EFFECTS OF OWNERSHIP AND CONTROL:
NEWS REPORTING OF THE CHINESE DAILIES
DURING THE 1995 GENERAL ELECTIONS

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ABSTRACT

This study sets out to examine the effects of ownership and control on the news reporting of Chinese dailies in Peninsula Malaysia. A case study based on the 1995 General Elections was carried out in the form of news treatment analysis to measure these effects.

The history of Chinese dailies showed that the owners had followed closely the political movement in China and later in Malaya. In the 1990s, owners of the contemporary Chinese dailies no longer participate actively in local politics. On the contrary, they are capitalists who are profit-oriented and have manifested political power to support their effort of capital accumulation.

Today, the intention to own a newspaper may have changed, but Chinese dailies remain as a convenient tool to serve the political, economic or private interests of their owners. On the other hand, journalists and editors who are aware of their owners’ interests constantly struggle for autonomy in the newsroom to provide a more balanced news reporting to the readers.

Within the broader context of Malaysian politics, the local dailies have been controlled by the state and the private sector via press laws, ownership and self-regulation. Despite private ownership of the Chinese dailies, the dailies had supported the Barisan Nasional coalition in the 1995 General Elections. This further supports the argument that owners
had shown their political affiliations towards the ruling coalition via Chinese dailies to serve their economic interest in other businesses.
ABSTRAK


Biarpun hasrat untuk memiliki akhbar telah berubah, namun akhbar-akhbar Bahasa Cina kekal dijadikan alat yang digunakan oleh pemiliknya untuk menjaga kepentingan politik, ekonomi atau kepentingan peribadi masing-masing. Sementara itu, wartawan dan editor yang menyedari akan kepentingan-kepentingan majikan mereka terus berusaha mengekalkan kuasa membuat keputusan di bilik berita bagi menyediakan laporan berita yang lebih seimbang untuk para pembaca.
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>i</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ii</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>iv</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>vi</td>
</tr>
<tr>
<td>APPENDICES</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF TABLES</td>
<td>xi</td>
</tr>
</tbody>
</table>

**Chapter 1  : Introduction**  
1  
Statement of the research problem  
1  
Aims and scope of research  
9  
Theoretical Framework  
15  
Literature review  
22  
Methodology  
36  

**Chapter 2  : The Malaysian Press and the State**  
51  
Introduction  
51  
The press and politics  
51  
An overview of the Malaysian politics  
62  
Conclusion  
73
Chapter 3  : Ownership Patterns of Chinese Dailies  76

Introduction  76

Early Chinese dailies (1881-1957)  76

Contemporary ownership patterns of four Chinese dailies  95
  • Sin Chew Jit Poh  99
  • Nanyang Siang Pau  104
  • Shin Min Daily News  108
  • Kwong Wah Yit Poh  111

Ownership and partisan politics  115

Conclusion  122

Chapter 4  : Control upon the Malaysian Press  127

Introduction  127

Press freedom and the state  127

Mechanism of governmental control  135

Laws and court actions  139
  • Printing Presses and Publications Act  140
  • Official Secrets Act  145
  • Internal Security Act  147
  • Sedition Act  149
  • Defamation Act  150

Newsroom control and self-regulation  163

Conclusion  170
Chapter 5  : Content analysis of the 1995 General Elections among Chinese dailies 175

Introduction 175

The Malaysia press and elections 175

Findings and discussion 181

Issues highlighted during the 1995 General Elections 187
- The BN leaders’ attack on the DAP 200
- The DAP’s counter-attack and clarification 204
- Media and political parties 206
- BN’s support for Chinese education 212
- The public endorsement of non-political organizations for BN 222

Conclusion 226

Chapter Six  : Conclusion 233

Appendices 240

Bibliography 280
# APPENDICES

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Frequency of Elections News Favourable to the BN in comparison with News Favourable to the Opposition Parties in Four Chinese Dailies during the Campaign Period</td>
</tr>
<tr>
<td>B</td>
<td>Total Frequency of Elections News Favourable to the BN in comparison with News Favourable to the Opposition Parties in Four Chinese Dailies during the Campaign Period</td>
</tr>
<tr>
<td></td>
<td>Total Size of Elections News Favourable to the BN in comparison with News Favourable to the Opposition Parties in Four Chinese Dailies during the Campaign Period</td>
</tr>
<tr>
<td>C</td>
<td>Issues Highlighted during the 1995 General Elections</td>
</tr>
<tr>
<td></td>
<td>Issue 1: The BN Leaders’ Attack on the DAP</td>
</tr>
<tr>
<td></td>
<td>Frequency and Size of News Articles</td>
</tr>
<tr>
<td></td>
<td>Main Themes</td>
</tr>
<tr>
<td></td>
<td>Headlines in Chinese Dailies</td>
</tr>
<tr>
<td></td>
<td>Issue 2: The DAP’s Counter-Attack and Clarification</td>
</tr>
<tr>
<td></td>
<td>Frequency and Size of News Articles</td>
</tr>
<tr>
<td></td>
<td>Main Themes</td>
</tr>
<tr>
<td></td>
<td>Headlines in Chinese Dailies</td>
</tr>
<tr>
<td></td>
<td>Issue 3: Media and Political Parties</td>
</tr>
<tr>
<td></td>
<td>Frequency and Size of News Articles</td>
</tr>
<tr>
<td></td>
<td>Main Themes</td>
</tr>
<tr>
<td></td>
<td>Headlines in Chinese Dailies</td>
</tr>
<tr>
<td></td>
<td>Issue 4: The BN’s Support for Chinese Education</td>
</tr>
<tr>
<td></td>
<td>Frequency and Size of News Articles</td>
</tr>
<tr>
<td></td>
<td>Main Themes</td>
</tr>
<tr>
<td></td>
<td>Headlines in Chinese Dailies</td>
</tr>
</tbody>
</table>
Issue 5: The Public Endorsement of Non-Political
Organizations for BN 274
Frequency and Size of News Articles......... 274
Main Themes .................................... 275
Headlines in Chinese Dailies.................. 276
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Chinese Dailies Published during the 1995 General Elections</td>
<td>37</td>
</tr>
<tr>
<td>1.2</td>
<td>Audited Circulation Figures of Chinese Dailies in the Peninsula</td>
<td>39</td>
</tr>
<tr>
<td>3.1</td>
<td>Estimated Readership Figures of Chinese Dailies in June 1994</td>
<td>96</td>
</tr>
<tr>
<td>5.1</td>
<td>Malaysian Parliamentary Seats Contested and Won by the BN and the Opposition Parties in the 1990 and 1995 General Elections</td>
<td>179</td>
</tr>
<tr>
<td>5.2</td>
<td>Total Frequency of Elections News Favourable to the BN in comparison with News Favourable to the Opposition Parties in Four Chinese Dailies during the Campaign Period</td>
<td>182</td>
</tr>
<tr>
<td>5.3</td>
<td>Total Size of Elections News Favourable to the BN in comparison with News Favourable to the Opposition Parties in Four Chinese Dailies during the Campaign Period</td>
<td>185</td>
</tr>
<tr>
<td>5.4</td>
<td>Issue highlighted on 16 April: The Tanjong 3 Battle between Lim Kit Siang and Koh Tsu Koon</td>
<td>188</td>
</tr>
<tr>
<td>5.5</td>
<td>Issue highlighted on 17 April: DAP Inciting Racial Tension</td>
<td>189</td>
</tr>
<tr>
<td>5.6</td>
<td>Issue highlighted on 18 April: DAP’s Plan to Rule the State of Penang</td>
<td>190</td>
</tr>
<tr>
<td>5.7</td>
<td>Issue highlighted on 19 April: Lim Kit Siang’s Image as Arrogant, Extreme, Abusive and Acting out of Law</td>
<td>191</td>
</tr>
</tbody>
</table>
| 5.8 | Issue highlighted on 20 April:  
The Opposition Parties Protested to Have More Access to Media................................. | 192 |
| 5.9 | Issue highlighted on 21 April:  
BN’s Plan to Develop Kelantan and to Lash Criticism Against PAS............................... | 193 |
| 5.10 | Issue highlighted on 22 April:  
BN’s Critique Against the DAP............................... | 194 |
| 5.11 | Issue highlighted on 23 April:  
Tanjong 3 Manifesto and DAP’s Plans to Develop Penang.............................................. | 195 |
| 5.12 | Issue highlighted on 24 April:  
The Opposition Parties’ Hostility and Violence towards Journalists................................ | 196 |
| 5.13 | Issue highlighted on 25 April:  
Prediction regarding the BN’s Victory................................. | 197 |