

UNIVERSITI TEKNOLOGI MARA

**NEWSPAPER COVERAGE ON GLOBAL CLIMATE
CHANGE:
AN ANALYSIS ON MALAYSIA MAINSTREAM
NEWSPAPERS**

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ABSTRACT

Global Climate Change can affect human life and activities. The rising amount of natural disasters, the warming of the Earth and the melting of the icebergs are some examples of its effects. Newspapers in developed countries such as the United States, Japan and United Kingdom began to give more coverage on the issue. Studies show that the increasing number of newspapers coverage can significantly contribute to the increasing level of public awareness on the issue. This study is conducted to analyze the coverage of global climate change issue in four Malaysia mainstream newspapers. The data for this study are collected from January 2008 to December 2010. A content analysis is conducted to identify the frequency of the articles related with global climate change, the articles length, the trend of newspaper coverage and the frames of the articles. The frames of the articles which are adopted from Boykoff (2009) study are divided into three subcategories. The subcategories are the cause, the synthesis effects of global climate change and audience reactions towards the issue. The findings for this study will provide an understanding about the ways Malaysia mainstream newspapers provide the coverage about Global Climate Change and the audience reactions towards the issue. In general, the degree of concern and attention on newspaper coverage on global climate change issue in four Malaysia mainstream newspapers are differ. The finding suggested that there is an improvement in the coverage of global climate change issue in Malaysia mainstream newspapers. The findings also suggested that there is a significant relationship between the coverage of global climate change and the events pertaining the issue. Finally, the result on the frames indicates that the most published topic in global climate change issue is public action to reduce the effects of global climate change and reduce the emissions of the greenhouse gas.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The scenario in our society today is majority of the people gain information about current events, local and international news and even celebrity gossip from the media. This is because the public does not have direct access to the news that exists outside of their world. Wilson (1995) in a study stated that majority of the public rely on the media to obtain information on global climate change and this study shows that as the tool of delivering local and international news, media become the main source of information to the public.

As media is responsible to deliver the news to the public, media has also play vital role in influencing and change public perception and behavior. In order to deliver the news as well as influencing and changing public perceptions on issues, it is also important for the media to frame the news that the media want to deliver to the public.

Recently, framing the news on global climate change by media outlets has become common. Framing the news by the media allows the journalists to compress complex events such as global climate change into an appealing and readable news reports (Scheufele, 1999).

The study on newspaper coverage on global climate change had also increase over the years. It is important to study the newspaper coverage on global climate change because newspaper works as an indicator of larger media trend as it has strong agenda-setting influence on the implementation of policy and also on public management (Briggs and Burke, 2005). Besides, Perez-Pena, 2010) also mentioned that newspapers provide sources for stories that cascade through media such as television and radio outlets thus information in the newspapers covers all the other information provided by other media.