

How Malaysian Online News Frame the **Sustainable Development Goals (SDGs)** and the 11th Malaysia Plan?

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The media are important tools of national development

SUSTAINABLE DEVELOPMENT GOALS



- UN's Sustainable Development Goals (**Source:** UN Sustainable Development Knowledge Platform (2016)).

SDGs and Malaysia's Development Agenda

The 11th Malaysia Plan (2016-2020)

SIX STRATEGIC THRUSTS



Success stories

- Eradicated extreme poverty
- Transformed itself from a raw material producing economy to diversified economy and exporter of high-tech products.
- Malaysia is categorized as a highly open, upper middle income economy with an inclusive economic growth.
- The transformation however has created development **challenges of environmental sustainability.**





If the SDGs are **ignored in the public sphere**,
the government and politicians will not
necessarily feel they must be held
accountable for them.

Snapshot of Malaysian News Media Landscape



*Young Malaysian adults
(15-24years) consume
traditional and digital media*



*Malaysians consume
online news
(including social media)*

SOURCES: Newman *et al.* (2017); The Nielsen Consumer and Media View (2018)

And since online news are significant sources of news in Malaysia, the study explored how the SDGs are framed in Malaysian online newspapers?

Research Questions

- What key words and phrases are routinely repeated?
- Which themes are highlighted to reinforce facts or judgments?
- How are news elements (headline, lead, body text, photo caption) used to emphasize or exclude arguments on the SDGs that fit into the Malaysian development agenda in the news?

Procedures

				N	Total		
Content category	Hard news			12	19		
	Op-Ed (commentaries, views, letter-to-the-editor)			7			
Language of communication	English			16	19		
	Bahasa Malaysia			3			
Publication per online newspaper	<i>Mainstream</i>	<i>N</i>	<i>Alternative</i>	<i>N</i>	19		
	New Straits Times	7	Free Malaysia Today	1			
	The Star Online	4	Malaysiakini	1			
	Utusan Malaysia	3					
	Malay Mail Online	2					
	Borneo Post Online	1					
Year published	2016	14					
	2015	2					
	2014	1					
	2013	2					
Summary of news in English Language							
Content category	<i>Borneo Post Online</i>	<i>Free Malaysia Today</i>	<i>Malay Mail Online</i>	<i>Malaysiakini</i>	<i>New Straits Times</i>	<i>The Star Online</i>	
Hard news	1	0	2	0	1	3	7
Op-ed	0	1	0	1	6	1	9
	1	1	2	1	7	4	16

Themes and Attribute of Salience

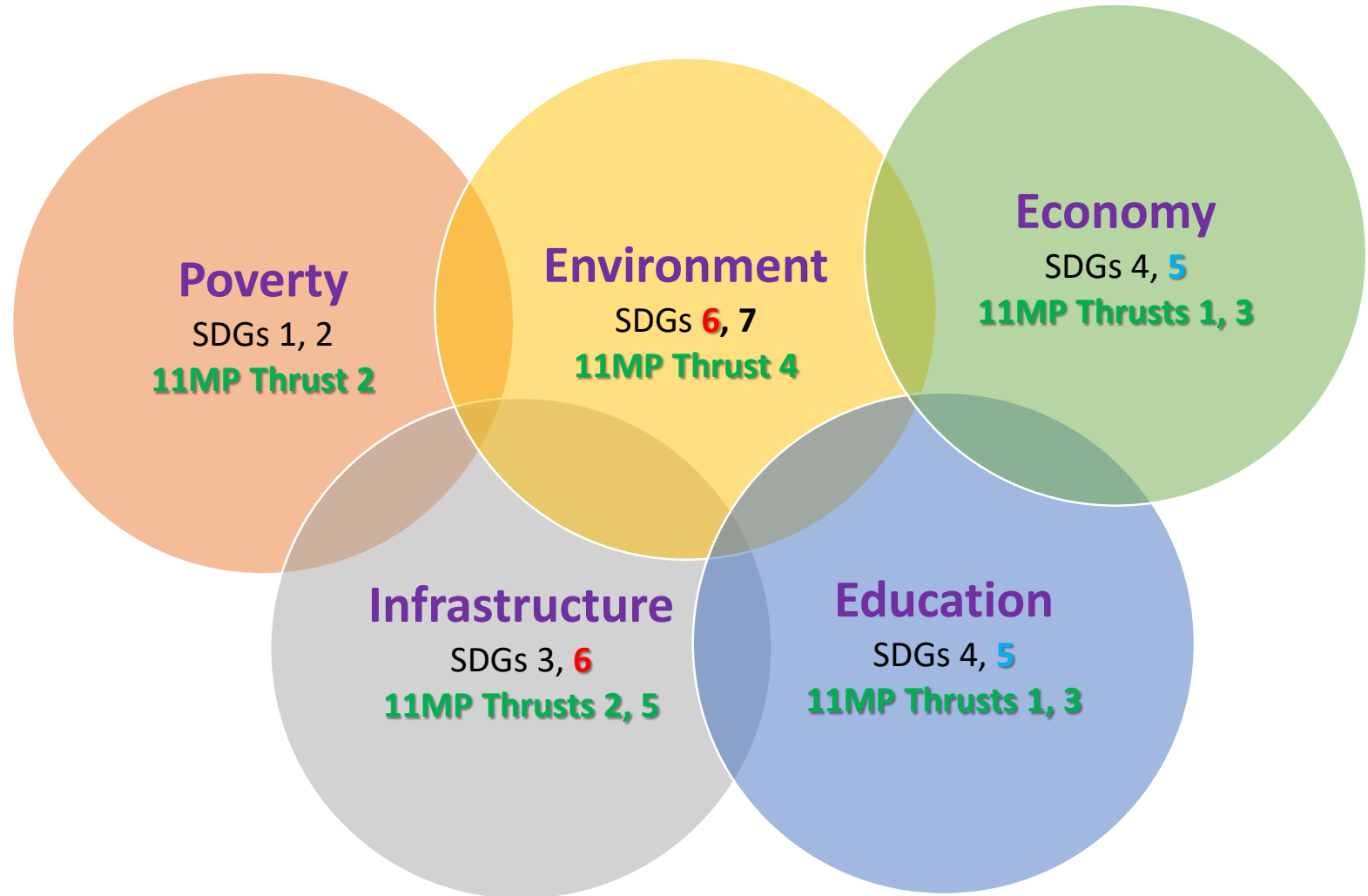
KEY:

SDGs

- 1-No poverty | 2-Zero Hunger |
- 3-Good health & wellbeing |
- 4-Quality education | **5-Gender Equality** |
- 6-Clean water and sanitation** |
- 7-Affordable & clean energy |
- 8-Decent work & economic growth

11MP Thrusts:

- 1-Equitable society** | **2-Wellbeing for all** |
- 3-Human capital** | **4-Green growth** |
- 5-Infrastructure** | **6-Economic growth**



Manifestation of Frames

Mainstream				Alternative
<i>Borneo Post Online</i>	<i>Malay Mail Online</i>	<i>The Star Online</i>	<i>New Straits Times</i>	<i>MalaysiaKini & Free Malaysia Today</i>
achieve; achieving; on track	achieve; committed; implementing; right track; supporting	can lead; commitment, committed heading in the right direction; implementing; implementation on course supporting;	achieving; committed; commitment on track	achieve, achieving; can lead; could be the first implement, implementing, implementation.



- **News headline:** Malaysia on track to achieving global sustainable development goals agenda
- **News lead:** Malaysia is on track to achieving the global sustainable development goals (SDG) agenda, particularly in the transport sector, based on the country's **current development strategies and goals...**

Conclusion

- The news patterns: assessment, challenges and solutions.
- Challenges to achieve SDGs only included in alternative media
- The ideas on SDGs were not diverse because they were drawn from few news sources.
- The political class highlighted that Malaysia has a frameworks and is focused towards attaining the SDGs.
- The intersperse emergence of five broad significant themes (i.e. infrastructure, economy, education, environment and poverty) across all 17 SDGs and 11MP is a manifestation of the complex and interrelated nature of development issues and agenda.
- The scope of SDGs is ambitious and hard to portray by the media.
- **Where is people empowerment?**