

METHODOLOGY

Details of the methodology of this survey are found in Appendix A. The survey evaluated 37 on-line newspaper sources from South and Southeast Asia over a common three month time period (October - December 2003). Major online newspapers in seven countries were analysed: Indonesia, Malaysia, The Philippines, Singapore, India, Pakistan and Brunei Darussalam. The sources were in English or Arabic. Also reviewed were major Islamic news wire sources that are frequently used in the region. Given that the focus was on English-language sources, and sources that were on-line, the survey does not claim to be comprehensive, and recognises that in many of the countries (Indonesia being a prime example) the circulation and impact of non-English papers in the national language have a much larger local media impact. Nonetheless, English is the dominant working language throughout the region for trade, academic research, and diplomacy, and is an important language of the national elites. It is also of growing importance for the growing middle class and youth of the region, who are increasingly exposed to English through a range of media. Finally, English remains a key national language in the Commonwealth countries of South and Southeast Asia, and influential in The Philippines.