



澳門大學

UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

“My Country, the Land Where My Blood Has”:

Media Professionals of Chinese-Language Media in Malaysia

By

YE LIN

Student ID: M-B1-4134-4

Supervisor: Dr. Wu Mei

A Thesis Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of Arts at the University of Macau

July, 2013

Acknowledgements

I would like to extend my sincere gratitude and appreciation to all those who have assisted me in completion of this thesis.

I'm deeply indebted to my supervisor, Dr. Wu Mei, who has provided indispensable help, guidance and encouragement during the whole process of this oral history project. This thesis is part of a large research project "Symbolic Reality and Personal Stories: Between China and Southeast Asian Countries" headed by Prof Wu. I'm heartily grateful for the Research Committee of University of Macau for the funding of this project.

I would also extend my thanks to my examination committee members, Prof. Chen Huailin and Prof. Li Xiaoqin whose suggestions and comments have helped me in improving the thesis. Gratitude also goes to Prof. Liu Shih-Diing, Dr. Li Ying, Dr. Chang Wen-yu and Dr. SHI Wei whose interesting lectures are a good source of inspiration for me as well as Ms. Jenny Lou whose help greatly facilitates my work.

Finally, my gratitude goes to the interviewees, Mr. Law Beng Chee, Mrs. Wong Gim Bok, Ms. Poon Chau Huang and Mr. Chong Chu Chem. Their cooperation contributes to the completion of this thesis. Gratitude also goes to Ms. Siew Nyoke Chow who helps me a lot in finding the qualified interviewees and contributes to this thesis.

Declaration

I declare that the thesis represents my own work, except where due acknowledgement is made, and that it has not been previously included in a thesis, dissertation or report submitted to this University or to any other institution for a degree, diploma or other qualification.



Signature _____

Abstract

This oral history project explores how media professionals of Chinese-language media in Malaysia identify with Chinese-language media and struggle to consolidate a self-identity. It has made a close look at relevant oral history documents in the National Archives of Singapore. The existing documents contribute to a better understanding of Chinese-language media in Malaysia and provide references to question design. By interviewing media pioneers of Chinese-language media in Malaysia, the current research finds that though being treated not as fairly as their Malay counterparts, they embody faithful love for Malaysia as a country and wish a better future for Malaysia. At the same time, they identify themselves with Chinese culture and support Chinese-language education. As gatekeepers of Chinese-language media, media professionals of Chinese-language media will take the government stance as well as the market demand into their consideration while representing information. This oral history project also highlights the marketing strategies that media professionals of Chinese-language media adopt to solve the bottleneck problem as well as to survive themselves in the new media age.

Key Words: ethnic media, Chinese-language media, Chinese-language education, identity.

Table of Contents

Acknowledgements

Declaration

Abstract

Chapter I Introduction.....1

1.1 Background.....1

1.2 Significance.....2

Chapter 2 Literature Review.....3

2.1 Chinese Communities in Southeast Asia.3

2.2 Struggles for Chinese–Language Media’s Prosperity.....4

2.2.1 Development of Chinese-Language Media in Malaysia.....4

2.2.2 Policy Restrictions on Chinese-Language Media.....6

2.2.3 Policy Restrictions on Chinese-Language Education.....8

2.3 Chinese-Language Media, Journalists’ Roles and Identity.....10

2.4 Rising Power of China.....12

2.5 Review of Existing Oral History Archives.....13

Chapter 3 Methodology.....19

Chapter 4 Results.....22

4.1 Profiles of the Interviewees.....22

4.2 Interviewees and Chinese-Language Media.....	23
4.3 Interviewees and Chinese-Language Education	28
4.3.1 Interviewees’ Entering to Chinese-Language Media.....	28
4.3.2 Interviewees’ Elaboration on Chinese-Language Media.....	31
4.4 Gate Keepers and Roles of Chinese-Language Media.....	34
4.5 Marketing Strategies.....	37
4.6 My Country, the Land Where My Blood Has.....	40
Chapter 5 Conclusions and Discussions	45
References	48
APPENDIX	52
APPENDIX I.....	52
APPENDIX II.....	60

