ABSTRACT

This six-chapter dissertation aims to study from a quantitative point of view the development of the Chinese printed media, namely newspaper and periodical in Singapore from 1960 to 1995.

Previous studies done in this area show at least three inadequacies. Firstly, the scope of these studies has been limited, either in terms of the types of printed media or the period covered, most of the recent studies have covered only up to the 80’s. Secondly, the data of the Chinese printed media collected and studied is insufficient. This also applies to the research done on specialized field. Thirdly, studies on the nature and content of the Chinese printed media in Singapore do not cover a wide range, and do not provide a comprehensive and accurate reflection of its actual development.

Materials for this dissertation are drawn from government gazette, published texts, collections of Chinese printed media and microfilm of Chinese newspapers in both NUS and the National Library, the collection of Dr. Wong Hong Teng as well as my personal collection. Other sources include direct interviews and mail inquiries.

The study shows, despite various difficulties encountered by Chinese printed media in Singapore, for example, the lack of advertisements and small readership, its development was very encouraging. We can see that not only was the quantity considerable, the fields covered, especially those of the periodicals, also varied.

The growth in the publication of Chinese newspapers in Singapore therefore would be rather stagnant as there are already sufficient newspapers in the current market. The Chinese periodicals, however, would continue to increase in number as a result of the success of bilingual education in Singapore and as growing emphasis is placed on Chinese due to the influence of the development in China.