

Bauxite Pollution News Reporting in Malaysian Online Newspapers

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Abstract

Malaysia is a developing country that encountering and experiencing various environmental problems due to the imbalance of development process in the excessive modernization period of the nation. In 2015, Malaysia was surprised by another serious environmental issue - bauxite pollution that has caused water, air and noise pollutions, affecting the well-beings and health of residents in Kuantan, Pahang. This new type of pollutions have attracted the attention of various parties including the local mass media that has provided a comprehensive reporting, inclusive of the criticisms towards the impact of bauxite pollution on human security and safety. However, the analysis of past studies discovered that research in evaluating the reporting of this bauxite issue in the media is still scarce. Hence, to fill the gap of past studies, this study was conducted to identify the number, genre, source, image and framing of bauxite news reporting. The study analyzed the content of bauxite news reporting in two online mainstream newspapers namely Utusan Malaysia and The Star. The findings showed that these two online newspapers have provided reports on bauxite issues and the reporting were in the genre of news events by using responsibility frame, citing sources among national and local leaders and displaying images of the scene of bauxite mining to its readers.

Keywords: Bauxite pollution, Content Analysis, Online Newspaper, The Star, Utusan Malaysia