Malaysian Media Culture and Style: Exploring the News Slant of PM Najib during his First Year in Office

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Abstract
This study content analysed 3624 news from four Malaysian daily newspapers focusing on news framing and how slanted framing is visible towards Malaysian 6th Prime minister Dato Seri Mohd Najib Tun Razak (Najib) during his first year in office. Those frames exposed more culturally resonant terms which to influence the public. The slant of news coverage had significant effects on subjects' perceptions of public opinion on any issues. Slant is characterizes as an individual news reports and editorials in which the framing favors one side over the other in a current or potential difference of opinion (Entman, 2007). News slants is important as for the political elites who are acted as the news source, and to shape the news reports. This study investigated framing and news slant attributes of Najib's political strategies, visibility and images in the media by the political elites and sources based from the cascading activation model (Entman, 2004). Five news slant attributes adopted and modified from Idlid (1994) and Chang PK(2008)); (attacked, defended, self-acclaimed, appealed and persuaded) were used. Analysis of variance (ANOVA) and chi-square statistical analysis were used to confirm the hypotheses. The researchers explored the news of PM Najib and his policies reported in the newspaper through framing. Then, a coding scheme is devised, usually in basic terms like frequency (amount of content), information input, types of news slant and intensity (power of content).

Keywords: Framing, News Slant, Political messages, Cascading Activation Model, News

INTRODUCTION
The audience's knowledge on any news event is limited because no single news organization can communicate all sides of any topic, especially during times of conflict and controversy. The news media portray the image of political leaders to the public, and the publication source type may determine how the events related to the political leader are portrayed.

The growth of media development today has become an important cultural resource because the media are the center for politicians to influence, to acknowledge and to tell their citizens regarding their political views, policies and political messages, and to define social position and status political holder. With the help of the media, political actors are able to generate publicity through the media in order to gain public's trust. Thus, the media have become an important agent for positioning the political actors through the media discourse which will either legitimate or delegitimize certain hierarchies of positions and the incumbents of such positions. This research takes the Malaysian sixth Prime Minister Dato' Seri Mohd Najib Tun Abdul Razak (Najib), as the political leader during his first year as the prime minister and to focus on how newspapers portrayed him. This research analyzed how four different publication types (two different languages newspapers, from three different ownerships) portrayed a political leader during his first year in office.