ABSTRACT

This nine-chapter Honours Thesis aims to give a concise analysis of the news content of *Nanyang Siang Pau* (《南洋商报》) in the period 1923 to 1941.

The materials used in this study were selected through a random sampling procedure. As *Nanyang Siang Pau* was established on 6 September 1923, the date was used as the starting point for this procedure. Since 30 September 1941 was the latest available issue on microfilm before the Japanese invasion in 1942, this date was also set as the ending point for the sampling procedure.

The findings of this study are as follows. Firstly, social news was the main concern of *Nanyang Siang Pau*, followed by military news, political news and economic news. Secondly, the news was mainly on countries from Asia and Europe. Under news reports on Asian countries, the focus was on China, just like other daily newspapers in that period. However, from 1940 to 1941, there was a shift of *Nanyang Siang Pau* focus on news reports on China to news reports on Singapore and Malaya. Under news reports on European countries, the main focus was on England. Thirdly, most of the news on Singapore and Malaya was concerning Chinese, only a small percentage of the news was regarding Non-Chinese. Fourthly, although news reporting by local reporters and foreign correspondents had gradually increased since 1930, the main sources of the news in *Nanyang Siang Pau* still came from foreign news agencies. Lastly, the reporting style during that
period was not as precise and comprehensive as compared to newspapers nowadays and the layout of the news pages plain and monotonous.

This Honours Thesis studies the types of issues, news focus on specific countries, news reports regarding different races, sources of news, the reporting style and news layout in *Nanyang Siang Pau* during 1923 to 1941. The findings from this study will be useful for those who will be doing a more comprehensive research on this area.