

dominated the discourse to the extent that not one dissenting source was present. And as a consequence, the potential negative implications of trade liberalization in connection with APEC were left unheard during the monitoring period.

Radio 4, the English language station, provided its listeners with coverage that lacked any sort of critical analysis. Instead, the negotiation process and economic issues were the only topics of discussion. And once again, local and foreign government representatives, along with APEC officials, were the only source types given access to Radio 4's airwaves.

## ii. Findings

### 1. Utusan – Print

#### Amount

Utusan published 32 articles referring to APEC, 2088 overall. APEC-related news made up 1.5% of the total articles published during this time.

#### Genre

Over three-quarters of Utusan's coverage was coded as news. The remaining articles were a mixture of features (4), one editorial and two items that could not be coded according to the categories.

Table D.1 – Genre (Utusan)

	N	%
News	25	78.1
Feature	4	12.5
Other	2	6.3
Editorial	1	3.1
Opinion	0	0.0
Total	32	100.0

#### Origin

Most of the items originated with the newsroom (21 of 32) and the remainder came from wire services.

## Concluding Remarks

The Malaysian media's coverage of APEC was limited and superficial, a trend that seems evident in government-controlled media.

However, the lack of critical analysis in any of these media cannot be attributed to government control. Further analysis is required before this assertion can be made as it appears from previous research, in North America at least, that commercial imperatives and the interests of the business/advertising community often serve to marginalize opposing viewpoints.