

UNIVERSITI TEKNOLOGI MARA

**EFFECTIVE MASS PERSUASION
MEDIUM FOR POLITICAL
CAMPAIGN: THE IMPACT OF
PHOTOGRAPHIC IMAGES IN
NEWSPAPERS ON THE PUBLIC
DURING GENERAL ELECTION 11th
(2004) AND GENERAL ELECTION
12th (2008)**

MD NAGIB BIN PADIL

Thesis submitted in fulfillment
of the requirements of the degree of
Doctor of Philosophy

Faculty of Art and Design

January 2019

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Md Nagib Bin Padil

Student I.D. No. : 2011445068

Programme : Doctor of Philosophy in Art and Design – AD 990

Faculty : Art and Design

Thesis Title : Effective Mass Persuasion Medium For Political Campaign: The Impact of Photographic Images In Newspaper On The Public During General Election 11th (2004) and General Election 12th (2008)

Signature of Student :

Date : January 2019

ABSTRACT

During the General Election is approaching in Malaysia, the photos being featured in the local newspapers are one of the most important elements that is used to gain the public votes. The newspapers use the medium of photography to report the latest progress of the parties taking part in the general election and the activities that are going on throughout the campaign. However, during the 11th General Election in 2004 and the 12th General Election in 2008, there were pictures being published in the local Malaysian newspapers that were complained by the general public. The frequency of the local newspapers publishing pictures that showed inclination towards a certain political party had caused various critics and had also tarnished the trust of the public towards the news being published by the local newspapers until there were evidence that during the 12th General Election the general public were more inclined to refer and seek for information from the internet and blogs. As a result, this study is conducted to compare the use of pictures which were used in the selected local newspapers in reporting the news during the two general elections, 11th and 12th and study the perceptions of the general public of the impacts of the pictures in the news reported during the campaigns. In insuring that the objectives of this research are achieved, a qualitative approaches like interview, questionnaire and content analysis are applied to gather the data for this study. The findings suggest that throughout the duration of the campaign the majority of the photos of the campaigns which were used to report the news by the selected local newspapers were still showing inclination towards a certain political parties as sources of reference for the readers. The majority of the photos used in the articles reported during the two general elections were just to show the heated battle between the two main parties participating in the general election which were Barisan Nasional (BN) and Pakatan Alternatif. Even though the photos of the campaigns used in reporting the news of the two general elections were interesting and used unique presentation techniques, the photos used did not actually convey the current issues and were not parallel with the interests of the readers, as well as did not actually influence their emotions who viewed them, especially during the 12th General Election.

ACKNOWLEDGMENT

First and foremost, I would like to extend my utmost gratitude to Allah SWT for his blessing and grace that have allowed me to finish this thesis. I would also like to take the opportunity to extend my utmost thanks and gratitude to Prof. Dr. Mustaffa Halabi Bin Haji Azahari who is my main supervisor for all his advice, knowledge, guidance and precious time in helping me to complete my thesis from the beginning until the end. I would also like to thank the Dean of Art and Design, the Rector of UiTM Perak Branch and the Scholarship Unit of UiTM for the encouragement, advice, confidence and sponsorship.

Not forgetting, my gratitude also goes to all the lecturers of Photography and Creative Imaging, Faculty of Art and Design at UiTM Shah Alam, UiTM Perak Branch and UiTM Melaka Branch who have shared a lot of valuable information and knowledge as well as expertise in making this study a success. Apart from that, I would also like to thank National Archives, friends at the media and all those individuals who are involved directly and indirectly in contributing the valuable and priceless data for me to complete this study. May Allah bless all of you for your help and support.

Last but not least, I would like to thank, from the bottom of my heart my beloved family, especially my beloved and dearest wife, Nor Nazilah Binti Haji Md. Ali and my darling daughter, Nur Namiah Azzarah Binti Md Nagib, who have given me a lot of love, inspiration and moral support throughout the completion of this study. Not to forget, both of my parents and my in-laws whom I love dearly, Padil Bin Leat, Hajah Kalsom Binti Hashim, Haji Md Ali Bin Haji Abdullah and Hajah Hasmah Binti Haji Hassan. My thanks also goes to my siblings for supporting and giving me love which give me the strength to complete this study.

TABLE OF CONTENT

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLES	x
LIST OF FIGURES	xii
LIST OF PLATES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER ONE: INTRODUCTION	1
1.1 Background of Study	1
1.2 Background and Problem Statement	9
1.3 Research Objectives	14
1.4 Research Question	14
1.5 Scope and Limitation	14
1.6 Defination of Term	15
1.7 Significance of the Study	17
CHAPTER TWO: PHOTOGRAPHY AS MEDIUM OF PERSUASION ON ELECTION CAMPAIGN	18
2.1 Introduction	18
2.2 Election Background	18
2.2.1 The Importane of Election	20
2.2.2 Election in Malaysia	22
2.2.2.1 <i>Political Parties in Malaysia</i>	25
2.2.2.2 <i>Electoral System in Malaysia</i>	26