

Perception of a partnership press : an audience reception study (1995 & 2000) of Malaysia television news

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Abstrak

European philosophy and Malaysian practice can illuminate each other. Using habermas critical theory of assumptions we make in communicating with other, this article examines the degree to which Malaysian television news is seen to be appropriately constructed by its intended audiences of Chinese, Indians, Malays and other ethnic groups. They conclude that screen journalism should be comprehensible and concentrate on viewers' interest.