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Abstract: The aim of this survey is to examine the role of ethnicity in the relationship of news consumption and national pride. A total of 625 Malay, 416 Chinese and 112 Indian youths voluntarily completed the self-administered questionnaires. Controlling age, gender and self-identification, the results of multiple regression analysis showed that television news consumption significantly predicted national pride for all the three ethnic samples but varies in strength. Newspapers consumption was a significant predictor of national pride only for the Chinese sample.

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