

FRAMING THE CRISIS: A COMPARATIVE ANALYSIS
ON NEWS COVERAGE OF CADBURY PORCINE DNA
CRISIS IN MALAYSIAKINI AND THE STAR ONLINE

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**FRAMING THE CRISIS: A COMPARATIVE ANALYSIS ON NEWS
COVERAGE OF CADBURY PORCINE DNA CRISIS IN
MALAYSIAKINI AND THE STAR ONLINE**

By

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ABSTRACT

Framing the crisis: A comparative analysis on news coverage of Cadbury porcine DNA crisis in Malaysiakini and The Star Online

Jasminder Kaur Bhullar

This research attempts to analyze and explore the news frames that were applied by The Star Online and Malaysiakini in their news articles on the Cadbury Malaysia crisis over its Halal non-compliance in the year of 2014. This is to determine if there is any difference between the two media in their reporting styles. Using media framing theory, this study therefore compares between a major mainstream newspaper and an alternative online newspaper that is known for its independent news reporting. Both The Star Online and Malaysiakini had been selected in view of its strong presence and popularity amongst the Malaysian public. The research was analyzed using both quantitative and qualitative methods to strengthen the findings by the means of content analysis. Content analysis was used to determine the frames. This analysis was carried out by using a coding book for frames adapted from Semetko and Valkenburg's (2000) study along with two additional frames created by Wang (2014) and McKeever (2013). The results were then tested using One Way ANOVA analysis to determine if there were any significant differences in the frames used between the two news portals and textual analysis of the news articles' headlines and paragraphs were studied to establish the slants and tone of reporting. The results from both the analysis reported there was not much significant differences in terms of frames used and the most prominent frames found were the attribution of responsibility frames and main difference was the solutions and conflict frames. However, there was a difference noted in the tone of reporting and slants used when covering the crisis where Malaysiakini had more persuasive elements in its reporting comparing with The Star that was mainly neutral.

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DECLARATION

I hereby declare that the dissertation is based on my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at UTAR or other institutions.



(JASMINDER KAUR BHULLAR)

Date September 25th 2021

APPROVAL SHEET

This dissertation/thesis entitled **“FRAMING THE CRISIS: A COMPARATIVE ANALYSIS ON NEWS COVERAGE OF CADBURY PORCINE DNA CRISIS IN MALAYSIKINI AND THE STAR ONLINE”** was prepared by JASMINDER KAUR BHULLAR and submitted as partial fulfillment of the requirements for the degree of Master of Communication at Universiti Tunku Abdul Rahman.

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I understand that University will upload softcopy of my final year dissertation in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,



(Jasminder Kaur Bhullar)

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Organizational crises are often known to cause instability and negative perceptions of its image and brand reputation amongst the publics which further causes financial damages to the organization as a chain effect. During such events, the public will usually depend on the news media reporting as the main source to gain more information regarding the issue or incident. As per stated by Coombs and Holladay (2004, p.97), crisis can be categorized as “an event for which people seek causes and make attributions.”

An organization may find itself in a particular crisis when a sudden or an unforeseen event surrounding the company’s service or products which results in possible disruption towards the organizations presence in the community (Coombs, 2015) and its market value (Rea et. al., 2014). Therefore, how the news media covers and reports the respective incident plays a significant role in constructing the publics perception towards the crisis and the people or organization involved (de Vreese, 2005).

Cadbury Malaysia had found itself in a similar position on May 23rd, 2014, when a leaked lab test was circulated on social media and soon caught the eyes of various news agencies. This lab test indicated there were traces of Porcine DNA found in two of its chocolate batches and it caused an upheaval

amongst the public in Malaysia and the organization had found itself in the middle of a crisis over Halal non-compliance (Musa, Muslim, Omar and Husin, 2016). This research aims to analyze how this crisis was covered and framed by the news media, namely by The Star Online and Malaysiakini during the issue. The unfolding of the events and more information on Halal compliance will be further analyzed in chapter 1.2 detailing the background of the study and chapter 1.3 in the problem statement.

1.2 Background of Study

Cadbury Malaysia is a brand operated under the group Mondelez International Group of Companies in Malaysia. Cadbury manufactures chocolates and chocolate drinks and dates back to 1824 where John Cadbury had started in Birmingham, England. It first started expanding internationally in the year of 1921 starting its first overseas factory in Tasmania (Mondelez International, 2017). In the year 1967, the holding company British Cocoa and Chocolate company renamed itself to Cadbury Group Ltd. Cadbury and was launched in Malaysia in 1970 and was founded as Cadbury Confectionary Sales (M) Sdn Bhd in Malaysia in the year of 1983. Malaysia is one of the fastest growing markets and in 2003 Cadbury was named as one of the top confectionary companies worldwide. It has manufacturing factories in over 10 countries in the world and is consumed in 40 countries (Mondelez International, 2016).

As stated on its corporate website, Cadbury is committed in ensuring its ingredients and every process that leads up to the packaging of its products are Halal compliant. The group has set a stringent guidelines for its suppliers where they will need to go through the “Mondelez Supplier Quality Expectation” that is built on the Halal Assurance Management Standards and Food Safety & Quality Standards that are carried out by the groups procurement and internal auditors.

These standards or guidelines and process are described as below as per Cadbury’s website:

- a. *“The quality team inspects materials on arrival to ensure they are clean and free from contaminants”*
- b. *“Checks are made on tamper-proof seals to ensure they are intact, raw ingredients are fresh and materials meet quality specifications”*
- c. *“Raw ingredients are routinely sampled and need to pass microbiological checks before being released for productions usage”*
- d. *“All facilities, storage, and transportation must first comply with Halal and Good Manufacturing Practice (GMP) standards and Department of Islamic Development Malaysia (JAKIM) guidelines.”*
- e. *“Hazard analysis and critical control points (HACCP) measures are employed in accordance to the Ministry of Health’s HACCP certification requirements.”*
- f. *“Cadbury implements its Halal Assurance Managements Standards and Food and Safety & Quality Standards across all products*

produced in Malaysia, giving you the confidence to enjoy these Halal-certified Cadbury chocolates anytime.”

However, on May 23rd, 2014, a laboratory test dating February 27th, 2014, was found indicating that the two batches from Cadbury dairy products namely, “Cadbury Dairy Milk Hazelnut 175g, batch number 200813M01H I2 with expiry date of November 3rd, 2014, and Cadbury Dairy Milk Roast Almond, batch number 221013N01R I1 with expiry date of January 15th 2015” were identified containing Porcine DNA (Musa, Muslim, Omar and Husin, 2016).

Following this, on May 24th, 2014, The Ministry of Health confirmed this information of the laboratory report and JAKIM had removed the Halal certification for the products found contaminated with immediate effect and further took samples from the Cadburys manufacturing factory for further investigations and laboratory testing (Rahmah, 2014).

The leaked report was said to be from a “random surveillance” test done on Feb 27th, 2014, by the Health Ministry and was still under the process of further testing and investigations. According to then Health Minister Datuk Sri Dr. S. Subramaniam that 3 months were needed for comprehensive and proper testing on the respective products to determine the actual cause stating, “we needed to know if it was a case of accidental contamination or if there were additional ingredients in the chocolates that are not stated on the label”. However, due to the severity of the issue, he also further advised that the people had “every right” to file a legal action towards the Health Ministry for the delay in the process (Hafiz, 2014).

In view of this news, Cadbury initiated to recall the contaminated batches from the shelves and made a statement that it would be investigating the production line to verify compliance to all the safety and quality control standards in place (Rahim and Ali, 2017).

There was a huge outcry by the Muslim public in Malaysia, whereby The Malaysian Islamic Development Department (JAKIM) and Muslim community in Malaysia had called for a boycott and Jihad against Cadbury in Malaysia. Whereas the Pertubuhan Martabat Jalinan Muhibbah Malaysia (MJMM) and six other non-governmental organizations (NGOs) had lodged a police report against Cadbury for causing misperceptions amongst its Muslim consumers (MalaysiaKini, 2014) and a number of these NGO's such as Jaringan Melayu Malaysia (JMM) together with Sakagum an NGO for legal assistance were looking into filing a joint lawsuit for RM 100 million against Cadbury (Kamal, 2014; Rahim and Ali, 2017). The lawsuit was to be filed under Section 50 of the Consumer Protection Act (1999) as reported by The Sun Daily, 2014. However, there were no further reports found on the proposed lawsuit and further testing by JAKIM later confirmed that Cadbury products are following Halal regulations.

1.3 Problem Statement

Halal is a belief in Islam that applies to anything such as object or action which is permitted under Islamic values and practices. Halal is one of the five elements that is used to identify and distinguish between lawful and

unlawful. These are fard (obligatory), mustahabb (advised), halal (allowed) makruh (detested) and haram (forbidden). Halal and Haram are the most common elements in the daily life of a Muslim, and it is one of the important guiding value or point for a Muslim, thereby holding a crucial role in the food consumption choices and habits. An individual that is a devout Muslim is required to avoid food items that are considered as haram and only allowed to consume what is known as halal (Eliasi and Dwyer, 2002; Regenstein, Chaudry and Regenstein, 2003).

There are nine types of food for consumption that are considered haram in Islam; blood, any type of intoxicants, pork and goods made from pigs namely lard and gelatine, carnivorous animals that have fangs such as lions, dogs, wolves and tigers, prey birds like eagles, falcons, vultures, and owls, amphibians, and meat that is permissible however not slaughtered according to Islamic practices that requires reciting the name of God (Allah) during the slaughter process, or if animals are killed in a way that does not allow its blood to fully drain from the bodies, or animals that die without properly being slaughtered as above practices (Eliasi and Dwyer, 2002; Regenstein, Chaudry and Regenstein, 2003).

According to Thomson Reuters and Dinarstandard (2013) the Halal food industry totals to USD 697.52 billion in the year 2012 and its global food industry accounts higher than 17%. Another study done in 2015 stated that Islam itself has 1.8 billion followers and contributes to 2,300 billion in spending power (Che Omar, 2020).

Operating a food company in Malaysia requires compliance towards the Halal certification as its majority consumers are from the Muslim community. Halal is one of the fundamental principles in the faith of Islam. This term refers to any item or action that is performed in accordance with the Islamic principles and observations. A Muslim is required to practice consuming and observing Halal in their daily lives and avoid anything that is Haram (prohibited). Pork or Porcine for example, is a prohibited element in Islam and any practicing Muslim avoids anything that has pork ingredients in it (Kamarulzaman, Veeck, Mumuni, Luqmani and Quraeshi, 2016).

Specialized laboratories are required and set up for the testing of DNA for Halal certification and all the analysis need to adhere to that standard guidelines and process which must comply to ISO/IEC: 17025:2005. These lab test can only be done by skilled and certified staff and the laboratory should have complete and standardized equipment and be free of contamination (Musa et al., 2016). JAKIM acts as the certifying body in Malaysia and the standardization of the Halal ISO was developed by the Malaysian Standard Development System that is under the Ministry of Science, Technology and Innovation, Department of Standards Malaysia (MIFB.com, 2019). Further to this, the Halal certification by JAKIM is acknowledge globally (Che Omar, 2020).

Due to the discovery of porcine DNA in 2 of its chocolate brands and resulting in the respective batches being pulled back from the stores, Cadbury found itself in the middle of a crisis. News was quickly spreading through different news and social media channels, and Cadbury had faced instant

negative reaction from the community especially amongst its Muslim consumers.

Despite the Malaysian government intervening and advising the public that they will perform all the necessary tests and inspection on all products by Cadbury to safeguard and ensure that the remainder products are in accordance with the Halal terms and confirming the new samples taken for testing on May 26th, 2014, had no traces of *porcine DNA*, the Muslim public seemed unperturbed and unconvinced on these revelations (Malaysiakini, 2014).

Cadbury was covered widely via online news portals and social media. By searching the key word “*Porcine DNA Chocolate*” or “*Cadbury Porcine DNA*” a list of links and articles show up regarding this crisis showing the international coverage it had received from BBC UK; The Guardian; Reuters; The Star; Malaymail Online; and Al Jazeera.

The effect was profound to the point that Saudi Arabia and Indonesia also took precautionary measures to test and ensure the Cadbury Chocolates imported from UK did not contain any pig DNA (Al Jazeera, 2014).

Cadbury had received a lot of negative attention in view of this news, and as the word spread amongst its users, this further affected its reliability as a responsible corporation towards its Muslim consumers. There were several case studies conducted on this issue regarding Cadbury Porcine DNA in the context of a crisis and how it was managed by Cadbury. This was evident in Rahim and Ali (2017) in *Handling of Crisis Communication: A Case Study of*

Cadbury Porcine DNA Row; another study by Yu and Chan (2020) in *Cadbury Malaysia Porcine DNA Case: Lessons from Crisis Management & Cultural Perspectives* and *Cadbury and the Porcine DNA Crisis* by Ghazali, Mutum, Md Radzi and Woon (2019).

A crisis is always something that is not possibly foreseen in a way which creates extreme levels of ambiguity and doubts that in turn puts the organization in a jeopardized situation (Coombs, 2015; Seeger, Reynolds and Sellnow, 2008). Therefore, the ability to communicate effectively and proactively in terms of risk management and crisis management is expected to help the company sustain its credibility.

This goes to demonstrate the ability and strength of media, framing and its effects on consumer's observation and thought process and into taking preventative approaches. However, it was also contended that media may not always impact consumers negatively nor cloud their judgments on the particular product or brand if there are elements of consumer brand loyalty. It seems that the public's personal attachment with the brand name will have an effect in the way the information is taken in and the consumers will also be able to make their own realization instead of accepting the information being dispersed by the media (Ahluwalia, Burnkrant and Unnava, 2000).

The capability of a news frame relies on aspects like number of times the frame is repeated or applied, how easily it is available and the relevance towards the situation. It is understood that if the frequency is applied greatly, the frame has a stronger essence. It is also considered more powerful when it concentrates on thoughts that are accessible to individuals. These individuals

would have been exposed to the frame earlier and have comprehended the message. “Accessibility and repetition are in turn strongly imbricated, because the accessibility of a message improves with repetition” (Chong and Druckman, 2007). They further state that relevance plays a strong role as well, as when a frame that concentrates on the main issue compared to marginal issues, is found to be much more prominent (Chong and Druckman, 2007).

The image and reputation of an organization is deemed as an asset to which it allows the corporation to create a niche in the market to which it assists in increasing company profits, stock values, gaining interest of new customers and holding on to the old customers and ensuring its stability (Fombrun and Shanley, 1990; Sarstedt et al., 2013). It was noted by a case study done by Yu and Chan (2020), that Mondelez International had faced losses of about \$ 37 million in global sales during the 10 days of the Porcine DNA crisis. However, the researcher was not able to find more information on the financial impact on Cadbury relating to this crisis. This could be due to sales that Cadbury Malaysia under Mondelez Malaysia contributes a small percentage of its overall sales from Asia Pacific. However, it was noted that this issue could further lead to losses due if the boycott was followed by other Muslim countries such as Indonesia and Middle East (Kline, 2014). In another article by The Star Online (2015), it was also stated that by the end of December 2014, Cadbury Malaysia sales had increased by 80%.

What helps further in strengthening of company image and dissemination of info to the public is the media. This can be performed via different channels such as print, online, television and also the social media.

Many research from the past have emphasized on the importance and power of media in influencing the public and their opinions (Fombrun and Shanley, 1990).

The researcher intends to learn the framing of the event by the two local online news media's specifically on how it conveyed the crisis and blame as it was a centered around religious belief. Based on previous research articles found on media framing, they were mainly on political issues and health issues in general found overseas, as per Entman (1993;2010); Nelson, Oxley and Clawson (1997); Simon and Xenos (2000); Baylor (1996), and Wallis and Nerlich (2005) and very minimal on food or consumable items, more specifically when it concerned with religious belief.

For example, studies centered around the analysis of framing effects on political attitudes; studying the media, public opinion and foreign policy in international crises; framing of the H1N1 Flu in an Indian newspaper; framing strategies at different stages of a crisis, covering on July 5th Urumqi event and locally framing analysis on media coverage on child abuse in Malaysia's English language newspapers and framing interethnic conflict in Malaysia to name a few of the types of genres available (Lecheler and de Vreese, 2012; Bloch-Elkon, 2007; Zeng, Zhou and Li, 2015; Gadekar, Krishnatray and Ang, 2014; Niner, Ahmad and Cuthbert, 2013; Fong and Ishak, 2013). Though media framing studies within Malaysia has been analyzed prior to this however there are fewer studies that have concentrated on how media frames crisis concerning religious believes and on the topic of Halal consumption based on general searches conducted on EBSCOHOST, SAGE Journals and

EmeraldInsight. This study also aims to fill in the gap of analyzing media framing in a more specific context on consumables and religious believes as Lewis, Williams and Franklin (2008) states that how the article is conveyed, and type of storyline and coverage is given determines the public opinion more vastly and it's important to comprehend the human or emotional aspect of the frames (Semetko and Valkenburg, 2000) as this touches a very sensitive subject matter.

In Malaysia, this news was covered by all the local newspapers, mainstream and alternative media. However, the researcher will be analyzing the online portals of *Malaysiakini* and *The Star Online* and will be based on the articles published by these two online news portals. Both these news portals were chosen based on the credibility and popularity amongst Malaysians in its respective markets. These two news portals are one of the most popular choices in previous research studies as per earlier mentioned, for Malaysia.

This study is to research the media framing of the crisis on 2 selected news portals to determine the representation of the crisis to the public. As per Entman (1993) and Semetko and Valkenburg (2000), framing is “to select some aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, casual interpretation, moral evaluation and/or treatment recommendation for the item described”. Entman (1993) further describes that there are four kinds of frames which may be found in the construction of the news article, namely, identifying and characterizing the issue, ascertaining the

cause of the issue, evaluating, and deciding in a moral context and or providing suggestions or solutions to the issue at hand. Semetko and Valkenburg (2000) had further analyzed and produced a framework by looking at how the issue or crisis is portrayed to the audience in terms of responsibility of the organization involved, if there is an emphasis on human emotions, or building conflict in viewers or audience, emphasizing on the profit or losses made from the issue and holding the respective organization or persons morally accountable. Based on this, this study attempts to determine which frames were most often applied and the significance of the crisis from the media's perspective.

1.4 Research Question

1. How did *Malaysiakini* and *The Star Online* frame news coverage of Cadbury Porcine DNA?
2. What are the prominent frames used in coverage of Cadbury in *Malaysiakini* and *The Star Online*?

1.5 Research Objectives

The general objective is to study the frame building of online news portal on Cadbury Porcine DNA crisis. For the specific objectives, they are to:

1. To determine the prominent frames used by *Malaysiakini* and *The Star Online* pertaining to Cadbury Porcine DNA Crisis
2. To compare the news slants in the coverage of Cadbury Porcine DNA Crisis in *Malaysiakini* and *The Star Online*.

This research is to understand the framing style practiced by both these online news portals, whether it took a biased or neutral stand in the crisis. The media tends to focus on different frames such as “humanity; morality; economic; and conflict frames” when sending news to the public (Semetko and Valkenburg, 2000). This research therefore attempts to find out how the crisis was being framed to understand the angle of framing style of local media.

1.6 Significance of the Study

Framing of the content plays a role in neutralizing or implying a more negative perception towards the issue. Journalists usually choose the frame that fits the situation the most, however, there are different angles of the news and it also depends on whether all angles can be framed or can't be framed (Ardevol-Abreu, 2015). The frame provides “a central organizing idea or study that provides meaning to an unfolding strip of events, wearing a connection among them. The frame suggests what the controversy is about, the essence of the issue” (Gamson and Modigliani, 1987, p.3).

The findings of this study would provide an insight on the sentiments of the local public as it concerned a religious believe and how was Cadbury represented/framed in the media by the local news portals and how it tried to persuade the public into thinking in certain ways.

Further to this, the findings of this study would enable Cadbury Malaysia and other food industries to have a more concrete understanding on

how frames are used in representing their brand and product in times of crisis and the extent of its effect on the corporation. This may also provide an insight as to how the public would react and allow room for improvement for any future crisis. On the other hand, journalist and news media agencies should be able to improve or enhance the reporting of news to the public especially when it comes to sensitive issues such as cultures and religion.

Lastly, this research conducted also fills in the gap of news media framing of food crisis concerning religious believes. It would give an insight on the relationship between types of framing attributes used by Malaysian media and the impact towards the corporation.

1.7 Scope of Study

For this study, the researcher chose two new portals that were *The Star Online* and *Malaysiakini*. The Star Online was selected due to its reputation amongst Malaysians whereby as per the Audit Bureau of Circulation Malaysia and Malaysiakini being the top alternative news media of choice as per comScore and this will be further explained in Chapter Two.

News articles regarding the research matter were obtained from the archived articles that could be accessed in the readily from The Star Online's website at (<http://thestar.com.my>).

On the other hand, news articles for Malaysiakini were taken from Malaysiakini's archive at (<http://www.Malaysiakini.com>) and this was via paid subscription.

For both news media, only the English language was chosen for the study because The Star is mainly published in English language, and this was a direct comparison between two English newspapers. The duration of the articles selected for this study were from the date the crisis began on May 23rd, 2014, until November 22nd, 2014, and further extending to January 31st, 2015, in the event if there was any further relevant article published in relation to this study.

The articles found and downloaded were reviewed and were narrowed down to news that mainly reported on the issue for the unit sample selections. Reader opinions that were mainly found in Malaysiakini article samples, were removed as this study is focusing on news articles alone.

1.8 Definition of Terms

In this study, the researcher defines news articles to be information that is printed or broadcasted by the news media in the general news section. It is a report made by the journalist or news media regarding the crisis and updates on the case on their websites.

Mainstream media is defined as an outlet of news and information broadcasting that is generally easy to find, whereby the public has ample of access and readily available with current and general information whereas, alternative media is defined by the researcher as a contrast to mainstream media whereby, it is only available on the internet, covering various range of

topics on day-to-day basis.

Frames are defined by the researcher as how the media presents the news articles and the specific words used if any to emphasize on a certain aspect of the issue in terms of responsibility, human interest, conflict, morality, economic, solutions and or public confidence.

1.9 Chapter Summary

During the crisis of a product or corporation, media plays a great influence in determining the up rise or downfall of the respective company and product. This study focuses on the crisis that was faced by Cadbury Malaysia when the local government department had allegedly found traces of porcine DNA in two of the chocolate brands that it sells in Malaysia.

Porcine or pork is a prohibited substance in Islam, and therefore created tense and negative feelings towards Cadbury and the department responsible in conducting the tests and alerting the public.

As media is a source of communication and link between the public, government and organization, this study aims to find out how was this crisis was framed in the media and to find out which frames were more prominently used and if there were any similarities between the two news portals that have been selected for this study, *MalaysiaKini* and *The Star Online*.

This research consists of five main chapters which will be compartmentalized into several subtopics which will be further elaborated in chapter overview.

1.10 Chapter Overview

Chapter One introduces the research topic of news media framing in depth and provides an overview of the research. It will consist of background of the study, the problem statement, the research objectives and research question that will be used to explore and analyze this study. Lastly, is the discussion of the significance of the study academically and also in the current business world and organization of this study.

Chapter Two reviews the literature and relevant researches completed in the area of crisis and news framing. In view of this, this chapter will discuss and conceptualize news to better understand how it works. It will also explain on the types and effects of crisis generally and also crises in the food industry and how does a corporation need to manage it to ensure there is minimal damage done. This chapter will also discuss the role of media in detail, and the theoretical framework exploring the theory, characteristics of media framing, types of news framing that exist and a brief intro to agenda setting, along with the hypothesis.

Chapter Three discusses the research methodology and procedures used in collecting the data for this study. The details on the research variables, measurements, data analysis procedures, pilot study, validity and reliability

test is provided comprehensively. This will also include the duration of the news data collection and reason for choosing the time frame of 1 year from the date of the crisis first surfaced. There will be a brief introduction on the code book and code sheet as well.

Chapter Four is used to share the data that has been collected and to analyze the results. It will discuss on how the data is analyzed using content analysis from the online newspapers using a code book and code sheet determining the types of frames that were most prominent and less prominent. There will be three coders assigned to analyze the frames used and thereafter a reliability test will also be conducted to analyze how consistent the results are. Here the research question and hypothesis is tested upon to find out which kind of frame(s) was present in the 2 online news media agencies. The data result is then presented and will also be compared to similar studies conducted previously.

Chapter Five will provide the summary and discussion based on the findings and touch on the consequences of this study. It will also talk about the research limitations and possible recommendations for future research that could be conducted. The references, bibliography and appendices will be provided at the end after chapter 5.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this literature review, research conducted in the past on media framing for online news will be reviewed thoroughly to determine any similarities in the framing of the news context. In view of this research, this chapter will look into the definition of news, crisis and crisis types and the management of a crisis. We will further review the theoretical framework on framing theory and its attributes in terms of frame types, previous research using this framework which will help validate the similarities and dissimilarities towards this research. In addition to that, this review will be focusing on online media framing rather than on the traditional media framing as this research is based on online news portals.

2.2 Empirical Studies

In view of news framing, there have been various studies conducted in the communications field. The studies discussed in this sub chapter have been chosen as it relates to the researchers work in terms of analysing mainstream media and alternative media news frames that would be useful in understanding the framing context to further evaluate this research in terms of consumables and Halal industry.

We look at Shan et al., (2013) that had conducted a study on how the food crisis of the Irish Dioxin contamination was covered by the traditional and social media comparatively. The researcher had used content analysis to investigate the sources, topics and news intonations that were applied in the reporting of the crisis. Shan and his peers had found that the traditional media depends on several “offline sources” compared to social media types of sources, and which is also much quicker in its response compared to traditional media. However, there was no significant difference found between the two types of media intonations in its reporting.

Within the Asian context, the researcher identified two studies that involved in news framing comparison. The first was a South Korean study done by Choi and McKeever in 2019 on the Avian Flu and the study was conducted by analysing South Korean newspapers and examined how it reported the issue of Avian flu and how framing was integrated when it related to public health crisis. The study selected 3 national daily newspapers that had the highest circulation that was more conservative in its reporting style and another two more leading newspapers that were more on the liberal school of thought. The findings indicated that both news reporting depends on the severity of the crisis as the news reporting seem to have heightened when the crisis became much more severe. It also found that the news media and public tend to look for the responsible party for the failure or crisis to assign blame. The news also seems to be focused more on cause than solution during the initial stages of the Avian flu.

A much more recent study closer to Malaysia by Lin (2019), on the Haze Crisis in Singapore, did a mixed mode study using web analytics and textual analysis to investigate the type of approach the traditional and new media took when reporting environmental crisis. This research found traditional media relied mainly on information provided and given by the government or authorities which was showed a pro government framing style where the news used a positive tone covering the measures taken by the government and the efficacy in those measure in tackling the haze crisis. Whereas the new media news portals that were defined as light-touched content control were reporting the haze situation and measures taken using “independent perspectives and less pro government content” and therefore did not entail much positive or supportive framing as well.

As not many studies are found on food crisis framing within Malaysia, the researcher looks at similar content analysis and news framing studies conducted. One study was by Kasim and Mohd Sani (2016) on the 2013 general elections in Malaysia where several mainstream and alternative news media were selected for the study. For mainstream, the authors had chosen The Star Online, Berita Harian Online and Utusan Online, whilst there were two categories for alternative media, whereby one was the political news media such as Harakah Daily, Rokatkini and Keadilan Daily and the Independent outlets were Malaysiakini and The Malaysian Insider. The study was done to analyse the coverage on the then ruling party Barisan Nasional (BN) and the opposition. The research concluded that the mainstream paper seemed to have favoured the ruling party BN in its news framing and the independent news

media was found to be depicting a neutral coverage whereby equal exposure on reporting.

In another study by Yang and Ryker (2017) where they had studied and compared on the differences in framing of the news coverage of a recent case of a theft incident that took place in Low Yatt Plaza that had quickly escalated into a race issue. This study had analysed how both mainstream and alternate media covered the news by comparing the mainstream newspapers in Malay, English and Chinese language along with alternate media newspapers. It was found that each newspaper had covered the issue with diverse stages of ‘intensity and prominence’

Another recent study on news framing concerning the public directly was of the carried out by Shiang and Chibundu (2018) also on mainstream and alternate media news coverage styles. This study focused on one of the biggest crises in the aviation industry in Malaysia. The researcher had used content analysis as well comparing the news coverage, sources, and slants amongst four Malaysia newspapers namely, The Star; Harian Metro; Malaysiakini and The Malaysia Insider. The findings of this study concluded that though both types of media focused on the responsibility and human-interest frame, mainstream papers were more inclined towards supportive slants, whereas the alternate media used a much more critical approach.

Based on these studies, although it is mainly agreed that mainstream media tends to lean towards a neutral or pro government framing and coverage, it is also evident that mainstream may not always be neutral in its framing as can be seen in the study done by Yang and Ryker (2017).

Furthermore, as per recent studies found here, news reporting on crisis may not adhere to the typical framing employed by mainstream and alternative media. These studies though not directly related to food crises in Malaysia, are however researching on mainstream and alternative media coverage in relation to ethnicity, beliefs, and human sentiments.

Hence, these studies are considered as relevant to this study as the researcher is interested in finding out if there is any major dissonance between The Star Online (mainstream) and Malaysiakini (alternate) in reporting and covering the crisis revolving Cadbury and Porcine DNA in Malaysia. The main findings of previous studies that suggest alternate media to be more aggressive and less neutral compared to mainstream would help the researcher understand what the possible outcome from this study could be and if there are any new findings suggesting otherwise.

To understand this framing of a crisis better, the researcher looks further into the concept and definitions of crisis as per the next topic.

2.3 Crisis

Crisis means an untoward event that takes place which has a potential to shaken or jeopardize the organizations reputation and affect its financial stability. As stated by Pearson and Clair (1998) a crisis can impend “the viability of an organization and is characterized by ambiguity of cause, effect, and means of resolution” and may also “threaten to dissolve an organizations’

social legitimacy” (Cowden and Sellnow, 2002, p.195) which leads to the collapse of the organizations stand in the market.

As per Coombs (2006), any crisis will always attract negative news and media coverage which then jeopardizes the company's image or reputation. The reputation is built via the knowledge and information that public received about the organization and this is usually by the dissemination of info via print and online media.

In this study, the focus is on Cadbury Porcine DNA where Cadbury saw itself going through a crisis as the laboratory report was found leaked online that revealed two of its chocolate products had porcine DNA (Musa, Muslim, Omar and Husin, 2016).

This was followed by a series of events that saw JAKIM invoking the Halal certification of the contaminated product lines and further took additional samples from the production line to conduct testing and investigation (Rahmah, 2014).

It was seen that within two days, the tensions had escalated where calls for boycott of Cadbury products was called for an impending a possible joint lawsuit by several NGO's. Despite the government's attempt to provide up to date information and data about this leaked report by holding press conferences, it did not seem to resolve public's confusion and misunderstanding (Rahim and Ali, 2017). This resulted in Mondelez International facing loses of about \$ 37 million in global sales (Jacques, 2015, as quoted in Yu and Chan, 2020)

2.3.1 Understanding the types of Crises

There are several types of crises that may arise and affect a corporation at different scales. The specific type of crises will determine the level of attribution on the responsibility held by the company in the respective crises (Coombs, 2006).

According to Lerbinger (1977) crises can be classified into 7 categories, which are “*natural crises; technological crises; confrontational crises; crises of malevolence, crises of management values; crises of deception; and crises of management misconduct.*”

Further to that, following the attribution theory, crises can be further subdivided to categories such as accidents, transgressions, faux pas, and terrorism. This is further influenced by two features which are control and intentionality “done on purpose”. Control has two sides which are internal meaning the corporation concerned and external referring to persons outside the corporation (Weiner, 1985; Coombs and Holladay, 1996).

Nonetheless, more research was done, and Coombs had then suggested that crises can be classified into five distinct categories which are: “misdeeds (organizational misdeeds and human breakdowns); accidents (technical breakdowns, challenges, workplace violence and mega damage); malevolence; natural disaster and rumours” (Coombs, 1999). Later to understand and predict the degree of responsibility concerned better, in 2002, both Coombs and Holladay

grouped crisis typology into three sections in terms of responsibility such as “victim cluster (natural disaster, workplace violence, product tampering, and rumour), accidental cluster (technical-error accident, technical-error product harm, and challenge), and intentional cluster (human-error accident, human-error product harm, and organizational misdeed)” (Coombs and Holladay, 2004).

2.3.2 Crisis Communication and Crisis Management

Once a crisis strikes an organization, it is crucial for the management to ensure proper crisis management and communication is in place to minimize the negative effect and for damage control. Moreover, a regular and steady communication is needed when faced with a crisis as this will promote and assure the capability of an organization. This includes smooth communication with stockholders, employees, suppliers, creditors, competitors, government agencies, consumers, and the rest. Effective crisis communication depends on how tactfully and frequently the communication is handled (Seeger, 2006; Ulmer, 2001).

Hence when Cadbury found itself in the middle of an upcoming crisis, as mentioned in chapter one, the organization had proactively issued a statement on its social media site, Facebook acknowledging the issue and restressing that their locally manufactured products are Halal.

In addition to that, Cadbury had immediately requested the recall of the affected chocolate batches from the shelves (Yu and Chan 2020).

Once in a crisis, the corporation will be dealing with the mass media which is one of the most critical and persuasive modes of sending out their messages and communicating with the public. This being said, the organization may also be at risk of turning a small crisis into a bigger and damaging crisis, with all these depending on how the mass media handles the crisis (Keown-McMullan, 1997). Therefore, it may be essential that the organization involved provide swift response and info when the media requests for it (Ritchie, 2004).

As per Benoit (1995) there are two assumptions on communication which is humans communicate with an agenda and the most crucial aspect of communication is to preserve the image. Benoit's theory is based on 5 steps which are: "Denial -> Evasion of responsibility -> Reduction of the offensiveness of the actual corrective action -> Mortification".

However, studies have also found that crisis responses should be adjusted to the local environment as on theory/strategy may not be feasible for all cultures. For example, the western framework is very much based on "espouse rational argument and aggressive defence self", whereas the eastern framework is about face value, "preserving face is about more than just image (how public perceives an entity) and

reputation (the degree to which an entity establishes a record of good deeds overtime)” (Cheng, Padgett, and Parekh, 2013).

It is up to the company to evaluate and address the potent issue to rectify the damage that has been done. Based on the theory of image repair, it rests on the notion that the organization is the one who decides what are the issues that are hurting its image and reputation and followed by which part of the society it must speak to and persuade re-establish its positive image (Fearn-Banks, 2010). As per Jaques (2015) cited in Yu and Chan (2020) case study, Cadbury had continued its image repair campaign one month after the issue had arisen. Among the efforts made by Cadbury were inviting religious leaders and scholars to conduct visits on site and used celebrity endorsed advertisements to strengthen the image and confidence in its brand.

As Coombs (2006) study found that majority of the research focused on investigating the crisis response strategies from the corporations’ point of view, and lacked attention towards the stakeholders’ sensitivities and views, the researcher uses this notion to understand the framing theory and how it may contribute to public perception.

2.4 Conceptualization

2.4.1 News Values

According to Jewkes (2004:2011), there are 12 types of news values that can be used to categorize news reporting. The 12 news values are: “*Threshold; Predictable; Simplification; Individualistic; Risk; Sex; Celebrity; Proximity; Violence; Spectacle or Graphic Imagery; Children; Conservative Ideology and Political Diversion*”. This is further elaborated in the table below:

Table 1

News values explained as per Jewkes (2004)

News Value	Definition
<i>Threshold</i>	An event or spectacle that is seen as significant to be considered worthy of news reporting and additional news components may be included via the intensification of the issue.
<i>Predictable</i>	Issues that arise unexpectedly however may involve planned exposure or reporting in advance that allows the journalist to plan and prepare for the coverage ahead of time.
<i>Simplification</i>	News that is concisely conveyed and lasts for a brief period of time. It does not involve a broad spectrum of data interpretation to its audience.
<i>Individualistic</i>	News that is personalized to highlight human interest rather than the organization or entity.
<i>Risk</i>	Risk value involves in news reporting that is rather generalized instead of being issue specific, concentrating on actual issue
<i>Sex</i>	Sexual crimes based on gender are more strongly portrayed compared to uncommon sexual assaults.

<i>Celebrity</i>	News that involves individual(s) with a certain status gains more prevalence as newsworthy
<i>Proximity</i>	Issue that is influenced by the geographical and cultural context relevant at the reporting time
<i>Violence</i>	To portray thrilling or brutal news in the most vivid manner
<i>Spectacle or Graphic Imagery</i>	Usage of visual to capture viewership and engage audience interest
<i>Children</i>	Any news revolving around children is naturally more prominently covered by the media namely because of the gravity children hold
<i>Conservative Ideology or Political Diversion</i>	The interdependent association between mass media and political figure

This table provides an overview of all the news values as described by Jewkes to understand the meaning better behind each value type categorized.

Jewkes research focused on crime news reporting, however, the news values are deemed relevant in other areas of news reporting as well. Jewkes news values also inter relate with Allern (2002) that had come up with an additional groups of commercial news values, such as sensationalist stories, which will have more emphasis on, then there stories that are expensive to be chased therefore not very likely to be portrayed in the news similar to Jewkes *Threshold* news value; and lastly the news subsidies, whereby these are pre-organized press releases and photos, which will be assigned to journalist that may not have new and sensational news on hand or do not have good news resources yet that is similar to Jewkes *Predictability*.

News values more often than not is a manifestation of organisational, sociological, economic and cultural factors rather than information being conveyed based on the needs of the public (Weaver et al. 2007).

In a more recent study by Schultz (2007), there are six value types that the media seems to have adapted in its news reporting practice, which are “timeliness; relevance; identification; conflict; sensation and exclusivity”.

However it was also found that there have been instances whereby the types or choices of news being displayed was influenced by the alleged value of their audience that they are aiming at rather than focusing on the quality and authenticity of the news (Niblock, 2007)

According to The News Manual (2008), there are four criteria’s for judging the new which are:-

“Is it new?; Is it unusual?; Is it interesting or significant?; Is it about people?”

O’Neill (2012) suggests that a news company that is able to get first access to a new major story for publishing generates news content that is exclusive and timely. It was also noted in previous research as stated, that more often than not, a certain issue will be given more credit or more interest in if celebrities are involved regardless of the popularity of the news channel.

Furthermore, with the upsurge of digital and online media, we are able to foresee the emphasis on the role that technology and its addressees play in the decision making of what is to be told as news, as user-generated content has become more prevalent in the news production (Domingo et al. 2008).

There have been instances whereby the types or choices of news being displayed was influenced by the alleged value of their audience that they are aiming at rather than concentrating on the quality and authenticity of the news (Niblock, 2007).

Welbers et al. (2015) found this predominantly true for online news portals when a study was conducted on five of Netherlands prime newspapers and the news selections were mainly based on audiences' concerns.

From this the researcher is able to understand that before an issue is deemed as newsworthy, it is evaluated if it meets one or more of these criteria's to be reported and it is important that the information is obtained and reported within the shortest time frame.

2.4.2. News Media in Malaysia (Mainstream vs Alternative)

There is the mainstream media and alternative media that information and news is disseminated to the public. Within Malaysia mainstream media was the go-to source for many years until the

internet was introduced 1996 by then Prime Minister Mahathir Mohamad who launched the Multimedia Super Corridor project (MSC) with the aim of producing an Asian “Silicon Valley” in Malaysia (Brown, 2005). Prior to that, news channels mainly consisted of printed newspapers, TV and radio.

The Star was founded in Georgetown, Penang, with the mission to provide it became a regional newspaper in Penang with its first article published on September 9, 1971. It then went on to become a national newspaper for Malaysia after moving its headquarters to Brickfields, Kuala Lumpur in 1976 and then to Petaling Jaya in 1981. It reached a further milestone when it opened its first online news portal in 1995, becoming Malaysia’s first e-newspaper and the third in Asia (<https://www.starmediatgroup.my/about-us/our-history/>).

However, mainstream media was known to be controlled by political affiliations. The Star for instance had a 42% share held by Huaren Sdn Bhd which was a company linked to MCA (Malaysian Chinese Association) political party. This partnership could also influence the news The Star produces and may be more inclined to disseminate the shareholders plans and policies to maintain the presence and stability of the party (Wang, 2001).

Alternative media before the internet was introduced was available via print that were produced by the opposition parties such as Harakah (PAS-Pan Malaysians Islamic Party), Suara Keadilan (Voice

of Justice) by PKR (National Justice Party), and The Rocket by DAP (Democratic Action Party) (Brown, 2005).

Nonetheless, these alternative media outlets were restricted by media and local laws. This was evident when Harakah's permit was amended and allowed only two news publishing per month, compared to its two publishing's a week. The Editor and Publisher were also indicted and under trial under the Sedition Act in relation to a news article that was raising doubts and questions towards the judicial system in Malaysia (Brown, 2005).

In line with the vision to make Malaysia the Asian "Silicon Valley", MSC "Bill of Guarantee" was created with the assurance that the internet will not be subject to censoring (Leong, 2012; Brown, 2005). As such, with the availability of the internet, Malaysiakini news portal was founded in 1999 by Steven Gan and Premesh Chandran who were former reporters of the Sun. Malaysiakini became the first online newspaper in Malaysia. Malaysiakini's main aim was to provide a non-biased, independent, and analytical coverage to its audience (Nain, 2002, as quoted in Steele, 2009). This news portal publishes news on a variety of topics daily, including commentary, letters, and reader comment section that is named "YOURSAY". It also has community specific sections that provides translation of the English news in Chinese, Malay and Tamil (Steele, 2009).

It was noted in an interview done by Ding, Koh and Surin (2013) with Steven Gan, for Mapping Digital Media: Malaysia, that Gan mentions Malaysiakini prioritizes:

- 1) *“news that does not get much prominence in the mainstream media”*
- 2) *“basic human rights, press freedom, corruption and good governance”*
- 3) *“event-based news based on the current happenings at the time.”*

In addition to this, based Google Analytics as shown by FG Media (2021), Malaysiakini readership demographics is mainly consisting of those between the age of 35-44 years old which is about 23.5% of the total followed by the age group of 55-64 years old holding the second highest percentage of 21%. Meanwhile, The Star Online (2016) reported that based on a study done from July 2015 to June 2016 by Nielsen in 2016, found that its main readership consisted 52% from the total viewership were from the higher income households ranging MYR 6000 and above and are between the ages of 20-39 years old.

2.4.3 Concept of *Halal*

2.4.3.1 Global influence

It is noted in the study done by Riaz and Chaudry (2004) that the Muslim populace holds a significant share in the current food division, representing around 23.4% of then 6.9

billion world population. Minkus-McKenna (2007) found that approximately 70% of Muslims globally observe to a certain degree when it comes to Halal consumable items.

The effect of this has contributed to a rise in the Halal consumerism worldwide whereby the Codex Alimentarius had adopted general strategies consisting of the usage, standards, measures and requirements for Halal usage to avoid any discrepancies for the world market (Jagadeesan and Salem, 2017; Joint FAO. WHO Codex Alimentarius Commission, 1997)

2.4.3.2 Regulating *Halal* in Malaysia

However, with various intricacies of the food production chain, arises problems such as fraud or lack of knowledge that has compelled Muslims to be more vary of their dietary choices. In view of this, the Malaysian Government was driven to looking into developing approaches and policies to regulate and protect the integrity of halal goods. Malaysia became the first country to create regulations and laws surrounding the notion of Halal (Riaz and Chaudry, 2004) and was structured and regulated under the Trade Descriptions Act (TDA) of 1972 and later rescinded and substituted with the new TDA 2011 that included a broader scope of protection and

administration under the law to curb fraudulent halal trade (Riaz and Chaudry, 2004; Zakaria and Ismail, 2014)

In this revived Act, the government of Malaysia had selected JAKIM and State Religious Authorities from each state in Malaysia as the authoritative body to oversee Halal related matters in their respective states (Zakaria and Ismail, 2014)

In view of this Multinational companies that are operating in Muslim countries are recommended to understand the Islamic code of conduct to ensure that the production is complying.

2.5 Theoretical Framework

2.5.1 Framing Theory

Framing theory or news framing can be perceived as the ‘schema of interpretation’ that is within a pre-set framework that allows individuals to ‘locate, perceive, identify and label’ incidences or daily events (Goffman, 1974). Framing was also perceived as “a scattered conceptualization”, with prior researches not having any proper conceptual definitions and relied on particular situation instead of commonly relevant operationalization. Entman (1993)

Framing process as define by Entman (1993, p. 52) as below:

“Framing essentially involves selection and salience. To frame is to select some aspect of perceived reality and make them more salient in the communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described and costs and benefits, usually measured in terms of cultural values; diagnose causes – identify the forces creating the problem; make moral judgements – evaluate causal agents and their effects; suggest remedies – offer and justify treatments for the problem and predict their likely effects.”

According to Wicks (1992), a small however substantial disparity was found amongst several concepts of cognitive grouping. Hamill and Lodge (1986) and Lodge and Hamill (1986) noted there was only a difference in the verbiage concerning theories such as frame, script, or schema.

In the meantime, other research has also defined and categorized framing in blend with other theories such as agenda setting or priming (Iyengar and Kinder, 1987).

2.5.2 Agenda Setting

However, to first understand framing, it is important to comprehend the idea of agenda-setting. As per McCombs and Shaw (1972), the mass media has the power to shift the salience of matters on their news agendas to the public agendas. This is usually done through the influence and importance placed on a certain story in terms

of length and location on the newspaper.

This theory was used in McCombs and Shaw (1974) study of the presidential elections that took place in 1968, where they had researched on how the mass media agenda setting impact the voters and found it had a substantial effect on the voters' perceptions and voting outcome.

However, as per McCombs et al (1997), it is suggested that there are two levels of agenda setting, whereby the first level involves transmission of object salience, and the second level involves communicating the attribution importance. The author further suggests that agenda setting and framing are centred around similar process, whereby framing rests towards the second level of agenda setting.

Second level of agenda setting, knowingly framing is more concerned about how the attributes were covered by the media (Brunken, 2006).

2.5.3 Agenda Setting vs Framing

More recently, McCombs, et al. (1997) suggested that not only are agenda setting and framing effects are related, framing is, in fact, an extension of agenda setting. They used the term second-level agenda-setting to describe the impact of the salience of characteristics of media coverage on audiences' interpretation of these news stories.

Perhaps as a result of these terminological and conceptual inconsistencies, other studies have referred to agenda setting, priming, and framing without differentiation (e.g., Popkin, 1994).

During agenda setting, the people involved will identify the problems that are arising around them which is news worthy. As per Cobb and Ross (1997, p.11), “agenda conflicts are not just about what issues government chooses to act on; they are also about competing interpretations of political problems and alternative worldviews that underlie them”.

Agenda setting refers to the process whereby certain issues achieve higher importance in the news casting and gain benefits from the viewership. Generally, there could be several aspects that may increase the significance of the news such as, interest groups, social science data, the mass media, or an economic crisis (Cook et. al., 1983).

Based on this understanding, the researcher further explores the specific characteristics of media framing for in depth insight on framing as this will be used in the analysis of the data collected in Chapter Four.

2.5.4 Characteristics of Media Framing

Based on Gitlin (1980), frames, “largely unspoken and unacknowledged, organize the world both for journalists who re-port it and, in some important degree, for us who rely on their reports”.

In another study by Gamson and Modigliani (1987) the media frame is expressed as a main idea or story that gives an insight or highlight as to what the news is about and also provides a reflecting point on the event. This type of media framing usually consists of the motivation of the sender, however the reasons may also be insentient at times (Gamson, 1989).

Likewise, Entman (1991) made a distinction between individual frames as “information-processing schemata” of individuals and media frames as “attributes of the news itself”.

To understand further on the framing of media, based on previous studies conducted, we are able to notice that the reporter may be swayed to frame the news depending on the social standards and ideals; organizational requirements and restrictions; salience of interest groups; journalistic practises and also the reporters personal political stand or view and beliefs (Shoemaker and Reese,1996; Tuchman, 1978).

In another study conducted by Nabi (2002) on how the media frames affects human emotions, it was found that several styles of news stories focusing on domestic terrorism, each specifically intended

to provoke anger, fear, or neither emotion, had in fact bring out different kinds of sentiments. Specifically, Nabi (2003) discovered that human sentiments is able assist a *framing* function, for example “repeated pairing of certain emotions with particular ideas or events shapes the way in which one interprets and responds to those events”.

James Tankard stated that “the central organizing idea for news content that supplies a context and suggests what the issue is through the use of “selection, emphasis and elaboration”. This goes to imply that the news media decides on what issue is important than the rest of the subject matters. They may take certain concerns occurring in real life and give more attention to those and will portray them as an eminent problem or a current major hype to talk about (Griffin, 2012).

Salma Ghanem who was supervised by McCombs (2001) found a high level of influence between the news and the public in her study in analysing the changes in the amount of people in Texas who perceived crime as an important issue in their state from 1992-1995. It was noted that even when crime rate was low, the public still saw this as a major concern which was highly likely due to the salience given by the media.

Framing was evident whereby people were more concerned about their safety as crime news such as robberies and shootings were occurring during the day time with no specific motive but rather randomly. Secondly, the framing concerned the location of the crimes taking place and this was naturally to be alarming to the audience if it

happened in their vicinity than the ones taking place out of town (Griffin, 2012).

There are also studies that centre around the idea of *inter-media agenda* building whereby journalists or media organizations prefer reporting on told stories in preference to not having any liability on the news presented moreover in issues that are sensitive, therefore remaining on a neutral ground of some sort (Golan, 2006; Denham, 2010).

2.5.5 Types of Frames

There are several types of framing available, as stated by Hallahan (1999), there are 7 specific frames that are applicable to the public relations field which are:-

1. *framing of situations,*
2. *framing of attributions,*
3. *framing of choices,*
4. *framing of actions,*
5. *framing of issues,*
6. *framing of responsibilities and*
7. *framing of news.*

Framing takes place when the reporters or framers portray their conclusion and view of the particular topic to the public. These

messages can be categorized under three types of framing, which are valence framing whereby the message may include any positive or negative element of choice; semantic framing which is a simple paraphrasing of the message and story framing that is the most intricate comprising the choosing of the main highlights of the topic and writing or telling it in a proper and attractive story telling system.

We will then elaborate further on news framing type to understand further as per this research topic.

2.5.6 News Framing

Framing of the news is considered important as it helps create and attract viewership as the news has to be portrayed in a way that catches the attention of the reader. In the same time, whilst framing may depend on the audience that is being targeted it also plays a role in directing the public in which mode or route to think or feel.

Based on previous researches topics covered on news framing spans across a huge selection of social stigmas such as “Abortion (Andsager, 1998), America’s “drug problem” (Fan, 1996), Cold War criminals (Carmichael, 1993), Child mistreatment (Hendrickson,1994), Fathers' rights (Williams and Williams, 1995), Labor strikes (Martin and Oshagan, 1997), and Welfare (Sotirovic, 1998)”. In addition to that, topics focusing on “Artists (Ryan and Sim, 1990), and Ethnic minorities (Gandy, 1994; Gandy,Kopp, Hands, Frazer, and Phillips,

1997; Jackson, Turner, and Allen, 1997; Platt and Fraser, 1998; Solomon, 1993)” were evaluated as well. Researches conducted based on Gender issues studies have also observed the media framing in terms of “Gay athletes (Wachs and Dworkin, 1997), Affirmative action programs (Fine, 1992; Gamson and Modigliani, 1987), Sexual harassment and the Clarence Thomas Supreme Court nomination (Huang, 1996; Robinson and Powell, 1996), charges of wife-beating involving boxer Sugar Ray Leonard (Messner and Solomon, 1992), and Women's issues (Terkildsen and Schnell, 1997)” as found in Hallahan (1999).

Basically, news framing depends on the journalists or media people to create and represent the specific topic to the audience in a catchy theme that will make an impression on the readers mind and interest to follow as advised by Gamson (1995).

News framing can also be influenced by other agents such as public relations officers that are representing their clients in a crisis or generally during an event. The PR representatives will give out the information or news based on their clients preference and need to make certain that the news frame does not divert, and these is referred to as frame negotiations. Based on the literature, majority studies have been focusing on print media and other topics and there is less coverage on online media framing especially concerning crisis involving religious beliefs.

However, as evident in previous studies highlighted in empirical studies, the mainstream and alternative news media angles its news very differently. As per chapter one, both these newspapers had covered the Cadbury Porcine linked crisis when it had happened in 2014. In order to comprehend how was the news framed by both these portals that usually engage in different styles of reporting, it is central to understand what crisis and the severity of the crisis in a religious context is first. Based on this the researcher will also be analysing the NULL and ALTERNATIVE hypothesis as below to address research question one:

H0: There is no significant difference in the frames used between *Malaysiakini* and *The Star Online*.

H1: There is a significant difference in the frames used between *Malaysiakini* and *The Star Online*

Research in Malaysia for food has been mainly on health framing with little to none found on news framing with a religious context. Furthermore, the research on Cadbury has been mainly on crisis handling and management. On this note, the researcher hopes to be able to determine the frames used by the two top news portals in Malaysia and make comparable analysis with previous studies if there is any difference in the style of reporting and framing the news to the public.

Based on the Framing Theory, the researcher intends to identify the frames that were being used by the two news portals and how were the articles contextualized to represent the crisis, Cadbury, and the Health Ministry. Centred on the literature and as per Semetko and Valkenburg (2000) model for news framing content analysis, the researcher has identified the variables involved that will be the main framework of this study. The independent and dependent variables have been categorized as below in Figure 1.

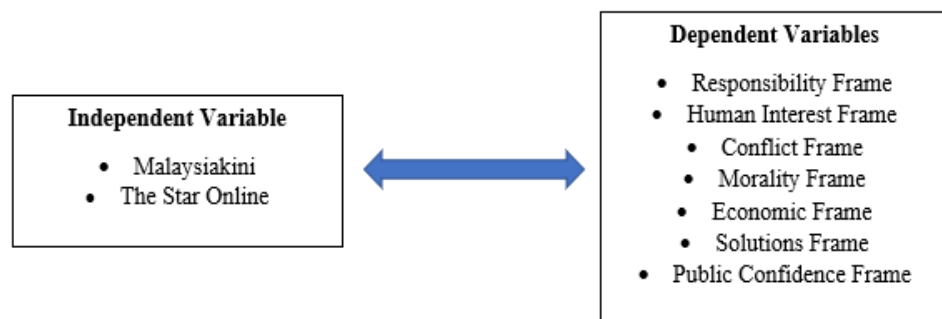


Figure 1: Independent and Dependent Variables for this study

2.6 Summary

As per previous studies found, the researcher will further analyse the information gathered and compare it with the data on news frames obtained on Malaysiakini and The Star Online which will be further discussed in chapter four. In order to analyze the data observed, the researcher has opted for mixed mode of methodology which will be reviewed in the next chapter of this study.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter describes research methods that would be used to conduct this study in the effort to gather data on news representation of the Cadbury and Porcine DNA crisis in Malaysia. The data gathered is analysed by using quantitative content analysis as the main method to analyse the news frames employed by the news agencies to reach out to the public and qualitative textual analysis to identify prominent themes. A content and textual analysis of two online news portals in Malaysia is conducted on the news frames used during the coverage of the Cadbury Porcine DNA crisis that took place throughout mid 2014 till end of 2015. This research is conducted to analyse and determine the types of news frames that were employed by both these media agencies.

3.2 Content Analysis and Research Design

As per Berelson, (1952) content analysis is a research technique that is based on three principles which is the objective, systematic, and quantitative description of the respective content provided. Objectivity is when the analysis is conducted and defined under certain guidelines that allow similar results amongst multiple researchers.

Systematic is when the contents selected is based on certain pattern guideline which removes the possibility of researcher biased content selection. Whereas, quantitative refers to the analysis of the content is explained in numbers.

As per Prasad (2008), content analysis is a tool that not only is able to provide unbiased and precise data about the research or situation but also able to generate symbolic values of the data which further allows to the researcher to determine if the news is constructive or negative.

Content analysis is mainly used to understand and decode articles within any of the theories in order to evaluate the situation, crisis or news that is being researched on. As per Krippendorff (1989), this method can be applied so long there is verified written material contents. As per Krippendorff, (1989), content analysis usually involves numerous steps which are :

1. Deciding to use content analysis
2. Determining what material that needs to be included in the content analysis
3. Selection of unit of analysis
4. Develop coding categories
5. Coding the materials
6. Analysing and interpreting the results

3.3 Unit of Samples

The data coverage was derived from news articles from Malaysiakini and The Star Online. These two news portals were chosen, as one is a mainstream media and another was an independent online news portal. The criteria to select these two were based on the findings of the most prominent and popular news portal ratings.

Amongst the English language newspapers in Malaysia, The Star is the most prominent mainstream newspaper amongst the locals. An audit by the Audit Bureau Circulation on Malaysian newspapers found that The Star newspaper was the most circulated paper in Malaysia with 115,460 in Jan, 2017 and 85,806 in July 2014 alone (<http://abcm.org.my/report/archives/>).

For the non-traditional media, Malaysiakini has the highest number daily viewership of approximately 200,000. Brown (2005) and Steele (2009) found that Malaysiakini was deemed as the most thought-provoking and popular news media online.

Based on data collected by comScore, The Star Online was one of the prominent websites visited by the public for mainstream media and Malaysiakini came in second to The Star Online in terms of news portals with 885000 visitors (Kuppusamy, 2013).

This study was based completely on the Porcine DNA issue in Malaysia. Articles were retrieved from the archives of both these news portals by using Boolean search such as Cadbury and Halal, Cadbury and Porcine DNA and Cadbury and PIG. Boolean search is the usage of the word AND

with two other words whereby the system will search for both words instead of just one of the words. This search method was developed by an English mathematician and computer pioneer, George Boole (WhatIs.com, 2005). Total of 60 articles were retrieved and analysed to determine the relevancy and possible duplication. Reader opinions were excluded from the data collection as this was not relevant to the search of types of frames used by media as these were reader opinions.

Based on the online search that was performed initially, it was evident that there was a specific time frame where the coverage of the issue was extensive, as in appearing at least once or twice a day daily and gradually subdued and only appearing after a few days and once every month or two. Therefore, the time frame for the article sampling was between May 24th, 2014 till November 22nd, 2014. A bigger timeline was used to conduct the search which was from May 23rd 2014 until January 31st, 2015 to ensure there was no news article that was left out from the sampling.

3.4 Coding for content analysis

In order to define the frames that was employed by these news portals, Semetko and Valkenburg's frame attributes were used in this study. The frames were selected from Semetko and Valkenburg's study (2000). The whole news article was thoroughly examined as the unit of analysis in terms of following the seven frames of attribution. The additional two frames were taken from a journal by Wang (2014) and the original creator of this frame was McKeever

(2013) that had developed this during his study of news reports on autism between 1996 to 2006.

The seven frames were used to analyse the news articles and each of the frame had between three to five corresponding questions. Coders were provided with a codebook explaining the code sheet in detail and also on the definition of the questions being asked. The code sheet consisted of 39 questions in total for all frames and the coders were to answer either yes (coded “1”) or no (coded “0”) for each item in the frame.

The code sheet consisted of frame questions surrounding frame of Responsibility, whereby this was dissected into two groups, Government and Business with questions such as “does the story suggest that some level of government/business has the ability to alleviate the problem” and “does the story suggest that some level of government is responsible for the issue/problem?”.

This was followed by the Human Interest frame whereby the emotional aspects of the new article were analysed by asking questions such as “does the story provide a human example or “human face” on the issue and “does the story emphasize how individuals and groups are affected by the issue/problem?”

The third focused on Conflict frame and questions such as “does the story reflect disagreement between parties-individuals-groups-countries?” and “does the story refer to two sides or to more than two sides of the problem or issue?”.

The fourth frame was on Morality and questions such as “does the story contain any moral message?” and “does the story make any reference to morality, God and other religious tenets?” to determine if religion or moral obligations were portrayed in the article.

This was followed by the Economic frame to analyse if there was any reference made to the company’s and governments profit and loss by asking questions such as “is there a mention of financial losses or gains now or in the future?” and “is there a reference to economic consequences of pursuing or not pursuing a course of action?”

The last two frames focused on Solutions and Public Confidence whereby it asks the coder “does the story mention any actions to handle the product concerned in market” and “does this story mention what the concerned manufacturer is doing to protect brand liability” and does this story mention people’s reluctance to use or to eat the product concerned?” and “does this story mention erosion of the credibility of government?”

Special preference is usually given to conflict, emotions, blame or credit and economic concerns. These four situations are the main frames used by journalists to attain consumer interest and attention. The conflict frame is used to highlight on the issue that has happened and keep the audience tuned towards the problem (Neuman, et al.,1992). Whereas the emotions are captured by utilizing the human-interest frame and this is done thru personalizing and exaggerating the news (Bennett, 1995). The third frame, responsibility, the journalist centers the gravity of blame or duty to resolve the issue on the particular person, company or government (Semetko and

Valkenburg, 1998). The fourth element of the news framing focuses on the economic consequences that will be faced by the stakeholders involved directly or indirectly (Neuman et al., 1992). Two new frames are being explored to determine the relevance in this crisis. The Solutions frame was noticed by McKeever (2013) in his study on autism showing that this frame becoming more popular in recent news reporting. Whereas, the public confidence frame was adapted directly from Wang (2014) which was created based on the literature on food safety in China.

Table 2

News Frames

Types of Frames	Explanation
Attribution of Responsibility	Responsibility is portrayed on the Government/Business to come up with a solution for the crisis
Human Interest	Using the human emotions by tapping into sensitivity of the issue or personalizing the news to affect human emotions
Conflict	Portraying the clash of interest or opinions between the two involved parties
Morality	News is associated with religion or moral conscience of the public
Economic	Highlighting on the loss and gains of the persons or companies involved as a result of the crisis.
Solutions	Frames on the resolution or actions taken by the individual or company to rectify the matter
Public Interest	Framing the crisis to the point the public loses or gains trust in the involved persons/government

The above table is a compilation of the frames and its explanation by Semetko and Valkenburg (2000). The last two frames were adapted Wang (2014) that were created by McKeever (2013)

The coding book was given to the coder to be used as a guideline and to understand what each frame unit represents and the information to be searched for in the news article. The book was used to understand each frame to ensure correct data input (Kee, Ibrahim and Ahmad 2012).

3.4.1 Operational Definitions

3.4.1.1 News

According to Schultz (2007) there are six value types that the news seems to practice which are timeliness; relevance; identification; conflict; sensation and exclusivity. A news company that has a new significant story first has an upper hand in terms of exclusiveness and timeliness. Sometimes, news is given more credit or more interest in if celebrities are involved regardless of the popularity of the news channel (Harcup and O'Neill, 2017).

3.4.1.2 Crisis

According to Lerbinger (1977) crises can be classified into 7 categories, which are natural crises; technological crises;

confrontational crises; crises of malevolence, crises of management values; crises of deception; and crises of management misconduct.

3.4.1.3 Frames

As stated by Hallahan (1999), there are 7 specific frames that are applicable to the public relations field which are:

1. *“framing of situations”*,
2. *“framing of attributions”*,
3. *“framing of choices”*,
4. *“framing of actions”*,
5. *“framing of issues”*,
6. *“framing of news”*.

Frames occur when the article written invokes a positive or negative side of the crisis or situation, using certain type of keywords or information which leads to a particular theme that may or may not influence the readers.

3.4.1.4 Digital or Alternative Media

Digital or online media, emphasizes on the role that technology and its addressees play, in the decision making of what is to be told as news, as user-generated content has become more prevalent in the news production (Domingo et al. 2008).

3.4.1.5 Halal

“Halal” certification refers to that everything such as the well-being of animals, employees and land concerned from stage one of the processes to the end product is processed with full care and accountability (Robinson,2014).

3.5 Validity and Reliability

3.5.1 Inter Coder Reliability

All 42 news articles were coded by two coders, which were the researcher and an undergraduate student of the same field of study. The independent coder was briefed on the requirement and process to analyse the news articles using the code sheet and once the code sheets were completed, both coders discussed where there was a difference in opinion and answers. Two coders were selected for this study to avoid biasness in the results, and both sets of coding analysis were carried out separately. This was then assessed by using Inter-coder reliability test.

To ensure there was no error and data collected and analysed was reliable, a reliability test introduced by Holsti (1969) was used to measure the reliability of the data. This method was used as it is the most reliable and traditional test used for analysis of frames. Krippendorff’s Alpha can also be used, however it is not as simple to be adapted as Holsti’s coefficient and also

due to Holsti's method provides a more detailed understanding on the reliability percentage.

This test is known as "the extent of agreement between coders" and this is performed by getting coders to code random number of the respective material/articles independently (Peter and Lauf, 2002). The first coder is the researcher and another coder was trained to perform the content analysis by using an example news article and the code sheet.

The reliability score must be more than 0.7 in order to be valid. This was done by finding similar scores for each article by both coders and the total was used in the Holsti measurement as per example below:

$$CR = \frac{2M}{N1 + N2}$$

M represents the total agreement or how many variables have been agreed by both the coders. N represents the total amount of variables that were coded by each coder which included those not agreed as well.

For this study, the researcher had taken articles randomly by skipping every 2 articles and choosing the next 4th article for both news media. Hence, 6 random articles were used to calculate Scott's pi for The Star Online and 8 articles for Malaysiakini using the same method.

As there were 35 variables for each article that total for N was calculated as 6 x 35 for The Star Online and 8 x 35 for Malaysiakini.

Reliability test for the The Star Online:

$$\text{CR} = \frac{2*(195)}{245 + 245}$$

$$\text{CR} = \frac{390}{490} = 0.7959$$

Reliability test for the Malaysiakini:

$$\text{CR} = \frac{2(200)}{280 + 280}$$

$$\text{CR} = \frac{400}{560} = 0.7143$$

The Scott's pi score for each news portal was above 0.7 at 0.7143 (Malaysiakini) and 0.7959 (The Star Online) respectively.

As per Golafshani (2003), advises that validity for quantitative research is explicit for the particular test, for qualitative, triangulation methods are to be used to ascertain validity.

3.5.2. Triangulation

Triangulation comprises a research that employs more than one research method in order to confirm and find validity in the research study conducted by the means of analysing the data using various perspectives (Guion, Diehl, and McDonald, 2011).

There are four types of triangulation methods which are; a) Data triangulation – where multiple sampling methods are used to increase the validity; b) Investigator Triangulation – employing more than one researcher for the data analysis (Bryman, 2004); c) Theory triangulation – employing more than one theoretical perspective to analyse a single set of data (Guion, Diehl and McDonald, 2011); d) Methodological triangulation – employing several qualitative and/or quantitative research styles to conduct the analysis (Guion, Diehl and McDonald, 2011; Bryman, 2004).

3.6 Data Analysis

This study uses the mixed-methods approach in terms of using the quantitative and qualitative methods towards the data collection and analysis and the results are combined which allows to minimize flaws that could arise in the data derived (Bamberger, 2012).

For the mixed methods, the researcher had opted for the triangulation research method which allows the validity to be verified by the means of exploring the research questions using various angles (Guion, Diehl and McDonald, 2011).

3.6.1. Quantitative analysis

The data retrieved from the code sheets are to be analysed using ANOVA analysis on the SPSS software to test the research questions created for this study. One way ANOVA which is used for analysis of variance is used to determine the inferential data and the frequency and percentage was done using the descriptive method.

The one way ANOVA is used to find out if there is any determine whether there are any statistically major variances between the means of two or more independent which are unrelated clusters.

However, there are limitations of using one way ANOVA test as it only shows that there is at least two groups that were different but will not ascertain which specific group. If the test returns a significant f-statistic, another random test may need to be conducted (like the Least Significant Difference test) to determine which group specifically had the difference in means (Miller, Koceja and Hamilton, 1997).

Further to that, the quantitative method was used to analyse the distribution of articles and frequency based on reporting dates. In addition to this, the researcher also compared the amount frames that was notable in the articles that both coders had agreed upon during the coding of the frames. This can be seen in Table 11 and 12.

3.6.2. Qualitative analysis

As per Hall (1975), for textual analysis, it is important for a theme or subject to be recognized, text specified, and then that text is examined further to identify the theme, symbolic meaning and slant used. In this instance, the theme is Cadbury Porcine DNA and the text to be examined are The Star and Malaysiakini's news articles during the course of this crisis.

Hall (1975) further states that textual analysis is crucial as it is able to analyse the hidden meanings that are not able to be determined using quantitative analysis alone. This identification is able to provide data on society, societal values and how these texts create meaning and social understanding. In textual analysis the researcher will also look at how the news is presented, coded, shaped within a set of suggesting meaning-structures.

3.6.3 Slant

In addition to the above, the researcher also studies the approach of the news article to establish the slant of the articles, if they are

- 1) Positive portrayal of Cadbury and The Malaysian Government
- 2) Neutral portrayal of Cadbury and The Malaysian Government
- 3) Negative portrayal of Cadbury and The Malaysian Government

Table 3

Description of News Slants

News Slant	Description
Positive	The news article presented information that was in favour of Cadbury or Government. It provided details or measures being taken to rectify the issue at hand
Neutral	The news article presented impartial news information relating to the Porcine DNA crisis, Cadbury and The Government
Negative	The news articles focused more on the outcry of the affected public and damage that had been done and portrayed Cadbury and The Government negatively

3.7 Summary

This chapter outlines the research framework applied in collecting data for this study and the methods applied in interpreting the data being analysed. A total of 42 articles were found online relating to this news subject and taken for analysis. Each article was read through to confirm if it was related to the study and analysed using Semetko and Valkenburg (2000) generic frames using a coding book and textual analysis. In order to maintain reliability, two coders were used including the researcher herself.

Once coding was completed, this information was transferred to the SPSS software to conduct the quantitative analysis. From the reliability test, the researcher then analysed the set of articles that was agreed by both coders

to portray a certain frame. Once this was completed, the researcher used textual analysis and carefully read through each article to verify the slants used in the news articles and the themes that the news information was centred around and to determine the similarities or differences.

This mixed methodology used to interpret the data collected, is anticipated to enable the researcher to meet the research objectives of this study.

With these research methods, the researcher hopes to be able to answer the research question and objective of the difference in framing between both media channels and obtain a reliable analysis with the usage of triangulation method.

CHAPTER 4

DATA ANALYSIS & FINDINGS

4.1 Introduction

This research attempts to investigate and to explore the frames used in coverage of Cadbury in Malaysiakini and The Star Online during the Porcine DNA crisis in 2014 and find out which were the more prominent frames used in this coverage.

A total of 42 articles were selected to conduct this study, where 19 news articles were taken from The Star Online Malaysia and another 23 news articles taken from Malaysiakini. The research will try to decode and determine the types of frames used by both these news media agencies, and most prominent frames and if there is a difference between the two news media articles.

4.2 Analysis

The articles that were downloaded based on the BOOLEAN search included reader opinion columns as well, which were eliminated from the research unit of analysis samples. The analysis was conducted by first studying the frequency of news articles during the period of analysis, followed by the slant of the news articles and themes identified and concluded by discussion of the results from One Way Anova to textual analysis.

Frequency of News article

Table 4

List of news articles for The Star Online and Malaysiakini based on date

Date	The Star Online	Malaysiakini
24.05.14	2	1
25.05.14	2	0
26.05.14	1	1
27.05.14	0	2
28.05.14	0	4
29.05.14	1	1
30.05.14	1	0
31.05.14	0	1
01.06.14	1	1
02.06.14	1	4
03.06.14	3	2
04.06.14	1	0
05.06.14	1	2
06.06.14	0	1
07.06.14	1	1
08.06.14	0	0
09.06.14	0	1
10.06.14	0	0
11.06.14	0	1
04.07.14	1	0
23.07.14	1	0
21.11.14	2	0
Total	19	23

As per the table, it shows the highest number of news articles for The Star Online was on June 3rd, 2014. This was during the time where the crisis was at its peak and authenticity of the reports from both Cadbury and the leaked test results were being questioned. It is also noted that The Star Online had at least one article published on the Porcine DNA almost daily or every other day during the beginning of the crisis until the first week of June.

It picked up again on this issue twice in July and once in November the same year

In comparison, Malaysiakini the most number of articles during the 1st week this crisis surfaced with 3 articles focusing on this issue on May 28th 2014 and followed by another 4 articles on June 2nd 2014. Malaysiakini also had at least one article published almost daily or every alternate day from the beginning of this crisis dated May 24th 2014 up to 2nd week of June 2014.

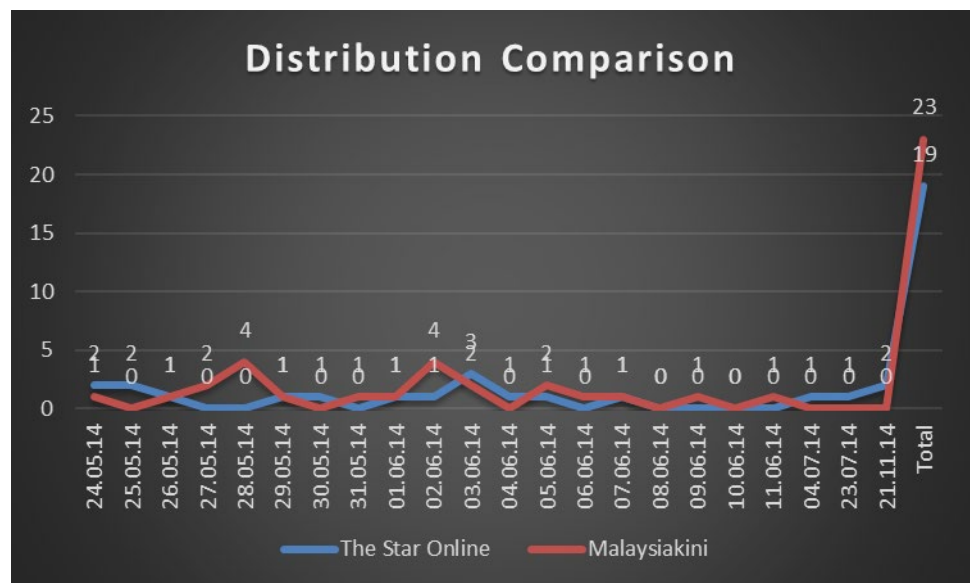


Figure 2: Distribution comparison between *Malaysiakini* and *The Star Online* news articles

Reliability

To ensure reliability, there were two coders which included the researcher herself, was used to analyze the news articles and identify the frames that were present. The second researcher was an undergraduate student

at the time and also learning mass communication studies. The researcher had then employed the inter-coder reliability test to ensure there was no error and data collected and analysed was reliable. The data collected was tested using Holsti's formula where the number of items the coders had agreed or disagreed on was computed into the Holsti's formula (1969). The inter-coder reliability test for both news medias combined was 0.742 which is considerably reliable.

4.3 Quantitative Content Analysis

As per Field (2009), One-way ANOVA helps to find out if there are three or more means that are the same, therefore testing the null hypothesis whereby it is assumed that all mean group is equal. The NULL hypothesis as per stated in Chapter 2 of this study, will be further analyzed here using the ANOVA tables.

The NULL hypothesis states, "there is no significant statistical difference between the news media type and news frames used" and the ALTERNATIVE hypothesis states "there is a significant statistical difference between the news media type and news frames used". Based on the ANOVA results, this ALTERNATIVE hypothesis was rejected in all the frames except for attribution of responsibility frame for business aspect. The NULL hypothesis was accepted for the remainder frames which will further elaborated in the following data analysis.

4.3.1 One Way Anova for Attribution of Responsibility Frame

Table 5

One way Anova results on Attribution of Responsibility Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Does the story suggest that some level of government has the ability to alleviate the problem?	Between Groups	.011	1	.011	.076	.785
	Within Groups	5.876	42	.140		
	Total	5.886	43			
Does the story suggest that some level of the government is responsible for the issue/problem?	Between Groups	.181	1	.181	.727	.399
	Within Groups	10.455	42	.249		
	Total	10.636	43			
Does the story suggest solution(s) to the problem/issue?	Between Groups	.258	1	.258	1.165	.287
	Within Groups	9.288	42	.221		
	Total	9.545	43			
Does the story suggest that an individual (or group of people in government) is/are responsible for the issue/problem?	Between Groups	.019	1	.019	.073	.789
	Within Groups	10.890	42	.259		
	Total	10.909	43			
Does the story suggest the problem requires urgent action?	Between Groups	.858	1	.858	3.624	.064
	Within Groups	9.938	42	.237		
	Total	10.795	43			
Does the story suggest that some level of corporate interference has the ability to alleviate the problem?	Between Groups	2.175	1	2.175	11.064	.002
	Within Groups	8.257	42	.197		
	Total	10.432	43			
Does the story suggest that some level of the corporation is responsible for the issue/problem?	Between Groups	.205	1	.205	.797	.377
	Within Groups	10.795	42	.257		
	Total	11.000	43			
Does the story suggest solution(s) to the problem/issue?	Between Groups	1.699	1	1.699	9.092	.004
	Within Groups	7.847	42	.187		
	Total	9.545	43			
Does the story suggest that an individual (or group of people in the corporation) is/are responsible for the issue/problem?	Between Groups	.499	1	.499	3.892	.055
	Within Groups	5.387	42	.128		
	Total	5.886	43			
Does the story suggest the problem requires urgent action from the corporation?	Between Groups	.158	1	.158	.708	.405
	Within Groups	9.387	42	.224		
	Total	9.545	43			

Based on the Table 5, an analysis of variance showed that for the attribution of responsibility frames it was found that there was no statistical significance for the framing of government in the Cadbury crisis. However, there was a statistical significance found for the business aspect between the two news articles that was seen in responsibility question one asking, “Does the story suggest that some level of corporate interference has the ability to alleviate the problem?”

and question three “Does the story suggest solution(s) to the problem/issue?” respectively. The P value was $F(1,42) = 11.06$ $p = .002$ and $F(1,42) = 9.09$ $p = .004$

4.3.2 One Way Anova for Human Interest Frame

Table 6

One way Anova results on Human Interest Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Does the story provide a human example or "human face" on the issue?	Between Groups	1.297	1	1.297	8.469	.006
	Within Groups	6.431	42	.153		
	Total	7.727	43			
Does the story employ adjectives or vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?	Between Groups	1.542	1	1.542	7.283	.010
	Within Groups	8.890	42	.212		
	Total	10.432	43			
Does the story emphasize how individuals and groups are affected by the issue/problem?	Between Groups	.231	1	.231	.931	.340
	Within Groups	10.406	42	.248		
	Total	10.636	43			
Does the story go into the private or personal lives of the actors?	Between Groups	.083	1	.083	1.909	.174
	Within Groups	1.826	42	.043		
	Total	1.909	43			
Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion?	Between Groups	.000	1	.000		
	Within Groups	.000	42	.000		
	Total	.000	43			

Based on the Table 6, an analysis of variance showed that for the human-interest frame, it was noted that there was no statistical significance for the framing of human interest Cadbury crisis. The P value for all five frames under this coding category was larger than 0.05

4.3.3 One Way Anova for Conflict Frame

Table 7

One way Anova results on Conflict Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Does the story reflect disagreement between parties-individuals-groups-countries?	Between Groups	.373	1	.373	1.476	.231
	Within Groups	10.605	42	.252		
	Total	10.977	43			
Does one party-individual-group-country reproach another?	Between Groups	1.474	1	1.474	6.515	.014
	Within Groups	9.503	42	.226		
	Total	10.977	43			
Does the story refer to two sides or to more than two sides of the problem or issue?	Between Groups	.032	1	.032	.126	.724
	Within Groups	10.605	42	.252		
	Total	10.636	43			
Does the story refer to winners and losers?	Between Groups	.127	1	.127	.833	.367
	Within Groups	6.418	42	.153		
	Total	6.545	43			

As per Table 7, the variance showed that for the conflict framing, The P value for all five four under this coding category was larger than 0.05

4.3.4 One Way Anova for Morality Frame

Table 8

One way Anova results on Morality Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Does the story contain any moral message?	Between Groups	.301	1	.301	2.026	.162
	Within Groups	6.244	42	.149		
	Total	6.545	43			
Does the story make reference to morality, God, and other religious tenets?	Between Groups	.113	1	.113	.460	.501
	Within Groups	10.319	42	.246		
	Total	10.432	43			
Does the story offer specific social prescriptions about how to behave?	Between Groups	.169	1	.169	.711	.404
	Within Groups	10.012	42	.238		
	Total	10.182	43			

The Morality framing also showed no statistical significance. The P value for all three frames under this coding category was found to be higher than 0.05

4.3.5 One Way Anova for Economic Frame

Table 9

One way Anova results on Economic Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Is there a mention of financial losses or gains now or in the future?	Between Groups	.076	1	.076	.821	.367
	Within Groups	8.003	86	.093		
	Total	8.080	87			
Is there a mention of the costs/degree of expense involved?	Between Groups	.000	1	.000		
	Within Groups	.000	86	.000		
	Total	.000	87			
Is there a reference to economic consequences of pursuing or not pursuing a course of action?	Between Groups	.231	1	.231	2.111	.150
	Within Groups	9.394	86	.109		
	Total	9.625	87			

The analysis of variance reported for Economic framing, has no statistical significance in Cadbury crisis. The P value for the two frames under this coding category was found to be higher than 0.05. However, for question number two, there is no value data, as the researcher found that the news articles did not implement this frame, thus, coding it as 0 for all 42 news articles.

4.3.6 One Way Anova for Solutions Frame

Table 10

One way Anova results on Solutions Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Does this story mention any actions to handle the product concerned in market	Between Groups	.425	1	.425	1.885	.177
	Within Groups	9.462	42	.225		
	Total	9.886	43			
Does this story mention solutions from governmental organizations	Between Groups	.061	1	.061	.395	.533
	Within Groups	6.484	42	.154		
	Total	6.545	43			
Does this story mention what the concerned manufacturer is doing to protect brand credibility?	Between Groups	2.135	1	2.135	11.567	.001
	Within Groups	7.752	42	.185		
	Total	9.886	43			
Does this story mention compensating the victims for their suffering	Between Groups	.021	1	.021	.911	.345
	Within Groups	.957	42	.023		
	Total	.977	43			
Does this story mention punishing those who violated the law?	Between Groups	.286	1	.286	1.616	.211
	Within Groups	7.441	42	.177		
	Total	7.727	43			

Based on the Table 10, it was found that there was no statistical significance of this frame is the news reporting except for question number three asking “Does this story mention what the concerned manufacturer is doing to protect brand credibility. The P value for this frame is $F(1,42) = 11.57$ $p = .001$

4.3.7 One Way Anova for Public Confidence Frame

Table 11

One way Anova results on Public Confidence Frame between Malaysiakini and The Star Online

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Does this story mention people's reluctance to use or eat the product concerned?	Between Groups	.655	1	.655	3.095	.086
	Within Groups	8.890	42	.212		
	Total	9.545	43			
Does this story mention increased levels of anxiety and worry over the general food safety situation?	Between Groups	.048	1	.048	.233	.632
	Within Groups	8.679	42	.207		
	Total	8.727	43			
Does this story mention erosion of the reputation of the brands concerned?	Between Groups	1.087	1	1.087	4.649	.037
	Within Groups	9.822	42	.234		
	Total	10.909	43			
Does this story mention erosion of the credibility of government?	Between Groups	.113	1	.113	.460	.501
	Within Groups	10.319	42	.246		
	Total	10.432	43			
Does this story mention erosion of the credibility of mass media?	Between Groups	.021	1	.021	.911	.345
	Within Groups	.957	42	.023		
	Total	.977	43			

The analysis of variance for the final frame which is Public Confidence also showed no statistical significance when compared both Malaysiakini and The Star Online

This ANOVA analysis shows that both news agencies had employed almost similar frames when reporting about the Porcine DNA Crisis during the research period which was the *Attribution of Responsibility Frame* mainly. However, this will be further analyzed using textual analysis, to determine slants of the news articles comparatively and further identify the prominent frames that was used by both media agencies when reporting.

4.4 Qualitative Textual Analysis on News Slants

For this section of the analysis, the researcher analyzed the news articles by re-reading a few times to identify the themes and coding genre found along with the slants that were used which are either neutral, supportive or against.

News articles that portray a neutral slant are those that report the crisis that does not necessarily influence the reader and covers both the company and the public concern.

Coverage that writes on the steps taken by Cadbury and requesting for public's understanding would be deemed as supportive, whereas, articles that emphasize on the crisis, responsibility on Cadbury and the authorities and its effects on public will be categorized as against.

This analysis will be done by reading and confirming the news article title and at least the first two paragraphs of the article. Slants and themes were also identified further discussed

Below are the examples of articles excerpts along with the news article title in bold italics:

4.4.1 The Star Online

Positive portrayal of Cadbury and the Malaysian Government

Cadbury reiterates commitment to food safety and halal standards

“Cadbury head of corporate affairs, Raja Zalina Raja Safran, said in a statement on Sunday that it had been actively engaging with the concerned authorities to investigate the two batches of its chocolate products that tested positive for porcine DNA”

Raja Zalina was quoted supporting on the importance of the Halal certificate *“We understand how important Halal is to the Muslim community. It is also of the highest importance to us here at Cadbury. Ensuring that all our products made here in Malaysia are Halal is something we take very seriously.”*

Fatwa Council : Cadbury products are still halal

Quoting National Fatwa Council Committee Chairman Prof Emeritus Tan Sri Abdul Shukor Husin *“In the case of ready-made*

products marketed to consumers and produced through processes using clean and halal ingredients – which were confirmed as ‘halal, but certain batches of which were later found to have been contaminated with pig DNA – the committee has decided that it is to be categorized as ‘Umum al-Balwa’.

Jamil Khir: Have confidence in Jakim’s halal certification

“The public should have confidence in halal certificates issued by the Malaysia Islamic Development Department (Jakim) on food products produced in the country”

“Jakim stands by the halal certificate it issued to the Cadbury company because the products are not contaminated with porcine DNA” he said, adding that Jakim would ensure the recent incident where reports stating two products by the company were contaminated with porcine DNA would not recur.

Neutral portrayal of Cadbury and the Malaysian Government

Jakim: No Porcine DNA in two Cadbury chocolate samples

“BANGI: No trace of porcine DNA has been found in two samples of Cadbury chocolate and they are therefore halal, the Malaysia Islamic Development Department (Jakim) has found.

Dr Jamil Khir who is the Minister in the Prime Ministers Department had advised the public as quoted, *“the ‘jihad’ call by NGOs was justifiable if prohibited elements were found in the food they consumed but said it was vital that they verified the matter immediately.*

..”We would encourage Muslims to take legal action”

..”That is why once the lab tests were released this morning, we felt compelled to inform the public as soon as possible”

Cadbury recalls two products following report of porcine DNA detected in chocolates by Rahmah Ghazali

The news article highlighted what Cadbury is doing to reassure its consumers *“In a statement posted at its official Facebook page on Saturday, Cadbury said it is undertaking a full review of the supply chain of its products to ensure all quality standards are met”*

It was also reported that Cadbury had published a statement on its website to reassure its consumers that the corporation places high value and importance to the Halal certification as quoted: *“We would like to reassure our consumers that all Cadbury chocolates manufactured in Malaysia are halal-certified by Jakim, which includes the locations and raw materials used in the production of these products”* and *“We employ stringent quality procedures to ensure that our products are of the highest standard of safety and quality”*

Chocolate with porcine DNA removed

“Two types of chocolates found to contain porcine DNA will be pulled off the shelves immediately, said Health Ministry director-general Datuk Dr Noor Hisham Abdullah”

The article further quoted him *“Cadbury Confectionery Malaysia Sdn Bhd has assured that these products will be recalled”*

Negative Portrayal of Cadbury and The Malaysian Government by The Star Online

Jakim suspends ‘halal’ certification of two Cadbury products by Rahmah Ghazali

“Malaysia Department of Islamic Development (Jakim) has suspended the halal certification of two Cadbury chocolate products that were found to contain porcine DNA”

Quoting Jakim director general Datuk Othman Mustapha *“We would like to emphasize that the halal certification process involves rigorous auditing and inspection which includes an assessment of the ingredients, processing methods and equipment used”* and *“If there is any breach or non-compliance with the certification requirements, Jakim will suspend or revoke their halal certification immediately”*

4.4.2 Malaysiakini

Positive portrayal of Cadbury and the Malaysian Government

Authorities now say no pig DNA in Cadbury

“After causing a furore by announcing that two Cadbury chocolate products have been found tainted with porcine DNA, authorities have made a U-turn, saying there is no such discovery”

Quoting from Utusan Malaysia, Malaysiakini reported that *“Minister in the Prime Minister’s Department Jamil Khir Baharom (left) said a new test from the same batch of samples showed no trace of the earlier said porcine (pig) DNA*

Cool Down, Abim tells anti-Cadbury NGO’s

“The Malaysian Islamic Youth Movement (Abim) has urged anti-Cadbury Muslim factions not to overreact by wanting blood transfusions and the burning of the chocolate factory”

Abim president Amidi Abdul Manan had issued a press statement that was included in the article: *“Emotional statements that are beyond rational thought are an embarrassment to all Muslims. The suggestion to burn the factory , to do blood transfusion and so on are all extreme suggestions.”*

Jakim willing to eat Cadbury to prove its halal

“To prove that Cadbury chocolates are halal certified by the Malaysia Islamic Development Department (Jakim), its officials are willing to hold a demonstration by consuming the chocolates”

Jakim senior director for Halal Hub Mohd Amri Abdullah was also referenced in the article supporting Cadbury: *“As mentioned before, the status of Cadbury has been decided as halal. If asked to eat the chocolates, we are convinced that what was is given halal status is completely halal”*.

Also further quoting Minister in the Prime Minister’s Department Jamil Khir Baharom: *“The previous results, which were conveyed to the Health Ministry recently, may have been contaminated”* and this could have been due to *“samples were not taken directly from the Cadbury’s factory.”*

Neutral Portrayal of Cadbury and The Malaysian Government

Ministry probing ‘porcine DNA’ report leak

“The Health Ministry is conducting an internal investigation on who leaked the preliminary report of porcine DNA in Cadbury chocolates, said Deputy Ministed Hilmi Yahya”

Further adding that *“The initial test which was completed in February has found some (porcine DAN) element there. What should*

have been done was conducted a second test on the same sample as soon as possible”

“He stressed that it is not about conflicting test results on the same produce, but rather an officer who jumped the gun.”

Report lodged over conflicting statements on chocs

“Pertubuhan Martabat Jalinan Muhibbah Malaysia (MJMM) and six other non-governmental organisations (NGOs) yesterday lodged a police report on conflicting statements that have caused confusion among Muslim consumers in the country following the report on the porcine (pig) deoxyribonucleic acid (DNA) discovery in Cadbury chocolates.

Referencing MJMM president Abdul Rani Kulup Abdullah *“Yesterday (Tuesday), Jakim confirmed that Cadbury chocolate samples taken directly from the company’s factory were certified by the laboratory at the Chemistry Department to not contains porcine DNA. Previously, the Health Ministry issued a statement that I had detected porcine DNA in the samples of Cadbury Dairy Milk Hazelnut chocolate bar expiring on Nov 13, this year and Cadbury Dairy Milk Roast Almond chocolate bar expiring on Jan 15, 2015, he said”.*

Further reporting *“JMM president Azwanddin Hamzah and Muslim Consumers Association of Malaysia (PPIM) president Nadzim Johan have urged the Health Ministry and Jakim to cooperate in giving a clear explanation to the people on the issue” stating “We*

want this matter resolved amicably and request consumers to remain calm in this issue”

Negative Portrayal of Cadbury and The Malaysian Government

Cadbury boycott still on despite ‘halal’ find

“The Muslim Consumers Association of Malaysia (PPIM) which has been at the forefront in protesting against Cadbury, says the consumers’ boycott will continue despite today’s announcement the chocolate maker’s products are now found to be free from pig DNA”

“The consumer boycott will go on as long as the Health Ministry does not deny its previous statement where the ministry confirmed the existence of porcine DNA in Cadbury Daily Milk chocolate, with hazelnuts” it said in a statement today”

Ridhuan warns of ‘DNA babi’and ‘ultra kiasu’

MK reported on Ridhuan’s column where whilst *“disagreeing with the calls by some to torch the Cadbury factory, Ridhuan suggested “that its license be revoked, arguing that it would not bankrupt the nation”.*

Citing Ridhuans column from Sinar Harian – *“This is important to serve as a lesson to others. If no the ultra kiasu will become bolder. I am worried that in future, we will consume pork even though not in the form of real pork.”* And *“This is because, the ultra-kiasu are producers and we are consumers. In short, as long as we are not producers, it will be difficult to get the true meaning of halal,’ he added”*

Lawyers: Muslims, Jakim can sue Cadbury

Referencing Malaysian Muslim Lawyers Association president Zainul Rijal Abu Bakar that *“with evidence that they have been cheated by the Cadbury chocolate products manufacturer can sue the company for compensation”* and *“Jakim was also advised to take stern action against the company, Cadbury Confectionery (M) Sdn Bhd, following the detection of porcine DNA in two samples of the company’s chocolate milk products, besides demanding the company to make a public apology with several other requirements.”*

Zainul Rijal further went on to reiterate that *“This is a horrible insult for Muslims. The Company was not suppose to manufactured such products because it was also an insult to their Muslim employees”*

Table 12*The Star Online Type of Slants, Source and Article Size*

The Star Online				
Date	News Headlines	Slant	Source	Size
24.05.14	Cadbury recalls two products following report of porcine DNA detected in chocolates	Neutral	Agency Journalist	Short
24.05.14	Jakim suspends "halal" certification of two Cadbury products	Negative	Agency Journalist	Short
25.05.14	Chocolate with Porcine DNA removed	Neutral	Freelancer	Short
25.05.14	Cadbury reiterates commitment to food safety & halal standards - Cadbury Malaysia reiterated its com	Positive	Freelancer	Short
26.05.14	Cadbury Malaysia says will continue to work with authorities on product safety	Positive	Freelancer	Short
29.05.14	Fatwa Council : Cadbury products are still halal	Positive	Bernama	Short
30.05.14	Cadbury confident its products are halal	Positive	Bernama	Short
01.06.14	Jakim explains Cadbury issue to Muslim group	Positive	Freelancer	short
02.06.14	Jakim: No porcine DNA in two Cadbury chocolate samples	Neutral	Agency Journalist	Medium
03.06.14	Earlier samples did not come straight from factory, says minister	Neutral	Freelancer	Short
03.06.14	Health ministry, Jakim to work closely to standardize tests	Neutral	Agency Journalist	Short
03.06.14	Cadbury relieved over "halal" confirmation	Positive	Freelancer	Short
04.06.14	Health ministry searching for officer who leaked report of Porcine DNA	Positive	Agency Journalist	Short
05.06.14	Jamil Khir: Have confidence in Jakims Halal certification	Positive	Bernama	Short
07.06.14	Department creating national standard to test for Porcine DNA	Neutral	Bernama	Short
04.07.14	Mondelez bags gold for Cadbury campaign	Positive	Freelancer	Short
23.07.14	Islamic scholars give thumbs up to Cadbury	Positive	Agency Journalist	Short
21.11.14	Cadbury welcomes Jakims halal endorsement	Positive	Freelancer	Short
22.11.14	Cadbury lauds Jakim halal endorsement	Positive	Agency Journalist	Short

Table 12 is a summary of the news articles that were analyzed for the type of slants used by The Star Online for comparison.

Table 13*Malaysiakini Type of Slants, Source and Article Size*

Malaysiakini				
Date	News Headlines	Slant	Source	Size
24.05.14	Pig DNA found in two Cadbury chocolate samples	Neutral	Bernamea	Short
26.05.14	Health ministry to analyze all Cadbury products	Neutral	Bernamea	Medium
27.05.14	Lawyers: Muslim, Jakim can sue Cadbury	Negative	Bernamea	Short
27.05.14	Muslim groups urge Cadbury boycott over "pork" DNA	Negative	DPA	Short
28.05.14	Cabinet receives first draft of National Harmony Bill	Neutral	Bernamea	Short
28.05.14	Why Cadbury, why not against corruption	Positive	Freelancer	Short
28.05.14	Cool Down, Abim tells anti-cadbury NGOS	Positive	Freelancer	Short
29.05.14	Muslim retailers to spurn Cadbury maker, Kraft	Negative	Freelancer	Short
29.05.14	Halal decision on tainted chocolate products maintained	Neutral	Bernamea	Short
31.05.14	Sale of suspect chocolates banned till Wednesday	Negative	Bernamea	Short
01.06.14	Jakim takes Cadbury samples to test for pig DNA	Neutral	Bernamea	Short
02.06.14	Authorities now say no pig DNA in Cadbury	Positive	Freelancer	Short
02.06.14	Ridhuan warns of "DNA babi" and "ultra kiasu"	Negative	Freelancer	Short
02.06.14	Gang rape is ok, chocolates are not	Positive	Freelancer	Long
02.06.14	Cadbury boycott still on despite "halal" find	Negative	Agency Journalist	Short
03.06.14	Jakim willing to eat Cadbury to prove its halal	Positive	Freelancer	Short
03.06.14	Ministry probing "porcine DNA" report leak	Neutral	Agency Journalist	Short
05.06.14	Jakim never betrayed the Muslims, says DG	Neutral	Bernamea	Long
05.06.14	Report lodged over conflicting statements on chocolate	Neutral	Bernamea	Short
06.06.14	Jakim test results on par with global standards	Neutral	Bernamea	Short
07.06.14	Jakim loath to unwrap Cadbury demo details	Negative	Freelancer	Short
09.06.14	Cadbury 1, Sodomy 2	Negative	Freelancer	Medium
11.06.14	NGOS want authorities to relook at medical fatwas	Neutral	Freelancer	Short

Table 13 is a summary of the news articles that were analyzed for the type of slants used by The Star Online for comparison

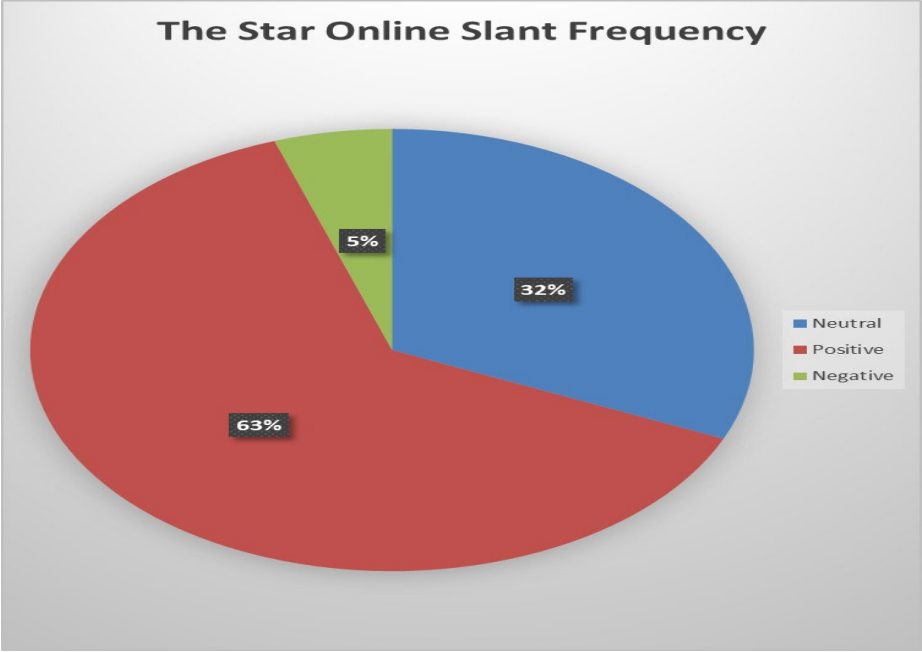


Figure 3: Distribution of Slant frequency found in the articles analyzed for The Star Online

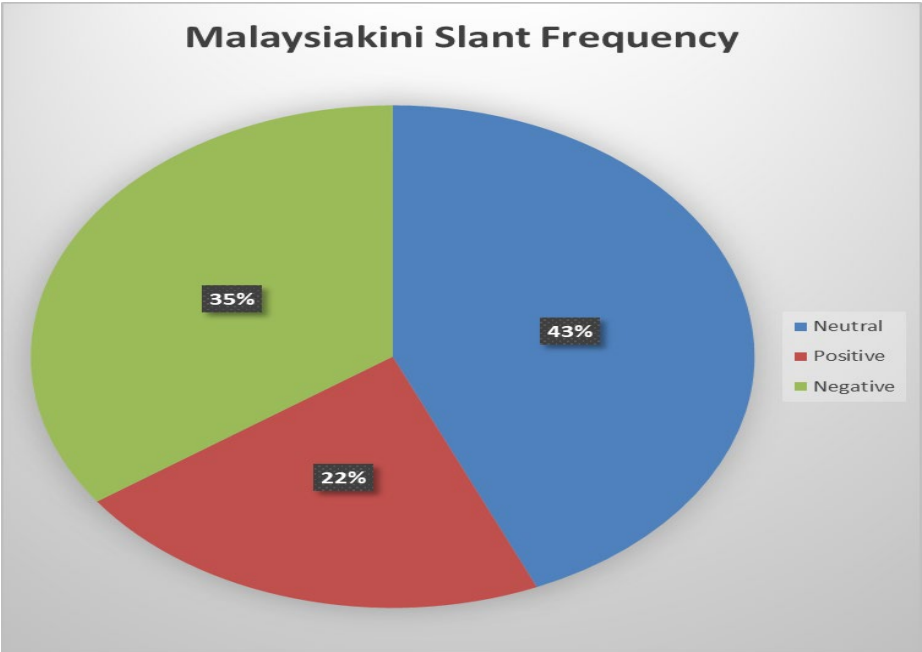


Figure 4: Distribution of Slant frequency found in the articles analyzed for Malaysiakini

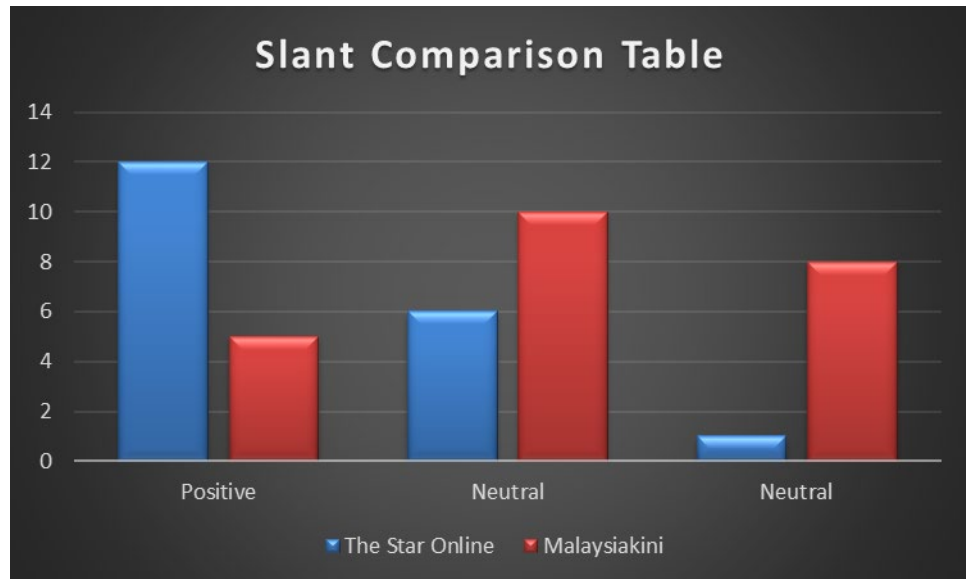


Figure 5: Slant Comparison table between The Star Online and Malaysiakini

Figure 3 & 4 represents the slant percentages mostly found in The Star Online and Malaysiakini and Figure 5 provides the direct comparison between the two media channels.

Based on the slants found, The Star Online seemed to portray the news of this crisis in a more neutral and supportive/positive tone. Only one article was found to have elements of against Cadbury or the authorities. Out of the 19 articles analyzed, there 6 neutral slants and 12 supportive and 1 against slants identified.

Whereas in Malaysiakini, there is more mixture of all three types of slants found in its reporting style. There were 10 articles that followed the neutral tone, 5 articles that were supportive and 8 articles were found to be against the matter and entities involved surrounding this crisis. Further

comparison was conducted based on the total frames that were agreed by both coders as presented in Table 14.

Table 14

Comparison of Frames agreed by both coders for Malaysiakini and The Star Online

Frames	Frames in Articles Agreed by Coders in The Star Online	Frames in Articles Agreed by Coders in Malaysiakini
Attribution of Responsibility		
Government		
Does the story suggest that some level of government has the ability to alleviate the problem	6	6
Does the story suggest that some level of the government is responsible for the issue/problem	8	6
Does the story suggest solution(s) to the problem/issue	8	6
Does the story suggest that an individual. (or group of people in government) is/are	6	7
Does the story suggest the problem requires urgent action?	7	6
Total	35	31
Business Aspect		
Does the story suggest that some level of corporate interference has the ability to alleviate the	7	2
Does the story suggest that some level of the corporation is responsible for the issue/problem	7	9
Does the story suggest solution(s) to the problem/issue	4	2
Does the story suggest that an individual. (or group of people in the corporation) is/are	0	0
Does the story suggest the problem requires urgent action from the corporation	5	5
Total	23	18
Human Interest		
Does the story provide a human example or "human face" on the issue	0	5
Does the story employ adjectives or vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion	3	10
Does the story emphasize how individuals and groups are affected by the issue/problem	5	10
Does the story go into the private or personal lives of the actors	0	0
Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion	0	0
Total	8	25
Conflict		
Does the story reflect disagreement between parties-individuals-groups-countries	6	10
Does one party-individual-group-country reproach another	3	11
Does the story refer to two sides or to more than two sides of the problem or issue	8	7
Does the story refer to winners and losers	1	0
Total	18	28
Morality		
Does the story contain any moral message	1	5
Does the story make reference to morality, God, and other religious tenets	4	7
Does the story offer specific social prescriptions about how to behave	4	11
Total	9	23
Economic		
Is there a mention of financial losses or gains now or in the future	1	0
Is there a mention of the costs/degree of expense involved	0	0
Is there a reference to economic consequences of pursuing or not pursuing a course of action	0	0
Total	1	0
Solutions		
Does this story mention any actions to handle the product concerned in market	7	5
Does this story mention solutions from governmental organizations	13	12
Does this story mention what the concerned manufacturer is doing to protect brand credibility	6	3
Does this story mention compensating the victims for their suffering	2	0
Does this story mention punishing those who violated the law	2	6
Total	30	26
Public Confidence		
Does this story mention people's reluctance to use or eat the product concerned	3	8
Does this story mention increased levels of anxiety and worry over the general food safety situation	5	5
Does this story mention erosion of the reputation of the brands concerned	1	1
Does this story mention erosion of the credibility of government	1	6
Does this story mention erosion of the credibility of mass media	0	0
Total	10	20

This table shows the total frequency for each type of frame that was found in Malaysiakini and The Star online that were agreed by both coders.

Based on the findings of the comparison table, it was noted that the news articles seem to have presented a stronger frame on the attribution of responsibility frames for the government by both newspapers in its reporting. Though Business attribution of responsibility was also present, the frame was not as significant especially in Malaysiakini. The second highest frame used was Solutions by The Star Online whereas Malaysiakini chose to focus on the Human-Interest aspect of framing as it can be seen in the comparison table summary and chart.

Further reading into the articles, the researcher was able to identify certain themes that were prominent in the newspaper articles. These themes were, Cadbury; Halal; Jakim; Ministry of Health; Boycott; Pig/Porcine DNA; Authorities; Certification; Confidence; Trust; and Responsibility

This can be seen in the news headlines such as “*Cadbury boycott still on despite ‘halal’ find*” in Malaysiakini, and “*Jakim suspends ‘halal’ certification of two Cadbury products by Rahmah Ghazali*” in The Star Online.

Table 15

Summary of comparison

Frames	The Star Online	Malaysiakini
Responsibility: GOV	35	31
Responsibility: Business	23	18
Human Interest	8	25
Conflict	18	28
Morality	9	23
Economic	1	0
Solutions	30	26
Public Confidence	10	20

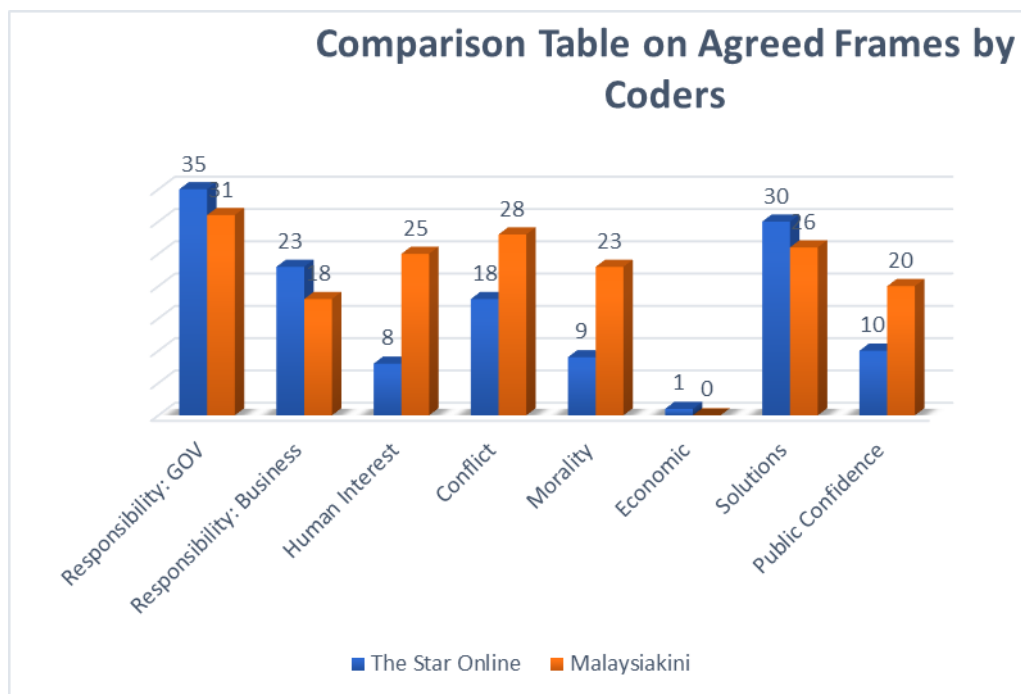


Figure 6: Comparison Table on Frame Frequency in Malaysiakini and The Star Online agreed by both Coders

The above table and chart is a direct comparison of the prominent frames frequency between The Star Online and Malaysiakini

4.5 Summary of Analysis

In the attempt to answer the first research question, the researcher had used the One Way Anova analysis and tested the NULL hypothesis. Based on the ANOVA results there was no statistical significance found in the other frames except to the attribution of responsibility for business. The remainder 6 frames did not seem to have much statistical differences.

This was further analysed using qualitative analysis. Textual analysis was conducted on all 42 articles combined to determine the slant most dominantly used by the journalist or media organization.

The findings indicated that The Star Online took the positive approach in framing the issue and showing a positive portrayal and image of Cadbury and the Malaysian government. Compared to Malaysiakini, it seems to have adapted the neutral approach more dominantly.

This could be further elaborated and supported based on the comparison table on most dominant frames found in the articles that were agreed by both coders. Though attribution of responsibility was the most prominent frame, the second most prominent frame seem to support the slants found in this study. The Star Online had taken a solutions frame approach which could be the reason of the supportive approach as both the Government and Cadbury were working together to investigate and overcome this matter and this was reported accordingly. Whereas Malaysiakini was in between Conflict and Human Interest frame as the second most prominent style as such, it may have influenced the style of reporting to be more neutral where it weighed the public sentiments and also Cadburys position in this crisis.

Both news medias seemed to have applied the attribution of responsibility frames compared to the other frames which was studied and supported by Semetko and Valkenburg (2000).

CHAPTER 5

CONCLUSION

5.1 Introduction

This research was carried out to analyze the type of frames that have been employed by two of the leading online news portals in Malaysia concerning the Cadbury crisis of Porcine DNA that was found in one of its chocolate batches in 2014.

Content analysis was used to examine the frames that were present in The Star Online and Malaysiakini news portal during the reporting of the crisis to the public. Both quantitative and qualitative methods were applied to carry out the analysis.

In order to investigate the frames employed by both news portals, the researcher had adopted the Semetko and Valkenburg framing model consisting of attribution of responsibility, human interest, conflict, morality and economic frame. Two more frames were also employed from another study which were solutions and public confidence. These frames were identified using a coding book (appendix) and the data was analyzed using SPSS to derive if there was any statistical significance between the two news portals reporting style. Further analysis was done by the means of textual analysis, whereby the news articles were carefully read manually by the researcher to identify keywords relating to the frames and themes employed in the reporting.

5.2 Summary and Discussion of Findings

This study centered around the framing theories and model developed and used by Semetko and Valkenburg (2000) in their study on news framing. Referring back to prior research done (Iyengar, 1991; Semetko and Valkenburg, 2000), this study further confirms the attribution of responsibility frame is most prominent in news framing. From the 42 articles analyzed of both news medias, it was agreed by both coders' attribution of responsibility towards the government was most prevalent as per described in Table 14 and 15 in chapter 4.

However, there is a major difference in the second most used frame by both papers, whereby The Star Online takes on the solutions frame in its reporting style, whereas Malaysiakini takes on the conflict and human interest frame.

Though both medias focused on the responsibility frame, it is noted that The Star was more neutral or supportive in its reporting of the issue. This was also noted in the previous studies highlighted in chapter two, finding that mainstream media usually maintains a more subtle approach in its reporting (Shiang and Chibundu, 2018). This approach could also be influenced by the preference of avoiding liability towards the news reported especially for subjects that are sensitive, consequently taking a neutral position (Golan, 2006; Denham, 2010).

In addition to that, news media ownership could also play a role in the method a news topic is explored and reported respectively. As per Brown

(2005) the media outlet may be more inclined to frame and report news based on the philosophy and viewpoint or interest of the owner. Hence, this can further explain the reason for The Star to be more neutral and subtle in its coverage. Compared to Malaysiakini's approach which is much more aggressive and based on the literature review, Steven Gan the owner of Malaysiakini that aims to provide an independent and equal coverage of news.

Furthermore, the aggressive approach is also evident in the news headlines found in Malaysiakini and this finding is further supported by Gamson (1995) that suggests journalist tend to employ headlines of their news articles that is more captivating to the mind that will create a certain impression to the mind of the audience and gauge their interest to further follow the news.

5.3 Implications to Study

Though Semetko and Valkenburg's frames have been constantly used in media framing content analysis, this study had added two more frames that were adapted from McKeever (2013), in Wang (2014) study. The said frames were solutions and public confidence. Semetko and Valkenburg (2000) found in their study that the sequence of the frame dominance follows the order of attribution of responsibility, economic, conflict, human interest and morality frames, this was not the case in this study.

However, the structure or order of frames differed and implied the additional frame of Solutions to be the second most prominent in this study. It

is important to note as this study was on crisis framing, it has been found that news tend to focus on solutions frame as well besides attribution of responsibility as noted by Choi and McKeever (2019) in the study on the Avian Flu Crisis in South Korea.

This study further confirms how crisis can be portrayed depending on the type of crisis and how the media is influenced in its reporting style. This further assists in the application of news framing to be expected during a time of crisis whereby industries can better handle and respond keeping in mind on the news values that are being deployed for reader engagement.

This is supported by Coombs (2006) in his study whereby this study could help practitioners better understand how news media's frame the issues and which media is more likely to engage with a certain frame and how it may affect the audience viewpoint and response towards the corporation.

This study can further provide practical awareness in handling crisis as previously it was mainly found that crisis news tends to portray economic frames more often, however in this case, a different framing approach was taken. As such this would help organizations in understanding and better preparing crisis handling and response in similar contexts to this study.

5.4 Limitations

This study has found several limitations that was noted by the researcher after completing the study. The researcher had noted during the study that the scope of analysis is limited whereby the researcher could have widen the area of research by analyzing other similar crisis framings by The Star Online and Malaysiakini. There were also no images attached to this news articles that could have been studied further in terms of visualizations impact to audience.

Alternatively, additional news agencies could have been analyzed as well on this particular area of research on Cadburys Porcine DNA crisis to analyze if all mainstream and alternative media employs the same framing approach and focus could have been also on the sources that the news media uses to analyze the similarities that could be found.

Secondly, this research had not included reader opinion pieces and letters to the auditor for analysis. This could have enhanced the analysis findings in comparing if there was any difference between the journalists and public conception of the crisis and if public opinions were affected based on the news agency's reporting frames. As noted in a study, the news covered and presented is also influenced by the source per se or the media agency the journalist is working for as the agency may have a certain stand in different issues (Shoemaker and Reese,1996; Tuchman, 1978).

As the researcher chose to focus on two news agencies specifically on this particular crisis hence it to be taken into consideration that this study could not be generalized for all food crisis due to the narrow study sample.

5.5 Further Research

As per limitations noted by the researcher, it would be beneficial to include opinion pieces and letters to the auditor surrounding this topic/crisis to better understand the influence of the frames and if the news is also affected by these opinion and letters (Christian, Ngozi and Kenneth, 2012)

As in a recent study, Iyengar (2017) argues that news frames may not entirely affect readers as previously assumed. Readers may only read what is important to them and make judgements based on what fits their point of view and ideals. This is referred to as “selective exposure” as per Bos et. al (2016) where news consumers may only opt for news medias that have a tendency to follow certain specific frames.

Future research could also perhaps opt for additional research methods whereby, interviews could be conducted with the affected corporation and news agencies journalists and a selected controlled population of public to further analyze how the issue could be affected by the journalists personal opinion and frames and if the public is swayed positively or negatively by the portrayal of the issue (Smith, 2007). This can also focus on news sources used by both mainstream and alternative news media which is mainly online as Lecheler and Kruikemeier (2015) notes that journalist may find it challenging

to obtain news resources that are reliable and trustworthy, which results in reusing mainstream sources.

Lastly but not least, future research may also look into expanding the news media types to other available mainstream and alternative newspapers to be able to make a larger scale comparison.

5.6 Conclusion

The researcher found that in line with Ritchie (2004) as per literature review in chapter two, Cadbury had responded swiftly the moment the issue came to light. Cadbury had used its social media platform to engage and communicate with the public on the issue of porcine DNA being found in 2 of its chocolate batches and kept public updated on the measures being taken. It was also noted that Cadbury was responsive to the media and worked closely with the government authorities to resolve the issue.

This is evident as per the news reports where Cadbury was seen releasing press statements as can be seen in the news articles titled: “Cadbury reiterates commitment to food safety & halal standards” and “Cadbury Malaysia says will continue to work with authorities on product safety” which was published immediately on May 25th 2014 and May 26th 2014 respectively, a day after the news leak of the porcine DNA contamination.

Cadbury’s swift reaction towards the crisis may have helped retain its reputation amongst the public (Coombs, 2015), in line with best practices laid

out by Seeger (2006) whereby the organization involved in the crisis should be weary and take into account of public emotions and emphasize on the human factor to uphold and keep the confidence of its consumers in its brand and policies. This is evident as Cadbury portrayed an understanding and soft approach through its responses on its website, social media and news statements, in handling the crisis, media and public outrage.

In addition to that, the findings also further collaborate with Semetko and Valkenburg (2000) findings whereby the attribution of responsibility frame was the most prominent frame found in both The Star Online and Malaysiakini in its reporting. As per the results, whilst both newspapers focused on responsibility frame with emphasis on the government, the mainstream paper had opted for the solutions frame and alternate news opted for the conflict frame. Economics frame was none-existent, which may be because this issue was touched public sensitivity and focus was more on the effects of the crisis towards the public. As per Niblock (2007), news agencies tend to emphasize on the nature of the audience when selecting the news category to be communicated to the public.

As per earlier studies done on media framing in Malaysia, this study was able to confirm further on the news coverage and framing. As per Loo and Mustafa (2010), it is rather crucial for media to retain a proper sense of stability when covering and presenting 'inter-ethnic' issues. News reporters should focus on finding a neutral stand between the concerned individuals or groups. News reporting should not be focused on emphasizing and

accentuating the issue at hand along with the potential conflict arising from the crisis.

This study was able to answer to the researcher's research questions and objectives at the end of the study and allowed the researcher to conclude and confirm the style of reporting between mainstream and alternate medias in Malaysia.

As per previous studies mentioned mainstream media is generalized to have a more subdued approach compared to alternate medias and commonly focus on responsibility frames with a variance between conflict and human interest.

In addition to that, without the appropriate reporting, it opens possibilities of creating miscommunication amongst the audience. As such, further research on food crisis and ethnic issues concentrating on the public and journalist point of view may be explored.

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APPENDIX A

CODING BOOK

Coder MUST read and understand this coding book guideline comprehensively before starting to code the news articles from Malaysiakini and The Star Online.

“Framing The Crisis: A Comparative Analysis on News Coverage of Cadbury Porcine DNA Crisis in Malaysiakini and The Star Online”

A. Introduction:

This study is being conducted by Jasminder Kaur Bhullar, postgraduate of UTAR from the Faculty of Creative Industries to complete the syllabus requirement of a dissertation for Masters of Communication. This research is being completed to examine the role of online media i.e. Malaysiakini and The Star Online, in framing news articles specifically in the food industry focusing on Cadbury’s crisis relating to porcine DNA and religious beliefs.

B. Instructions:

- All coders are obliged to read and comprehend this code book carefully prior to evaluating the news articles.
- Coders are to follow the exact instructions as provided in this coding book and to frequently refer back to this book for reference and clarification on the terms and coding process.
- Coders need to first detect and note the possible news stories relating to the topics being studied for this research by identifying to the a) Headlines, b) Sub-headlines c) First two paragraphs including the lead, and d) Pictures and its captions
- After the potential news articles have been recognized, coders will need to read through the entire article and inspect the related elements in the coding book. The observations and answers are to be recorded in the coding sheet.

- Please refer to the next page for details that coders are required to record for the analysis of the news articles.
- Article is to be coded as “0” for “No” and “1” for “Yes”.
- Article is to be coded as “98” or “980” for any variable that falls under the “other” category and “90” for none. The coders may also provide a brief sentence, explaining what “the other” is referring to.

No	Variable Name	Instructions
1	<u>Coder</u>	Write coders name
2	<u>Unit of Analysis</u>	Tick on the Source of News Article 1 = Malaysia Kini 2= TheStar Online
3	<u>Date _____ of Coverage</u>	Record the date of the news article (each) that is being analyzed using the format off DD/MM/YY EG: 09/03/2017
4	<u>Headline</u>	To write the articles title in full
5	<u>Main Sources of News</u> <ul style="list-style-type: none"> • <i>Reuters/AP</i> • <i>AFP</i> • <i>Bernamea / Berita Harian / Sin Chew</i> • <i>Original journalist</i> • <i>Freelancer</i> 	<p>News provided by external news agencies based in Malaysia/Overseas</p> <p>News taken from a different newspaper/source and published in the STO or MK</p> <p>News researched and provided by the newspapers own journalist</p> <p>News provided by a freelance writer that is not attached to any news agency</p>
6	<u>Size of Article</u> <ol style="list-style-type: none"> 1. <u>Short</u> 2. <u>Medium</u> 3. <u>Long</u> 	<p>Less than 500 words</p> <p>501-999 words</p> <p>1000 words and above</p>

7.(AG)	<u>Responsibility</u> <u>(Government)</u>	<ol style="list-style-type: none"> 1. Does the story suggest that some level of government has the ability to alleviate the problem? <i>(Is there any statement that shows there is a solution from the government or that they could possibly advise what to do)</i> 2. Does the story suggest that some level of the government is responsible for the issue/problem? <i>(Is there any evidence or info showing the problem has been caused by the government)</i> 3. Does the story suggest solution(s) to the problem/issue? <i>(Is there any advice on what can be done)</i> 4. Does the story suggest that an individual. (or group of people in government) is/are responsible for the issue/problem? <i>(Is there anyone else involved in this from the Government?)</i> 5. Does the story suggest the problem requires urgent action? <i>(Is there a need for the issue to be handled and solved immediately)</i>
7.(AB)	<u>Responsibility</u> <u>(Business)</u>	<ol style="list-style-type: none"> 1. Does the story suggest that some level of corporate interference has the ability to alleviate the problem? <i>(Is there any statement that shows there is a solution from the corporation or that they could possibly advise what to do)</i> 2. Does the story suggest that some level of the corporation is responsible for the issue/problem? <i>(Is there any evidence or info showing the problem has been caused by the corporation)</i> 3. Does the story suggest solution(s) to the problem/issue? <i>(Is there any advice on what can be done)</i> 4. Does the story suggest that an individual. (or group of people in the corporation) is/are responsible for the issue/problem? <i>(Is there anyone involved in this crisis from Cadbury)</i> 5. Does the story suggest the problem requires urgent action from the corporation? <i>(Is there a need for the issue to be handled and solved immediately by the corporation)</i>

7. (B)	<u>Human Interest</u>	<ol style="list-style-type: none"> 1. Does the story provide a human example or “human face” on the issue? <i>(Does the story link to human emotion or is there at least one person’s situation or story?)</i> 2. Does the story employ adjectives or vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion? <i>(Is the writer using descriptive texts to make an impact on the readers feeling.)</i> 3. Does the story emphasize how individuals and groups are affected by the issue/problem? <i>(Any information on the reaction of public or problems faced by the public)</i> 4. Does the story go into the private or personal lives of the actors? <i>(Is there information about the effect on any person(s) life as a result of this news)</i> 5. Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion? <i>(Is there usage of pictures or metaphors to influence the readers emotions)</i>
7. (C)	<u>Conflict</u>	<ol style="list-style-type: none"> 1. Does the story reflect disagreement between parties-individuals-groups-countries? <i>(Does it suggest that there is a difference in opinion?)</i> 2. Does one party-individual-group-country reproach another? <i>(Does any person/group criticize any other person/group else in the story)</i> 3. Does the story refer to two sides or to more than two sides of the problem or issue? <i>(Is the article portraying all the different opinions regarding the crisis)</i> 4. Does the story refer to winners and losers? <i>(Is the article highlighting or mentioning who is gaining and who is losing in the crisis)</i>

7. (D)	<u>Morality</u>	<ol style="list-style-type: none"> 1. Does the story contain any moral message? <i>(Does it emphasize on values or ethical aspects?)</i> 2. Does the story make reference to morality, God, and other religious tenets? <i>(Does it specifically or plainly remark on moral messages, God?)</i> 3. Does the story offer specific social prescriptions about how to behave? <i>(Is there any reference made on religious beliefs and codes of conduct)</i>
7. (E)	<u>Economic</u>	<ol style="list-style-type: none"> 1. Is there a mention of financial losses or gains now or in the future? <i>(Is there any information on the corporations finance status)</i> 2. Is there a mention of the costs/degree of expense involved? <i>(Is there a reference to any consequences in regards to this crisis?)</i> 3. Is there a reference to economic consequences of pursuing or not pursuing a course of action? <i>(Is there any reference to consumer behavior and market value)</i>
7. (F)	<u>Solutions</u>	<ol style="list-style-type: none"> 1. Does this story mention any actions to handle the product concerned in market? <i>As mentioned</i> 2. Does this story mention solutions from governmental organizations? <i>As mentioned</i> 3. Does this story mention what the concerned manufacturer is doing to protect brand credibility? <i>As mentioned</i> 4. Does this story mention compensating the victims for their suffering? <i>As mentioned</i> 5. Does this story mention punishing those who violated the law? <i>As mentioned</i>

7. (G)	<u>Public Confidence</u>	<ol style="list-style-type: none"> 1. Does this story mention people’s reluctance to use or eat the product concerned? <i>As mentioned</i> 2. Does this story mention increased levels of anxiety and worry over the general food safety situation? <i>As mentioned</i> 3. Does this story mention erosion of the reputation of the brands concerned? <i>As mentioned</i> 4. Does this story mention erosion of the credibility of government? <i>As mentioned</i> 5. Does this story mention erosion of the credibility of mass media? <i>As mentioned</i>
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APPENDIX B

Code Sheet

**FRAMING THE CRISIS: A COMPARATIVE ANALYSIS ON NEWS COVERAGE
OF CADBURY PORCINE DNA CRISIS IN MALAYSIAKINI AND THE STAR
ONLINE**

1. Coders _____ Name _____ :

2. News Article : Malaysiakini The Star Online

3. Date of Coverage : _____ [DD] _____ [MM] _____ [YY]

4. Headline : _____

5. Article Source : Reuters Bernama
 AFP Sin Chew
 AP Freelancer
 Berita Harian Original journalist

6. Size of Article : Short Medium Long

7. (A1G) Does the story suggest that some level of government has the ability to alleviate the problem	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A2G) Does the story suggest that some level of the government responsible for the issue/problem?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A3G) Does the story suggest solution(s) to the problem/issue?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A4G) Does the story suggest that an individual. (or group of people in the government) is responsible for the issue-problem?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A5G) Does the story suggest the problem requires urgent action from the government?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (A1B) Does the story suggest that some level of corporate interference has the ability to alleviate the problem	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A2B) Does the story suggest that some level of the corporation is responsible for the issue/problem?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A3B) Does the story suggest solution(s) to the problem/issue?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A4B) Does the story suggest that an individual. (or group of people in the corporation) is responsible for the issue-problem?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (A5B) Does the story suggest the problem requires urgent action from the corporation?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (B1) Does the story provide a human example or “human face” on the issue?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (B2) Does the story employ adjectives or vignettes that generate feelings of outrage, empathy-caring, sympathy, or compassion?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (B3) Does the story emphasize how individuals and groups are affected by the issue/problem?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (B4) Does the story go into the private or personal lives of the actors?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (B5) Does the story contain visual information that might generate feelings of outrage, empathy-caring, sympathy, or compassion?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (C1) Does the story reflect disagreement between parties-individuals-groups-countries?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (C2) Does one party-individual-group-country reproach another?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (C3) Does the story refer to two sides or to more than two sides of the problem or issue?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (C4) Does the story refer to winners and losers?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (D1) Does the story contain any moral message?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (D2) Does the story make reference to morality, God, and other religious tenets?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (D3) Does the story offer specific social prescriptions about how to behave?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (E1) Is there a mention of financial losses or gains now or in the future?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (E2) Is there a mention of the costs/degree of expense involved?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (E3) Is there a reference to economic consequences of pursuing or not pursuing a course of action?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (F1) Does this story mention any actions to handle the product concerned in market?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (F2) Does this story mention solutions from governmental organizations?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (F3) Does this story mention what the concerned manufacturer id to protect brand credibility?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (F4) Does this story mention compensating the victims for their suffering?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (F5) Does this story mention punishing those who violated the law?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

7. (G1) Does this story mention people's reluctance to use or eat the product concerned?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (G2) Does this story mention increased levels of anxiety and worry over the general food safety situation?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (G3) Does this story mention erosion of the reputation of the brands concerned?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (G4) Does this story mention erosion of the credibility of government?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7. (G5) Does this story mention erosion of the credibility of mass media?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

APPENDIX C

List of News Articles for The Star Online for the period of May 24th 2014 to November 22nd, 2014

The Star Online				
Date	News Title	Slant	Source	Size
24.05.14	Cadbury recalls two products following report of porcine DNA deteted in chocolates	Neutral	Agency Journalist	Short
24.05.14	Jakim suspends "halal" certification of two Cadbury products	Against	Agency Journalist	Short
25.05.14	Chocolate with Porcine DNA removed	Neutral	Freelancer	Short
25.05.14	Cadbury reiterates commitment to food safety & halal standards - Cadbury Malaysia reiterated its com	Supportive	Freelancer	Short
26.05.14	Cadbury Malaysia says will continue to work with authorities on product safety	Supportive	Freelancer	Short
29.05.14	Fatwa Council : Cadbury products are still halal	Supportive	Bernama	Short
30.05.14	Cadbury confident its products are halal	Supportive	Bernama	Short
01.06.14	Jakim explains Cadbury issue to Muslim group	Supportive	Freelancer	short
02.06.14	Jakim: No porcine DNA in two Cadbury chocolate samples	Neutral	Agency Journalist	Medium
03.06.14	Earlier samples did not come straight from factory, says minister	Neutral	Freelancer	Short

The Star Online				
Date	News Title	Slant	Source	Size
03.06.14	Health ministry, Jakim to work closely to standardize tests	Neutral	Agency Journalist	Short
03.06.14	Cadbury relieved over "halal" confirmation	Supportive	Freelancer	Short
04.06.14	Health ministry searching for officer who leaked report of Porcine DNA	Supportive	Agency Journalist	Short
05.06.14	Jamil Khir: Have confidence in Jakims Halal certification	Supportive	Bernamea	Short
07.06.14	Department creating national standard to test for Porcine DNA	Neutral	Bernamea	Short
04.07.14	Mondelez bags gold for Cadbury campaign	Supportive	Freelancer	Short
23.07.14	Islamic scholars give thumbs up to Cadbury	Supportive	Agency Journalist	Short
21.11.14	Cadbury welcomes Jakims halal endorsement	Supportive	Freelancer	Short
22.11.14	Cadbury lauds Jakim halal endorsement	Supportive	Agency Journalist	Short

APPENDIX D

List of News Articles for Malaysiakini for the period of May 24th 2014 to June 11th, 2014

Malaysiakini				
Date	News Headline	Slant	Source	Size
24.05.14	Pig DNA found in two Cadbury chocolate samples	Neutral	Bernamea	Short
26.05.14	Health ministry to analyze all Cadbury products	Neutral	Bernamea	Medium
27.05.14	Lawyers: Muslim, Jakim can sue Cadbury	Against	Bernamea	Short
27.05.14	Muslim groups urge Cadbury boycott over "pork" DNA	Against	DPA	Short
28.05.14	Cabinet receives first draft of National Harmony Bill	Neutral	Bernamea	Short
28.05.14	Why Cadbury, why not against corruption	Supportive	Freelancer	Short
28.05.14	Cool Down, Abim tells anti-cadbury NGOS	Supportive	Freelancer	Short
29.05.14	Muslim retailers to spurn Cadbury maker, Kraft	Against	Freelancer	Short
29.05.14	Halal decision on tainted chocolate products maintained	Neutral	Bernamea	Short
31.05.14	Sale of suspect chocolates banned till Wednesday	Against	Bernamea	Short
01.06.14	Jakim takes Cadbury samples to test for pig DNA	Neutral	Bernamea	Short
02.06.14	Authorities now say no pig DNA in Cadbury	Supportive	Freelancer	Short

Malayskiakini				
Date	News Headline	Slant	Source	Size
02.06.14	Ridhuan warns of "DNA babi" and "ultra kiasu"	Against	Freelancer	Short
02.06.14	Gang rape is ok, chocolates are not	Supportive	Freelancer	Long
02.06.14	Cadbury boycott still on despite "halal" find	Against	Agency Journalist	Short
03.06.14	Jakim willing to eat Cadbury to prove its halal	Supportive	Freelancer	Short
03.06.14	Ministry probing "porcine DNA" report leak	Neutral	Agency Journalist	Short
05.06.14	Jakim never betrayed the Muslims, says DG	Neutral	Bernama	Long
05.06.14	Report lodged over conflicting statements on chocolate	Neutral	Bernama	Short
06.06.14	Jakim test results on par with global standards	Neutral	Bernama	Short
07.06.14	Jakim loath to unwrap Cadbury demo details	Against	Freelancer	Short
09.06.14	Cadbury 1, Sodomy 2	Against	Freelancer	Medium
11.06.14	NGOS want authorities to relook at medical fatwas	Neutral	Freelancer	Short

