

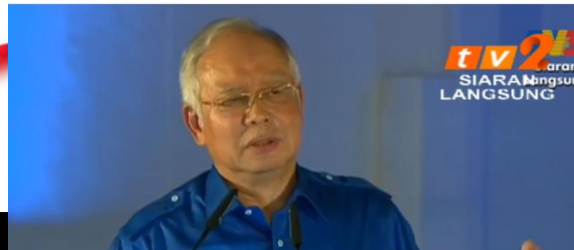


**Najib's extra goodies: Under-26 tax breaks, post-GE holidays, 5 toll-free days**

Published on 8 May 2018, 10:19 pm | Modified on 9 May 2018, 1:07 am

**Dr M to be sworn in as new PM today**

Alyaa Alhadjri | Published on 10 May 2018, 3:45 am | Modified on 10 May 2018, 4:24 am



# HOW DID THE INDEPENDENT NEWS PORTAL(INP) REPORT POLITICAL NEWS DURING GE14?

Zeti Azreen Ahmad, Nur Shakira Mohd Nasir, Adrin Noor, Lailatul Fitriyah, Wan Ahmad Khairi  
International Islamic University Malaysia

# RESEARCH QUESTION

What are the political issues covered in INP during GE14 and how are these issues reported?

# WHY INDEPENDENT NEWS PORTAL?

# Circulation of mainstream print newspapers



# Independent news portal (INP)

24.5 mil using the Internet

Internet penetration is reaching 86% in 2017



# SELECTED INDEPENDENT NEWS PORTAL



**MALAYSIAKINI**

33.2 mil unique browsers  
(comScore, 2018)



**FREE  
MALAYSIA  
TODAY**

1.5 mil page  
views daily

# METHODOLOGY

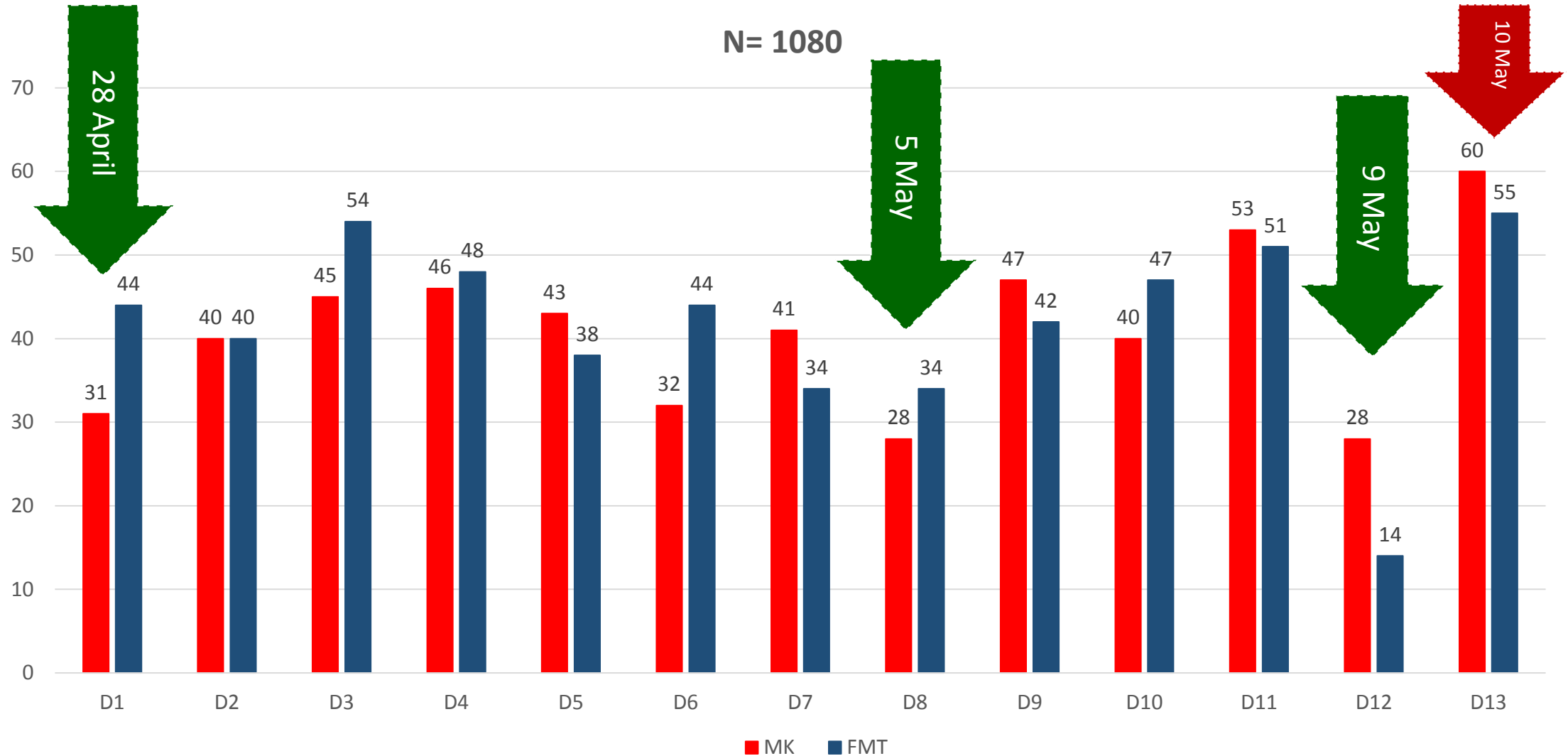
Content analysis

Political news - 1080 news

28 April – 10 May 2018

7am – 9pm, 12pm – 2pm, 4pm – 6pm and 8pm -10pm

# POLITICAL NEWS (APRIL 28-MAY 10, 2018)



D1:Nomination day



D8: Postal Voting

D12: Election Day

D13: Post election



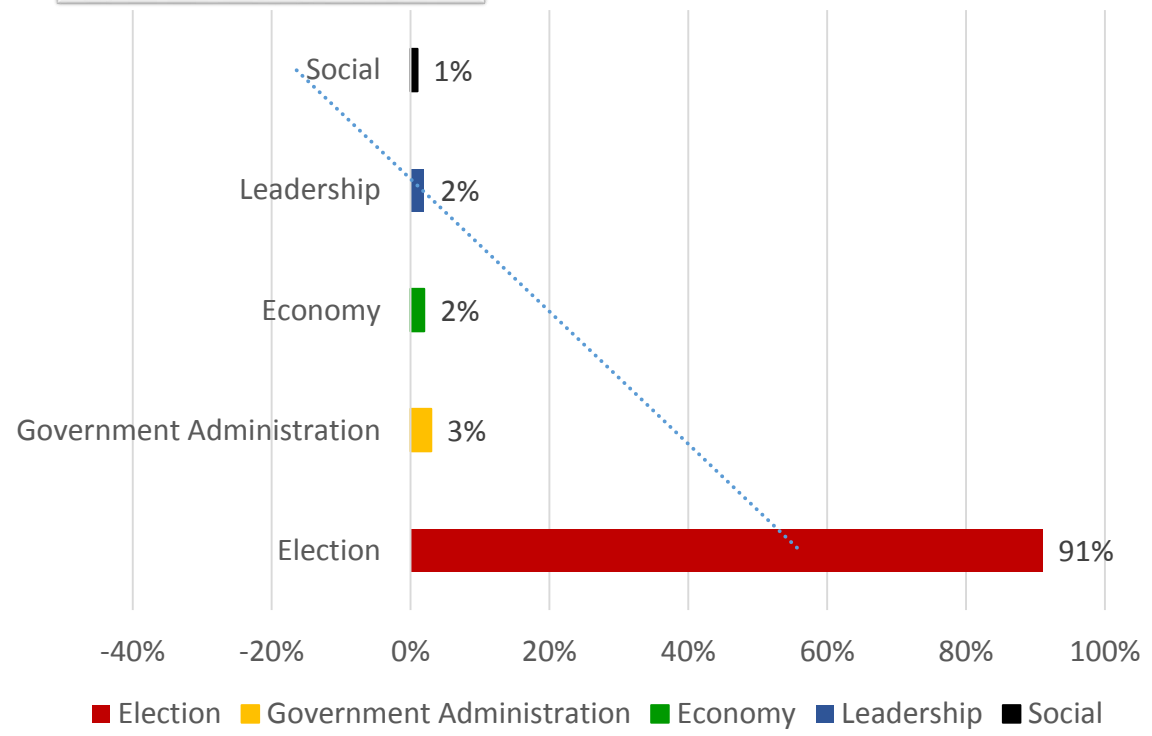
# TOTAL NUMBER OF POLITICAL NEWS

NEWS PORTAL	TOTAL NEWS	AVERAGE PER DAY
 malaysia kini news and views that matter	535	41
 FMT news FREE AND INDEPENDENT	545	42
	1080	83

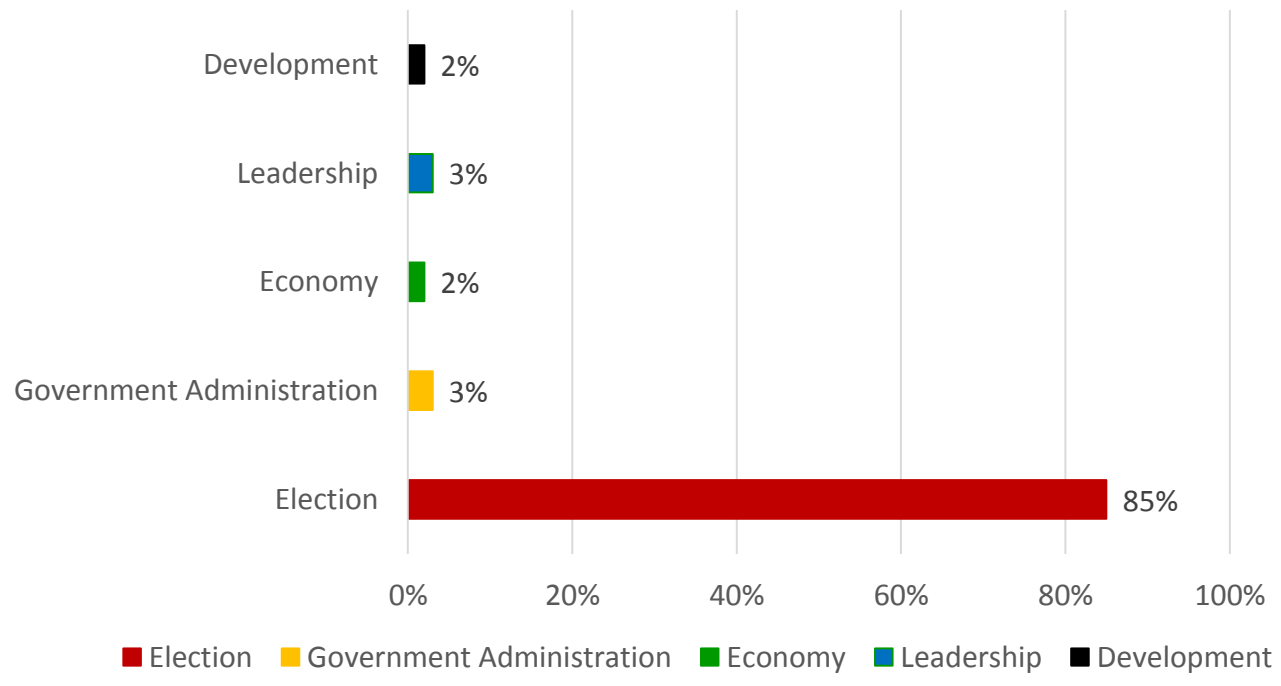
# MAIN ISSUES COVERED IN NEWS PORTAL



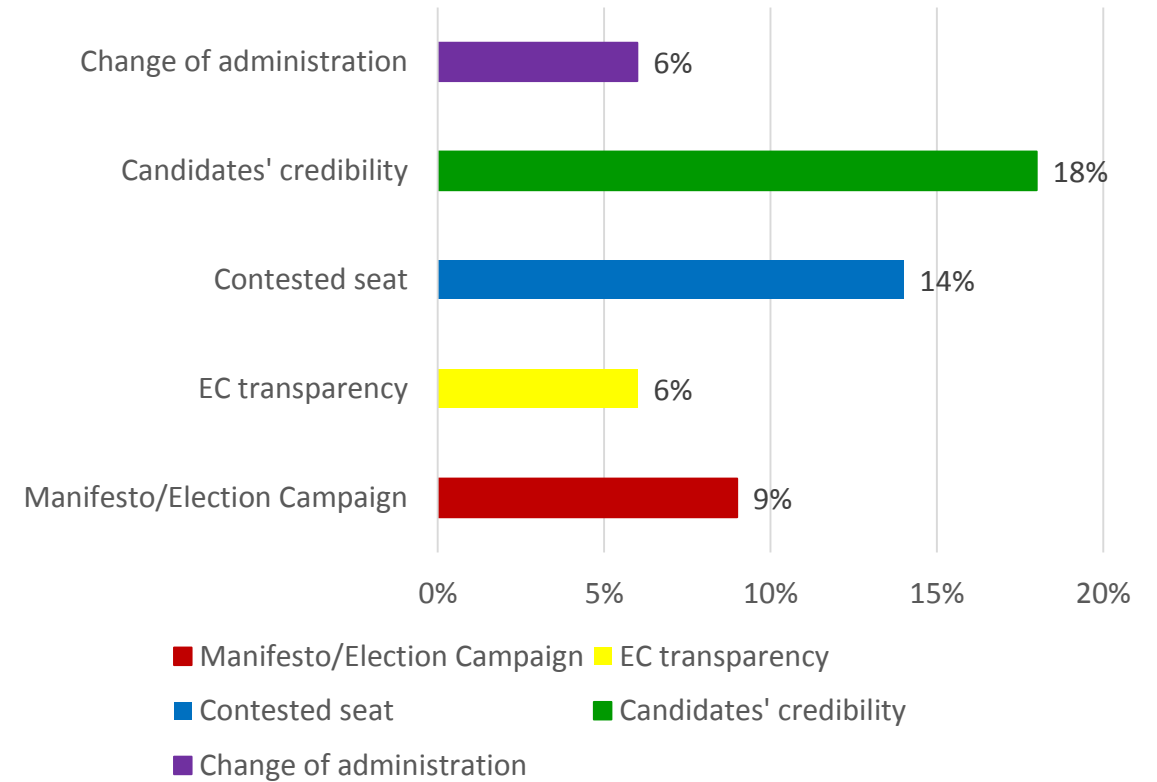
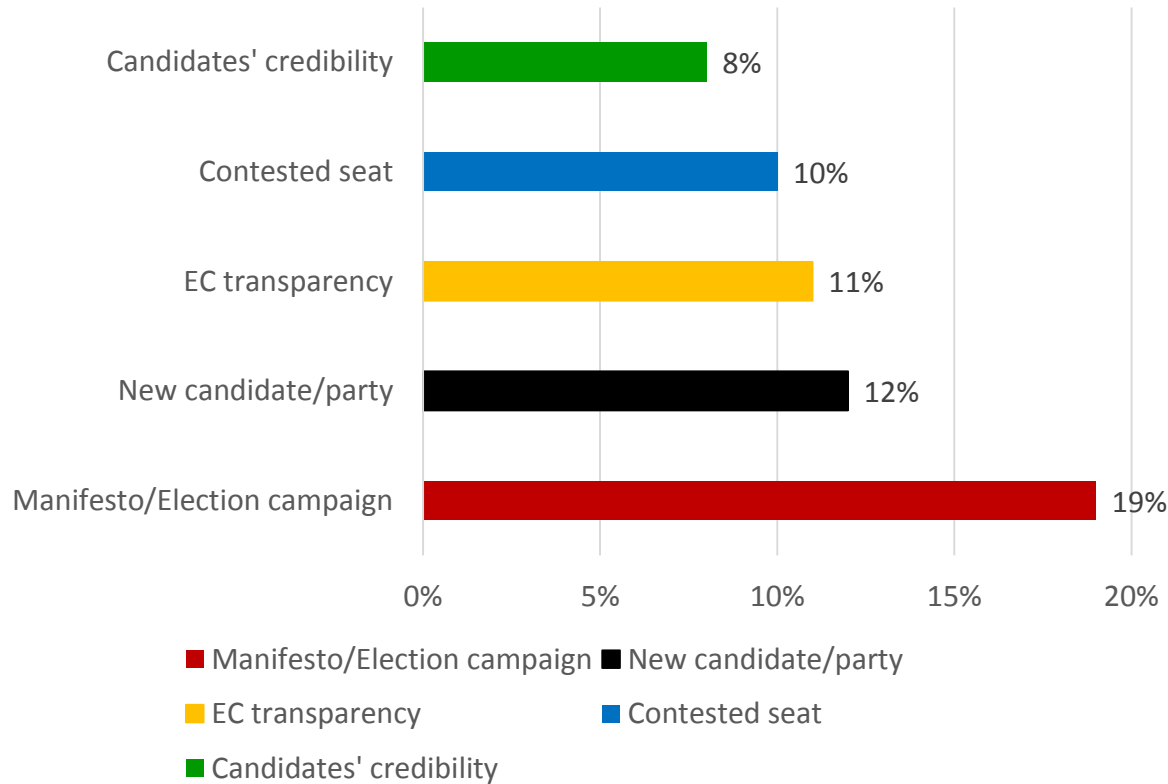
ISSUES



ISSUES



# SUB-ISSUES/CATEGORIES



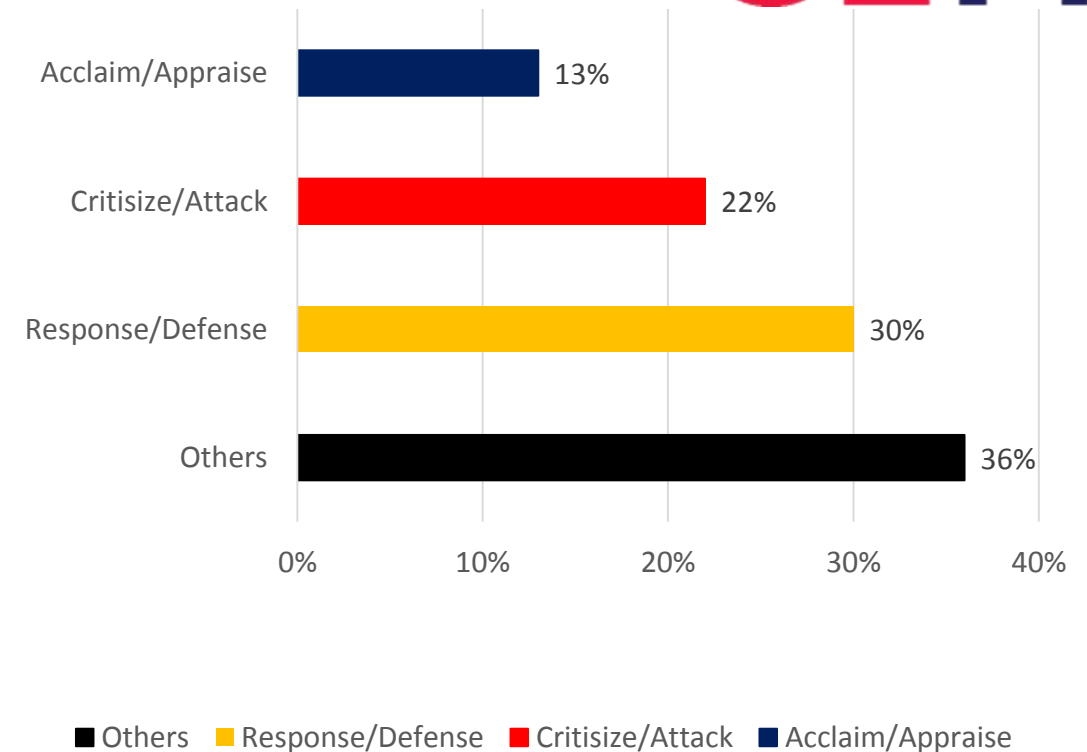
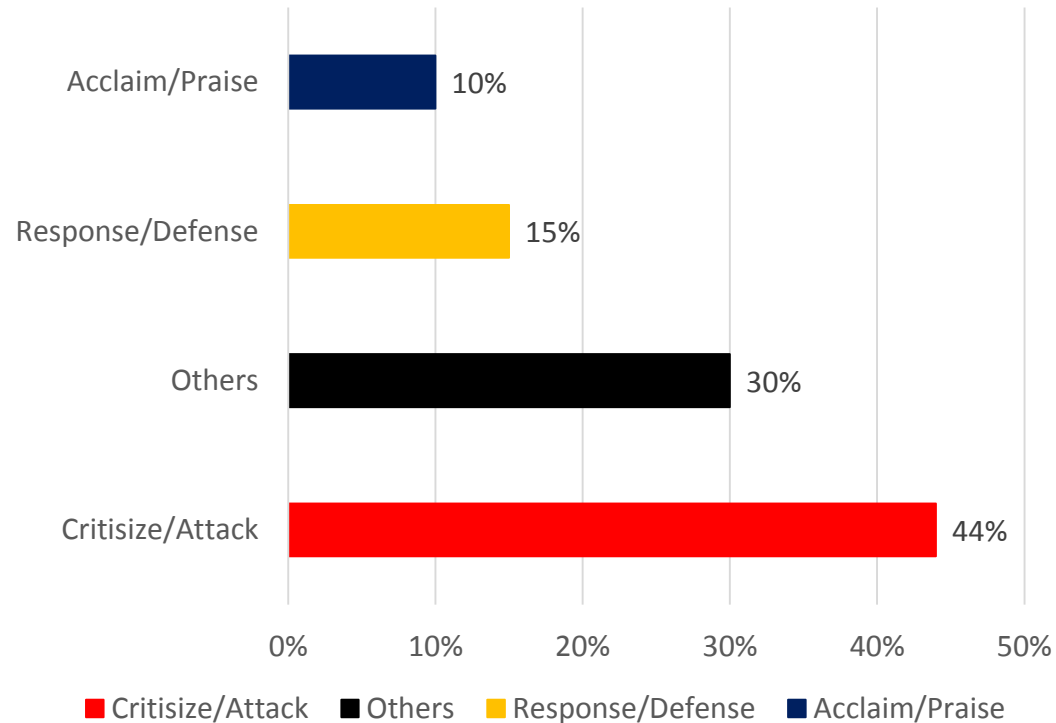


**HOW POLITICAL NEWS FRAMED IN  
INP?**

To frame a communication text or message is to **promote certain facet of a perceived reality and make them more salient** ..... (Entman, 1993)

# FRAMING

# FRAMING POLITICAL NEWS



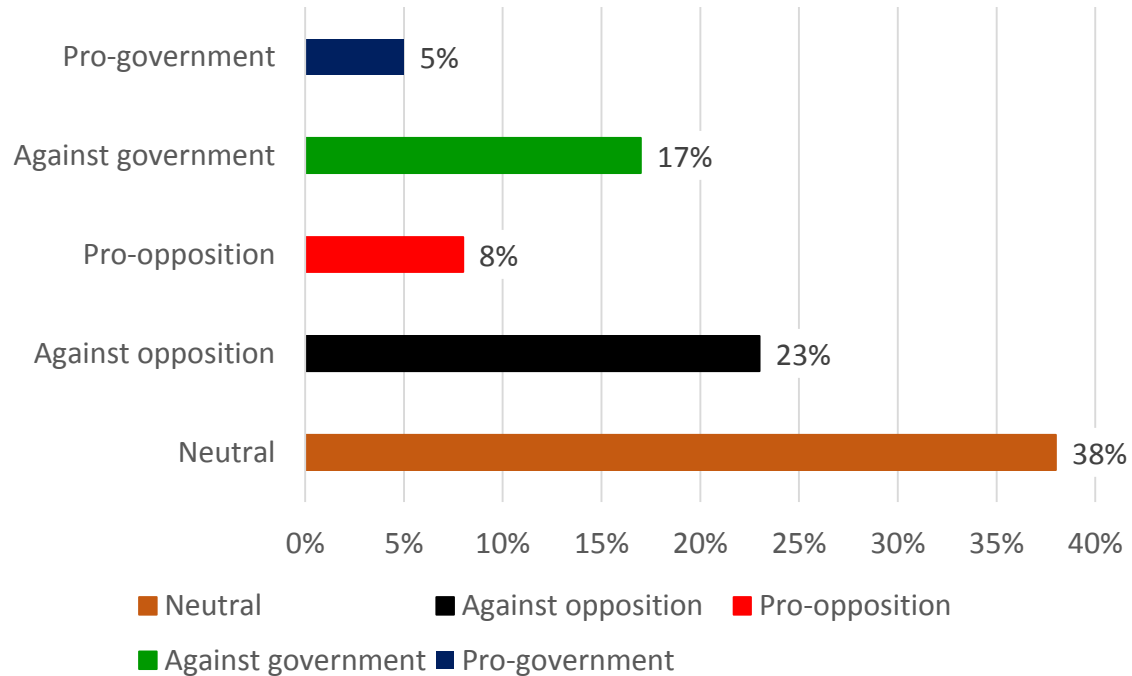
Slant occurs when a news report emphasizes **one side's preferred frame** in a political conflict while ignoring another side (Entman, 2010)

**POLITICAL NEWS SLANT**

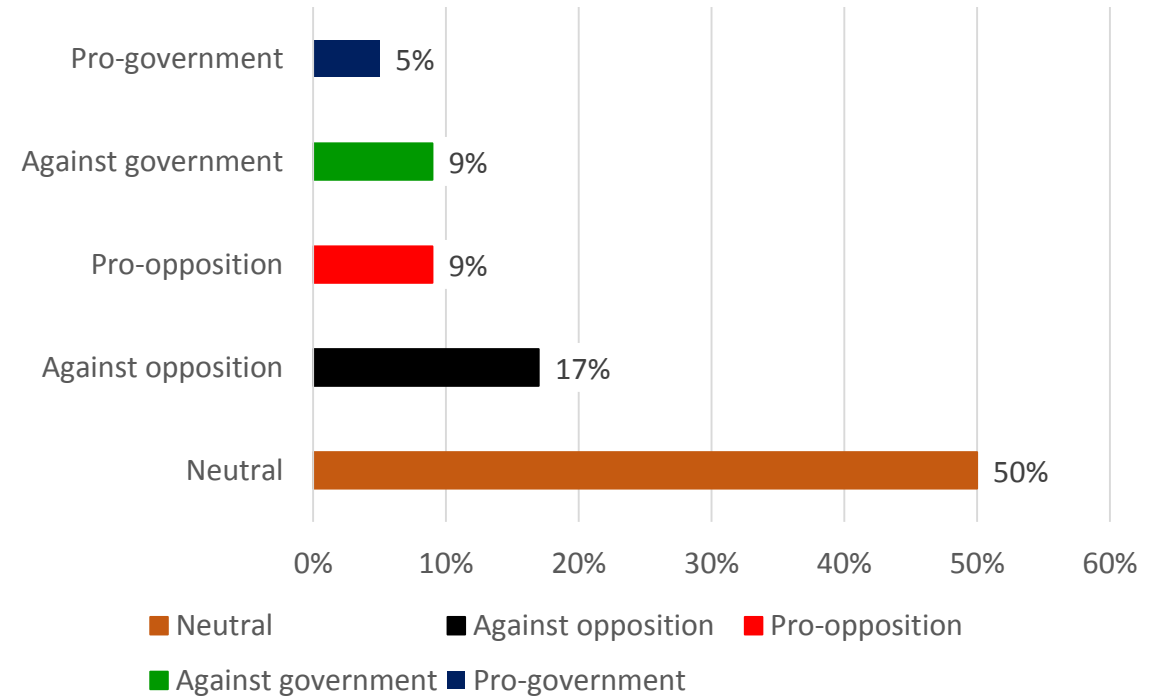
# NEWS SLANT



News Slant

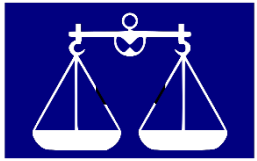


News Slant

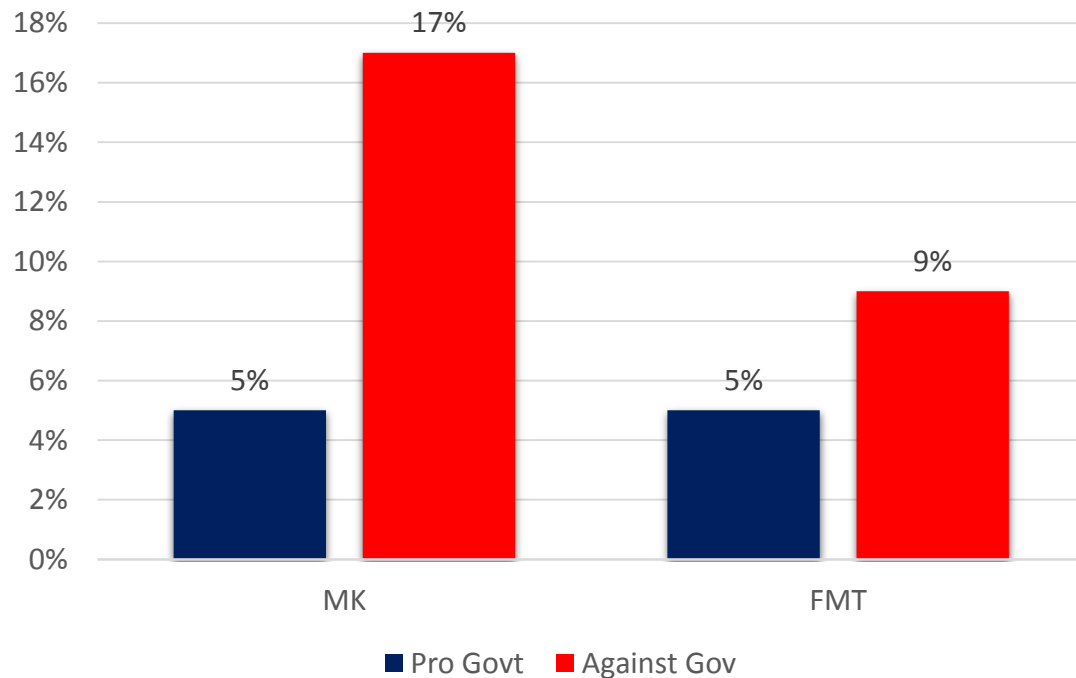




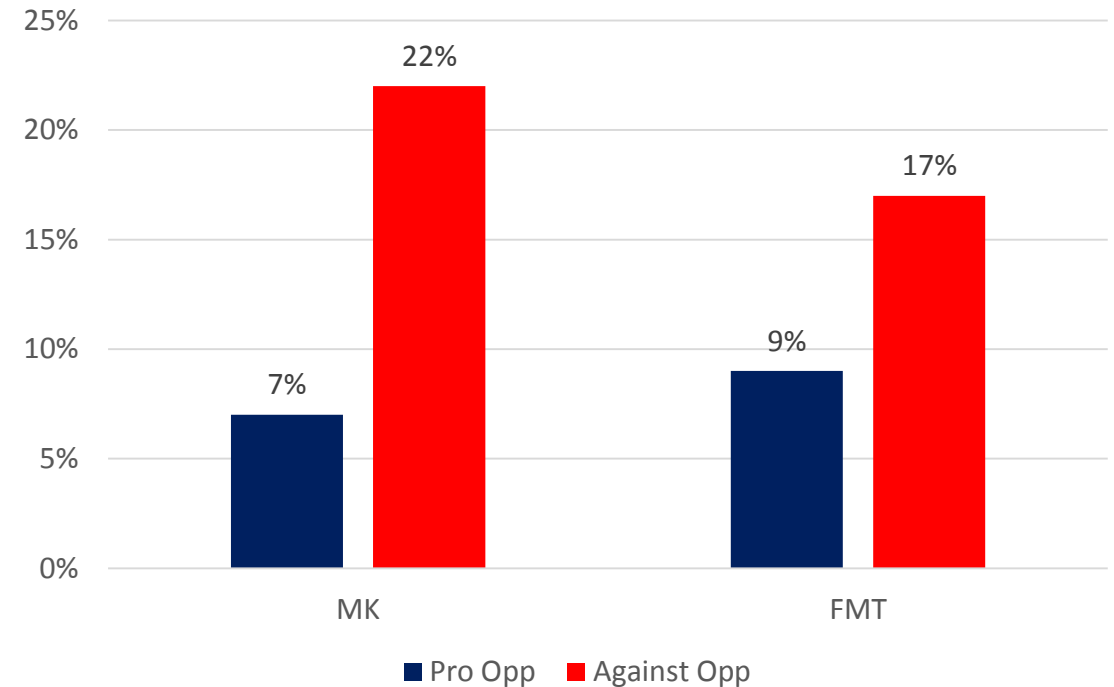
# NEWS SLANT - BN VS PH COALITION



NEWS SLANT



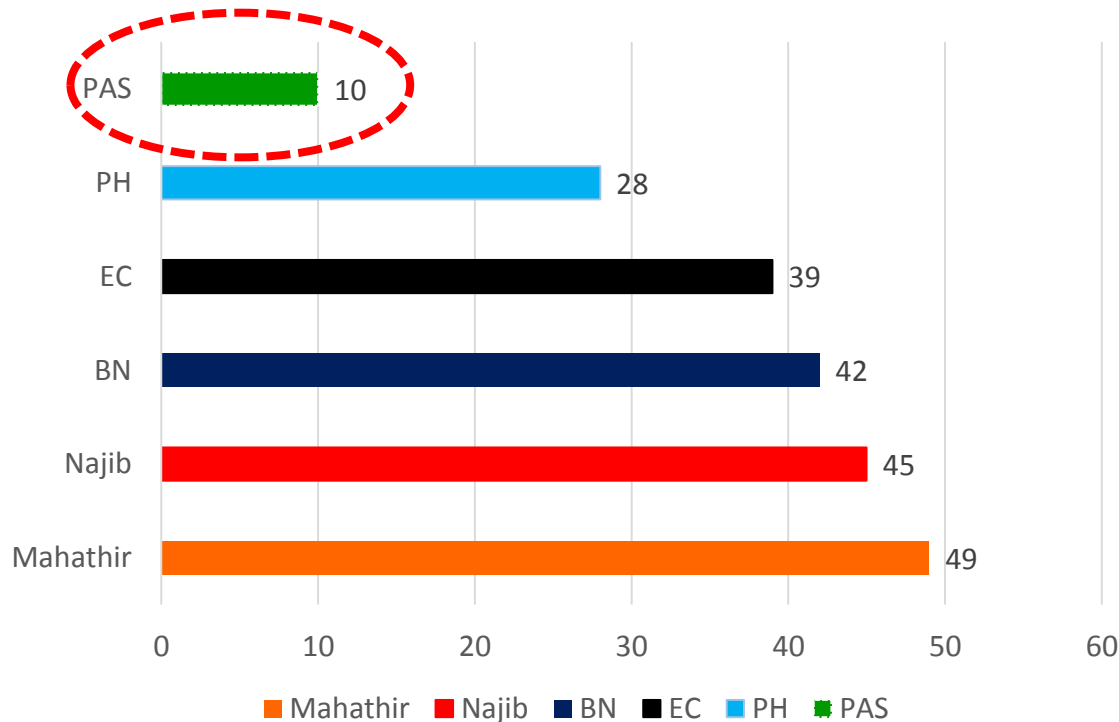
NEWS SLANT



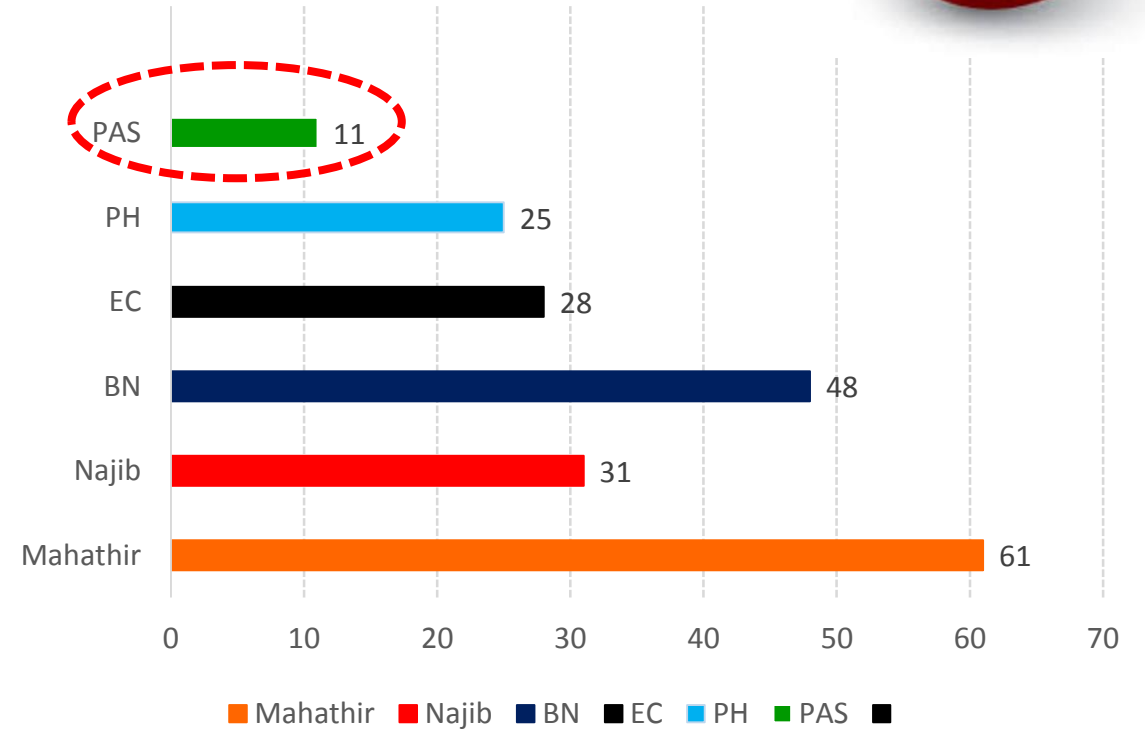
# MAIN TARGET IN THE NEWS



N=535



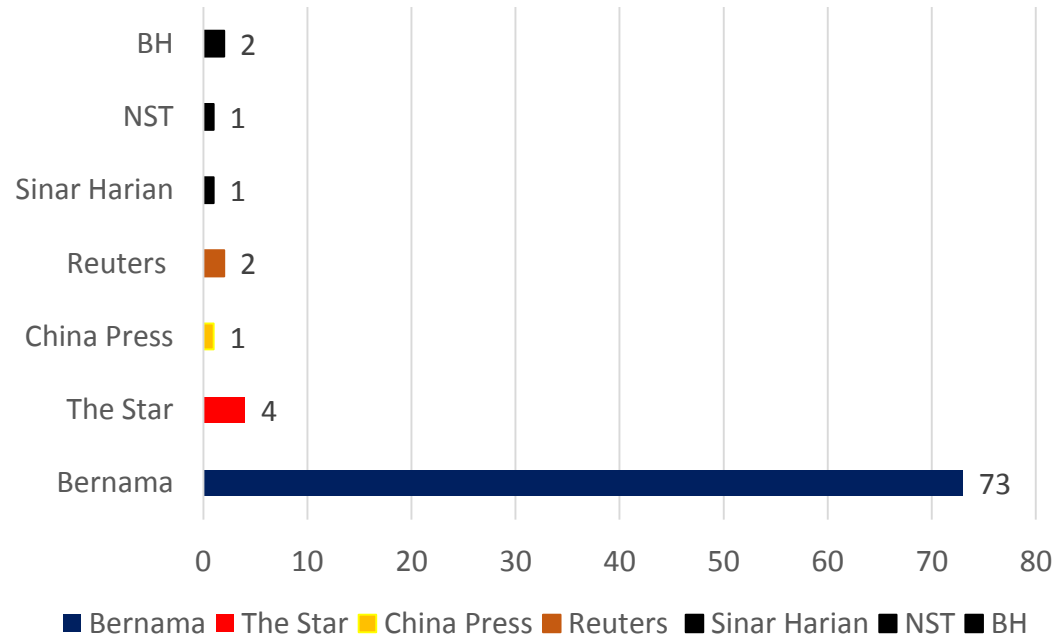
N=545



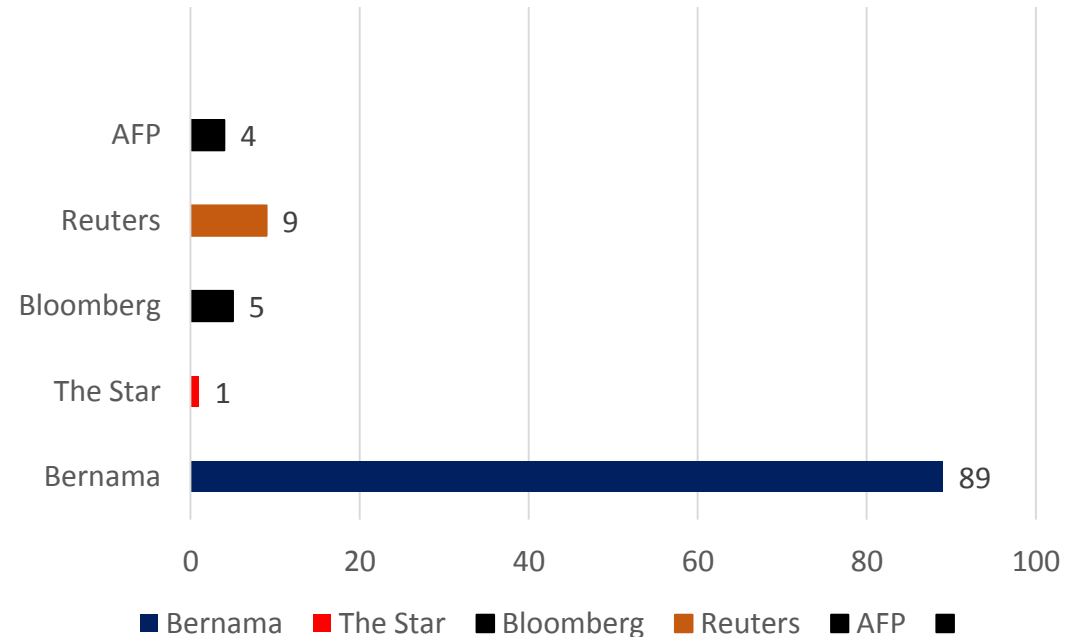
# SOURCE OF NEWS



N=534



N=545



# SIMILARITY BETWEEN INP

Source of news from other media and news agency

Cover similar issues and sub-issues

Adopt multiple frames in reporting political news

Apply critical slant to both BN and PH

# SIMILARITY BETWEEN INP

News slant against BN and PH was visible & high

News slant pro-BN and pro-PH relatively low

Mahathir was a popular target in the news

# CONCLUSION



**Independent reporting** aligns with INP establishment – maintain non-partisan



Wide range of political news, adopt multiple news frames and critical slant to both BN and PH – attract wide range of readers/voters

# CONCLUSION

3

**News portal** facilitate democratization process

- a) easy access to information
- b) empower audience to take part in democratization process (comments, sharing news, discussion in social media)



**Good journalism** practices assist voters to make informed decision

MALAYSIA  
MEMILIH  
2018

INP agenda could be a predictor to  
GE14 result?

