



A COMPARATIVE STUDY OF THE ONLINE NEWS COVERAGE OF THE 2014 MALAYSIAN HOSPITALITY FLIGHT 17 BY THESTAR.COM.MY AND RT.COM

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Abstract

Objective- The objectives of this research is to determine the average number of press release and the impact how two parts of the world of online news websites such as Malaysian-based online news source, the Star.com.my and Russian-based online source, rt.com covers the Malaysian Hospitality flight 17/2014 disaster.

Methodology /Technique- In this study the research applies theoretical testing for identifying and measuring news frames of online news coverage.

Findings- Through its findings, the research highlights the efficiency of the factors influencing the media framing on crisis situation. The research outcome of comparative analysis covers all the important aspects of the news which offers a unique understanding of how same crisis can be covered differently by media outlets and might impact reporting of aviation crisis that might has its own impact on the audience in diverging angles of international crisis with global implications.

Keywords: ONLINE; NEWS COVERAGE; PRESS RELEASE; MALAYSIA; RUSSIA; Malaysian Hospitality Flight 17 (MH17).

1. INTRODUCTION

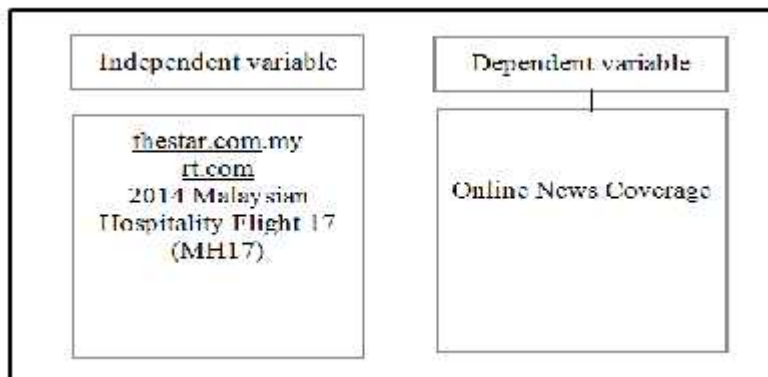
1.1Significance of the Study

The aim of this research is to find out how two different news websites portrayed the same crisis situation about Malaysian Hospitality flight 17/2014 (MH17) catastrophe. In order to analyze how same crisis situation can be covered by the Star Online Newspaper thestar.com.my website and Russia Today Network rt.com website in the comparative study between two online news coverage. For the future instance, the concept of Comparative Analysis should show how different news websites cover the same issue and how different media outlets can cover the same issue quite differently. Also the paper examines which factors have a greater impact on the media framing in online news coverage.

The importance of why this research needs to be conducted is as follows. The researcher hopes that this study will contribute to numerous benefits in terms how media frames portrayed the crisis situation through news coverage as well as for academic perspectives

1.2Research Framework

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Self-Made Figure 1: A Comparative Study Framework



The picture represents the theoretical framework that is a conceptual model of how several factors that have been identified as important to the problem.

LITERATURE REVIEW

In the literature review highlighted the mass media framing of crisis under the functions of frames theory with its relevant subtopics such as coverage frame of crisis situation, framing the crisis, and journalistic norms in framing in order to better understand the interpretation of online news coverage.

RESEARCH QUESTIONS

RQ1: What is the total number of online news coverage was given to 2014 Malaysian Hospitality Flight 17 crisis situation by Malaysian thestar.com.my website

RQ2: What is the total number of online news coverage was given to 2014 Malaysian Hospitality Flight 17 crisis situation by Russian rt.com website

RQ3: How did the online news coverage of 2014 Malaysian Hospitality Flight 17 catastrophe differ between thestar.com.my and rt.com

RQ4: How two different media websites escalate or resolve conflict.

Based on the information obtained from the comparative of the Online News Coverage of the 2014 Malaysian Hospitality flight 17 by thestar.com.my and rt.com some recommendation of research are given, where it might be useful for the future research that plan to study online news coverage.

The purpose of this comparative study was to analyze how two online news websites, thestar.com.my and rt.com covers the 2014 Malaysian Hospitality Flight 17 catastrophe in the 5 weeks from 18/07/14 to 22/08/14. The result of this study has provided important and relevant information in order to meet the objectives and answer on the research questions.

However, it's important to highlight that the existing research findings mentioned that online media is a primary source of information to influence the public and its readers. Although,

The findings of this comparative study may be viewed as leading support for this particular conceptual framework; however this research will benefit other students to understand how Online News Coverage affects Mass Media in a very essential way. Also, this research could be referenced or guideline for other researcher who is interested to study Online News Coverage for any other comparative study.

RESEARCH DESIGN AND SAMPLING

For this project, the research methodology that will be used is the Primary Research Method. Therefore, as quantitative research is essentially about collecting numerical data to explain a particular phenomenon particular question seem immediately suited to being answered using quantitative methods. The Comparative Study based on quantitative research that is based on numerical data analyzed statistically quantities research uses non-numerical data.

This study focuses on how Malaysian website thestar.com.my and Russian Federation website rt.com portrayed the same crisis situation about Malaysian Hospitality flight 17/2014 (MH17) catastrophe. Both of the websites provides an online news coverage about Malaysian Hospitality flight 17/2014 (MH17) catastrophe.

DATA ANALYSIS AND INTERPRETATION

The study will involve a textual analysis and the frequency of each story type. The online news coverage going to examine: 1) number of online news coverage from 18th of July 2014 to 22th August 2014; 2) number of visual and audio-video materials used in websites; 3) type of the source of the online news coverage (wire services, foreign or local); and 4) size of online news coverage (measured by word count) that are provided by two different websites from thestar.com.my and rt.com. Also the comparative study represents the graphical representation such as tables and bar charts to make the analysis work easier and understandable. However the analysis Frequencies of the online website source helps better to examine the each story type and measure its length.



FINDINGS AND DISCUSSION

Research findings have shown that **impact** of thestar.com.my media website has produced more number of words than rt.com media website. From a quantitative analysis the chart tables shows that thestar.com.my has produced less number of photo materials on 19/07/14 compare to rt.com that has produced more number of photo materials on 21/07/14 than thestar.com.my; Hence, thestar.com.my has produced more number of video materials on 23/07/14 and on 22/08/14 compare to rt.com that produced video materials on 21/07/14 and on 01/08/14-10/08/14-12/08/14 in the total amount of 2 video materials per each day.

However it's important to consider that thestar.com.my and rt.com had different peak days in producing their press releases and publishing their photo and video materials in span on 14 days from 18/07/14 to 31/07/14 and in the span of 22 days between 01/08/14 to 22/08/14. In the comparisons of two media websites has showed that there is a differ between thestar.com.my and rt.com in producing online news coverage.

5.1.3 Discussion 3

The most interesting findings have found between thestar.com.my and rt.com the Figure 2, Figure 3 and Figure 4 above represent one of the versions on how the same crisis can be covered quite differently by two different media websites. Based on this figures above we can see that there is no correlation between thestar.com.my and rt.com. The Figures represents how the publication able to either provide either removes important information from their publication.

Table 8 represented Facebook Online Statistics from thestar.com.my and rt.com. The result of this table shows that Russian rt.com websites has more shares compare to tehstar.com.my. The rt.com has high number of shares by publishing "Ukrainian Buk battery radar was operational when Malaysian plane downed – Moscow" press release. The total number from rt.com estimates 7000 Facebook shares on 18/07/14; where thestar.com.my had 400 Facebook shares by publishing "MH17 crash: Klang-born stewardess Angeline believed to be on board" press release.

Table 9 results shows the Online Twitter Statistics where rt.com has more twits than thestar.com.my in total number of 2100 twits per publishing "Malaysia MH17 crash: 10 questions Russia wants Ukraine to answer " press release; on the other side thstar.com.my had only 383 twits per publishing "MH17 crash: Unofficial list of nationalities on board" press release.

Research findings have shown that the rt.com has more shares and twits than thestar.com.my. Which means that the most shared and twitted press release has more important information to share across the Internet and end-users?

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