

CHAPTER II

LITERATURE REVIEW

This chapter aims to present a review of literature of the study. This is organized into nine sections. Section one, it is about representation, section two discusses about mass media including online newspaper as mass media. Section three about media and language, fourth about framing analysis. Fifth discusses about Pan and Kosicki's framing analysis model. Section six discusses about Dr Zakir Naik, seven and eight tell about New Straits Times and The Star. The last is theoretical framework.

2.1 Representation

Media reports inform us about the social construction and representation of various aspects of a person's identity and image. Hall (1997: 6) contends that "representation is the idea of giving-meaning". This means that representation is the way in which meaning is somehow given to the things which are depicted through the images or the words or others which stand for what we talk about. It does involve the use of language, of signs and images which stand for or represent things but this is a far from simple or straightforward process. "Representation carries the notion that something was there already, and it has been represented through the media" (Hall, 1997: 6), therefore representation represents meaning which is already there and through the media the meaning which is already there, is represented. It is the link between concepts and language which enables to refer

to either the 'real' world of objects, people or events, or indeed to imaginary worlds of fictional objects, people and events.

Stuart Hall (1997: 25) tried to complete the sense of representation through the Theory of Representation. There are three approaches to explain how the representation of language generates a meaning. The three approaches are the reflective, the intentional and the constructionist (constructionist approach). In the reflective approach, a meaning is intended to deceive the intended object, be it person, idea or an event in the real world, and language functions as a mirror, to reflect its true intentions as the real situation in the world. While intentional approach is an approach that is closely related to the speaker or writer who emphasizes self-regarding meaning that is unique in the world through language. The produced words have meanings in accordance with what is desired by the author.

2.2 Mass Media

Mass media is a media that intended to reach a large audience (Croteau, et al: 8). In addition, as stated by Tamburaka (2013: 13), mass media is the institution which produce the product that can connect every layers of society. More than spreading the information and communication, mass media can spread the concept and ideology to the audience. Mass media were thought to stick messages into people much as a hypodermic needle squirts drugs into a body. Thus, producers of media texts were thought to inject representations and images into viewers (who had no choice but to accept them), and these 'stimuli' were expected directly to influence individuals' behaviour, opinions, attitudes or mind-

set. Markets, politics, policies, exploitation, and marginalization all need an ideological basis. Such ideologies require production and reproduction through public text and talk, which in our modern times are largely generated or mediated by the mass media (Fowler 1991).

Shoemaker and Reese cited in Tamburaka (2013: 52) argue the content of an issue in media is influenced by five categories:

1. The content of an issue in the media is influenced by the newsman itself. The characteristics of the newsman and professional background can affected the way of the issue is reported.
2. The mechanical procedure of media which are *deadline* or the limitness of time and space, the news value, and standard objectivity.
3. The institution of a media can influence the news since the institution has certain intentions and goals. The intentions may affect the content of the news.
4. The interests of certain group that lobbying the media to create the pseudoevent. The pseudoevent is not an event produced in, moreover the event has been planned in advance (Harris and Taylor, 2008: 117)
5. The influence of ideology. As stated by Van Dijk (1995: 34), ideology is the interest such as identity, tasks, goals, values, position that represent the group. Media in this way as the power group has the interest by controlling the reality through spreading the ideology.

At least, there are three components required for the course of a communication activity they are: source, message, destination or communicator, message and receiver (Schramm (in Effendy, 1994). If one of the three components does not exist, then the communication can not take place. However, besides these three components there are other components that serve as a complement. It means that if those components do not exist then it will not affect the other components. Therefore, the main components (communicator, message and receiver) an absolute must have in the communication process. Whether in interpersonal communication, group or mass communication.

Mass communication according to Tan and Wright in Liliweri (1999) is a form of communication using a channel (media) in connecting communicators and receivers, in large numbers, residing away scatterly, highly heterogeneous and causing specific effects. Media is not only for communicate the phenomenon occurs in the certain time factually, but sometimes media is used to covey something based on the dominant group ideology from the one who have right in that certain media.

Wright divided the media based on the nature of the audience, the nature of the communication experience and the nature of the information providers. Laswell (1971) a communications scholar and professor of law at Yale noted the three functions of the mass media, namely: environmental monitoring, correlation sections of society to respond to the environment and the delivery of community heritage from one generation to the next. In addition to those functions, Wright added a fourth function, namely entertainment.

2.2.1 Online Newspaper as Mass Media

For many years, the premier deliverer of breaking news was the newspaper. Through technological advancements, radio, and later, television, replaced the printed newspaper as the medium accessed for breaking news. The development of the Internet and the World Wide Web provided yet another medium that allows for quick dissemination of information. Peiser (2000) stated readership studies show younger readers typically do not read the newspaper and the current heavy readers of printed newspapers are moving into middle and old age. In addition to readership issues, newspaper publishers face increasing costs to print and distribute the newspapers, as well as fewer advertising dollars due to advertising expenditures in other media.

Online understood as a state of connectivity (connectivity) refers to the Internet or World Wide Web (www). Online is the language of the internet, which means "information can be accessed anywhere and anytime" as long as there is Internet network (connectivity). Internet (stands for interconnection-networking) literally means "network interconnection". Internet is understood as a system of computer networks interconnected. For the network in the computer that can be accessible by others through other computers. Internet "produce" a media-known with "online media" – especially website.

The growing popularity of the Internet and the World Wide Web and the prevalence of personal computers have provided a new avenue for newspapers to deliver the news. The publishing and delivery of online newspapers—newspapers published on the World Wide Web—has a number of advantages, such as cost and

speed, low barriers to entry and the potential for interactive features (Schierhorn et.al: 1999).

Peng (1999) found as a leader as well as a servant of a community, the newspaper plays an important role in crystallizing public opinion through forums, chat facilities and e-mail contacts that allowed greater interactivity among the community members and between the readers and editors than the traditional print newspaper. In the news portal now people can find not only the news itself but also the forum, the column, and even the emoticons to show the readers feeling toward the current issue. Online editors recognized interactivity as a key attribute of the Web, but most were only beginning to explore ways to move beyond their traditional role as information providers to create a space for meaningful political discourse (Singer and Gonzalez-Velez, 2003).

2.3 Media and Language

Media is occupying compulsory elements in the present civilization with language as the main element in deciding the standpoint / perspective of looking at an information. Norman Fairclough notes that media language should be recognized as an important element within research on contemporary processes of social and culture change which caused by mass media (1995, p. 2). Talking about media and language, means it is including the relationship between the writer or the reporter or the language processor in media and the audience. Or it can be said it is the relationship between the communicator, text and the receiver (Entman, 1993). For the example in television, the reporter or the communicator is projected as the source of information, someone who knows (has “the facts”) and

someone who has the right to tell the information. The power of language and image works together, a reporter directly addressing the audience to the camera and of the delivery, which is measured, emphatic and serious. The audience is projected as receiver, waiting to be told, wanting to know. It can affect the feelings and expectations as well as the perspective of consumers towards a reality.

The relationship of language and mass media are very close for the development of language, in modern times, is determined by the mass media. Therefore, the language of the media has always attracted the linguists. The reasons, according to Bell (1995: 23), are 1) the mass media provide linguistic data sources that are cheap for research and teaching; 2) the mass media is an important linguistic intuition; 3) the language used in the mass media, linguistically, it is very interesting to observe; and 4) the mass media is an important social institution. There is an important and interesting representative aspect about the way the public and the media reported that making every newspaper reporting the news differently. The role of linguistic structures in the construction of newspapers' ideas suggests that the language is not neutral, but it is a very constructive mediator. Words, images, sounds effect, body language, charts and many more are identified as media language, and implicitly have the meaning that can direct the audience to the certain perspective about certain issue.

Language is the central role for the media in constructing its customers. Between two of news, in reporting the information, there are differences, namely 1) the choice of words in the title; 2) choice of verbs in the body of the news, 3)

the choice of representation, and 4) the attribution of resources. These prove that every media form a certain perspectives, which consumers received uncritically.

2.4 Framing Analysis

The idea of framing was first raised by Baterson in 1955 (Sobur, 2002: 161). Frame initially interpreted as a conceptual structure or set of beliefs that organize political views , policies and discourse as well as providing the categories of standards to appreciate reality . This concept was further developed by Goffman in 1974, which supposes frame as pieces of behavior (strips of behavior) that guide individuals in reading reality.

Framing analysis attempts to explain how realities and meanings are constructed through communication and offers a way to describe the power of a communicating text (Entman, 1993). News is a socially constructed product. It combines journalistic professionalism, institutional structure, news routines as well as culture and ideology. Norris (1995) stated in producing news, journalists use frames to simplify, prioritize, and structure the narrative flow of events. Once frames are established, they are institutionalized by news organizations and can be reinforced by professional training, practices, and cultures that strengthen a common interpretation of events (Tuchman, 1978). A frame changes very little or gradually over time, but this does not mean that frames are static. Instead, they are contested by political actors, journalists, and the audience.

Frames determine what is selected, what is excluded, and what is emphasized (Gamson, 1985). The journalist frame what is selected by the policy of the company and others may disappear. They are persistent patterns of

cognition, interpretation, and presentation of selection, emphasis, and exclusion. Through frames, discourse is routinely organized. Frames become a self-reinforcing process that in turn shapes future decisions about the direction of news (Gitlin, 1980). In news texts, frames are manifested by the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information, and sentences that provide thematic reinforced clusters of facts or judgments (Entman, 1993). This means in constructing the reality the journalist only presents information that is selected and eliminates some important objects in the news to produce certain perspective based on the ideology of the company.

Furthermore, Entman (1993) states that to frame is to select some aspects of a perceived reality and make them more salient in a 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. There are two aspects of framing; the first is choosing the fact or reality. The process of choosing this fact is based on the assumption that it is impossible for journalists to see events without perspective. In choosing this fact is always contained two possibilities, what is selected (included) and what is discarded (excluded). Emphasizing on the certain aspects by selecting angle of certain fact to disregard the other fact. Consequently, understanding and construction of such events may be different from one media to another media if emphasizing other aspects as well.

The second is writing the facts. This process relates to how the selected fact is presented to the audience. The idea was expressed with words, sentences

and propositions, with the help of photo accentuation and images, and so forth. According to Entman (1993), how the fact that has been selected is emphasized by the use of specific devices such as the striking placement (the placement in Headline), repetition, use of graphics to reinforce the assertion of fact, the use of specific labels when displaying characters or events, the association of the symbol of culture, generalization, simplification and the use of striking words.

Entman (1993:155) also states that framing is not only related to individual schemes (journalists), but is also associated with the news production process - the framework and the media routine organizations. How events are framed, why events are understood in certain framework is not only caused by the structure of the journalists' scheme, but also the work routines and media institutions.

Journalists live and work in an institution that has work patterns, habits, rules, norms, ethics and its own routines. All elements of the news production process affect how events are understood. In general, as part of a community they will absorb the values of the group in its view personally.

Framing is directly related to power and ideology (Gitlin, 1980). News frames are profoundly influenced by their sponsors, who are often the elites within a given society. Frame sponsors are people or groups that create a new frame or leverage an existing frame because it advances their interests (Beckett, 1996). These frames often legitimize existing power structures within a society while suppressing competing frames sponsored by less powerful groups within a society (Reese, 2001). Frame sponsors can influence the creation of new frames or

they can co-opt frames created by challengers, thereby negating their threat (Carragee & Roefs, 2004). Thus, dominant news frames create and then perpetuate power inequalities between the elites and everyone else. The theory of framing is important for this study because it offers critical ways to (a) examine messages, (b) observe patterns and identify themes, (c) investigate how frames are constructed, (d) and analyze the underlying meanings of these frames (D'Angelo, et.al:2007).

2.5 Pan and Kosicki's Framing Analysis Model

Framing model introduced by Zhongdang Pan and Gerald M Kosicki is one of the models of the most popular and widely used. According to Pan and Kosicki, framing is defined as the process of creating a message more stand out and put more information than others so the public is more focused on the message. Pan and Kosicki states, there are two framing conceptions interrelated (Eriyanto, 2002:252). Firstly, in the conception of psychology. Framing in this conception is more emphasizing on how people process information in themselves.

Framing is adjacent to structure and cognitive process. Framing here seen as the placement of information in a context that is unique and specifically to place elements of an issue with more prominent placement in one's cognition. Secondly, the conception of sociology. Sociological's view is more discerning at how the social construction of reality is.

Pan and Kosicki in Eriyanto, defines frame here understood as the process of how someone is clarifying, organizing and interpreting the social experiences

to understand himself and the reality outside himself. The frame functions to make a reality being identified, understood and understandable since been labeled with a specific label (2002, p.253).

Pan and Kosicki create a model that integrates together the psychological conception that saw frame solely as an internal problem with the conception of sociological which more interested in seeing how the frame of the social environment affects a person's life.

In the media, framing understood as a cognitive device used in the information to create the code, interpret and store it to communicate with audiences which are all connected with the convention, routines and work practices of professional journalists. Framing then interpreted as a strategy or the way journalists construct and process events to be presented to the audience.

As stated by Pan and Kosicki (1993) journalists use words, sentences, leads, relation between sentences, photos, graphics and other devices strategically to help them reveal their interpretation so that it can be understood by the reader. The discourse device can also be a tool for researchers to understand how media wrap events. The way they interpret the events depends on the ideology of the media company. Especially, if the owner of a TV station or news portal involves in certain political party the news that is produced will fulfill the needs of the political party interest toward an issue.

This model assumes that every story has a frame that serves as the center of the idea organization. This frame is an idea associated with the different elements in the news text into the text as a whole. A frame associated with

meaning. How does one make sense of an event can be seen from the sign emerged in the text (Eriyanto, 2002 p. 293).

In this approach, framing device can be divided into four large structures (Eriyanto, 2002: 255-256). First, the syntactic structure. It relates to how journalists arrange events (statements, opinions, quotes, observations of events) to a common arrangement in the form of news. This structure can thus be observed from the chart news (the lead that is used, the background, the headline, the quotes taken, and so on).

Second, the script structure. The script deals with how journalists narrate or tell events in the form of news. This structure distinguishes how the strategy used by journalists tells or speaks in packing an event in the form of news. The completeness of the news can be seen with 5W+1H (Who, What, When, Why, Where, and How). Element Who is used to find the actors or the participants involved in a news article. "What" functions to find the matter that is happening in the news, "Where" and "When" are used to find the time and location of the matter that is happening in the news which the actors are involved. While "Why" functions to find the cause or reason behind the matter that is happening in the news which the actors are involved. "How" is used to find the process or the manner of the matter could happen in the news which the actors are involved in.

Third, the thematic structure. The thematic relates to how journalists express its views on the events into propositions, sentences or relations between sentences that form the text as a whole.

The last is the rhetorical structure. The rhetorical relates to how journalists emphasize a certain sense into the news. This structure looks at how journalists put the choice of words, idioms, graphics and images are used not only support the writing, but also emphasize a certain sense to the readers. The approach of these four structures drawn in schematic form as follows:

Structure	Framing Device	Unit Observed
Syntax (how journalists compile facts)	1. News scheme	Headline, lead, background information, quotes, sources, statements, closing.
Script (how journalists recount facts)	2. News completeness	5W+1H
Thematic (how journalists write facts)	3. Details 4. Coherences 5. Tenses 6. Pronouns	Paragraph, proposition, sentence, relation between sentences.
Rhetorical (how journalists emphasize facts)	7. Lexicon 8. Graph 9. Metaphor	Words, idioms, pictures/photos, graphs.

Source: Eriyanto, Framing Analysis: Construction, ideology and political media, p. 295

2.6 Dr Zakir Naik

Taken from (wikipedia.org) Zakir Naik (born 18 October 1965 in Mumbai, India) is an Indian Islamic preacher, who has been called an "authority on comparative religion", "perhaps the most influential Salafi ideologue in India", and "the world's leading Salafi evangelist". He is the founder and president of the Islamic Research Foundation (IRF), and founder of the "comparative religion" Peace TV channel, through which he reaches a reported 100 million viewers. Unlike many Islamic preachers, his lectures are colloquial, given in English, not Urdu or Arabic, and he wears a suit and tie rather than traditional garb.

Before becoming a public speaker, he trained as a medical doctor. He has published booklet versions of lectures on Islam and comparative religion. Although he has publicly disclaimed sectarianism in Islam, he is regarded by some as an exponent of the Salafi ideology, and, by some, as a radical Islamic televangelist propagating Wahhabism. He studied at Kishinchand Chellaram College and studied medicine at Topiwala National Medical College & BYL Nair Charitable Hospital and later the University of Mumbai, where he obtained a Bachelor of Medicine and Surgery (MBBS).

In 1991 he started working in the field of Dawah, and founded the Islamic Research Foundation (IRF). Naik said in 2006, that he was inspired by Ahmed Deedat, an Islamic preacher, having met him in 1987. (Naik is sometimes referred to as "Deedat plus", a label given to him by Deedat himself). Naik founded the Islamic International School in Mumbai and United Islamic Aid, which

provides scholarship to poor and destitute Muslim youth. The Islamic Research Foundation website describes Naik as "the ideologue and driving force behind Peace TV Network".

Dr Zakir clarifies Islamic viewpoints and clears misconceptions about Islam, using the Qur'an, authentic Hadith and other religious Scriptures as a basis, in conjunction with reason, logic and scientific facts. He is popular for his critical analysis and convincing answers to challenging questions posed by audiences after his public talks. In the last 20 years (by the year 2015) Dr Zakir Naik has delivered over 2000 public talks in the USA, Canada, UK, Italy, France, Saudi Arabia, UAE, Kuwait, Qatar, Bahrain, Oman, Egypt, Australia, New Zealand, South Africa, Botswana, Nigeria, Ghana, The Gambia, Morocco, Algeria, Indonesia, Malaysia, Singapore, Brunei, Thailand, Hong Kong, China, Guyana (South America), Trinidad, Mauritius, Sri Lanka, Maldives and many other countries , in addition to numerous public talks in India.

According to (zakirnaikqa.wordpress.com), he has successfully participated in several symposia and dialogues with prominent personalities of other faiths. His public dialogue with Dr William Campbell (of USA) on the topic, "The Qur'an and the Bible in the Light of Science" held in Chicago, USA, on 1st April 2000 was a resounding success. His interfaith Dialogue with prominent Hindu Guru Sri Sri Ravi Shankar on the topic, "The Concept of God in Hinduism and Islam in the Light of Sacred Scriptures" held at Palace Grounds, Bangalore, on 21st January 2006, was highly appreciated by people of both faiths.

Dr Zakir Naik has been receiving many awards from the leaders of the Islamic majority countries in the world. The Custodian of the Two Holy Mosques King Salman bin Abdul Aziz Al-Saud presented the prestigious ‘King Faisal International Prize’ - 2015 for ‘Service to Islam’ to Dr Zakir Naik on 1st March 2015 in Riyadh (*“Cultural: Prince Khaled Al-Faisal announce the winners of the King Faisal International Prize” by Saudi Press Agency*). This prize is the most Prestigious Prize in the Muslim world, similar to the Nobel Prize.

Shaikh Mohammed bin Rashid Al Maktoum, Vice President & Prime Minister of UAE and Ruler of Dubai, presented the prestigious Dubai International Holy Qur’an Award’s ‘Islamic Personality of 2013’ Award and Citation to Dr Zakir Naik on 29th July 2013 (*“Zakir Naik named Dubai’s Islamic Personality of the Year” by The Express Tribune*), for providing outstanding service to Islam and Muslims at a global level in Media, Education and Philanthropy. Dr Zakir at 47 years then, was the youngest recipient of the award. The Agong, Tuanku Abdul Halim Mu’adzam Shah, the King of Malaysia, presented to Dr Zakir Naik the highest award of Malaysia the ‘Tokoh Ma’al Hijrah Distinguished International Personality Award for the Year 2013’ (*“Abdul Hamid is national-level Tokoh Maal Hijrah” by The Star Online*) for his significant service and contribution to the development of Islam on 5th November 2013. Also presented to Dr Zakir was a citation plaque signed by the Prime Minister of Malaysia Datuk Seri Mohd. Najib Razak.

However, many critics raised from people around the world toward Zakir Naik’s view on comparative religion talks. In *The Wall Street Journal*, Sadanand

Dhume criticised Naik for recommending the death penalty for homosexuals and for apostasy from the faith. He also criticised him for calling for India to be ruled by Shariah law. He added that, according to Naik, Jews "control America" and are the "strongest in enmity to Muslims." He maintained that Naik supports a ban on the construction of non-Muslim places of worship in Muslim lands as well as the Taliban's bombing of the Buddhas of Bamiyan. Dhume argues that people reportedly drawn to Naik's message include Najibullah Zazi, the Afghan-American arrested for planning suicide attacks on the New York subway; Rahil Sheikh, accused of involvement in a series of train bombings in Bombay in 2006; and Kafeel Ahmed, the Bangalore man fatally injured in a failed suicide attack on Glasgow airport in 2007. He also stated that "unless Indians find the ability to criticise such a radical Islamic preacher as robustly as they would a Hindu equivalent, the ideal of Indian secularism would remain deeply flawed."

In June 2010, *The Times of India* published a profile of Naik entitled "The controversial preacher" after he was banned from the United Kingdom. According to *The Times*, "the fact is that barring the band of Muslims whose bruised egos Naik suitably massages through his Islam supremacist talks, most rational Muslims and non-Muslims find his brand of Islam a travesty of the faith". *The Times* also claimed that "the Wahabi-Salafist brand of Islam, bankrolled by petro-rich Saudi Arabia and propagated by preachers like Naik, does not appreciate the idea of pluralism." The article quotes Muslim scholar Wahiduddin Khan: "Dawah, which Naik also claims to be engaged in, is to make people aware of the creation plan of God, not to peddle some provocative, dubious ideas as Naik does." He

adds: "The wave of Islamophobia in the aftermath of 9/11 and the occupation of Iraq and Afghanistan have only added to the Muslims' sense of injury. In such a situation, when a debater like Zakir Naik, in eloquent English, takes on preachers of other faiths and defeats them during debates, the Muslims' chests puff with pride. A community nursing a huge sense of betrayal and injustice naturally lionises anyone who gives it a sense of pride. Never mind if it's false pride."

In November 2008, a fatwa was issued against Zakir Naik by Islamic scholars in Lucknow India for supporting Osama Bin Laden and glorifying Yazeed, the 'killer' of Imam Hussain, a prominent figure in Shia Islam. At the Islamic peace conference at Somaiya Ground in Sion on December 2, Naik shocked audience when he addressed Yazeed as "*Radhiallaah ta'ala anhu*" (*May Allah be pleased with him*), (The Times of India, 2007). Yazid has been historically condemned for having killed 72 Muslims, including Prophet Mohammed's grandson Imam Hussein and his close relatives, at the battle of Karbala in the 7th century on the banks of the Tigris (present day Iraq). The Shias consider it Yazid's unpardonable sin and commemorate the martyrdom with a 10-day mourning, culminating into Ashura (10th day) in Muharram.

Taken from YouTube video 2007, this is what he had to say when questioned about Bin Laden:

"But if you ask my view, if given the truth, if he is fighting the enemies of Islam, I am for him. I don't know what he is doing. I am not in touch with him. I don't know him personally. If he is terrorizing the terrorists, if he is

terrorizing America the terrorist I am with him. Every Muslim should be a terrorist."

Khaled Ahmed criticised Naik for "indirectly support[ing]" al-Qaeda by referring to Osama bin Laden as a "soldier of Islam". In 2008 an Islamic scholar in Lucknow, shahar qazi Mufti Abul Irfan Mian Firangi Mahali, issued a fatwa against Naik, saying that he supported Osama bin Laden, and that his teachings were un-Islamic. Naik claims his speeches were being taken out of context.

Indian Journalist Shoaib Daniyal disagrees with Naik's belief that "Americans swap wives at will because they eat pigs which also swap their wives" He also points out that Naik's statement that Islam allows a man to marry multiple women because "in the USA, there are more women than men", disagrees with US demographic statistics.

2.7 The Star Online

The Star is an English-language, tabloid-format newspaper in Malaysia. It is the largest paid for English newspaper in terms of circulation in Malaysia, according to the Audit Bureau of Circulations. It has a daily circulation of 290,000 to 300,000. The Star is also published online for free. The Star Online was first introduced in 1995 as Malaysia's first news website aimed at reporting Malaysian news to the world. Since then, it has maintained its position as the country's top newspaper news portal. Being the flagship digital product of Star Media Group, The Star Online has more than 1 million unique visitors daily.

Apart from offering mobile app for smartphones and tablets, The Star Online sends out daily news alert via email 7 days a week. The Star Online content is also distributed on MSN Malaysia, Facebook and Google Newsstand app. (*Malaysian Digital Association (MDA) and comScore Inc. on July 2015*).

The Star Online sits among the most popular news sites in Malaysia. The Star is a member of the Asia News Network. The Star Online is now the property of Star Media Group Berhad (ROC 10894D) (formerly known as Star Publications (Malaysia) Berhad), which has been publishing The Star since 1971. The Star is majority-owned by the Malaysian Chinese Association, a political party in Malaysia that represents the Malaysian Chinese ethnicity, the third-largest party in the ruling Barisan Nasional alliance. Its major competitors are the *New Straits Times*, and *The Sun* which is distributed free.

2.8 New Straits Times Online

The New Straits Times is an English-language newspaper published in Malaysia. It is Malaysia's oldest newspaper still in print, having been founded as The Straits Times in 1845, and was reestablished as the "New Straits Times" in 1974. The paper served as Malaysia's only broadsheet format English language newspaper. However, a tabloid version first rolled off the presses on 1 September 2004 and since 18 April 2005, the newspaper is published only in tabloid size, ending a 160-year-old tradition of broadsheet publication (wikipedia.org).

The New Straits Times is printed by the New Straits Times Press, which also produced the English language afternoon newspaper, The Malay Mail, until 1 January 2008, as well as assorted Malay language newspapers, most notably

the Berita Harian. The New Straits Times is part of Media Prima group of companies. On 11 November 2011, 3D publication was introduced to the paper's print and online editions. The newspaper also made history on 21 February 2012 when it became the first talking newspaper, promoting Dutch Lady's Friso product, followed by AXIATA's page number domination in 2013 and in January 2014 it promoted Wonda Coffee "through five senses" on five consecutive days.

2.9 Theoretical Framework

This research analyzes the representation of Dr Zakir Naik in two Malaysia online newspapers *The Star Online* and *New Straits Times Online* (six articles per each) related to "DR Zakir Naik's Lecture Tour to Malaysia". The data are taken from the words, phrases, clauses, sentences and images that indicate the representation of Dr Zakir Naik by using Pan and Kosicki framing analysis model.