

MEDIA COVERAGE STYLE OF GLOBAL WARMING AND LEVEL OF PUBLIC
ACKNOWLEDGEMENT OF THE ISSUE: CASE STUDY ON SIN CHEW JIT POH AND
NEWS STRAITS TIMES IN MALAYSIA FROM JANUARY 2010 TO MAY 2010

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SOH LIN CHAI

Approval Form

This research paper attached hereto, entitled “Media Coverage Style of Global Warming and Level of Public Acknowledgement of the Issue: Case Study on Sin Chew Daily and New Straits Times in Malaysia from January 2010 to May 2010” prepared and submitted by Soh Lin Chai in partial fulfillment of the requirements for the Bachelor of Communication (Hons) Journalism is hereby accepted.

Supervisor

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ABSTRACT

The level of public acknowledgement of global warming issues is still relatively low although there is quite a number of news reporting on global warming have been published by traditional media. A comparative study on coverage style of Sin Chew Daily and New Straits Times (NST) from January 2010 to May 2010 on global warming issues is conducted, in which the contexts such as lexicons, leads, headlines, placements, layouts and reporting style are analyzed to determine whether there is reasonable coverage on the issues. The researcher employed judgmental sampling where news articles which related to 全球暖化 (global warming) and 气候变化 (climate change) are collected for data. The researcher found out that Sin Chew Daily commonly used feature style of news reporting while New Straits Times mainly focused on hard news coverage. Sin Chew Daily had succeeded to increase the level of public acknowledgement of global warming issues by using narrative style of reporting in most of the news coverage, and it would be more efficient in provoking the public to act against global warming when coverage are based on human interest stories.

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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LIST OF ABBREVIATIONS

NGO Non Government Organization

NST New Straits Times

CHAPTER I

INTRODUCTION

In this research, I would like to conduct a study which would develop a theoretical framework on how the media represent global warming issues in their news articles as to increase the knowledge of the public regarding the critical crisis the world is facing.

Problem Statement

Recently, this particular subject has been voiced out frequently as the weather is getting warmer and natural disasters such as tsunami, cyclonic storms, earthquakes, landslides and floods happened. Many countries had suffered human life losses and severe damages as well as casualties, including Malaysia.

The public depends on the media to help them understand information presented, as a result, almost every one of us would believe whatever information that is presented by media is nothing but the truth. Although Internet has been emerging fast to provide the information and news we want to know without having to go out of the house, Malaysians especially elder people would rather buy a copy of newspaper than reading news on the computer screen.

However, it is found out that the level of public acknowledgement of global warming issues is still relatively low although there is quite a number of news reporting on global warming have been published by traditional media. The public still lack of concern on global warming issues and keep on increasing their carbon footage, i.e. doing activities which cause more emission of carbon dioxide, such as open air burning, travel short distances by car and cutting down trees which use carbon dioxide for photosynthesis, thus leading to greenhouse effect and later worsen global warming.

The people still have such a thought that global warming is a false alarm and do not possess the crisis consciousness for global warming. Clearly, the media in Malaysia are not

efficient enough to evoke people to look serious on the global warming, a crisis that would bring catastrophes to human kind.

Therefore, a comparative study on coverage style of Sin Chew Daily (to be referred as Sin Chew further on) and New Straits Times (NST) on global warming issues is essential since the media has the responsibility to alert the public in an effective and powerful way. The headlines, leads, contents and lexicons are studied and analyzed to determine whether it has reasonable coverage on these critical issues that relate to the life forms on Earth. What is meant by reasonable coverage is that the frequency of the reporting of the global warming issues in the main section of the newspapers as the public would likely to be paying more attention to the news mainly published on the main paper rather than the news on the features or daily life stories.

The reason why I chose Sin Chew and NST is that most people in Malaysia who are literate enough to read newspapers would most likely to have moderately good command of English or Mandarin, and both Sin Chew and NST are the newspapers which has quite reasonable coverage of environment issues. On the other hand, Sin Chew has the highest readership among Chinese newspapers, and NST is also one of the leading English newspapers in Malaysia which owned by private media conglomerates, where both newspapers are prone to publish more on global warming issues.

Research Background

Media coverage style. Coverage style refers to how the media transmits certain problems faced in the society to the public. In other words, coverage style of a media agency is much decided on the media standpoint on important topics which concern the citizens' needs and interests. Coverage style like hard news and soft news or features could shape the level of civic attention on particular issues. As the media is expected to serve the surveillance function as informing the public to be aware of the issues happening around the communities,

it has obligation to notify the risks and danger of an issue brought to the people for each and every subject can affect the civilization's developments and collective security of the countries intensely.

Global warming. Global warming refers to the increase in the average temperature of the Earth's near-surface air and oceans. The effects of global warming are of immense concern for the Earth life forms and nature. Indicated changes in Earth atmosphere such as the active temperature record, rising sea levels, and decreased snow cover in the Northern Hemisphere have initiated a tremendous hoo-hah in the global community to prevent further implication of global warming on the environment.

Increasing greenhouse gas concentrations resulting from human activities such as fossil fuel burning and deforestation is viewed as the fundamental reason for the Earth's temperature increase as far as shown in the conducted scientific researches by the science experts. In the future, ecosystems are seen as being particularly vulnerable to climate change. Therefore, the media bears vital responsibility to alert the public to decrease the activities that lead to global warming.

The global warming issues are currently being discussed as they affect the Earth life form and environment critically and this matter concern the existence of humankind on this land. So, the media has the social responsibility to alarm the public on the issues and consequences of the particular subject which would bring disastrous outcomes to the living beings.

Significance of the Study

As coverage style of the media influence the public's stand point on these vital issues, it is essential to conduct a research which would lead to the solution of the problem proposed whereby messages are delivered evidently and successfully to the public. The media should

be serving the society by providing sufficient information on the issues to the citizens as well as urging the public to take immediate action to solve the problems faced.

No matter which coverage style is being used by Sin Chew or NST, the main aim of covering global warming issues is to notify the citizens to be conscious of the consequences of global warming which would affect their lives significantly.

The frequency of global warming issues reported in both Sin Chew and NST should be increased so that public attention would maintain or grow. Public attention can be maintained by instilling ideas of the threats and brutal damages brought by the global warming issues to the communities. By doing so, the public might have taken serious steps to prevent the issues from further expanding.

By conducting this research, the research hope that the media would try to portray the global warming issues in the most effecting coverage style for notifying the public of the gravity consequences of not able to reduce the activities that lead to global warming as the coverage style used in the media is the key factor in acknowledging the global warming issues to the general public.

Research Questions

Since the coverage style of both Sin Chew and NST on global warming issues is the main concern of the researcher's study, the research would be conducted in the way of answering the following research questions:

1. How Sin Chew covers global warming issues?
2. How NST covers global warming issues?
3. Which type of media coverage style is more effective in raising the level of public acknowledgement on global warming issues?

Research Objectives

The purpose of conducting this research is to determine what kind of coverage style both Sin Chew and NST use in reporting global warming issues, i.e. hard news or feature stories.

Firstly, I would choose Sin Chew news articles and NST articles from January 2010 to May 2010 which related to global warming issues whereby I intend to observe how Sin Chew and NST cover the global warming issues by evaluating which section of the news articles is placed, the designs or layouts of the news articles, headlines, leads, contents and lexicons used in portraying the global warming topics.

Then I would compare and contrast both Sin Chew and NST where I need to find out the similarities and differences between these two print media, in which a theory is supposed to be developed based on the findings, in which involves quantitative and qualitative content analysis to answer the research question. As far as concerned, global warming issues are in critical need of grabbing people's demanding attention and the coverage style either hard news or features would certainly affects the level of people's cognition and interest. So, the research question is constructed in coherence to the intention of conducting this research.

In my hypothesis, Sin Chew would be covering the global warming issues more in feature reporting style which would draw more attention of people as this style tends to trigger the vast interest among the public in a less serious way and also give much more significant impression to the public's mind. On the other hand, NST would less likely to cover global warming issues in features compare to Sin Chew as NST is more focus on politics issues.

CHAPTER II

LITERATURE REVIEW

Global warming and climate change are the typical environmental story of the present time, with potential narrative elements including global economies, progressive science, devastating extreme weather and perhaps the future of civilisation itself, therefore the urgency and extent of the issue should keep at the top of all the news (Good, 2008). Ungar (as cited in Good, 2008) discovered that the unusually hot weather during the summer of 1998 had triggered climate concerns by implying “social scare” where it cause a peak in coverage and later faded away once the weather cooled.

In addition, the story of the climate change is told in various methods in different countries (Brossard, Shanahan, & McComas, as cited in Good, 2008). In other words, one country may be quite different from another, judging from the contexts of the narration on global warming. Mormont and Dasnoy (as cited in Good, 2008) had illustrated the different ways of transmitting information in different countries.

Furthermore, Shanahan and Good's (as cited in Good, 2008) research on the content of The New York Times and The Washington Post showed a connection between abnormal local temperature and amplified coverage of global climate change besides political events and scientific studies.

Balanced Reporting on Global Warming Issues

Global warming is a recognized issue which concerns the environmental changes of the Earth in United States, and there is controversy on how the media covers the global warming issues. The role played by the United States' media in constructing the values and beliefs in the community is studied in order to understand how the global warming issues are socially framed. What is meant by balanced reporting is that the informational prejudice does not exist where the journalists are taught to cover the issues by including various viewpoints

that is contradicting with each other. To identify the biased standpoint of global warming in U.S media, media coverage style is discussed from the content analysis of three countries' newspaper articles. The U.S media claims that global warming is controversial and theoretical. So, media acts as a driving force to giving relevant knowledge that is compulsory to access the environmental situation of the country and the world (Dispensa & Brulle, 2003).

According to the research carried out by Boykoff & Boykoff (2004) where they collected articles about human contributions to global warming that appeared between 1988 and 2002 in the U.S. prestige press: the New York Times, Washington Post, Los Angeles Times and Wall Street Journal which are in "hard news" form, results showed that the majority of the stories were structured on the journalistic norm of balanced reporting.

To be more particular, it was discovered that 53 percent of the articles gave roughly equal attention to the views that humans contribute to global warming and that climate change is exclusively the result of natural fluctuations. 35 percent highlighted the role of humans which more precisely imitated scientific opinion about global warming. 6 percent stressed doubts about the allegation that human-caused global warming exists, while another 6 percent only included the predominant scientific view that humans are contributing to Earth's temperature increases (Boykoff & Boykoff, 2004).

Narrative Style of Global Warming Coverage

Maintaining public interest in global issues is the main purpose in finding and implementing answers to environmental problems but often the public attention to these global warming issues is challenged by other issues such as politics and economic issues. Additionally, in the United States, public tolerance for discussion on global warming issues often seems to be relatively low. Downs (as cited in McComas & Shanahan, 1999) argues that dramatic media coverage styles may intrigue public attention for a while but public

interest tends to lower when the readers are bored with the same reported issues and therefore the media would shift their focus to new issues (McComas & Shanahan, 1999).

However, McComas and Shanahan (1999) tried to find to determine how the newspapers had constructed stories in a narrative style on global climate change, hence influencing the ups and downs of public attention to global warming. In this case, the press translated issues into meaningful stories where decisions about story lines, actors and themes are crucial, i.e. portrayed issues in the most vivid and affecting manner as far as possible.

“From a narrative viewpoint, the switch in story line and the decrease on newspaper attention combined suggest that a resolution is near: Global climate change was being taken care of, if indeed the condition existed at all, and public attention and concern could move on to other more pressing issues (McComas & Shanahan, 1999).

This indicates that the media coverage on the global warming issues decrease in effect public attention would reduce to the minimum since the public has the perception of not to worry about the issues because the media does not emphasize on the particular matter, in which meaning the problems have been solved.

In addition, several agenda setting studies on global warming (Hester & Gonzenbach, Trumbo, as cited in McComas & Shanahan, 1999) show that press coverage does influence public attention to climate change issues. Moreover, the data collected by McComas and Shanahan (1999) suggest that not only the frequency of the global warming coverage assist to draw public attention to environmental matters, but also the character and form of the coverage.

Public View on Global Warming

In the aspect of public opinion, there were observations which showed strong connections between patterns in media attention to the public knowledge on global warming issues (Nisbet & Myers, 2007). In fact, the connections are so clear that the public's

“discovery” of global warming as a problem is related to the media attentive reporting whereby public would receive information regarding the issues portrayed by the media during certain time frames. In a survey conducted in 1986, only 39 percent of the people admitted that they “heard or read anything about the greenhouse effect” since there is minimal news attention to the issue during the first half of the 1980s.

“However, by September 1988, following record summer heat and a major upswing in media attention, awareness of the issue had spread to 58 percent of the public. As media attention to the issue increased, by the early 1990s, the segment of the public who had heard or read about global warming reached a stable upper limit, as responses varied slightly within the 80 percent range for the next decade, topping 90 percent in 2006 (Nisbet & Myers, 2007).”

These statistics had evidently revealed that the media has always played an important role in increasing the acknowledgement of the public to the global warming issues. It has been twenty years since scientists and journalists has first warned the public about the potential problem of global warming. Only a small quantity of Americans are confident that they have fully understand the complications of global warming, and when they were asked questions which determine their actual knowledge about either the science or the policy involved, the public tends to know very little (Nisbet & Myers, 2007).

Media Construction on Environmental Meanings

The media supplies our consciousness with the people, places and event that we call reality (Stein, as cited in Dispensa & Brulle, 2003). Most of us rely on the media to help make sense of the overflow of facts presented to us, particularly regarding environmental risks, technologies and ideas (Hannigan, as cited in Dispensa & Brulle, 2003).

The role of media in constructing the norms and values in the society and the assigned interest of media controllers might shape the news that is displayed to the public cannot be

overlooked as the media controllers might construct the issues in their preference in which concerns their profit (Dispensa & Brulle, 2003).

Burgess (1990) stated in his article where the media industry contributes in a way that they construct the environmental meanings which are produced and consumed by the public. The argument which particular meanings are encoded in media texts to sustain an idea may be established through case studies of newspaper texts, advertisements, feature films and television documentaries. For instance, the press has operated in the ways whereby the interests of capital and the dominant groups in society influence what meanings are encoded is revealed in a number of studies of different discourses about environmentalism. As illustrated in the 'fragments of myth' (Barthes, as cited in Burgess, 1990), media has a strong influence in encoding a particular reading of events, which revealed ideologies clearly in the tabloid and broadsheet press that has been framed and reported for certain issues.

Lowe and Morrison (as cited in Burgess, 1990), in their research on environmentalism, had examined connections between environmental pressure groups and journalists, pointing out the possibilities for oppositional readings in all environmental impact stories. Whether these sentiments about the nature and heritage which are deeply embedded in the society, are in fact encoded to amplify or mask the critique of capitalism inherent in at least some sections of the environmental movement, depends on the journalists and the editorial context in which they operate. Lowe and Morrison (as cited in Burgess, 1990) had concluded that the media 'have promoted rather than demoralized environmental protest, and will continue to do so as long as the environment is taken to be a politically neutral area relating to the quality of life rather than its organisation'.

According to Wilson (as cited in Gordon, Deines & Havice, 2010), more than half of the public rely on the media as their main source for information regarding global warming, but most people have insufficient knowledge to participate in public policy about the issue.

Therefore, it is crucial to examine the ways in which journalists are presenting global warming issues to the public. Significant researches have focused on the drifts within environmental reporting, especially putting emphasis on the issue of global warming.

Furthermore, the frames used to present global warming stories and the solutions for the matters are analyzed. The span of global warming is international, and the study conducted by Gordon, Deines and Havice (2010) not only provides insight into Mexican journalism but also identifies important errors or strong points of coverage within the United States, especially when merged with prior findings.

Entman (as cited in Gordon et al., 2010) argued that placement or repetition of information or relationship with culturally familiar symbols can amplify salience in a story. Besides that, the omission of certain information also defines frame salience, and receiver's responses are affected by these omissions (Chyi & McCombs, Entman, Sniderman et al., as cited in Gordon et al., 2010). The media often overlook certain perspectives or frames of stories or disregard to present assessments of related events or issues. Consequently, readers must stuff in these holes in news frames with their own prior understandings of the world (known as schemata) or simply opt to take no notice of slits in framing (Entman, as cited in Gordon et al, 2010).

'Journalists should be free of obligation to any interest other than the public's right to know' and they should be 'accountable to their readers, listeners, viewers, and each other'. Clarifying their coverage and inviting dialogue with the public over journalistic conduct are among the ways they can do that. One of the common ethical principles in news reporting is that journalists cannot be both observers and participants in an event on which they are reporting. That is, they cannot have had any influence on the planning, implementation, or outcome of an event and be expected to observe and report objectively on that same event.

Controversy Led to Distrust of Global Warming Reporting

Reporting on science often causes difficulties to the journalists as they need to achieve the objectivity on clarifying and provide reliability on the global issues. Corbett and Durfee (as cited in Fisher, 2007) claimed that the level of balanced standpoint of the journalists regarding the global warming issues is further decreased as the politicians and interest groups in U.S. became the initial sources of the global warming issues, replacing the experts and scientists who actually hold the factual sources based on the research conducted. Media channel plays a major role of persuading the public to focus on particular issues efficiently. It would be worthwhile to study the media coverage pattern as it relates to public acceptance and acknowledgement on the issues. Industries and the citizens should be aware of the media messages on the global warming as the media is supposed to act as surveillance to report on global warming issues (Fisher, 2007).

In global warming coverage, the media have more often than not exaggerated the level of ambiguity about global climate change (Corbett & Durfee, as cited in Tolan & Berzon, 2005). The American media actively create narratives about global warming to sustain public interest in which they chose to frame stories in a certain way and ignoring other scientists or merely informing facts or viewpoints more appealing or confronting than others (Brossard, as cited in Tolan & Berzon, 2005).

For most of the public, knowledge about science comes in vast via mass media but not scientific publications or direct participation in science. Nelkin (as cited in Durfee & Corbett, 2005) implied that the people understand science less through experience or education but through the filter of journalistic contexts.

“Even if someone lives through the hottest summer on record, severe drought, or forest fires, that person still relies on the news media to connect such events to scientific evidence (Durfee & Corbett, 2005).”

This illustrated that a person's opinion and understanding of global warming matters are much shaped by the media, in particular the traditional media. In media coverage of global warming, scientists are the primary sources of the information in global warming narratives, followed by politicians and interest groups (Durfee & Corbett, 2005). Hence, it is crucial that the media coverage on global warming issues is intensified in order to communicate the scientists' views and scientific evidence of the particular issue to the mass.

CHAPTER III

METHODOLOGY

The research methods the researcher used are comparative case study and survey, where comparative case study requires qualitative content analysis, which analysis of the contents whether the texts are fulfilling the requirements or criteria in reporting or representing important issues concerning public benefits, while the survey intend to examine the level of public acknowledgement on the global warming issues. In this research, studying and analyzing the messages on global warming issues portrayed by Sin Chew and NST within the chosen time frame, i.e. January 2010 to May 2010 would help to determine which type of media coverage style is commonly used by Sin Chew and NST. On the other hand, analyzing the answers of the respondents on the questionnaire based on the styles of reporting that help to examine which one is able to attract them to read the news articles attached with the questionnaire. This research uses judgmental sampling where news articles that consist of global warming issues in terms of climate changes and carbon footage caused by human activities that cause the incidents of natural disasters to happen are chosen to be studied and analyzed for answering the first and second research questions. Alternatively, convenience sampling is applied in the survey where 50 respondents who are literate in both Chinese and English are selected to answer the questionnaire.

Research Method

Comparative case study. Case studies stress on in-depth contextual analysis of a limited number of events or situations and their relationships. In other words, a case study is based on a detailed investigation of multiple individuals, groups and events. Researchers have applied the case study research method for a long time in several disciplines, especially social scientists have used this qualitative research method frequently to study on existing real-life

circumstances and offer the foundation for the relevance of concepts and expansion of methods.

Researcher Robert K. Yin characterizes the case study research method as an empirical investigation that examine a current phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used (Yin, as cited in Soy, 1997).

In this research, comparative case study can be conducted to find out what type of media coverage style which both Sin Chew and NST generally use to portray global warming issues, thus the empirical investigation which is finding out the frequency of reporting of global warming issues on both Sin Chew and NST whether in hard news or features that determine the relationship between the frequency on the respective newspapers in hard news or features section and the effectiveness of media coverage style on increasing the level of awareness of the public regarding the global warming issues.

Content analysis. Qualitative research method mainly relies on the analysis of verbal or nonverbal communications that indicate on human's daily life. This research method is widely used in social science research for the method is applicable on analyzing texts and messages in human communications which is a part of everyday life. In addition, this type of research approaches require a relatively small samples compare to quantitative research methods which eliminates the generalization of the results and narrow down the research scope. Its limitations need to be recognized as to find the correct way to interpret the data collected.

The researcher intends to examine the causal connection between the frequency on the respective newspapers in hard news or features section and the effectiveness of media coverage style on increasing the level of awareness of the public regarding the global warming issues by analyzing the contents of the reporting of global warming issues in both

Sin Chew and NST where both are prominent daily newspapers that communicate to the public everyday about anything that concerns the citizens' daily life. Therefore, content analysis is chosen to apply in the research in which the researcher collected a reasonably small span of samples to interpret the data collected as to find out which type of coverage style both media exercise to raise the level of awareness of public regarding global warming issues.

Survey. Survey research is a type of quantitative research in which the researcher selects a sample of respondents from a population and distributes a uniform questionnaire to them. The researcher purposes to

Sampling

Judgemental Sampling. Judgemental sampling is a form of non-probability sampling where a researcher selects a sample from a population on the basis of his or her judgments, rather than by using statistical sampling techniques. This kind of sampling technique is also known as purposive sampling and authoritative sampling.

Judgemental sampling is often used in case studies where the researchers of the field can select a more representative sample that can bring more precise results than by using other sampling techniques. The process involves choosing individuals from the population intentionally based on the researcher's knowledge and judgment.

However, there are downsides of judgemental sampling which with the authority and in the sampling process; both of which concerns to the reliability and the bias that come with the sampling technique.

The judgemental sampling process is usually biased since no randomisation was used in acquiring the sample. In other words, the members of the population did not have equal probability of being chosen. This would lead to the misrepresentation of the entire population which will then limit generalisations of the results of the study.

Convenient sampling. Convenient sampling is another type of non-probability sampling which implies that the sample being drawn from a part of the population which is within the researcher's reach. The process may be carried out through meeting the person or including a person in the sample when one meets them or chosen by finding them via technological means such as the internet or through phone because it is easily available and convenient for the researcher. Such sampling method cannot be generalized for it cannot represent the entire population. In this case, the researcher applies this sampling method as the survey is conducted in a limited time and the sample articles which are chosen by the researcher is based on the previous findings about the news articles which portrayed global warming issues.

Scope of study. For the research samples, I would choose Sin Chew and NST news articles starting from January 2010 to May 2010 because over 260,000 fatalities were caused by natural disasters and catastrophes in this particular period. Earthquakes, volcanoes, mud slides, flooding, tropical storm cyclones, cave-ins, heat waves and forest fires struck worldwide. Scientists and disaster experts said that what prompt these natural disasters to happen is due to Earth's climate change, thanks to man-made global warming that led to extreme weather. Hence, the media might intensify their environmental reporting that would trigger the public to minimize human activities that lead to global warming. This research uses judgmental sampling where news articles that consists of global warming issues and all the issues which related to 全球暖化 (global warming) and 气候变化 (climate change) are collected for data.

Procedures of Data Collection

In general, the steps which are listed in sequences need not to be followed in the order given as the stages of analysis can be reconsidered in case the results does not fit to answer

the research questions properly. Nevertheless, the following steps can be regarded as a rough outline.

Firstly, select samples to be analyzed. The news articles in the specific period of January 2010 to May 2010 that use lexicons which related to global warming (全球暖化), climate change (气候变化) and temperature rising (气温上升) would be chosen in this research.

Next, code the contents accordingly to the categories constructed whereby defining category boundaries with maximum details. In this research, there are two categories; hard news and features. Hard news are being defined as news reports which requires immediacy, where the incident is reported on the day it happens. Meanwhile, features are defined as stories which focus more on a particular angle which is human interest outcomes.

Then, the placement of the particular news articles and the layouts, headlines as well as leads used in the news are analyzed and interpreted into the two categories; hard news types which are straight to the point of the account and soft news types which are more light-hearted.

After that, the content of reports and lexicons used in the reports are analyzed to reveal whether they are written in informative or narrative manner. The term “lexicons” refers to the words or phrases used in an article to clarify or express ideas and thoughts. Informative or narrative manner in the articles is determined by how the press put the statements of important key players in the global warming issues in the articles. The important key players such as the politicians, scientists or professionals, Non Government Organizations (NGOs) and interest groups would play a major role in disseminating global warming issues efficiently as they are viewed as prominent figures which have great influence on the public. Therefore, the articles that provide the statements of these public figures may be viewed as hard news in the way that the articles written in an informative manner which concern the representation of the people.

Moreover, the researcher would find out the coverage style of most articles in Sin Chew and NST as to develop a concept in which agenda setting is used to frame the global warming issues in narrative way for carrying out the messages to the public and create alertness in the society. However, the coverage style used in both Sin Chew and NST may be biased towards the United States' context as most scientific research are conducted in United States and United States' people carries the most weight in raising the global warming issues.

Finally, the researcher would determine the type of reporting style that is more efficient to increase the level of public acknowledgement on global warming issues by means of analyzing the feedback of 50 survey respondents which based on different types of four newspaper articles according to the categories aforementioned.

CHAPTER IV

FINDINGS & ANALYSIS

After collecting relevant data from both the printed newspaper of Sin Chew and NST in the time frame from January 2010 to May 2010 which contain the lexicons that related to “全球暖化 (global warming)” and “气候变化 (climate change)”, the number of articles the researcher has so far discovered are 60 articles and 18 articles on Sin Chew and NST respectively. A total of 79 articles with the words “全球暖化 (global warming)” and “气候变化 (climate change)” appeared in both Sin Chew and NST from the selected period.

Table 1

Number of articles containing lexicons that related to “全球暖化 (global warming)” and “气候变化 (climate change) in Sin Chew and NST from January 2010 to May 2010

Month (2010)	Sin Chew	NST
Jan	17	8
Feb	1	1
March	19	4
April	22	4
May	2	1
Total	61	18

The researcher had categorized the articles for the ease of conducting the analysis according to the following aspects:

Types of Reporting Style

There are two types of reporting style used by Sin Chew and NST, i.e. hard news and features. Hard news are being defined as news reports which requires immediacy, where the incident is reported on the day it happens. Also, hard news is reported in factual manner

where the media only write based wholly on the information they gained. The structure of a hard news article is often constructed to an inverted triangle with the most important details at the top of the article, while the least important information placed at the end of the article. Each paragraph is mostly independent and not written in chronological order.

Meanwhile, features are defined as stories which focus more on a particular angle that is human interest outcomes, and commonly reported in narrative approach, where the media would write in story-telling style. In other words, feature articles are informative, entertaining, or persuasive; or they just satisfy the readers' curiosity about a certain topic. A feature article provides more information, offer opinions, or merely present a personal or humorous perspective regarding an important issue. Unlike news reports which can quickly go out of date, feature articles have a more general focus and do not go out of date after a few days. The reasoning on the argument is that features usually go beyond the facts on the surface, whereas the author adds color, detail, background and personal comment in the articles, and these elements have made the features to be relevant regardless of time.

Table 2

Types of reporting style in Sin Chew and NST from January 2010 to May 2010

Types of reporting style	Month (2010)	Sin Chew	NST	Total
Hard News	Jan	9	7	16
	Feb	1	1	2
	Mar	6	3	9
	Apr	3	4	7
	May	-	1	1
	Total	19	16	35
	Features	Jan	8	1
Feb		-	-	-
Mar		13	1	13
Apr		19	-	19
May		2	-	2
Total		42	2	44

Placement of the News Articles

Placement of the articles refers to which section the particular articles are placed, whether in nation and international section which are mostly at the front sheets or lifestyle and social news section which is normally buried in the pull-outs of the newspapers.

Placement of the news articles determine the importance of the respective news articles in the mind of the editorial board of the particular newspapers in which would trigger the circulation and readership of the newspaper if there are more newsworthy and interesting news published in the newspaper, hence increasing profits for the news agency.

Table 3

Placement of news article according to section in Sin Chew and NST from January 2010 to May 2010

Placement of news article (section)	Month (2010)	Sin Chew	NST
Nation / International (Prime News/ Nation/ World/ News Focus/ ASEAN/ International/ ANN)	Jan	9	7
	Feb	1	1
	Mar	6	3
	Apr	3	4
	May	-	1
Social / Community (Life & Times [Science]/ Sin Chew Plus)	Jan	8	1
	Feb	-	-
	Mar	13	1
	Apr	19	-
	May	2	-

In addition, whether the news article is on the left pages or right pages might be a key factor in influencing the readers' awareness of the issues portrayed in the news reporting, as most people tend to notice the right pages of the newspaper rather than the left pages. The argument is the left half of hemispheres of human brain controls language, logic, and linear thinking; and each hemisphere controls the opposite side of the body, hence it is believed that human brain is prone to look at the right side of a frame first. It is important to note that some of the articles may be continued to the next page, so people might have to look at the left page then only continue to the right page of the newspaper.

Table 4

Placement of news article according to page alignment in Sin Chew and NST from January 2010 to May 2010

Placement of news article (Page alignment)	Sin Chew	NST
Left page	30	11
Right page	36	7

Layout of the News Articles

Layout of news articles might as well indicates the significance of the respective news articles, whereby it is arranged on the upper, centre or lower part and left side or right side of one newspaper page. The font size of the headlines of the news articles also play significant role in triggering the readers' notice on the news articles. Another element of the article layout, which is being published in horizontal or vertical, also play important role in grabbing the readers' attention. The articles which are displayed in a horizontal way carry much weight in the readers' eye since the contexts of the news articles are divided into two or three columns; while the vertical layout of the news articles are viewed as a lengthy and disperse the readers' interest to continue reading the particular articles.

Table 5

Layout of news articles in Sin Chew and NST from January 2010 to May 2010

Layout of news article	Sin Chew	NST
Upper left	1	-
Upper centre	2	-
Upper right	3	4
Centre left	4	1
Centre right	1	-
Lower left	2	2
Lower centre	-	1
Lower right	4	2
Upper horizontal	2	1
Lower horizontal	-	1
Lower vertical centre	2	-
Vertical left (in one column)	1	-
Vertical right (in one column)	-	3
Full page	39	3
Total	61	18

Moreover, visual aids are also used to attract attention from the readers to look into the details of the news or feature stories to know what is happening, so nut graphs, factboxes, pictures, charts, graphs etc. are used to enhance the news articles in order to provide clearer information to the readers.

Headlines

A headline is written at the top of a newspaper article, highlighting the nature of the article. The headline grabs the readers' attention and associates well to the subject. Headlines in the news articles are classified in two types, i.e. hard news and feature story, where the headlines used in hard news are mostly short and straight to the point in conveying the brief idea of the contents of news articles; whereas the headlines of feature story would be longer and might as well using catchy or creative phrases in the context. In addition, headline of a feature story is usually exaggerating in order to attract the readers' interest to read the particular story.

Table 6

Types of headlines in Sin Chew and NST from Jan 2010 to May 2010

Types of headlines	Month (2010)	Sin Chew	NST
Hard news	Jan	9	7
	Feb	1	1
	Mar	6	3
	Apr	3	4
	May	-	1
Features	Jan	8	1
	Feb	-	-
	Mar	13	1
	Apr	19	-
	May	2	-

Table 7

Examples of hard news headlines in Sin Chew from January 2010 to May 2010

	Headlines	Date and Page
S I N C H E W	专家：暴雪数十年罕见 气候暖化诱发极端天气 (Experts: Blizzard rarely seen for decades Climate warming inducing extreme weather)	January 5, 2010, p.20)
	过去 10 年平均气温升 0.48 度 澳洲今年料更热 (Average temperature increased by 0.48 degrees over the past 10 years Australia predict to be warmer this year)	January 6, 2010, p.25
	贵州旱灾民众等派食水 (GuiZhou drought victims waiting water allocation)	February 25, 2010, p.26
	洪水 干旱 高温 雨雪 全球极端天气加剧 (Flood drought high temperature snow rain Global extreme weather intensified)	March 10, 2010, p.27
	秘鲁冰川崩掀 “湖啸” 23 公尺巨浪毁食水厂 4 人失踪 (Peru's glacier collapse cause “lake tsunami” 23 metre monstrous wave damaged drinking water plant 4 people missing)	April 14, 2010, p.26
N S T	Scientists push ‘Doomsday Clock’ back a minute	January 16, 2010, p.21
	UN to recheck climate claims	January 25, 2010, p.28
	Scientists: Climate change still relevant	February 21, 2010, p.39
	Aussie science body claims Earth is hotter	March 16, 2010, p.32
	Nations agree to more talks on climate	April 13, 2010, p.30

Table 8

Examples of the feature headlines in Sin Chew Plus and NST Life & Times from January 2010 to May 2010

	Headlines	Date and Page
SIN CHEW PLUS	谁把地球吃掉了？ 超过 70%的热带雨林遭砍伐是为了生产肉品 (Who has eaten the Earth? More than 70% of tropical forest logged to produce meat)	January 1, 2010, p.2
	当她丧失免疫力…… 大家都怕她打个喷嚏！ (When she has lost immunity…… Everyone is afraid she would sneeze!)	March 28, 2010, p.4
	醒醒吧，地球在喊救命了！ (Wake up, Earth is calling for help!)	March 29, 2010, p.8 & 9
	步步逼近，先是扰乱渔业…… (Approaching step by step, disrupt fisheries firstly……)	April 5, 2010, p.8
	居安不思危，灾祸还会远吗？ (Living at ease and not thinking of crisis, would disasters be far?)	April 7, 2010, p.8 & 9
	吃素，真的能救地球吗？ (Vegetarianism, really able to save the Earth?)	April 25, 2010, p.8 & 9
NST LIFE & TIMES	Threatened by global warming	January 10, 2010, p.45)
	Mankind in hot soup	March 12, 2010, p.12

Leads

The main objective of lead sentence(s) is to capture the readers' attention and recap the focus of the story. The lead also creates the issue, decides the tone and directs the readers into the news article.

In a hard news, the lead paragraph(s) tell the most important facts and answers the question of 5W1H (who, what, where, when, why, and how), which often referred as a

summary lead. In a feature story, the journalists may choose to open in any number of ways, such as an anecdote, a startling statement, a generalization, pure information, a description, a quote or a question. In fact, the lead of a feature story is somewhat literary, like how a novel would begin to draw readers' attention rather than summarizing the whole story compare to hard news leads.

Table 9

Types of leads in Sin Chew and NST from January 2010 to May 2010

Types of leads	Sin Chew	NST
Hard news	19	16
Feature story	42	2
Total	61	18

Table 10

Examples of hard news type leads for Sin Chew and NST from January 2010 to May 2010

	Leads	Date and page
S I N C H E W	<p>联合国宣布 2010 年是世界生物多样性年，但受气候暖化影响，加上栖息地减少和偷猎活动，不少动物的生态大受威胁。</p> <p>(United Nation declared year 2010 would be World Biodiversity Year, however due to climate warming effect, coupled with habitat loss and poaching activities, the ecology of many animals are severely threatened.)</p>	<p>January 1, 2010, p.34</p>
W	<p>正当世界各国正在伤脑筋要如何应对地球暖化问题之际，有科学家警告，全球气候暖化已经停止，并开始“冷化”，人类防暖化之前可能得先防寒冬！</p> <p>(While the countries in the world are nerve-racking on how to deal with the problem of global warming, some scientists have warned that global warming had stopped and the Earth starts to “cooling”, human would need to fight the cold winter first before fighting global warming!)</p>	<p>January 12, 2010, p.24</p>

	Leads	Date and page
	<p>气候暖化对中国的影响严重，过去百年地表温度平均上升了摄氏 1.1 度，比全球平均水平还高。中国近 20 多年频繁出现暖冬，加上全球气候变化，出现热浪、干旱、暴雪等极端天气的机率增加。</p> <p>(Global warming had great impact on China, for the past century Earth surface temperature has risen up 1.1°C in average, which is higher than the global average. China has frequently experienced warm winter in recent 20 years, in addition to global climate change, thus increasing the probability of heat waves, droughts, blizzards and other extreme weather.)</p>	February 25, 2010, p.26
S I N C H E W	<p>东南亚的干旱也严重影响稻米生产，湄公河流域的泰国及越南稻米产量占全球稻米贸易量近 40%，全球第二大稻米生产国的越南自去年 9 月以来降雨量大减，估计水稻产量至少减少三分之一，泰国则至少有 2 万公顷农田干旱、640 万农村居民缺水。</p> <p>(The drought has seriously affected the Southeast Asian rice production; Thailand Mekong River and Vietnam's rice production accounts for nearly 40% of global rice trade; the world's second largest rice producer of Vietnam rainfall has been greatly reduced since last September and the rice yield is estimated to reduce at least one-third, while Thailand has at least 2 million hectares of farmland in arid and 640 million rural residents lack of water.)</p>	March 28, 2010, p.31
	<p>美国《新闻周刊》日前公布了因地球变暖而可能将从地球上消失或因地形出现大变化而只能留在人类记忆中的 100 处名胜景区，其中包括北京。</p> <p>(American Newsweek recently announced 100 scenic spots, including</p>	April 15, 2010, p.31

	Leads	Date and page
	Beijing, might disappear from the earth due to global warming or major changes in the terrain in which cause these spots to be only remained in people's memory.)	
N	China has reiterated a goal of slowing the rise of its greenhouse gases by 2020 as part of pledges due today under a "Copenhagen Accord" for combating climate change, an official letter showed on Friday.	January 31, 2010, p.35
S	Rising sea levels and death of corals from warmer waters may cause food sources for coastal communities in the Coral Triangle region, of which Sabah's east and north coasts are part of, to halve in 40 years.	April 12, 2010, p.26
T	The construction of a coal-fired power plant in Sabah will not affect Malaysia's pledge to reduce carbon emission.	May 26, 2010, p.22

Table 11

Examples of features type leads in Sin Chew Plus and NST Life & Times from January 2010 to May 2010

	Leads	Date and Page
SIN CHEW PLUS	<p>北极冰层真的会融化？海水真的会淹没海岸和岛屿？农田会化为荒漠？物种会大量灭绝？ (Arctic ice would really melt? Sea water would really flood the coast and islands? Farmland would be turned into desert? Species would be extinct massively?)</p>	January 1, 2010, p.2
	<p>全球气候正在变暖，这已是不争的事实。根据有关资料，过去 100 年，全球平均地表温度升高了约摄氏 0.74 度。那么未来的 100 年，全球气候又会升温多少呢？如果科学家预估的没错，那么到 21 世纪末，这个增幅最小可能为摄氏 1.1 度，最大可能达到摄氏 6.4 度。 (Global climate is warming, this is an indisputable fact. Based on the data, global average surface temperature has increased by about 0.74 °C over the past 100 years. Then, how much would the global climate heat up for the next 100 years? If scientists estimate it right, then, in the end of 21st century, the smallest increase would possibly be 1.1 °C, while the highest would possibly reach 6.4 °C.)</p>	January 6, 2010, p.5
	<p>年轻工程师符家民，去年尾开始持素。就在今年的第一天，他读过副刊〈吃素救地球〉专题后，给他持素的信念打了支强心剂。他把想法告诉几位朋友，他们决定扩大行动范围。 (A young engineer Fu Jia Min since the end of last year had started to maintain a vegetarian diet. On the first day of the year, a powerful motivation has been injected to his belief in maintaining a vegetarian diet after he has read the supplement 〈Vegetarianism save the earth〉 special reporting. He told his idea to several friends of his and they decided to expand the scope of action.)</p>	April 13, 2010, p.15

	Leads	Date and Page
SIN CHEW PLUS	吃素能减少二氧化碳排放，平均每人一天不吃肉可以减碳 4.1 公斤，相当于汽车跑 16.4 公里的排碳量；平均吃全素所耗费的资源是肉食者的 5%，即 20 位素食者等于 1 位肉食者。 (Vegetarian diet can reduce carbon dioxide emissions, each person does not eat meat a day in average can cut carbon emission 4.1 kg, equivalent to 16.4 km of running vehicle carbon emissions; in average the resources a vegan spent is equal to 5% of a meat eater, which means 20 vegetarian equivalent to one meat-eater.)	April 25, 2010, p.10
NST Life & Times	Climate scientists hit back at sceptics yesterday with a new study which concluded the evidence for man-made global warming was “stronger than ever”.	March 12, 2010, p.12

Lexicons Used to Portray Global Warming Issues

The contents and lexicons of the news articles are divided into two styles: serious nature and narrative approach, where serious tone refers to the manner of the reporting in putting strong statements of important key players such as prominent politicians, NGOs and scientists to warn the public on global warming issues; while narrative approach is to create a dramatic story based on human interest at the same time adding some public figures to inform the public and urge the public to act on the issues, and the whole article is focusing on nothing but global warming issues.

Table 12

Examples of different types of lexicons appeared in Sin Chew and NST

Type of lexicons	Sin Chew	NST
Informative	<ul style="list-style-type: none"> - 联合国宣布(United Nation declared) - 中国气象专家警告(China climate experts warned) - 紧急状态(emergency) - 影响严重(seriously affected) - 中国国家主席强调(China president emphasized) - 遭受暴风雪袭击(attacked by blizzards) - 旱情告急(drought emergency) - 极端气候事件加剧(extreme weather intensified) - 死亡率最严重(most severe mortality) - 消失可能性高(high probability of disappearing) - 迅速的沙漠化(rapid desertification) 	<ul style="list-style-type: none"> - Prime Minister had pledged - A key challenge was determining future demand - Global warming is more of a threat - Highlighted by Prime Minister - Keynote address - Malaysia had commissioned a study - Claim that global warming is linked to worsening nature disasters - Blamed the US and other industrialised nations for climate change - Scandal rocked the world of climate science
Narrative	<ul style="list-style-type: none"> - 为避免台湾人成为气候难民 (to prevent the people of Taiwan to become climate refugees) - 不要留烂摊子给下一代(do not leave the mess to the next generation) - 好莱坞式的马雅历 2012 年世界末日，也许并不会即刻上演(Hollywood movie “the end of the world” in Mayan calendar 2012 may not played immediately) 	<ul style="list-style-type: none"> - Say there is an “increasingly remote possibility” - The studies used computer model to see - Likely to suffer badly

Type of lexicons	Sin Chew	NST
Narrative	<ul style="list-style-type: none"> - 改善我们这艘“地球船”的其他危机 (improve other crises of our "Earth Ship") - 地球因为工业废气导致呼吸失调 (Earth having respiratory disorders because of industrial emissions) - 以为关灯是爱地球的伟大情操(think switching off lights is a great sentiment from the love of Earth) - 两条路代表着人类在全球变暖的问题上的两种截然不同的态度(two way represent human's two very different attitudes towards problems of global warming) - 联合国的报告却为人类申冤(The UN report yet redress the injustice for mankind) - 以免生灵涂炭的最基本爱心行动 (the most basic love action to avoid being plunged into an abyss of misery) - 电影中所发生的灾难其实是可能发生的场景(the disasters in the movie in fact a scene may occur) - 畜牧业对地球暖化的“贡献” (Husbandry's "contribution" on global warming) 	

Level of Public Acknowledgement

After finished analyzing the news articles, the researcher had proceeded to conduct a survey using convenience sample consists of 50 respondents to indicate the effectiveness of newspaper reporting style in increasing the level of public acknowledgement on global warming issues.

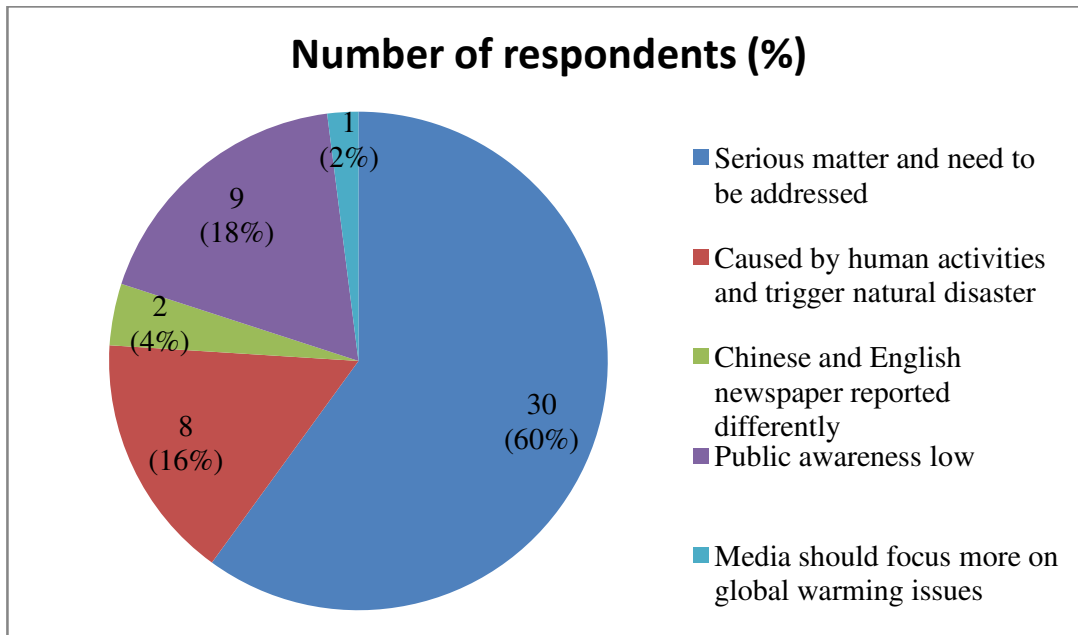


Figure I. Number of respondents about opinions on the news reporting of global warming issues.

From the survey conducted, the researcher found out that it shows that the number of the respondents who thought that global warming issues are serious matter and need to be addressed by the public and governments as soon as possible after reading the articles is 60% (30 respondents). There are also 8 respondents (16%) who feel that global warming issues are caused by human activities and would lead to the continuous happenings of natural disasters. 2 respondents (4%) realized that the Chinese newspaper and the English newspaper reported the global warming issues differently. Meanwhile, 9 of them (18%) recognised that the public awareness of global warming issues is still not high even if the media have frequently reported on the global warming issues. In fact, 1 respondent (2%) had implied that the media

should focus more on the reporting of global warming issues and provide more information on the solutions to the problems (Refer to .

Table 13

Numbers of respondents on the aspects of the reporting about global warming issues

Aspects	Number of respondents			
	Article A	Article B	Article C	Article D
1) More convincing in reporting of global warming issues	14	28	5	13
2) The article is hard to understand (too many scientific terms used)	13	7	18	12

In addition, 28% of the respondents are more convinced in the reporting of global warming issues after reading Article A. Article B would be more convincing in the eyes of 56% of respondents. In contrast, Article C would be less convincing as only 5 respondents are convinced to the reporting of global warming after reading Article C, while 26% of the respondents chose Article D to be convinced in the reporting of global warming issues (see Appendix A, p.52).

Apart from this, 13 respondents found that Article A is hard to understand due to many scientific terms used in the article, while 14% realized that Article B is hard to understand. The percentages of the respondents finding Article C and Article D are hard to understand are 36% and 24% respectively. The main reason for the significant differences among the four articles is the words used in the reporting of global warming whereby Article A and Article B are written in a more straightforward way compare to Article C and Article D which involve substantial scientific terms in the global warming coverage.

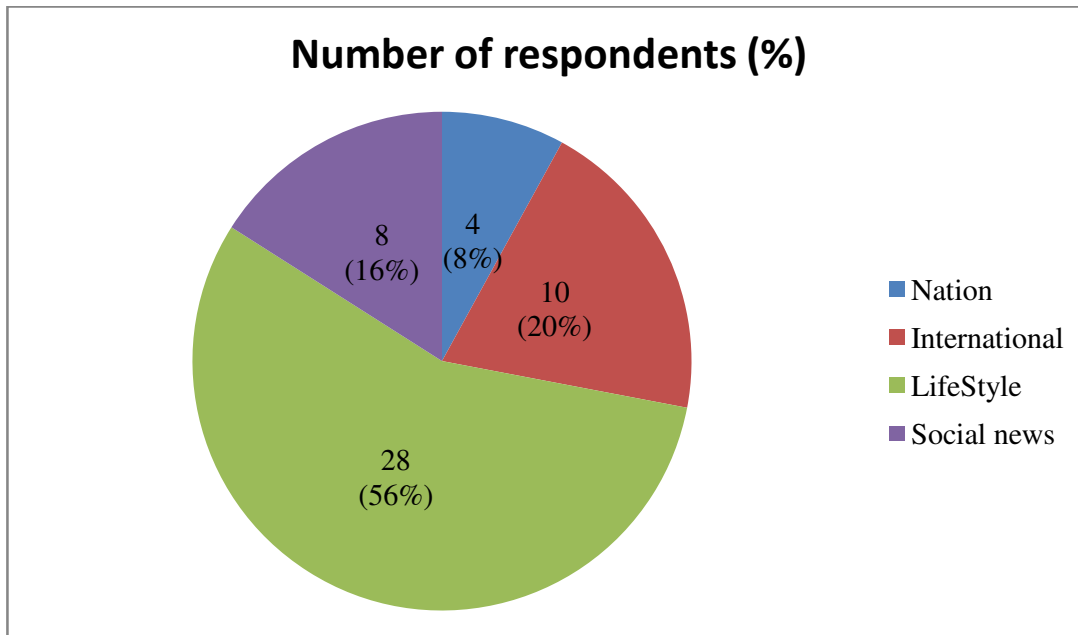


Figure II. Number of respondents on the usual placement of reporting on global warming according to newspaper section.

When it comes to the question of where the respondents can usually find the articles on global warming, only 4 respondents indicated that they can read about global warming reporting in the nation section, whereas 20% stated that they would come across news articles about global warming issues in the international section. However, there are 28 respondents replied that the articles on global warming are often found in the lifestyle section and 8 respondents implied that the reporting of global warming would appear in the social news section.

Table 14

Number of respondents on the aspects of the reporting style that attract them to the news on global warming

Aspects		Number of respondents			
		Article A	Article B	Article C	Article D
Article Layout	Visual aids (Photos, graphs)	15	40	14	25
	Design (Horizontal or vertical)	16	25	13	13
	Font size	5	8	2	4
	Page Alignment (Left or right side of the newspaper page)	24	8	17	4
Headlines		28	38	14	34
Lead (first paragraph)		19	37	16	27
Words used in the article		14	40	13	26

Article layout plays important role of attracting the readers to read the news reporting in detail as illustrated by the responds from the survey conducted. It showed that visual aids such as the photos of Article B and Article D which are feature stories attract the readers more as they consist of 40 and 25 respondents respectively compare to hard news like Article A and Article C. In addition, the design of the news article whether the articles are published horizontally or vertically is relatively important as 25 and 13 respondents showed their interest in Article B and Article D. Nevertheless, the font size of the news articles has slight significance on the readers' interest in the news articles as merely 8 respondents considered the font size of Article B as part of the attraction of the particular article. Furthermore, page alignment which indicated the placement of the articles at the left or right side of the newspaper page is also important since Article A and Article C that are being placed at the right side of the newspaper page caught 24 and 17 respondents' eye to read the article.

On the other hand, headlines clearly play a major key role in attracting the readers to the particular articles. It is shown that 38 and 34 respondents are fascinated by the headlines of Article B and Article D respectively, as Article B and Article D have more creative headlines compare to Article A and Article C, which comprise of 28 and 14 respondents correspondingly.

Moreover, leads carry significant influence on catching the attention of the readers especially the leads are indicating the contents and the flow of the whole article to persuade the readers to continue reading the details. As far as concerned, Article B and Article D managed to draw 37 and 27 respondents' attention to the articles respectively, while Article A consists of 19 respondents and Article C consists of 16 respondents.

Besides that, words used in the articles would be determining the number of readers in which the words are narrative or informative to the readers. As most of us enjoy stories and repel factual or academic articles, Article B and Article D apparently had attracted the readers' interest to read the article in details, for Article B consists of 40 respondents and Article D scores 26 respondents. In fact, 14 respondents indicated that they were attracted by the words used by Article A and 13 respondents by Article C, in which both are factual articles.

Table 15

Numbers of respondents on the aspects of concern about global warming issues

Aspects	Number of respondents
The articles	15
Testimonies of the correlated individuals	17
Solutions to the problem faced	41
Action of the government	14

The global warming issues which tend to concern the readers are crucial to increase the public acknowledgement of the respective problem. 15 respondents reflected that the articles published to inform the public about global warming issues are their main concern when they are reading the news articles, whereas 17 respondents considered testimonies of the correlated individuals such as the victims of the consequences of global warming as well as natural disasters, politicians and scientists to be fairly important. Besides that, 41 respondents expressed their concern on the solutions to the problem faced after reading the news articles regarding global warming issues. Lastly, 14 respondents showed their concern on the action of the government to tackle global warming issues since the government is competent to encourage the public to fight against global warming via media and campaigns.

CHAPTER V

DISCUSSION & CONCLUSION

Maintaining public interest on global warming issues is crucial to search for the best solutions to overcome the impacts which brought by global warming, i.e. the natural disasters that scientists claimed to be linked to the global warming and climate change. Nevertheless, global warming issues are often being neglected since people in Malaysia has a relatively low awareness regarding how global warming issues would affect our daily life greatly and most people are likely to be paying more attention on national and international politics compare to social and community subjects.

This trend has been influencing the coverage of the media on global warming issues whereby there are certain time period when the media chose to cover global warming issues intensively or just simply ignore the fact that global warming issues are more of an urgent matter than politics where global warming issues would be bring catastrophes to humankind in whole whereas politics might only be a concern to specific nations.

Hard News Style in Media Coverage of Global Warming Issues

The research discovered that NST is most likely to create the sensation of the public through hard news type of coverage on global warming issues whereby the sources of news are mainly from foreign news agency (refer to Table 1). Meanwhile, Sin Chew also had frequently using the hard news type of coverage on global warming issues in which most of the reporting are related to the natural disasters happened at foreign countries such as China, Southeast Asia countries and western countries.

Table 16

News sources of NST hard news article on global warming

News Source	Frequency of articles
AFP	2
AP	1
NST	5
Reuters	7
Unknown	2

As the hard news is mostly international news, the Malaysians would less likely to notice the news articles since it does not concern their local life and correspond to their situation in Malaysia. Thus, the research argued that hard news would not bring much impact on raising the level of public acknowledgement in general.

Narrative style in media coverage of global warming issues

It is said that people would likely to be attracted to the global warming issues and remembering the facts portrayed in the news articles if the issues is covered with dramatic expressions and sensational exaggerations in which such appeal would trigger people's greatest sentiment on global warming issues and thus obtaining public interest. For the traditional media, translating issues into meaningful stories including story lines, actors and themes contributes to the establishment and continuation of values and values systems which are tightly linked with beliefs, attitudes and behaviours towards the issues. Hence, narrative style which Sin Chew commonly used in its representation of global warming issues is likely to promote a relatively high public acknowledgement of the respective issues.

Moreover, the presentation of implied danger from global warming may lose its audience appeal if the media coverage continues to threaten people. In order to maintain

public attention on the global warming issues, the presentation of danger will decrease and to be replaced by other narrative devices such as offering a complication to the story. Other studies have found out that media coverage of conflict and controversy often corresponds to high issue salience among audiences.

Hence, the narrative style portrayed in most Sin Chew and NST news coverage on global warming has applied both devices that are to highlight the threats of global warming and also offering conflict and controversy among the scientists. For instance, “climate scientists hit back at sceptics yesterday with a new study which concluded the evidence for man-made global warming was ‘stronger than ever’ ” (NST Life and Times, March 12, 2010, p.12) had offered controversy among scientists which would attract the people to pay more attention to the details, thus giving prominence to global warming issues.

Another example of narrative device which highlighting the threats of global warming:

去年莫拉克台风引发八八水灾重创台湾，台湾四面环海，若全球暖化，海平面上升，台湾人真的没地方逃，他们现在拥有的一切，都将化为乌有。(Last year Morakot typhoon had triggered a flood which hit Taiwan severely, for Taiwan is surrounded by the sea, if the global is warming and sea level rise, the people of Taiwan really have no place to escape, what they all now have will come to naught.) (Sin Chew Plus, March 3, 2010, p.2).

Therefore, the researcher concluded that Sin Chew had chosen to use narrative style of reporting to cover global warming issues as the editor board felt that narrative devices are the best means to maintain public awareness and acknowledgement regarding the global warming issues.

On the other hand, NST is less likely to pay attention on coverage of global warming issues as it mainly use hard news style in portraying global warming issues and hard news

type of reporting is mostly not prominent in the public mind. The reason behind is that hard news are immediate and timeliness to the particular day it was published, and hard news are frequently being updated from time to time in which the factual details could not withstand the time where the facts could not remain long in people's memories unless they are being forced to memorize.

Thus, the hypothesis that Sin Chew would be covering the global warming issues more in feature reporting style and NST would less likely to cover global warming issues in features compare to Sin Chew had proven to be true.

Effective Method in Increasing the Level of Public Acknowledgement

From a narrative standpoint, newspaper coverage had set up an atmosphere whereby global warming is a forthcoming disaster which raised expectations of danger and disaster obviously would not happen in short term. Over long term, such predictions may discourage public attention to the issues, because the people still have not experienced the terror of global warming brought to the Earth life forms, and they might neglect the importance of practicing relevant measures to slow global warming.

Alas, stories that emphasize consequences and danger which are uncertain and inaccurate in scientific models have generated scepticism and cynicism from the public to acknowledge the threat of global warming to the future, regardless of their urgency. Thus, the media would have to switch the narrative devices alternatively as press coverage has proven to be influencing public attention deeply to global warming issues. In addition, it is suggested that not only the frequency of coverage help to draw public attention to global warming issues but also the characteristic and form of the respective coverage.

Clearly, further emphasis to the narrative and dramatic mechanisms of media coverage of global warming issues can result in better understanding of public

acknowledgement and thus urging the people to take drastic action to counteract global warming.

As one of the lead has illustrated the aforementioned result which stated in Sin Chew:
年轻工程师符家民，去年尾开始持素。就在今年的第一天，他读过副刊〈吃素救地球〉
专题后，给他持素的信念打了支强心剂。他把想法告诉几位朋友，他们决定扩大行动
范围。

(A young engineer Fu Jia Min since the end of last year had started to maintain a vegetarian diet. On the first day of the year, a powerful motivation has been injected to his belief in maintaining a vegetarian diet after he has read the supplement 〈Vegetarianism save the earth〉 special reporting. He told his idea to several friends of his and they decided to expand the scope of action.)

(Sin Chew Plus, April 13, 2010, p.15)

This clearly showed that the narrative style had fulfill the purpose of raising the level of public acknowledgement and prove the hypothesis in which stated that narrative style of reporting tends to generate greater interest among the people and provide a clearer impression in public's mind regarding the global warming issues.

Conclusion

The findings and analysis prove the hypothesis of Sin Chew to be portraying global warming issues in narrative or feature reporting style. Sin Chew had realized the fact that narrative style of coverage would be more efficient in alerting the public for taking preventative actions against global warming.

It is shown that features are more likely in provoking the public acknowledgement of the issues for the features would be focusing on one specific issue and a storyline that is narrative is more capable in stirring up people's feeling and resonating with the issues faced by the characters in the feature stories.

Consequently, it is concluded that Sin Chew had successfully increased the level of public acknowledgement of the global warming issues compared to NST which does not cover much of global warming issues in features. Evidently, the coverage of global warming issues should pay more attention to the narrative style of reporting as to save the Earth and humankind from destruction initiated by man-made global warming.

Limitation of Study

However, the results in this study cannot be generalized as they do not represent the whole Malaysia media coverage style on the global warming issues.

Due to time constraint and lack of resources available on the topics, this study is limited in the sense of credibility and validity of the research conveyed in the near future.

The time frame set is too short as it would require more time, concentration and finance to conduct this research wholly to determine the overall coverage style of Sin Chew and NST as the contexts may be changed in the future.

Moreover, hard news and soft news are hard to distinguish as they sometimes use similar coverage style such as the lexicons and sentence structures as well as the contents. This would also make the research harder to be viewed as significant as the boundaries are not clear enough to differentiate the categories of the news reporting style of Sin Chew and NST.

Thus, possible researches on the particular topic are acknowledged to be answerable to the research question where a follow up research could be conducted in the near future when there is more time and resources allocated for this research.

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Appendix A
Survey Questionnaire

Effectiveness of Newspaper Reporting Style in Increasing the Level of Public Acknowledgement on Global Warming Issues

I am Soh Lin Chai, a Journalism Year 3 Trimester 3 student who is currently studying at Universiti Tunku Abdul Rahman. This survey is a partial fulfillment of my Final Year Project on “The Effectiveness of Newspaper Reporting Style in Increasing the Level of Public Acknowledgement on Global Warming Issues”.

Instruction to the respondents:

The following questions are based on selected news articles (Article A, B, C, D) appended to the survey. Kindly read the articles before you answer the questions below. Please answer the questions to your greatest knowledge. Thank you for your cooperation and your valuable time.

Q1. What can you say about global warming issues after reading the articles?

Q2.

Aspects	Please tick whichever that is applicable			
	Article A	Article B	Article C	Article D
1) More convincing in reporting of global warming issues				
2) The article is hard to understand (too many scientific terms used)				

Q3. Where can you usually find the articles on global warming issues?

- a. Nation
- b. International
- c. Lifestyle
- d. Social news

Q4. Which of the following aspects of news articles that attract you to the news on global warming issues as reported?

Aspects		Please tick whichever that is applicable			
		Article A	Article B	Article C	Article D
Article Layout	Visual aids (Photos, graphs)				
	Design (Horizontal or vertical)				
	Font size				
	Page Alignment (Left or right side of the newspaper page)				
Headlines					
Lead (first paragraph)					
Words used in the article					

Q5. When you read the news articles on global warming issues, which of the following aspects tend to be your concern? (You may select multiple answers)

- a. The articles
- b. Testimonies of the correlated individuals
- c. Solutions to the problem faced
- d. Action of the government