy of refuting a claim by using the element of personal motive which occurs in the speaker's mind.

In PC5, the question focussed on the delay of delivering information which led to speculation of concealing data. He quickly responded to it, by mentioning "no" which is followed by his explanation that is pertaining to the aircraft. He also mentioned that his team has not confirmed whether the leads were related to MH370 and that is the reason behind the delay. While in PC6, the question is pertaining to speculation and he clearly mentioned in his statements that it is not true and he used personal pronoun "I" to emphasize his involvement in this operation and did address the effect of speculation in the operation. In the last statement, he opted to deny by reasoning it, based on his discussion with leaders of other agencies who have categorized the crisis as something difficult.

4.4.1.4 The use of Goal denial

PC1(L31-38)	<p><i>Q: There is a group from China claiming responsibilities, open letter was sent to media in China. Are we taking investigation?</i></p> <p><i>A: <u>We investigate all allegations but our focus is really to locate the aircraft.</u> Basically all information with the agencies that are working with us. <u>This sort of information we can relay to the agencies to get the confirmation.</u> I just do not want to distract as I appeal to everybody earlier that <u>unverified or false information will distract not only ongoing operation</u> but it also affect the family members and I think it is not fair.</i></p>
<p>The journalist wanted an update on the open letter sent by a group of Chinese to media in China. He responded by mentioning that all claims would be investigated by the relevant agencies as the main focus is to locate the plane. He also mentioned that unverified information will jeopardize the operation and upset the family members.</p>	

Text Box 4.86

The above data shows that Datuk Seri Hishammuddin only employed the strategy of Goal-Denial only once to justify on the investigation of open letter. Goal denial is an

act where a speaker explain himself for not committing an act for a reason or purpose. In the above statement, Hishammuddin mentioned that they are investigating all allegations but did not elaborate further on the outcome of open letter. Besides, he said he explained that responding to unverified information will affect the SAR and families involved.

4.4.2 The use of denying strategies by Datuk Azharuddin

Datuk Azharuddin employed only two types of denying strategies which are Act-denial and Goal-denial. He employed act-denial to accentuate the evidence received by the team. While goal denial was used once to justify why the specified information cannot be revealed.

4.4.2.1 The use of Act-denial

PC2(L5-10)

Q: Usually when a plane disappear or goes down, there will be a transmitting signal from the black box and we should continue to pump out the signal. Did you get any signal right now from under the sea?

A: From the day the aircraft lost contact from radar there is no signals been able to be detected by any of our ships or aircrafts in the region.

The question is about the signal from the black box and whether there were any signals from the sea thus far. He mentioned that there were no signal picked up by the ships and aircraft since the disappearance of the plane.

Text Box 4.87

PC24(L105-111)

Q: I just like to maybe talk a little bit more about the wreckage, something that's been found by the west Australian police. They said that they sent photos on to the JACC and JACC said that you got the photos. Can you describe what the photos look like?

A: We have not got any photos that sent by JACC but so far all the objects have been sighted by the aircraft and picked up by the ships are not related to MH370.

The journalist wanted an overview of the photos received sent by JACC to Malaysia. He responded by asserting that his team did not receive any photos from JACC and so far all the images picked up by the aircraft was not associated with MH370.

Text Box 4.88

The above data shows that Datuk Azharuddin employed the strategy of Act-denial twice in his statements to refute the claim of evidence. In PC2, he reiterated that no signals were received and the same is applied for PC24 as he mentioned that no photos were received in relation to MH370. Both of the statements are looking into the outcome of the SAR operation and he denied on the possibility of trace. In PC24, he clearly mentioned that “ *We have not got any photos*” which is refuting the claim made by the journalist.

4.4.2.3 The use of Goal-denial

PC4(L1-5)

Q: IGP already confirmed the identity of one passenger who used stolen passport. Can we know the nationality?

A: I cannot confirmed. We are looking more at security aspects, which complies to all protocol of security. I cannot confirmed nationality because we are looking at passport syndicate possibilities.

The journalist wanted to know the nationality of the passenger who used the stolen passport. However, he mentioned that he is unable to comment on nationality as they are still investigation on security and passport syndicate.

Text Box 4.89

The above data shows that Datuk Azharuddin employed the strategy goal denial to respond on the question about the absconded passport. He mentioned that he is unable to provide clarification on the nationality as it is still being looked into. Therefore goal-denial was opted as the matter is still being investigated and he is unable to provide a valid response to it.

4.4.3 The use of denying by Mr Ahmad Jauhari

Mr Ahmad Jauhari employed only the strategy of control-denial once to dissent the issue raised by the journalist due to a reason which is the accident. He used this to emphasize the standard operation procedure that is meant to be adhered by MAS.

4.4.3.1 Use of Control-denial

PC16(L50-64)	<p><i>Q: Natasha from the Malay Mail. My questions will be for MAS EU, Mr. Johari. On Saturday, the cockpit crew of MAS aircraft failed to inform the air control room when flock of duck actually distract the aircraft windshield and there was like glass all over the runaway in fact Jet Airways several minutes later landed at the runaway and informed the control room. <u>And also today morning, one of your flight were diverted to Hong Kong due to that inoperative aircraft generator. These shows the standard procedures are not followed by the cockpit crew and also the ground flight engineers. Your comments on that please.</u></i></p> <p><i>A: <u>First and foremost, the reports at Kathmandu I think that's not true, the what we called the flock of ducks were actually flew across the aircraft and hit the landing light of the aircraft. We broke the landing light of the aircraft. And the pilot immediately informed the air traffic control and submitted the report upon landing.</u></i></p>
<p>The journalist asked clarification on the standard operation of MAS as there were incidents of aircraft failing to inform the distraction caused by a flock of birds and the error of aircraft generator which caused a diversion. He responded to the issue of birds by clarifying that the birds hit the landing light of the aircraft and the incident was immediately reported upon landing.</p>	

Text Box 4.90

The above data shows that Mr Ahmad Jauhari employed Control-denial to deny in PC16 to deny the issue of diversion which occurred due to technical issues. He explained that the reports were not official and the diversion had to be made because of the accident caused by flying birds. He also emphasized that the pilot provided a written feedback upon landing and that is acknowledged to be true. However, this statement

opens to the query of air safety and the carelessness of the traffic control team of having insufficient preparation to handle such incident.

4.4.4 The use of denying by Datuk Seri Najib

Datuk Seri Najib only employed control-denial in his statements twice to assert the reason for the delay of information update.

4.4.4.1 The use of Control-denial

PC8(L26-30)

“There has been intense speculation. We understand the desperate need for information on behalf of the families and those watching around the world. But we have a responsibility to the investigation and the families to only release information that has been corroborated. And our primary motivation has always been to find the plane.”

In this statement, he acknowledged the tension among families but he assured that his team is committed to only convey data which has been verified and their main goal is to locate the plane.

Text Box 4.91

PC8(L63-67)

“The investigations team is making further calculations which will indicate how far the aircraft may have flown after this last point of contact. This will help us to refine the search. Due to the type of satellite data, we are unable to confirm the precise location of the plane when it last made contact with the satellite.”

In this statement, he clarified that they are still working on the accurate location of the plane due to the nature of the data and the team is still working on the distance from the last point of contact.

Text Box 4.92

In PC8, Datuk Seri Najib denied the rumours that were spread and mentioned that his team is responsible of delivering verified information only as they are accountable to the families. In the next statement of PC8, he also mentioned that his team is unable to

provide an accurate information due to the type of data recorded. This can also be viewed as a shifting the blame of Benoit as he shifts the blame to the satellite data as well as the integrity issue of releasing substantiated information.

4.5 Use of representing actors and actions

The approach of representing actors and actions were used by the leaders mostly to explain about their responses and not about the actions. This is done to elude responsibility which is a manner of deflecting blame. Datuk Seri Hishammuddin employed the strategy of deagentalsing and generalizing actions as well switching to mental process. However, it is observed that he used evidently deagentalsing and generalizing actions more than the other strategy. Datuk Azharuddin employed the strategy of opting to mental process, obscuring agency and deagentalsing actions as well generalising it. While Mr Ahmad Jauhari employed switching to mental process and deagentalsing actions as well generalizing action. Datuk Seri Najib only employed strategy of deagentalsing action to discuss the cause of the crisis. The number of these strategies used were recorded in the table below.

Table 4.9: Frequency of Representation of Actors and Actions strategy

	Name	Affiliation	Number of press statements	Number of representing actors and actions strategies used
1.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17	2
2.	Dato' Sri Azharuddin Abdul Rahman	Director of Civil Aviation	4	2
3.	Mr Ahmad Jauhari	CEO of Mas	4	2
4.	Datuk Seri Najib	Prime Minister of Malaysia	2	1

Table 4.10: Frequency of the types of Representation of Actors and Actions

	Hishammuddin	Azharuddin	Ahmad Jauhari	Najib
Deagentalsing and generalizing action	3	2	1	-
Switching to mental process	2	1	2	1

4.5.1 The use of representing actors and actions by Datuk Seri Hishammuddin

Datuk Seri Hishammuddin employed the strategy of deagentalsing and generalizing actions and switching to mental process. Both strategies were used occasionally to talk about the process of SAR.

4.5.1.1 The use of deagentalsing and generalizing actions

PC6(L49-56)	<p><i>S: This is a crisis situation, it is a very complex operation and it is not always been easy. <u>We are devoting all our energies to the tasks in hand</u> and I want to be very clear, our focus has been on finding the aircraft. We have not done anything that could jeopardize this search effort. There are times that we are not been able to reveal information. For example, some radar signals, because they require analysis and confirmation before it was ready, could add anguish to the relatives. Malaysia has nothing to hide.</i></p>
<p>He mentioned that Malaysia has been committed in locating the plane and certain information were not released as it needed verification before disseminated and he assured that Malaysia has been transparent.</p>	

Text Box 4.93

PC7(L40-48)	<p><i>Q: You have mentioned earlier that we are expanding the search into two areas, South China Sea and Andaman Sea? Are we expanding it to the Indian Ocean? Can you please confirm that there is no hijacking involved?</i></p> <p><i>A: <u>I cannot confirm whether there is no hijacking involved like I said from the start.</u> We have been very consistent, we are looking at all possibilities. As regards moving on to the Straits of Malacca and Andaman Sea, like I said, we have to confirm that the primary military radar actually identifies that is MH370.</i></p>
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The journalist wanted to know whether the search would be expanded further to Indian Ocean and whether there is hijacking involved. He responded by mentioning that they are looking at all potential causes and he is unable to verify that claim. On the expansion of search, he mentioned that has to be based on the data of the radar.

Text Box 4.94

PC15(L148-154)

Q: Department of Defense of US they are saying that US 4 million dollar funding for SAR ops with come to an email this end of April. When the funding ends, will you also stop SAR operation also how much you have spent do for the rescue.

A: That the best part, of this whole operation. Nobody, not the Malaysian government or our partners have talked about dollars and cents. It's all about trying to find out the aircraft.

The journalist asked about the funding from US for the search operation which would end this April and will that lead to closure of the operation and the cost incurred for the operation till date. He responded by clarifying that none talks about the expenditure instead the focus has been to locate the aircraft.

Text Box 4.95

In PC6, he mentioned that the team dedicated all their effort to locate the plane. It can be seen that he did not explain further on the process involved the operation but mentioned in a general manner that they are focused in the operation. The same approach was also used in PC7 and PC15 as he did not elaborate further on the process but used the explanation as an excuse to respond about the process. By providing an excuse such as the need of expertise to analyse the satellite information and confirming the plane that was sighted by the satellite is MH370 are excuses to justify the ongoing search.

4.5.1.2 The use of switching to mental processes

PC11(L78-830)

Q: Why are only 4 ships that can only accommodate 80 passengers, were send there. Is it enough for us to bring over 200 of them?

A: It's definitely not enough. Hopefully the Tan Sri Panglima Armed Forces will give us more details by tomorrow, not only

about our assets but also those from other countries. We are also figuring out on how to deploy the ships to the specific location.

The question revolved about the capacity of the ships to accommodate the passengers. He acknowledged that it won't be sufficient and Tan Sri Panglima Armed forces would provide details on the assets and the process of deploying them as his team is still analyzing the way to send the ships to those points.

Text Box 4.96

PC15(L103-126)

Q: I am Saiful from Utusan Malaysia. The first question, I want to repeat from Bernama's question, we have a period of focus in the first Southern Corridor. For now, the survey is expanded to 10 km nautical, sorry 10 nautical miles, and the secondly, what does Dato' Seri feel currently, in these 15 days, has Dato' Seri given up, frustrated and more?

A: I have never given up this case and this is a special requirement for the family I have never give up and the thoughts of the family members always been close to me. And this is something I can give an assurance to all family members out there. As long as there's hope we will continue with search. Those are my immediate impressions and that is some commitments that I personally, because that question was personal to me. I will give to all the family member out there, With regard to the focus area, I see that it relies heavily on the elimination and involvement of the third parties. As we all know, the contributions and support from various parties are. This is the largest SAR in history. I believe that this amount of assets and the support of forward-looking countries will determine how far we can expand our search, and by expanding the search, we can reduce focus areas to find the aircraft. That's important because the family wants to look at one do cure and both are important for us to also get the most accurate information so there is no speculation in relation to what we hear and read out there. So that's from the first day to being my focus and I'm not moving from that stand.

There are two questions raised which are the duration needed for 10 nautical miles and the second question is on the emotion experienced by Hishammuddin throughout the search operation. He assured that he is committed in the search and he is determined to locate the plane. The focus area is detrmied based on the investigation done by third parties. He also mentioned that this is the biggest search operation which included many assests and assistance from countries and that will determine the expansion of the search area.

Text Box 4.97

In both statements above, Datuk Seri Hishammuddin used the strategy of opting for mental process when talking about the search. This is because they did not provide any graphs or physical presentation of the plans but expected public to mentally sketch the process that were explained. In PC11, the journalist asked about the relevance of ships that were deployed and whether it will be able to sustain the passengers. He acknowledged that it isn't sufficient but assured that his team member will provide more insights on it. However, he did raise a query on the possibility deploying the ships to such a remote area. Therefore, he is implying the public to picture the image of the area which is challenging to deploy the ship. This is a way of justifying the delay of sending the ships to the location.

In PC15, the question focused on the relevance of expansion and the motivation of locating the plane. Datuk Seri Hishammuddin mentioned by expanding the area, it gives them a better spectrum of the plane but did not explain on the steps taken to expand the area. He also assured that he prioritised the families in this operation and will not give up and will ensure only relevant information are delivered to them. He did not go further on the type of assets, the process of verifying information and details of it as a way of drawing line which focused on the positive self-presentation. Switching to mental process and the act of presenting a positive self is way of Bolstering as Hishammuddin constantly mentioned that he has not given up on the operation which implied that he is committed to the search. However, this were only applied to the statements which emphasized on his good qualities.

4.5.2 The use of representing actors and actions by Datuk Azharuddin

Datuk Azharuddin employed two of the strategies which are the switch to mental processes and deagentalising and generalizing actions.

4.5.2.1 The use of switching to mental processes

PC7(71-76)

Q: Did the satellite receive anything after it lost contact with the control tower?

A: The satellite does not receive any distress signal from the aircraft. The electronic? What the US team are doing is they are trying their best to get whatever sources from their satellite system to come out with a possibility of where the aircraft should be.

The journalist asked whether there was any further signal from the aircraft after it lost the signal. He mentioned that there were no signals received and the US team is trying to analyse the location of the aircraft based on the data from their satellite.

Text Box 4.98

PC26(L149-180)

Q: Hi Minister, I am from China Central TV. In past around half month when search in Australia, a lot of time about Bluefin 21, but you know, there's limit about that. We would like to know if there are new technologies, new devices deployed for the searching?

A: In fact, for our listeners and viewers, in China, the delegation that is going with us to Canberra next week, is vague. I mentioned in my earlier statement that it's going to be led by the Minister and two Deputy Minister, experts will also be on board and the agenda that has been set on Monday is not only on the issue of the status of the search, plan for the refocused and the intensified sub-surface search which you have requested and question, Australian Reception Plans for the families that will involve the Malaysian and China support for the search. I think it is very important now because in the past, the issue of finance, the issue of costs, never occurred but to be fair to the Australians, I think it is now time for at least China and Malaysia to sit down and to discuss the way forward which involves very sophisticated equipment and then on going communication the three countries and finally the public communication know what we're doing today. The challenges that we face facing the media will now have to be multiplied by 3 because as we move to the new phase, we're talking about much more sophisticated equipment. I can share with you the media that a part from military assets, which I have spoken and our PM had the opportunity to mention to President Obama, there are more equipment that is, available that I will be discussing with the US Navy. There are other research institutes in China, in Japan, in Germany, that we are exploring in the next phase and more

importantly as I eluded to just now, we are working with commercial entities and the Malaysia companies at least have got together and moving on the same page with one flag to identify what we can contribute to the next phase. This I have informed Angus Houston this morning. I think the structure is in place for us to first look into the area of search. Secondly, look at the terrain under the sea and thirdly to identify what sort of assets that are required and some of them are much more sophisticated than the Bluefin 21 that I can assure you.

The journalist asked whether there are new technology and new assets deployed in the search as Bluefin 21 takes longer to conduct the search. He answered by explaining about the involvement of other countries in the search. He also mentioned that it is important for China and Malaysia to discuss on the usage of advanced equipment and the communication with media as well. He also said that, Prime Minister had spoken to President Obama and they are more assets available and there would discussion with the US Navy. The research institutes in China, Japan and Germany has explored the research into the next phase and the Malaysian companies are also working in hand to help in the search. This have been informed to Angus Houston and the plan is to look at the search area, under the sea and the types of assets required.

Text Box 4.99

In PC7, the question aimed in eliciting more information on the data after disappearance and he mentioned that the satellite did not receive any emergency signals but the US team is doing the calculation with the available information to locate the plane. Since he did not provide an explanation on the direction the team is looking at, this statement shows that he wants the public to sketch the process that will be taken in order to locate the plane.

This is a technical quest and it is also seen a justification for not elaborating further. In PC26, the journalist wanted an update on new technologies used in the search. He opted to talk about the countries that were involved and the initiative of getting China to be involved but did not specify what are the latest technology utilized in this search.

Therefore, speaking about the collaborative effort, he aimed in providing an overview of the process that were involved in the thoughts of the recipients.

4.5.2.2 The use of deagentalising and generalizing actions

PC18(L212-228)

Q: I'm from China Jordan TV (xxx), it is sad you must said that satellite late data to Malaysia on March 12. Why you choose yesterday to make the announcement to and has there been any other factor that influence you to choose the timing to make the announcement and why you kept that the result said that no people survived.

A: The information we got from satellite, yes came on 12 March but we have just got the 6 handshake and we have to look at them and we have to shared that information with our US team and the US team has to correlate the information and digest and from the result analysis of the US team together with the FAA team, they come out with the two corridors North and South which was announced by Prime Minister on the 15 of March, of Saturday. And it takes that long because there's a lot of work to be carry out to analyse 6 handshakes. The information that we got from Inmasat yesterday was a refinement of that information of all the handshake and that's been refined again to be refine again as mentioned by the Minister in the statement.

The question is about the chosen time to release the information and whether there were any factors taken into consideration before making the official announcement. He mentioned that it took longer to disseminate the information as the it needed to be analysed inspite of only 6 handshakes as it's a tedious process. The US team worked with FAA to conclude on the two corridors for search.

Text Box 4.100

In PC18, the question focused on the details of the information delivered and Datuk Azharuddin mentioned that it was due to the investigation data received. The handshakes he referred to is a technical jargon of the satellite and it doesn't involve anyone in the process. Therefore, when he mentioned it will be time consuming to analyse the data is a general way of describing an action. He did not elaborate further but used it as an excuse to accentuate the timing of delivering the update.

4.5.3 The use of representing actors and actions by Mr Ahmad Jauhari

Mr Ahmad Jauhari only employed two strategies which are the switch of mental processes and deagentalsing actions as well as generalizing actions.

4.5.3.1 The use of switching to mental processes

PC9(L206-211)	<p>Q: <i>Did you try to reenact the flight?</i></p> <p>A: <i>Yes. <u>Not another 777, but reenact 777 simulator.</u> So we did that and I, you know we reconfirmed basically could possibly that triple seven. Okay. That's the first question. I mean the first answer. The second one we are examined the cargo first, it carries no hazardous goods.</i></p>
<p>The journalist asked whether the investigation team tried to reproduce the plane. He mentioned that, they did not reenact another flight but they tried on the simulator and that confirmed it's the 777. The cargo was investigated and no dangerous materials were retrieved.</p>	

Text Box 4.101

In PC9, the journalist queried on the flight simulation and he assured that it has been simulated but did not explain on the process of simulation to provide a deeper understanding of the process. This is to limit the information as the outcome of the simulation may have yield some data for the SAR and it could be under classified information for the investigation.

4.5.3.2 The use of deagentalsing actions and generalizing actions

PC10(L164-170)	<p>Q: <i>Is that usual that the air-caste is switched off?</i></p> <p>A: <i>No, there's no indication at the tower. The communication of the pilot at that point of flight is from our Air Traffic Control centre. We have no indication at the control centre to say that <u>the air-caste is switched off.</u> It was revealed when we did the investigation. The information was not downloaded by the air-caste to the passenger in the MAS.</i></p>
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The journalist asked whether it is common for the flight system to be switched off. He replied by clarifying that there was no alarm from the Air Traffic Control center when the system was switched off and it was only confirmed during the investigation.

Text Box 4.102

PC11(L163-171)

Q: My question is for the MAS CEO. I would like to ask that regarding yesterday. You mentioned that the air caste did not send any response back after 30 minutes. So, what evidence do you have it was deliberately turned off because if it didn't come back in 30 minutes, it could have been malfunctioned?

A: There's a possibility of this lead of malfunction. But, the satellite communication system was still active until 8:11 the last time it was picked up. So, like I said, there is some functionality in the system except the posting system was disabled.

The journalist wanted a clarification on the flight system as there were no response after 30 minutes and what is the indication to confirm the flight system was switched off and not experienced a breakdown. He mentioned that there could be a possibility of breakdown, however the communication system was active till 8.11 and it confirms that the system was active unless the posting system was switched off.

Text Box 4.103

In PC10, Datuk Azharuddin opted for total problem denial as he mentioned that the air-caste system was switched. He opted not to mention the pilot or co-pilot and this a way of deagentalising action and explained it in a general manner. While in PC11, the question revolved again on the air caste and the prove to validate it was the active status of the system.

He opted to use the idea of the journalist which is “malfunction” as an excuse but did affirm that the system was operating due to the last pick up time. Therefore, it is seen that he is unable to provide a valid feedback because the data is still being analysed. This is a strategy of defeasibility as he did not have sufficient information to justify the options. Therefore, he opted to use the possibilities that could have happened with the system.

4.5.4 The use of representing actors and actions by Datuk Seri Najib

Datuk Seri Najib only used one strategy which is switching to mental processes which is to provide explanation and to expect listeners to conceptualize the explanation.

4.5.4.1 The use of switching to mental processes

PC8(L77-79)	<i>“Despite media reports that the plane was hijacked, I wish to be very clear: <u>we are still investigating all possibilities as to what caused MH370 to deviate from its original flight path.</u>”</i>
He asserted in his statement about the circulating rumour of plane being hijacked. He assured that his team is investigating in all directions to understand the cause of diversion.	

Text Box 4.104

Datuk Seri Najib used the strategy of switching to mental processes in clarifying the issue of hijack. He aimed to deflect the speculation and mentioned that the team is looking at all probabilities that may have caused the crisis. However, he did not explain further on the process but mentioned that his team has been inspecting it. This also viewed as good intentions as his team were working on the crisis without any prejudice.

4.6 Use of legitimizing

Datuk Seri Hishammuddin evidently employed the strategy of Authority legitimation more than other legitimation strategies because of his role in the government. He held the position of Acting Transport Minister and his feedbacks were highly anticipated because it exhibited the role of nation in handling a crisis. He also employed other strategies of legitimation which are rationalization, appealing to accidents and defeasibility and Moral Legitimation.

Datuk Azharuddin employed only one strategy of legitimation which is Authority legitimation and Mr Ahmad Jauhari employed rationalisation and appealing to accidents and defeasibility. Datuk Seri Najib only used the strategy of appealing to accidents and

defeasibility as he classified the incident to be least expected. Legitimation is a significant tool to resolve a discussion and it was employed to provide excuse, restrict information and justify the actions. The number of the strategies are recorded in the table.

Table 4.11: Frequency of Legitimation strategy

	Name	Affiliation	Number of press statements	Number of legitimising strategies used
1.	Datuk Seri Hishammuddin Hussein	Acting Transport Minister	17	4
2.	Dato' Sri Azharuddin Abdul Rahman	Director of Civil Aviation	3	1
3.	Mr Ahmad Jauhari	CEO of Mas	4	2
4.	Datuk Seri Najib	Prime Minister of Malaysia	2	1

Table 4.12: Frequency of the types of Legitimation strategy

	Hishammuddin	Azharuddin	Ahmad Jauhari	Najib
Authority legitimation	4	2	-	-
Rationalisation	2	-	2	-
Appealing to accidents and defeasibility	2	-	1	1
Moral legitimation	1	-	-	-

4.6.1 The use of legitimizing by Datuk Seri Hishammuddin

Datuk Seri Hishammuddin employed three strategies of legitimation which are Authority Legitimation, Rationalisation and Appealing to accidents and defeasibility. He used Authority Legitimation more frequently than the other strategies and he is also seen using the pronoun "I" and "We" alternatively to talk about his involvement and team's involvement in the SAR.

4.6.1.1 The use of Authority legitimation

PC1(L86-94)	<p>Q: <i>Is it possible to share the coordinate of the search area for graphic purposes? As part of your investigation are you looking into mental health background searches on the pilot or the crew that already something that you have look into? And have you found were in a good mental?</i></p> <p>A: <i>Initially it is not something that the aviation is not familiar with. They have been incident something like this before and normal procedures I believe will look into the mental state. Not only the pilot or whoever in the list of the passenger.</i></p>
<p>There are questions asked by the journalist which are the coordinates of the search area, investigation on mental health background of the team and whether it revealed any significant information. He responded by clarifying that the team does not have the expertise to study the mental incident but it would be investigated and everyone in the plane would be included.</p>	

Text Box 4.105

PC7(L168-173)	<p>Q: <i>What about report to the extended to Andaman Island?</i></p> <p>A: <i>Like I said if it is extended to the Andaman Sea, so it will assume in that direction. It is normal progression, for those areas that we have not found anything we will increase an extend and from time to time on daily basis <u>now I am telling you how far we extended. And that is my press release today.</u></i></p>
<p>The journalist asked whether the search has been extended to Andaman Island. He affirmed that it is normal to progress and search would be extended based on the outcome of the search.</p>	

Text Box 4.106

PC11(L1-13)	<p>Q: <i>About the simulator, investigations said there are five airports or ghosts investigated in the simulator by Captain Zaharie. Secondly, perhaps the Malaysian government is infecting the social media by stating Malaysia is where the terrorists are born. The Malaysian government wants to say something.</i></p> <p>A: <i>First of all, in terms of the simulators, I would like to point out that this situation did not arise when the IGP attended the PC earlier. But, in the near future, I believed that the police can inform the public about the fruits of the Malaysian investigation that is in relation to the simulator. About the allegations that Malaysia is nest for terrorist, <u>I was once the Minister of Home Affairs for 5 years and also had this kind of allegations, but, it is obvious that this statement has no direct basis to mention anything related to what we are going through right now.</u></i></p>
<p>The journalist asked two questions which were in relation to the five airports investigated based on Captain Zaharie's simulator and the rumour in social media about Malaysia being</p>	

a place for terrorist. He responded by mentioning that the simulator issue would be updated upon the report of police. On the note of nest for terrorist, he mentioned that since his administration as a Minister such allegation has no basis or related to the current issue.

Text Box 4.107

The above data shows that Datuk Seri Hishammuddin actively used Authority legitimisation as he affirmed on the customary actions and his power was justified with his years of experience in the administration. In PC1, there were two questions raised by the journalist which were the coordinates of the SAR and the mental check procedure that was being executed. He did not address the first question but attempted the second one by mentioning that standard procedure will investigate on the mental check of everyone on board. This is also a way of justifying the procedure which will look into everyone on the list.

He also employed this strategy to end a discussion by affirming that his team was progressing positively and his updates were persistent in PC7. He used the phrase “*now I am telling you how far we extended. And that is my press release today*” to end a discussion on the area which is being covered by the team. He asserted the statement about the expansion of the search by using his authority as the Acting Transport Minister. The last statement of PC11 is a speculation raised by the journalist on the issue of terrorism and he assured by relating his past experience in handling remarks as such and categorised the question as a rumour without any evidences.

4.6.1.2 The use of Rationalisation

PC5(L269-275)

Q: If transparency is your aim, and you said that you are looking for the aircraft, transparency is you aim and you reaching out to the civilians, authorities and police for help. Why not release the raw radar data and any plan?

A: We did collaborate with others radar with our neighbour.

The journalist asked if transparency is practiced, why not release the raw data and strategies to the public. He replied by mentioning that they had to collaborate with the data from other countries.

Text Box 4.108

PC6(L38-44)

S: Under the circumstances, it is appropriate to conduct a search even the evidence suggest there is a possibility of finding even a minor evidence to suggest the aircraft would have been there. The fifth issue is about raw data. As I am sure you can understand, we were not ordinarily released raw data from our military radar. But in this case, we put the search effort above our national security. We have shared our data with our international partners including the US and China to help with the search efforts.

In this statement he clarified that it is crucial to conduct the search inspite of the existence of a small evidence to proof the flight might be there. Besides the raw data from our military has been shared with US and China as a measure to locate the plane inspite of the need to compromise the nation's security.

Text Box 4.109

The data above shows that Datuk Seri Hishammuddin employed the strategy of rationalization twice to legitimate an action based on the knowledge and social actions. In PC5, the question aimed to tackle the dissemination of raw data to civilian and he responded by mentioning that they have been sharing information with a country but did not specify which nation.

This is a justification because raw data consisted of highly sensitive information and it cannot be released to public as it may affect the sovereignty of the nation. This matter was also discussed in PC6 as he declared in his daily statement about the interest of public has been prioritised more than the security of the nation. Hence, the data has been shared with US and China to assist in SAR.

4.6.1.3 The use of Appealing to accidents and defeasibility

PC5(L27-36)

Q: Is there speculation on Malaysia is hiding something?

A: I truly understand that. This is unprecedented that we are going through. Coordinating so many countries together, its not something easy. We are looking at so many countries together, its not something easy. We are looking at so many vessels and aircraft, so many countries to coordinate and a vast areas for us to search. And each time that passes, I fear that the search and rescue becomes just a search. But we will never give up hope. And this we owe to the families. The longer it takes for us to find the aircraft, I think the family members are the ones that I feel for them so much.

The journalized asked whether Malaysia is concealing any information based on the circulating rumour. He mentioned that it has been a difficult task to coordinate many countries in the search and it is taking longer but they would not give up as it for the family members.

Text Box 4.110

PC16(L111-124)

Q: Joseph from Media Online. We understand there is no safe evident proof what happen with the plane but judging from security concern of what happen in the past and a days, is government actually considering of hiring a motion just in case?

A: I think there is so many aspects to this incident that we need to look at. Not only Malaysia but I think the whole aviation industry globally and from my exposure with the expert from around the world like I said before we are looking at unprecedented situation where a lot of people can learn many thing whether the security, whether the issue of surveillance and this can only be done at a little date because more information is discovered with the exact focus on where the actual plane is. And that I keep empathizing even the expert around the world cannot tell me more unless we have more information that must come from the plane itself.

The journalist asked whether the government is looking into bringing in the motion team who would look into simulators since there were no significant proof to justify the disappearance. He responded by explaining the aspects of incident which needed more data from the plane to understand the unprecedented event.

Text Box 4.111

The above data shows that Datuk Seri Hishammuddin employed the strategy of accidents and defeasibility twice as an excuse in this crisis. This strategy is to use concept

of addressing a crisis to be an unprecedented and something that is beyond the control of mankind.

In PC5, when the journalist asked whether Malaysia has been concealing any data, he opted to answer the question by appealing to accident as he asserted the crisis has been something unexpected. He also mentioned that it was a difficult process and they would continue the search even if it consumed time. However, he did not respond to the question revolved about the nation concealed information directly as it may led to speculation. While in PC16, the question was narrowed to the scope of the investigation and again he asserted “*unprecedented situation*” and emphasized that only the black box was able to shed more information.

The situation was categorized as an accident and it was least expected. However, as a crisis communicator, he should have been exposed to crisis management during the pre-crisis situation. The usage of accident in this situation is also a strategy in Benoit’s Image Restoration Theory as he categorized it as a mishap and he is not responsible for it. By using this blame avoidance strategy, he attempted to disperse the impact on his image which is a method to reduce the attack on his image.

4.6.1.4 The use Moral Legitimation

PC16(L87-102)

Q: *Hi Su Lin from Astro Awani. Would like to ask. Is there any LAT signal from MH370 that was speed up so far and if there is not sent but “three b” (15:22) the signal was sent but no one “picked up” (15:25) first it was an old/all technology and also if the distress signal was sent up, who or which satellites will pick it up?*

A: *There is no distress signal be pick up by any of ship or air craft and any of the satellites. There is no pick up of the signal. My answer is there no pick up by any of the vessel, air craft or satellites. On the question by BFM I would say that I have conducted ICAO Montreal this morning and they said that what we have done is something that they were have done as well because they said that the best people are here assisting us in try to locate the air craft- the American team and also the team from U.K. here to help us. Looking, if we look back, it is what we going to do and what we will do.*

The question focused on the details of distress signal picked up by the satellite. He responded by clarifying that there were no distress signals picked and assured that the experts are here to assist in the search operation which included team from America and UK.

Text Box 4.112

The above data shows that Datuk Seri Hishammuddin employed the strategy of Moral legitimation once as justification for the process of the investigation. In PC16, the question aimed in identifying the signals that were picked up and the satellite which was involved during the distress situation. By using Moral Legitimation which is to evaluate the situation for certain action, he opted to affirm that no signals fetched and the international team was still working on the data and they assured that Malaysian team has been operating in a correct manner in this circumstance. By referencing US and UK team, he wanted to assure that his team has been working with the specialist since day one and the decisions were done based on feasible evaluation.

4.6.2 The use of legitimizing by Datuk Azharuddin

Datuk Azharuddin only employed authority legitimation twice in his statements. He responded in behalf of Civil Aviation team to address technical and investigation under the purview of his team.

4.6.2.1 The use of Authority legitimation

PC4(L2-5)

S: On the oil slick that was found by APMM they have sent the sample to Chemistry Department today and we have got the report from Chemistry Department of Malaysia, they have reported that they have confirmed that the oil are not from an aircraft.

In this statement, he confirmed that based on the report of Chemistry Department, the oil slick detected was not from the flight.

Text Box 4.113

PC7(L93-98) & (L117-119)

Q: Today is already the seventh day, a week of operation and there seem to be no positive development from Dato 'Seri. I want to get a response from Dato 'Seri, personally, is there any hope yet, will the search continue and until when? And to Mr Johari, morally, among the current MAS staff while searching for their friends who are still cannot be traced.

A: I am from the Department of Civil Aviation, will continue to look for this aircraft. No matter which way we choose, we will find the latest strategies that we will run with experts from USA, UK will go on and on. We are not broken in spirit.

The journalist asked whether the search will continue inspite of poor progress and how long it would be extended. He assured that the search would be continued using the latest approach in any circumstance inspite of the long period.

Text Box 4.114

The above data shows that Datuk Azharuddin employed the strategy of Authority legitimation twice. In PC4 he updated the investigation report of Chemistry Department under the investigation of Malaysian Maritime Enforcement Agency. He asserted that the oil slick that was collected was not related to MH370 and being the DCA, he exerted that his team has been operating according to standard procedure.

In PC7, it is observed that he emphasized that he is from the Civil Aviation and using the pronoun "I" shows that he is exerting the power being the CEO of DCA which is renamed as Civil Aviation Authority Malaysia(CAAM) now. The journalist probed the question on continuing the search and he assured that his team will not resent in the pursuit of locating the plane.

4.6.3 The use of legitimizing By Mr Ahmad Jauhari

Mr Ahmad Jauhari employed two strategies of legitimation which are Rationalisation and Appealing to Accidents and Defeasibility.

4.6.3.1 The use of Rationalisation

PC16(L140-146) &
(L144-153)

Q: So, your co-pilot and the 377 actually has been trained the flight. Has he completed the training by using the manual system by that time? Because this is one of the major crucial agenda in terms of the Air France 447, the co-pilot has failed to maneuverer aircraft by using the manual system. And actually the cost to vanish, to crash the aircraft to the Atlantic Ocean according to the BEA authorities report. Thank you.

A: As far as the co-pilot is concern, he was actually new to the type, okay, he was actually move from lower fleet to triple seven but MAS is very strict in terms of its training. So, he actually was, we do normally have the first five flights called a check flight for co-pilot, ok, this I his sixth flight and he actually passed the first five flights, we did not see any problem with him, ok, so he is actually on his sixth flights which doesn't require a check co-pilot. And you must realize that he is flying with the examiner, he is not flying with anybody less than examiner. The captain is the triple seven examiner.

The journalist asked whether the co-pilot has been trained to maneuver the flight manually. My Jauhari responded by mentioning that he is novice to this type but he has completed his first five flights and he was on duty with his examiner who holds a senior rank position. He also asserted that MAS is vigilant in their training.

Text Box 4.114

PC18(L163-164)&
(L168-175)

Q: Family in Beijing in the Lido Hotel very sad and very angry. They hear that the yesterday message. So.(not clear) and where it will go?

A: As far as the a family members in Lido Hotel is Dato" Seri mentioned the high delegation go there, one of the thing that they want to know is more details and the fact that the yesterday announcement not carry much details, therefore everybody is speculating we are holding back information but I think with the high level delegation going there to explain to them, I hope that will, you know, that will satisfy them in terms of the current actions, why the current actions are being taken, in terms of concentrating in the southern corridor.

The journalist asked about the strategy of handling the family members on Beijing who has been upset and furious based on the message delivered to them. He mentioned that, the family members were upset as the information conveyed to them yesterday was insufficient and the public is assuming that the team is concealing certain information. However, a high level

delegation team would be sent out to explain the current operations and the area of search as a measure to convince them.

Text Box 4.115

The above data shows that Mr Ahmad Jauhari used rationalization as a way of justifying the operation of MAS and the goal. In PC16, the credibility of the co-pilot is questioned and he explained that it is the norm of the institution to train pilots stringently. He also assured that the pilot is someone highly trained for the task.

In PC18, the question focussed on the emotions of the families back at Beijing after being informed about certain information. Here he used rationalization to talk about the goal of the delegation team were sent over to Beijing. He ensured that, this team would be able to convince the families in terms of the actions being done by the team in SAR.

4.6.3.2 The use of Appealing to accidents and defeasibility

PC7(L49-56)

Q: Have you approached any other airlines that encountered similar incident, Air France maybe? Just to get the experience of the missing aircraft?

A: We welcome all assistance. In this case I think, the fact that we lost contact with the aircraft, and we don't know whereabouts of the aircraft, except for the what Air Force have provided that is to be corroborated. So I don't think we can make a comparison until we find the aircraft.

The journalist asked whether MAS has contacted any other aircraft who went through similar encounter. He mentioned that he accepts assistance from all agencies to locate the plane and their team is unable to compare without having details about the aircraft.

Text Box 4.116

Mr Ahmad Jauhari employed the strategy of appealing to accidents and defeasibility once by mentioning that it would be impossible to conclude the investigation without securing the flight. He categorized the situation as an accident and not being able to move forward. This also viewed as Accident under Benoit's Image Restoration Theory.

4.6.4 The use of legitimizing by Datuk Seri Najib

Datuk Seri Najib only employed one strategy of legitimation which is the use of appeal to accidents and defeasibility as he categorised the disappearance of MH370 as an accident.

4.6.4.1 The use of appealing to accidents and defeasibility

PC8(L21)	<i>“It is widely understood that this has been a situation without precedent.”</i>
It is confirmed that the event is unexpected by everyone.	

Text Box 4.117

Datuk Seri Najib engaged the strategy of appealing to accidents and defeasibility once in his entire statements. He emphasized that the disappearance of MH370 was unprecedented and it has been accepted by the global community as an accident. This is also a way exercising the strategy of Accident of Image Restoratio Theory. Therefore, when a crisis has been acknowledged as accident, none is to be blamed and it minimised the attack on image.

4.7 Summary

The findings revealed the all of the leaders employed blame avoidance strategies to avoid blame inflicted on them. The blame avoidance strategies that were employed by these leaders were arguing, framing, denying, representing actors and actions, legitimising and manipulating. Each of these strategies were used to cater different questions and the leaders shared similarities and differences in the strategies employed. Arguing strategy was used more than the other strategies as the leaders needed to clarify information that was released to the public. Topos of Law and engaging the sympathy of public were more evidently used by all the 4 leaders. The Image Restoration Theory that

shared similar traits to arguing were provocation, defeasibility, bolstering and corrective action of Benoit.

The manipulation strategy is the 2nd widely used strategy and it was used to influence the concept of the crisis. The most common strategy that were employed were the usage of discursive strategy which focused on the gap of relevant knowledge and the strategy of convincing public to accept the idea of the management. These two strategies were actively employed together with differentiation strategy of Benoit.

Legitimation is the 3rd widely used strategy as it justified the actions and measures taken by the government in the SAR. The two most commonly used strategies were appealing to accidents and defeasibility and authority legitimation. Appealing to accidents shared the similar definition to accident of Benoit's Image Restoration Theory (IRT) where the disappearance of MH370 is classified as an unusual situation.

Denial strategy was also employed by all of the leaders to deny allegations and speculations. The most common denial strategy that were employed were control denial and act-denial. Act denial can be used with simple denial of IRT and leaders employed this strategy mostly to explain the crisis process and the Standard Operation Procedure.

Framing strategy that was used by the leaders were only Rescue Narrative as the leaders portrayed the team or themselves as the saviour of the situation. Since each of them had portfolios that were crucial in the crisis, they portrayed themselves as "Hero" who were acting on the best interest of the "victims", the public and family members of the MH370's passengers. Rescue Narratives can be viewed as good intention of IRT as the aim is to locate the plane.

The least used strategy of blame avoidance is the representation of actors and actions. The leaders mostly spoke about technical information and attempted to deagentalise their actions and explained the situation using their cognitive process. Since,

most of the press conference focussed on the search updates and technical information of the investigation, the strategies were limited to only two.

This study showed that the most common blame avoidance strategy that were employed during the crisis of MH370 were arguing, manipulation and legitimation. While the common Image Restoration Strategies that were employed during a crisis were defeasibility and good intentions which was aimed to evade responsibility which is a strategy in crisis response.

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CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

This study has been guided by two research questions. This section looks into the research questions and examine the issues revealed from them. The main findings of the analysis are discussed in relation to Image Restoration Theory. This section is concluded by discussing the limitations of the research and suggestions for future research in the field of blame avoidance and discourse analysis.

5.2 Summary and Findings

5.2.1 The blame avoidance strategies used in addressing a crisis during the press statements

Based on the analysis of the press conferences, it can be concluded that the most commonly used blame avoidance strategies were arguing and manipulation. All of the four leaders employed the strategy of arguing but differed in the usage and context. The Table 5.1 records the commonly used blame avoidance strategy among these four leaders.

Table 5.1: The commonly used blame avoidance strategy

LEADER/ STRATEGIES	ARGUING	FRAMING	REPRESENTING ACTORS AND ACTIONS	DENYING	LEGITIMISING	MANIPULATING
DATUK SERI NAJIB	Ad verecundiam Ad populum Ad misericordiam	Rescue narrative	Generalising actions	Control denial	Appealing to accidents and defeasibility	Discursive strategy Inducing less powerful
DATUK SERI HISHAMMUDIN	Topos of Law Ad populum Ad misericordiam	Rescue narrative	Switching to mental process Deagentalising and generalising actions	Act denial Control denial	Authority legitimation Appealing to accidents and defeasibility	Discursive strategy Inducing less powerful
DATUK AZHARUDDIN	Topos of law	-	Switching to Mental process	Act denial Goal denial	Authority legitimation	Keeping less powerful groups Inducing less powerful
MR AHMAD JAUHARI	Ad verecundiam Topos of law	Rescue narrative	Switching to Mental process	Control denial	Appealing to accidents and defeasibility	Keeping less powerful groups uninformed

Based on the analysis, it can be concluded that Topos of Law which is using the

reference of system and value is commonly used by three leaders; Datuk Seri Hishammuddin, Datuk Azharuddin and Mr Ahmad Jauhari. This is because during the crisis, the nation was under the spotlight of international community for the way the crisis was handled. Therefore, by explaining themselves with regards to the rules and regulation of each organization helps them to elude the blame inflicted on them. However, Datuk Seri Najib did not employ Topos of Law strategy, but he is used the strategy of Ad verecundiam which is a trait of bolstering one's quality. He asserted that the investigation was under his instruction and his team has always been committed in handling the crisis. It was important for him to provide complete information about the crisis as accurate information would ensure the information is shared and received well (Farazmand, 2014) Even though, he only appeared in two press statements but providing accurate information about the search and emphasizing his commitment in the operation has been an effective strategy of crisis managers.

Manipulation strategy has also been evidently used by these leaders in avoiding blame. The manipulation strategy of inducing less powerful groups to believe information that is conveyed was employed by three leaders; Datuk Seri Najib, Datuk Seri Hishammuddin and Datuk Azharuddin. All of the three leaders held significant position in the administration during the crisis. Therefore, since the operation was still ongoing to locate the plane and without valid proof these leaders were unable to clarify in detail for the questions raised by the journalist. By employing this strategy, the leaders convince the public and journalist into accepting the decisions and steps taken as they address the families in their statements during the address. This strategy embeds social, cognitive and discursive aspects and this approach included cognitive dimension as it involved manipulation of the mental which is executed through discursive approach (van Dijk, 2006)

However, Mr Ahmad Jauhari the CEO of MAS actively employed the strategy of

keeping less powerful groups uninformed as he was not in the power of releasing detailed information of the search. He only responded to question that are related to the operation of MAS' and airport security. In many of the statements, it can be observed that he did not provide elaboration to certain queries related to the investigation and that is an incomplete crisis resolution. One of the goals of crisis communication is to provide crisis resolution and this is achievable through restoring relationship after a crisis, defensive messages and explanatory messages (Timothy & Matthew, 2013). Hence, by keeping the less powerful groups uninformed defeats the function of crisis communication however this strategy has been applied to deflect the blame among the operational procedure of MAS.

The next commonly adapted strategy would be legitimation which is justifying an action by addressing the rules and regulation to ensure it ensure the message is accepted by the stakeholders. It was observed that appealing to accidents and defeasibility was common among the three leaders; Datuk Seri Najib, Datuk Seri Hishammuddin and Mr Ahmad Jauhari. The leaders classified the disappearance of MH370 as “unprecedented event” and this can be concluded as mishap. They conveyed the message about MH370 as an accident which occurred without any lead and this has made the search complex. However, being the crisis communicators, they should have been prepared to handle various types of crisis even if it is complicated (Coombs, 2007). In contrast, Datuk Azharuddin employed authority legitimation as he asserted that his organization adhered to the SOP of crisis management. As a Director of Civil Aviation (DCA) he was responsible in civil aviation arrangement in the defense of the government and he employed the strategy of authority legitimation as a reference to his role.

The findings revealed that arguing which focused on deflecting the blame through argumentative moves by addressing that the damage was caused by unknowingly would was a choice for the leaders to address the crisis of MH370. Since day one operation, the

investigation of MH370 has been defined as complex due to data received by the satellite (Ashton et al., 2014) It has been proven that, flying or travelling using planes are considered to be safest mode of transport due to minimal record of crash and lower number of fatalities (Stoop & Kahan, 2005) Thus, the disappearance of MH370 without any warning, led to a complicated situation in trying to find the cause of the disappearance. There were many potential reasons and to avoid blame inflicted on any of the agencies, these leaders who were responsible for their agencies employed blame avoidance strategies particularly arguing and manipulation the most. Manipulation that were mostly employed were used to ensure the public would be able to accept the update of the search and rescue operation.

5.2.1 The image restoration strategies used in relation to blame avoidance in addressing a crisis.

Based on the analysis of the press conferences, only few strategies of Image Restoration were employed in relation to blame avoidance strategy during the crisis. The table below shows Image Restoration Strategy used by these leaders.

Table 5.2: Image Restoration Strategy Usage

LEADER/ STRATEGIES	ARGUING	FRAMING	REPRESENTING ACTORS AND ACTIONS	DENYING	LEGITIMISING	MANIPULATING
DATUK SERI NAJIB	Bolstering	Good intention	-	-	Accident	Differentiation
DATUK SERI HISHAMMUDIN	Bolstering provocation	Good intention	-	Act denial	Accident	Differentiation
DATUK AZHARUDDIN	Bolstering provocation	-	-	Act denial	-	Differentiation
MR AHMAD JAUHARI	Bolstering provocation	Good intention	-	-	Accident	-

Benoit (1997) theory of Image Restoration Strategy is categorized into six clusters which are denial, evasion of responsibility, reducing offensiveness of event, compensation, corrective action and mortification. In this research the usage of Image Restoration

Theory were analysed to investigate the strategies that were employed by leaders to restore the image due to the responsibility of the position held. These leaders held significant position during the catastrophe and during the disappearance of MH370, they were held responsible as MAS is the national carrier flight.

Arguing strategy has many types and Ad Verendumdium which emphasize on the quality of the speaker is closely related to bolstering strategy. Bolstering strategy focused on the good traits or behavior of the speaker and it is concluded that all of the leaders used this strategy to talk about their commitment, role and process of SAR. By mentioning these, it helps them to countervail the negative perception on them therefore deflecting the blame of the disappearance of MH370.

Framing strategy can be related to shifting the blame which can be related to The Bad Apple Frame and good intention which can be related to Rescue Narrative. In this study, it can be concluded that only Rescue Narrative were employed by the three leaders which can be related to good intentions. Good intention that were regarded in this research focused on the significant of the actions involved in the search which was meant for a good cause. The process of SAR, the search area and the decisions made were used as the key element during press statements and the leaders opted to focus on the need of the families and they assured that all of the plans executed were done by prioritizing the family.

The next strategy, denying is related to simple denial of Image Restoration Strategy. Act denial which focused on the rejection of certain claim is interrelated to simple denial. Both Datuk Seri Hishammuddin and Datuk Azharuddin employed simple denial strategy to dismiss the accusation and speculation which were circulated in the media. This strategy is crucial in clarifying information to ensure accurate information is disseminated to the public and this is one of the purposes of crisis communication (Timothy & Matthew, 2013)

Legitimising shares similar traits to two Image Restoration Strategies which are Moral Legitimation(Transcendence) and Accident(Appealing to accidents and defeasibility). In this research, only accident was employed by three leaders to classify the crisis as a mishap. It is conceded that the disappearance of MH370 was sudden and without any warning but the cause of the disappearance remained as a mystery in the process of locating the plane as no lead were found. Therefore, as a measure to minimize the attack on their reputation, these leaders opted to use Accident strategy which served as a measure to define the incident as a mishap and the agencies involved should he held less accountable for it (W. L. Benoit, 2000)

Manipulation strategy of inducing public to accept the information of the organization is related to defeasibility of Image Restoration Strategy. Defeasibility is an approach that is employed when the speaker does not have sufficient information to be rendered to the public and in this research, it can be concluded that due to the insufficient information from the operation the leaders opted to convince the public into accepting the ideas they presented.

5.3 Conclusion from the Research Question

In this study, the researcher managed to answer the two research questions by studying the entire 26 press conferences during the period. The researcher has identified what are the blame avoidance strategies used in addressing a crisis and the Image Restoration Strategy used in relation to blame avoidance in relation to crisis. The research also prevailed that these strategies were not the same for all the leaders.

It is concluded that arguing, manipulation and legitimizing were the popular choice among these leaders. Blame is viewed as an attack to image especially those who are worried about their image as it may affect their career and esteem (Lozano & Laurent, 2019) The Image Restoration Strategy were analysed to comprehend the relationship of

blame avoidance in the field of crisis communication. It can be concluded that, six Image Restoration Strategy can be related to the blame avoidance framework of this research. The Image Restoration Strategies that were identified are simple denial, defeasibility, provocation, accident, bolster and transcend.

5.4 Pedagogical Implications of the Research for Crisis Communication in Discourse Analysis

The research revealed some interesting insights that can be used as a tool for the practice of crisis management.

5.4.1 Preparation

Crisis Communication emphasize three process which are the pre-crisis, crisis and post-crisis (Eemerean & Grootendorst, 1992). Therefore, being the leaders of the organization is important for the leaders to be trained in handling the crisis and they should be prepared to anticipate questions that is speculative. Besides that, leader should also be trained to speak the language professionally and omitting glaring errors would allow the sessions to be comprehended well. The image of an organization is anticipated to experience threat due to the crisis and the goal of crisis communication is to retain a positive image (W. Benoit, 2018) The Image Restoration Strategy can be used as a tool to address the stakeholders in the post crisis stage.

The commonly used Image Restoration Strategy in this research were defeasibility and good intentions in the press conferences to address the stakeholders particularly the victims' family. The strategy of defeasibility is mainly employed to address issues related to the disappearance of the flight and the black box due to lack of information pertaining to it. In spite, of months of quest, there were no cues related to the flight and that caused the search to be complex. While good intentions were used to justify

the expansion of search and the management of assets in the pursuit of search. Therefore, adequate training on the aspect of crisis communication and exposure on blame avoidance and image restoration strategies should be advocated to the crisis communicators to retain their reputation in the event of a crisis.

5.4.2 Use of Social Media

During the disappearance of MH370, many of the unverified information were spread on social medias and there was no administration of these posts. Since social media has a huge impact in the society lately, it is important for the team to set up an official account to provide verified information to the public (Baruah, 2012). It would provide an avenue for the public to refer on the discussion to the press conferences.

The digital community view social media an important tool in the routine and the usage of smartphones to capture photos and videos has led to various speculation of news (W. Benoit, 2018). At this juncture, the press conferences are only available in official website of MH370 and some videos of the press conferences can be accessed in youtube. A social media platform would allow the stakeholders to reach the public instantly and this would assist in the dissemination of verified information.

5.5 Limitations of the study

The first limitation of the research is the number of press conferences since it did not look into the entire statements that were released in pertaining to MH370 but only focused on 3 months. In addition, since it is a qualitative research, the statements can be comprehended in different manner by the recipients of different background and culture.

5.5 Recommendation for Further Study

The following aspect deserve further research:

Firstly, more studies on large scale are required to study the strategies of blame avoidance employed by leaders in the context of Malaysia. The study can be extended for a longer duration to explore the strategies employed in the investigation procedure.

Secondly, other aspects that can be studied in this field would be the choice of Pronoun and lexical as a way of exerting leadership skills. How the choice of words affects the message delivered stills needs further investigation. The representation of MH370 social actors in the media can be examined to identify the usage of discursive strategies in the press statements.

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