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Study on Propaganda and Political Propaganda in Malaysia

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ABSTRACT

The authorities of the study on propaganda in general terms at the global level can be seen since 1914. Specific discussion on propaganda aspects involved the propaganda aspects globally on the model of propaganda, propaganda techniques and issues. The political aspects of propaganda discussion have been done since 1927. In Malaysia, study on propaganda and political propaganda is not much to be and raises question on how far studies on propaganda and political propaganda, especially in a general election in Malaysia has been made. The purpose of the study is to identify studies, researches, and writings concerning propaganda and political propaganda explored by the Malaysians' scholarly corpus. In answering this question, qualitative methods was used. Library research is used to review the scientific studies done by the past researchers on political propaganda and propaganda either in the form of journals, theses, books or scientific papers. The study found that the authority of the studies on propaganda in general globally can be seen through at least four scholars in the field of propaganda which are Lippmann (1914, 1922, 1925, 1936), Lasswell (1927, 1938, 1941, 1946 & 1953), Bernays (1928 & 1955) and Ellul (1964 and 1965). To discuss the aspect on political propaganda, other than the discussions made by Laswell (1927), there are at least five writings that can be used as a guide to develop your next study which are made by Bartlett (1940), Brown and Both in Severin and Tankard (1979), Nelson (1996), (2007) and Uudelepp Aronczyk (2013). Based on the studies of propaganda in Malaysia, the result clearly shows the desolation in study on general propaganda and especially on political propaganda aspects. Studies on political propaganda involving study on Malaysia's elections should be done immediately in order to meet a shortage of scientific research and studies related to this field.

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INTRODUCTION

Propaganda has become essential in today's world democratic scenarios. Arab Spring and fall Hosni Mobarak in Egypt among other things, a testament to how propaganda used in political communication. Current political situation create new challenge to any party to face propaganda process during each election campaign. Propaganda war is effective and successful to maintain the political power.

Political propaganda is the process of spreading political influence in order to shape the perception of the people and voters. Political propaganda used in spreading political influence in their respective sectors, particularly through elections. This method of political propaganda is intended to dominate the victory through the campaigns. The heat is also experience in each country in order to retain political

power masng. The great challenge was the campaign challenge and how to promote their respective influence through propaganda.

The discussion under 'a study of Propaganda and Political Propaganda in Malaysia' was implemented qualitatively to highlights on past research on propaganda and political propaganda in general at the global level. Here, researchers try to retrace the important figures who do research and discussions on propaganda. At the second stage, the researchers perform studies on specific aspects of the study of propaganda concerning the propaganda on countries in the world, propaganda model, techniques and issues on propaganda. The third stage is that the researchers examine the discussion on political propaganda. Lastly, review is made on studies related to propaganda in Malaysia.

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General Studies on Propaganda:

Preliminary studies on propaganda globally have much been done by the propaganda researchers such as Lippmann (1914, 1922, 1925, 1936). He provides a general discussion touching on propaganda and use propaganda for political purposes. Lasswell (1927, 1938, 1941, 1946 and 1953) also discuss aspects such as propaganda techniques through World War I, and also made some discussion on propaganda through democracy and the use of propaganda in communication.

Results on the researches and writings by Lasswell on propaganda are considered among researchers as a post of great value. In 1927, his dissertation titled Propaganda Technique in The World War describes the use of propaganda in the war. His research gets positive and negative reaction. Many are worried of the outcome and the influence of his writings, and then it resulted in calling for immediate destruction. Observers' reaction as there is a fear of propaganda techniques after the First World War (Severin and Tankard Jr, 2007:127).

Discussions on the next propaganda are done by Bernays (1928, 1952 and 1955), generally discussed on the use of propaganda in public relations. Bernay's Study, titled 'propaganda' which was originally published in New York in 1928 and republished back in 2004.

Lee and Briant Lee (1939) discuss various techniques in carrying out propaganda. Among other relevant techniques is based on social psychological research. He explained that propaganda has seven techniques namely; (1) Name Calling (vile Title); (2) The Technique of Glittering Generality (general description the glittering); (3) Transfer Technique (surrogate fame); (4) Testimonials Technique (support experience); (5) The Plain Folks Technique (canoeing in the roots); (6) The Cards Staking Technique (the card sort gimmicks), and; (7) The Bandwagon Technique (building compatibility).

Writings by Ellul (1962), titled Propaganda and republished in 1973, discussed on the development of propaganda in a society that is increasingly based on technology, as well as the importance of propaganda on people's attitude. This preliminary study provided a general basis including theory, concepts, developments and an early touch on political propaganda aspects and its use in the democracy itself.

There is a dissertation by Tugwell (1979) from the University of London that discussed generally on propaganda included propaganda as revolutionary weapons as well as various case studies on propaganda that occurred in the history of the world. Through Oxford Journal, Doob (1950) also discusses the principles of propaganda by the Germany Propaganda Minister, Goebbels, on how propaganda can influence human thought. Writings and other general studies on propaganda has been made by Burnett, (1989) with the title *Ideology and*

Propaganda: Toward an Integrative Approach and by Jackall (1995) with the title *Propaganda*.

Jowett and O'Donnell (1992) wrote on the power of persuasion associated with propaganda. They also produce Propaganda Process Model to describe the process of propaganda. The same thing subsequently made by Markova (2008) who wrote on the power of persuasion and the communication characteristics and propaganda as a means to influence people.

Studies by two heroes, Herman and Chomsky are important in the propaganda area. Both this hero explores various aspects on discussion on propaganda. Herman (1982, 1985, 1990, 1992, 1996, 1999 and 2000), discusses various aspects including propaganda by the terrorist (1982), aspects of propaganda in the news (1985 and 1992) and re-evaluating the propaganda model (1996 and 2000). Joint Study with Herman and Chomsky created various aspects of propaganda study including propaganda in political economic aspects and political communication (1988, 2002, 2004 and 2008) and included discussions on propaganda model (2010).

Studies on Political Propaganda :

Study by Lasswell, is still used as the important reference on research of many aspects including the political propaganda. His research is published through The American Political Science Review with the title The Theory of Political Propaganda (1927) had became one of the earliest discussions propaganda. Lasswell (1902-1978) interpreted as political propaganda as techniques to influence human behavior by manipulating message. Those messages can be in oral form, written form, images and music. The following study was on political propaganda by Bartlett (1940) published by the Cambridge University Press with the title Political Propaganda. Next is by O'Shaughnessy, (2004) with the title 'Politics and Propaganda in particular: 'Weapons of Mass Seduction'.

Next, there are several studies that indirectly touch on aspects of political propaganda. The propaganda used in areas such as public relations, advertising and political campaigns. Such study ever written by Brown and Both the Rer and Tankard (1979), "Propaganda Would Include Much of Advertising, Much Of Political Campaigning And Much Of Public Relations". In facing medium level education society, political propaganda requires a proper technique. If we take a look deeply, there are some techniques that can be used in carrying out propaganda. No matter how it works and which to be chosen is depending on the state of communication, communication capabilities (propagandis) political social environment and communities' culture.

Studies on the remaining political propaganda were in some of the writings touching on the aspects of political campaigns that used propaganda. Among other things was, the writing by Uudelepp (2007),

whilst Aronczyk (2013) discusses on how to use propaganda to promote culture and politics.

Studies on Media and Political Propaganda:

Bryce (1921), sees propaganda as a dissemination of a wrong print-out and acting in provoking people to make incitements violations. Studies related on media propaganda theme in the year of the 1990s appeared to be pursued by others such as Wang (1995) that discusses on news coverage and Foreign Affairs as well as ideological propaganda model related to be published by Asian Journal of Communication. Some other researchers like Nohrstedt, Kaitatzi-Whitlock, Ottosen, and Riegert (2000) wrote about world news and war on propaganda on newspaper by looking at cases from Persian Gulf to Kosovo.

World War II also has become the subject of the research figures' study. If seen in writing by Paddock (2004) in his book seeing that World War I that stressed on the influence of newspapers to gain support of the people. Comparisons were made on how newspapers in Great Britain, France, Russia, Germany, and Austro-Hungary tried to use propaganda to define the war, objectives and enemies. The Government strives to influence the opinion of the masses through the portrayal of positive messages and filtered information. As a result, newspapers have a significant role in the country's lawful involvement in the war. Newspapers have become a war tool to get victory and implementing ideas and agendas in their respective politic. Jowett (2006) in his book defined propaganda in the media, as a systematic approach to shape perceptions, manipulate minds and behavioural changes in the same time.

Since 2008-2013, Wong Yong Jang wrote through annual MAPOR² Conference in Chicago and in a journal on propaganda activities through the news. He sees these things in North Korea (2008) and made a comparison about news as a propaganda tool between the United States and North Korea (2009). Hayes (2008) suggested that the media can help the elections candidates to highlight specific issues for discussion as the thrust of election campaign and if the voters agree with the issue it will affect the voting behavior.

Communication technology is just as a platform for dissemination of information. Communication technology is not able to bring about any change in democratic processes. The impact of the new media is said to bring major changes to the political modernity. In this case Axford and Huggins (2001) commented on in his book reinforcing the role of the new media in political modernity. Influence of carrying through new media is able to alter the views and opinions of the community in relation to a particular political party.

Lewicki and Ziaukas (2000) also see political propaganda through communication with the use of

the internet that is still dominant in the United States presidential election campaign in 2000. The same thing was also reinforced by the Wicks and Souley (2003) that reported from 487 news website published in the presidential election campaign between George w. Bush and Al Gore, 75 percent of the news contains personal attacks over their respective opponents. In Finland, the same case in which Carlson and Djupsund (2001) see the use of the internet in the election campaign of Finland is the highest in the world and popular among the young and women candidates. Lusoli and Ward (2005) stated that the involvement of citizens in the information communication technology and online information online has its own significance to public communication and political communication that affect people.

Political propaganda through the media was discussed indirectly by researchers like Jankowski and Van Selm (2008), Hara (2008), Karlsen (2010), Balabanić and Mustapić (2010), Hall & Sinclair (2011) and Liu (2012) seeing that political communication via the internet have been transforming political discourse, political participation and election campaign that were next created opinion free and democratic atmosphere country.

Farnsworth and Owen (2004) found that the use of internet, especially through interactive page becomes the dominant factor in influencing voters in political communication campaign of the United States presidential election in 2000. Kluver (2004) and Campbell (2009) strengthen this statement and saw that there was no significant difference in the results of the candidates who used the internet in campaigns and current political discussion.

Studies on Propaganda in Malaysia:

There is not much writing and studies on propaganda and political propaganda in the form of scientific research in our country specifically on political propaganda in Malaysia, there were only a few writings that related to this aspect indirectly.

Through the statement of the study wrote by Abdul Rahman Hall (2009) that commented on five key themes, the issue frequently highlighted in the display of both Malaysiakini web and Agendadaily websites, which are; internal turmoil, propaganda, the dignity of the candidates, the reliability of the Election Commission, and misconduct. The study also discusses on the news attribute that is displayed by the Malaysiakini and Agendadaily in favor of political parties which contested. He explained his research only at the level of categorizing the foundation of 'propaganda' during the PRU.

The next writing by Nur Aslamiah Supli (2013) is only expressed on the difference between the use of social media by BN with PR includes all political leaders, during the 2008 general election and the 2013 in Malaysia. This study does not touch directly

on political propaganda even though it can be understood in the writings on propaganda campaign of both parties.

Indirectly, a study of propaganda and political propaganda in Malaysia is only available in the discussion of the media influence on politics and the elections. In addition, there are local media observers who spoke about the role of the media in the general election. In its review of the relationship between the mass media with the general elections, Syed Mohamed Idid & Safar Hasim Sungei, (1993) & Mazni Buyong (1995 & 2000) through his study evaluating a society that often assume voters will be affected by any news carried by the mass media. Siti Azizah Hamzah & Ezaleila Mustafa. 2011 and Mustafa k. Anuar (1990, 1993, 1995 & 2000) through their writings, see the method used by mass media to propagating the public interest of the ruling party and explore strategies used by the media. They suggested that the message and image of BN plan to be appeared by the mass media helping to renew support of the majority.

The use of cyber space as a tool of propaganda exists indirectly in studies such as Tan Lee Ooi (2010) who sees political development in cyber space starting from the beginning of the reform movement in 1998 and later in the book he expressed the reform generation is currently, actively using the new media due to the lack of political opportunity in real world. They have made the internet as a tool for political mobilization. Cyber space used by reform supporters to set up a website seems to be formed by the virtual community of the reformists. This situation continued until now and making the cyber space as an alternative to the current prime mass media.

Similarly, indirect representation through political propaganda in writings by Nur Azween Zakarian and Nidzam Sulaiman (2004) who viewed the use of cyber space via the role of blogs, web sites, email and short message service (SMS) used solely by the politicians to expand his influence and voicing that were then thereby, increase their participation. In this writing, the author sees how far this alternative media serves as hegemony counter to the Superintendent. The role of alternative media is increasingly widespread and significant in substantial use in the 2008 general election. The change trend happened gave an indication that alternative media provide a substantial influence in affecting people's minds and became an important medium in delivering political issue thus affects voting patterns in Malaysia.

Studies on political propaganda indirectly discussed through the studies on ICT and elections in Malaysia made by Alvin Mohamed Noor Muhammad and FR. Saabar Suhaimee Saahar (2009), where the new media affecting at least open more space to the opposite view. Zakariyya Zaherawati (2009) found that the young people are more confident with the transparent source in blog

rather than to the printed media that is clearly more into one-party based. Studies by Samsudin a. Rahim (2010) showing faith in internet information and resources from peers as well as the issues raised during the election campaign contributed positively the results of PRU-12, the opposition won.

Conclusion:

Through the discussion above, it is evidently proved that the authority of studies on propaganda in general at the global level can be seen through the four researchers of the field of propaganda which are Lippmann (1914, 1922, 1925, 1936), Lasswell (1927, 1938, 1941, 1946 and 1953), Bernays (1928 and 1955) and Ellul (1964 and 1965).

Specific discussion on the propaganda aspects, among others, is concerned on propaganda aspects in countries in the world, a model of propaganda, propaganda techniques and issues. Most of these aspects have been discussed by many researchers as described above. Other than discussion on political propaganda aspects made by Laswell (1927), there are at least five literature discussed and can be used as guidelines for developing the next study made by Bartlett (1940), Brown and Both in Severin and Tankard (1979), Nelson (1996), (2007) and Uudelepp Aronczyk (2013).

Finally, research on Malaysia's propaganda clearly shows the desolation of our national study general and particular political propaganda aspects through the new media. Discussions on political propaganda especially in Malaysian politics are rarely debated. Moreover, the detailed aspects of political propaganda at the state level are being discussed. Therefore, a study on political propaganda that involves research on Malaysia's elections should be done immediately to meet the shortage of research and scholarly studies relating to this field.

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