

**MARA UNIVERSITY OF TECHNOLOGY
CAMPUS ALOR GAJAH
MALACCA**

**THE EFFECT OF CONTEMPORARY POLITICAL
SCENERIO IN MALAYSIA:
THE CHANGE IN ATTITUDE TOWARDS
MAINSTREAM NEWSPAPER READING HABIT.**

A project paper submitted to Mara University Of Technology in
partial requirement for the:

DIPLOMA IN BUSINESS STUDIES

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LETTER OF TRANSMITAL

School of Business and Management
MARA University of Technology
Alor Gajah Branch
78000 Alor Gajah
Malacca.

Tuan Haji Mohd Shariff bin Mohd Haniff
Lecturer of MARA University of Technology
Alor Gajah Branch
78000 Alor Gajah
Malacca.

Dear Sir,

**THE EFFECT OF CONTEMPORARAY POLITICAL SCENERIO
IN MALAYSIA: THE CHANGE IN ATTITUDE TOWARDS
MAINSTREAM NEWSPAPER READING HABIT.**

As part of the course requirement for Diploma in Business Studies (DBS)
06, we would like to submit we project paper as above mentioned.

Yours sincerely,

(IZATUL AZZUAR IBRAHIM)

(DAHLIA PERMID)

(MOHD HAZRY OSMAN)

ABSTRACT

Before we go any further, it is important to state that this project paper is part of the subject requirements for the Research Methodology Subject (MGT 368) to completing the Diploma Business Studies program.

In the other hand, this project paper is designed to achieved several objectives, there are :

- To see the reality that said by several group of people about the government exploit the mainstream newspaper to be on the their side.
- The existing of non-mainstream newspaper can cause society's doubt towards the news reported in the mainstream newspaper.
- Maybe without political turbulent that happened in Malaysia lately the non-mainstream newspaper will get no attention to be read by the public.
- To look either mainstream newspaper or non-mainstream newspaper are tendency by the politician factors.

The readers of newspaper in Klang Valley and Malacca were been selected to be respondent for this study. From this project paper we can find out whether or not there the political turbulent change the interest of reading newspaper among the readers.

BACKGROUND OF THE STUDY

Today, everybody knows that newspaper is one of the important reading material in the world. It is one of the channel to scatter information to people or readers. In Peninsular Island, Malay language newspaper and magazine turn up in the Early Era –19.

The printing tools, technique and the art of printing was introduce at Peninsular Island in 1593 when Spanish Clergy Man has used the Klise Wood printing technique to print the “Kitab Soal Jawab Agama” (Katekismus). The first printing newspaper in Peninsular Island is Successos Felices (peristiwa- peristiwa yang munjur) that has produces in 1637 by Spanishprinting, Thomas Pinpin.

Furthurmore, only on Early era – 19, the begining newspaper had been published / emerge in a fixed manner. Even so,the bigining is with the effi\ort that foigned at port fort like Penang, Malacca, Singapore, Manila and Betawi. At this fort the printing machine will be find and only people that work with Kompeni Hindia Timur Inggeris,Belanda or people that has been in servicein Spain Goverment at Philipines even so in Missionary Christian Priest.

In the straits settlements, under the Inggeris Command, Penang is the first state to testify producing a one newspaper when the Goverment Gazette has been published in 1806 by A.B. Bone. In Peninsular Island there are the example of famous newspapers like Bientang Timoor, Pemimpin Warita, Straits- Chinese Herald and etc.