



**Evaluation of Newspaper's Information: a
case study on The Star and The News Straits
Times**

by

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Abstract

The purpose of this study is to determine the criteria use by two daily newspapers, The Star and The New Straits Times in evaluation and selecting news. Research attempts were conducted to see how far both these newspaper organizations adhere to the traditional journalistic news value when evaluating news and what other factors/criteria's are taken into consideration when evaluating news. The survey research method was used for the purpose of this study where a total of 75 respondents were picked from both the newspaper organizations through the simple random sampling method. Descriptive and inferential (chi-square) statistics were used to evaluate and explain the data obtained. Results of the study clearly indicate that journalists from both newspaper organizations are aware of the traditional journalistic news values in news evaluation and adhere to them in their daily routine. However, other factors such as influence of owners, readers interests, influence of advertisers, pressure from Home Affairs Ministry, competition among the two newspapers and the format size of both the papers are also taken into consideration in the process of evaluating news. Due to the influence of these factors, both these newspapers sometimes differ in news evaluation.

Keywords: Newspaper, evaluation news, selecting news, traditional journalistic, news organizations

CONTENTS

	Page
Title	i
Acknowledgements	ii
Abstract	iii
Contents	iv-vi
List of Tables	vii
List of Figures	viii
List of Appendices	ix
Chapter 1	
1.0 Introduction	1-2
1.1 Literature Review	3-7
1.2 Objective of Research	7
1.3 Scope of Research	8
1.4 Rational of Research	9-11
1.5 News as a source of Information	11
1.6 Newsworthiness	12-16
Chapter 2	
2.0 Constraints in Research	17-19
2.1 Owners Influence	19-21
2.2 Readers Attitude and Interest	21-22
2.3 Pressure from the Advertisers	22-23
2.4 Pressure from the Internal Affairs Ministry	23-24
2.5 Personal Elements	25
2.6 Competition	26
2.7 Shareholders	27
2.8 Space Limitation	27-28

Chapter I

1.0 Introduction

Journalism is a field that involves the act of collecting, writing, reporting and editing materials, which had occurred is occurring presently or will occur (Salleh Kassim, 1985:12). To get the job done, a journalist must carry out his or her responsibility towards the society. Keeping people in the know of what is happening around them is an important job in a democratic country and can only be carried out by a journalist. According to Melvin Mencher in his book **News Reporting and Writing**, a journalist should expose news that could be perceived as threatening to the daily life of the people, regardless of race or sex. Therefore it is the journalist's responsibility to report an incident using a few important elements in journalism as their basis: certainty, cause and effect, objective, brief, clarity and has human elements.

Based on several researches that have been carried out, it was found that newspapers not only function as a medium of information but articles on criticisms, comments or opinions may also have a strong influence on the views of the readers. Malaysia's Prime Minister, Dato' Seri Dr. Mahathir Mohamad had said that newspapers are an effective organisation in shaping the views of the public and thus setting the fate of the leaders in a democratic country (Mahathir, *The News Straits Times*, 9th July 1981). Hence, it is not wrong to say that the newspaper is a vast and important communication tool to the people.