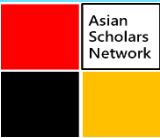




**5<sup>th</sup> Kuala Lumpur International Conference on  
Management, Education and Technology 2024  
(KLIMET2024)**



**Conference Proceedings & Program Book**

**Kuala Lumpur, Malaysia**

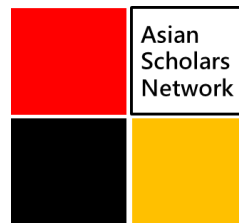
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## 5<sup>th</sup> Kuala Lumpur International Conference on Management, Education and Technology 2024 (KLIMET2024)



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## Preface

Dear Distinguished Guests and Conference Participants,

Greetings from Asian Scholars Network (ASNet)!

First of all, we would like to convey our appreciation to all participants, both presenters and non-presenters, for their contribution to the success of the 5<sup>th</sup> Kuala Lumpur International Conference on Management, Education and Technology 2024 (KLIMET2024).

The objective of this multidisciplinary international conference is to gather global leading academicians, scholars and researchers to share their knowledge and new ideas as well as to discuss current development in their respective fields. In addition, the conference also offers opportunities for academicians and industry experts to meet and interact with local and international participants.

We also would like to extend our sincere thanks to the organizing committee, partners, and participants for your relentless effort and continuous support through out this event.

Finally, it is a great privilege for us to present the proceedings to the authors and delegates of the conference. We hope that you will find it useful, exciting and inspiring.

We are looking forward to seeing you in our upcoming conferences. Stay Active, Healthy and Happy

Thank you.



The logo of the Asian Scholars Network is circular, featuring the text 'Asian Scholars Network' around the perimeter and the identification number '002903215-H' in the center. A signature is written over the logo.

Ts. Dr. Zahari Abu Bakar  
Chairman





## Conference Proceedings

These proceedings contain all papers presented at the 5th Kuala Lumpur International Conference on Management, Education and Technology 2024 (KLIMET2024) that was successfully held on 7<sup>th</sup> September 2024, virtually in Kuala Lumpur, Malaysia.



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## Portrayal of Pornography in Malaysian News Media

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**Abstract:** *This study examines how pornography is portrayed in a leading Malaysian newspaper from 2017 to 2024. The objectives are to analyse the prevalence of different frames and investigate how the language reflects societal norms over time. Through content analysis of 24 articles using Goffman's (1974) Framing Theory, the findings show that while episodic frames still dominate case reporting, thematic frames are increasingly connecting incidents to broader societal trends, indicating a shift toward viewing pornography as a systemic issue. The morality frame remains significant, but there is growing emphasis on public health and safety, and technological challenges and responsibility. The language has also shifted from moralistic terms to a focus on public health and safety, protection of vulnerable groups, and technological accountability, highlighting the challenges of addressing pornography in the digital age. This research demonstrates how Malaysian news media has evolved, recognising that tackling pornography requires coordinated efforts involving legal regulations, protection for vulnerable populations, and stricter online monitoring.*

**Keywords:** portrayal, pornography, Malaysian news, frames, digital age

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### 1. Introduction

The prevalence of pornography in Malaysia is hidden from the ordinary eyes. The severity of this issue is demonstrated by Malaysia's fourth-place ranking in the world for cyberporn consumption (Fang, 2020) and its well-known status as Southeast Asia's hub for online child pornography (The Star, 2018). In addition, there has been a fivefold increase in IP addresses accessing child pornographic content from 2018 to 2022 (Yuen & Zolkepli, 2023). Being aware of the severity of cyberporn, the Malaysian Communications and Multimedia Commission (MCMC) has blocked 4,240 websites between 2020 and February 2023 (Aminnuraliff, 2023) and enforced the Communications and Multimedia Act 1988 by investigating individuals who misuse the internet to upload pornographic content (Aminnuraliff, 2023).

The widespread pornography problem cannot be ignored because it is counter-productive to the MADANI goals of fostering positive social values and community well-being and the SDG 3 goal (Good Health and Well-being). MCMC can block pornography websites such as "Hentai" and "Pornhub" but adamant cyberporn consumers can use VPN and other means to circumvent internet censorship. Creating awareness about pornography is a better way to go about it but there is a lack of research on the role of the mass media in educating the public.

Little is known about how mass media channels such as radio, television and newspapers are educating the public about pornography. Newspapers still play an important role in educating the public about pornography despite the rise in popularity of social media. Newspapers are seen as credible, unlike social media, which can spread misinformation. Newspapers can shape public views on pornography by reporting on cases, and publishing feature articles with in-depth analysis and balanced reporting. How newspaper articles frame pornography in Malaysia has yet to be researched.

This study examines how pornography is portrayed in a leading Malaysian newspaper. The objectives are to:

- 1) analyse the prevalence of different frames, and
- 2) investigate how the language reflects societal norms over time.

## 2. Method

The descriptive study analysed how pornography was portrayed in a leading Malaysian newspaper, New Straits Times. This newspaper is one of Malaysia’s most widely read news portals, between January 2017 and August 2024. To ensure that the news focus was on pornography, only articles with headlines containing the terms “porn” or “pornography” were selected. This selection process yielded a total of 24 articles in a period of seven years and eight months.

Analysis was based on Goffman’s (1974) Framing Theory, which examines how individuals use frames – mental structures or lenses – to interpret and organise their experiences. In the context of this study, it is about how the pornography issue is presented and understood based on the frames used in the news articles.

To categorise these frames, Iyengar’s (1991) framework was adopted, which distinguishes between thematic (frames that place an issue in the broad context) and episodic frames (frames that focus on specific events or individual cases). In addition, the articles were further examined to identify recurring patterns and themes, which revealed three main frames and their corresponding subframes (Table 1). To determine the dominant frame in each article, the method developed by Semetko and Valkenburg (2000) was employed. The method involved assessing the content by answering a set of guiding questions.

**Table 1: Main Frames and Subframes based on Semetko and Valkenburg (2000)**

Frame	Description	Subframe(s)
Morality	Focuses on associating pornography with immoral or unethical behaviours	Legal enforcement against wrongdoing or immoral activities Ethics and adherence to societal norms
Public health and safety	Emphasises public health and safety via law enforcement and other measures, especially concerning vulnerable populations	
Technological challenges and responsibilities	Focuses on the technological challenges and responsibilities in restricting access to online pornography and its consumption, or in	Availability and accessibility of pornography Measures to block online



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preventing individuals from becoming victims of online pornography	pornography access or prevent victimisation
	Technological challenges in combating pornography accessibility and consumption

---

### 3. Results

#### 3.1 Prevalent Frames in News Coverage of Pornography

The analysis of the 24 articles published in New Straits Time from 2017 to 2024 reveals a shift in how the issue of pornography is framed, which is from an event-centred perspective to one that addresses broader societal implications.

News articles between 2017 and 2020, especially those covering crimes, predominantly employed episodic framing which focused on specific incidents. For example, a 2018 article titled “Man, woman charged with extortion over porn videos” focuses solely on the crime being reported - a woman and her ex-husband charged with extortion for sending pornographic videos. The article details the immediate facts: the names and ages of the perpetrators (“Noraniza Jelani, 30, and Muhammad Kasim A Zamzani, 24”), their relationship (“A woman and her ex-husband”), the amount of the extortion (“extorting a total of RM3,800”), the location of the extortion (“Road Transport Department in Jalan Kompleks Sukan”), and the identity of the public prosecutor (“Rais Imran Hamid”) (Table 2).

**Table 2: Crime Details in “Man, woman charged with extortion over porn videos” Article**

Crime Details Reported	Excerpt
Names and ages of the perpetrators	“Noraniza Jelani, 30, and Muhammad Kasim A Zamzani, 24, were jointly charged ...”
Relationship between the perpetrators	“A woman and her ex-husband were charged at the Sessions Court here today ...”
Amount of extortion	“... extorting a total of RM3,800 from...”
The location	“The offences were allegedly committed near the Road Transport Department in Jalan Kompleks Sukan here.”
Identity of the public prosecutor	“Malaysian Anti-Corruption Commission (MACC) deputy public prosecutor Rais Imran Hamid prosecuted ...”

\*Note: Excerpts taken from: Arif, Z. M. (2018, Feb 19). Man, woman charged with extortion over porn videos [NSTTV]. *New Straits Times*. <https://www.nst.com.my/news/crime-courts/2018/02/336905/man-woman-charged-extortion-over-porn-videos-nsttv>

However, from 2021 onwards, thematic framing becomes more prominent. For example, a 2024 article headlined “Access to porn at a critical level” discusses the challenges of regulating digital content (e.g. “social media platforms that consistently refuse to comply with Malaysian laws”), the impact on children (e.g. “disrupt the natural sexual development of children and adolescents...”), and youth protection (e.g. “...collaboration with child protection agencies and law enforcement...”) (Table 3).

**Table 3: Issues Reported in “Access to porn at a critical level” Article**

Issues	Excerpt
Challenges of regulating digital content	"... social media platforms that consistently refuse to comply with Malaysian laws."
Impact on children	"Early exposure to pornography can disrupt the natural sexual development of children and adolescents..."
Youth protection	"...collaboration with child protection agencies and law enforcement..."

\*Note: Excerpts taken from Iskandar, I .M., & Hakim, L. (2024, July 26). 'Access to porn at a critical level'. New Straits Times. <https://www.nst.com.my/news/nation/2024/07/1081743/access-porn-critical-level>

This shift from episodic to thematic framing over the years indicates that there is a growing recognition of the need to address pornography as a societal issue rather than one-off events.

When the articles were further examined to determine recurring patterns and themes, the findings showed that the morality frame was the most prevalent, followed by the public health and safety frame. The technological challenges and responsibilities frame was the least common frame. Table 4 shows the frequency of frames in the news coverage of pornography.

**Table 4: Frequency of Frames in Malaysian News Coverage of Pornography**

Frame	Examples of articles	Frequency
Morality	“Court of Appeal upholds sentence of man convicted of soliciting child porn”  ( <a href="https://www.nst.com.my/news/crime-courts/2024/07/1074743/court-appeal-upholds-sentence-man-convicted-soliciting-child-porn">https://www.nst.com.my/news/crime-courts/2024/07/1074743/court-appeal-upholds-sentence-man-convicted-soliciting-child-porn</a> )	10
Public health and safety	“Access to porn at a critical level”  ( <a href="https://www.nst.com.my/news/nation/2024/07/1081743/access-porn-critical-level">https://www.nst.com.my/news/nation/2024/07/1081743/access-porn-critical-level</a> )	8
Technological challenges and responsibilities	“The dark side: Just RM35 for ‘made in Malaysia’ adult videos”  ( <a href="https://www.nst.com.my/news/nation/2024/01/1006752/dark-side-just-rm35-made-malaysia-adult-videos">https://www.nst.com.my/news/nation/2024/01/1006752/dark-side-just-rm35-made-malaysia-adult-videos</a> )	6
<b>Total</b>		<b>24</b>

With regards to media frames across time, it was found that the morality frame remains significant, appearing in four articles during the 2017-2020 period, and in six articles during the 2021-2024 period (Table 5). A particular focus in the moral issues is child pornography as seen in an article headlined “Court of Appeal upholds sentence of man convicted of soliciting child porn”. This article demonstrates that the Malaysian court and, by extension, the Malaysian society cannot condone the actions of an early childhood educator soliciting child pornography from a minor. The actions of the perpetrator could be seen as an act of betrayal by the Malaysian society where cultural and religious values place much importance on protecting children’s innocence and well-being. This perspective is reflected in the news article, where the relationship between the offender and the victim is described as a “forbidden relationship” (“admitted to having a forbidden

relationship with a 12-year-old girl”), and the court dismissed the offender’s appeal that he intended to marry her as “not credible”, and that the offender was simply taking advantage of the child (“From the beginning, the appellatant knew the victim was a child and only took advantage of her”).

However, there has been a recent increase in the focus on public health and safety, rising from two articles in the earlier years to six in the latter years. The headline of this New Straits Time article raises the alarm on the easy access to porn (“Access to porn at a critical level”). The technological challenges and responsibilities frame, which was absent from 2017 to 2020, appeared in six articles between 2021 and 2024. An example of an implied blame on people who profit from making adult videos is evident in the news article headlined “The dark side: Just RM35 for ‘made in Malaysia’ adult videos”.

**Table 5: Media Frames Across Time**

Frame	2017-2020 (n)	2021-2024 (n)
Morality	4	6
Public health and safety	2	6
Technological challenges and responsibilities	0	6
<b>Total number of news articles</b>	<b>6</b>	<b>18</b>

The second most dominant frame is the public health and safety frame. The frame addresses public health and safety via law enforcement and other measures, especially concerning vulnerable population such as children. For instance, the article “Access to porn at a critical level” emphasises that easy accessibility to porn has become a pressing public health and safety issue. The impact on children is depicted as far-reaching, including misunderstandings of sexual relationships and social norms (“may develop an incorrect understanding of sexual relationships and related social norms”), emotional and mental health issues (“experience feelings of guilt, shame, or anxiety”), and negative effects on academic performance (“their focus and motivation to study would be disrupted”). Furthermore, the article links these issues to other serious crimes (“criminal activities such as scams, child sexual exploitation and cyberbullying”). These connections underscore that the dangers of pornography exposure extend far beyond individual concerns, and as such, require urgent attention and intervention.

The technological challenges and responsibilities frame, while initially absent in earlier years, is becoming more prominent in news coverage on pornography. News in this frame focuses on the technological challenges and responsibilities involved in restricting access to online pornography and preventing individuals from becoming victims of it. An example of news with the technological challenges and responsibilities frame is the article “The dark side: Just RM35 for ‘made in Malaysia’ adult videos”. The article illustrates how the ease of marketing and distributing these videos (“use social media platforms”), the remarkably simple production process (“without the assistance of production crews, studios or specialised equipment, they only require a smartphone”), the abundance of willing participants (Excerpt 1), and the high demand from buyers driven by low prices (“charging as low as RM35”), make it challenging for authorities to catch offenders.

### Excerpt 1

“Checks by “Harian Metro” on social media platforms such as Telegram and X (formerly Twitter) revealed that many young women are diving into this world of adult films just to make easy money. Checks revealed that these activities, also monopolised by “freelance” prostitutes, generate videos with a duration of less than 10 minutes for easy consumption.”

Overall, the analysis of frames in the New Straits Time articles on porn indicate increasing concerns for public health and safety, and technological challenges and responsibilities.

### 3.2 Trends in Language Usage in News Articles Over Time

As frame prevalence shifts over time in news articles, so does the trend in language usage. News articles published between 2017 and 2020 often used moralistic language when discussing issues related to pornography, for example, referring child porn videos as “abhorrent material” and describing the production of these videos as a “vile trade” (Excerpt 2, taken from a news article published in 2018). This choice of words evokes strong emotional and moral responses from readers. Describing child pornography as “abhorrent material” condemns it as morally unacceptable, while the term “vile trade” characterises the industry as corrupt and evil.

### Excerpt 2

“Children are harmed by those who manufacture this **abhorrent material**, and people who consume child exploitation material provide the market that fuels this **vile trade**.”

However, news articles published in recent years (2021-2024) shows a change in focus. The language has become more neutral, avoiding emotionally charged or moralistic terms. The emphasis is on reporting the events and their implications objectively. For example, the 2024 news article headlined “Police warn easy access to social media, porn influencing underaged crime” highlights the dangers to children when they can easily access pornography in social media. The article sticks to the facts (Excerpt 3) and the broader impact on society (Excerpt 4), rather than passing judgement on the actions or the individuals involved, despite the shocking nature of the case (“a case of nine-year-olds raping a girl, also aged nine”).

### Excerpt 3

“Because of their age, there was no criminal liabilities, and no charge was made. The deputy public prosecutor was consulted, but no proof was presented. The incident happened last year and we did open an investigation paper. Based on our investigation, the girl consented to it (gang rape) as she wanted to repay a debt.”

### Excerpt 4

“Police are concerned how easily children can access social media and pornography, warning it is leading to social problems.”

The statement made by the federal police Criminal Investigation Department director, Datuk Seri Mohd Shuhaily Mohd, also focuses on the systemic issues rather than the individual case - “This is a new trend in the new generation”. He also pointed out about the rising number of rape cases involving minors (“the number of rape cases involving minors had also increased annually”). This shows an emphasis on facts over subjective evaluations.

#### **4. Discussion**

The shift in Malaysian news media from focusing on individual cases to viewing pornography as a systemic issue carries important implications. It indicates that the media is no longer merely seeking to attract attention through sensationalism and shocking details. Instead, it is playing a more responsible role in informing the public about the underlying causes and consequences of this issue. In the context of Malaysia where pornography-related issues are becoming increasingly pervasive and challenging, it is vital that both the media and the public recognise that pornography is not a topic to sensationalise, but to view as a grave concern. The access to pornography is at a critical stage. Despite being a conservative nation, Malaysia has seen a sharp rise in pornography consumption, with Internet Protocol addresses accessing child pornography increasing from 9,017 in 2018 to 49,621 in 2022 (Yuen & Zolkepli, 2023). As such, by educating readers, the media helps them understand the severity of the problem, which is key to driving societal action and collective responsibility to combat and mitigate the negative consequences of pornography in Malaysia.

The study also shows that Malaysian news media is increasingly emphasising public health and safety, as well as technological responsibilities and challenges in its coverage of pornography-related issues. The findings indicate that media portrayals are evolving alongside societal and technological changes. As society becomes more digitally connected, the news is focusing more on the problems of regulating online content and protecting vulnerable groups, particularly children. This is crucial because the widespread consumption of cyberporn, driven by the “Triple A engine” - accessibility, affordability, and anonymity provided by the Internet - makes combating pornography consumption increasingly difficult (Cooper, 1998). Despite efforts by the Malaysian Communications and Multimedia Commission to block 6,997 obscene or pornographic websites between 2018 and August 2023 (Ova, 2023), the problem persists due to the ability to bypass restrictions using VPNs and other methods. Hence, this media portrayal which focuses on public health and safety, and technological responsibilities and challenges suggests that addressing pornography now requires a multi-dimensional approach, incorporating stricter online monitoring, targeted protections for vulnerable populations, and legal regulations in the digital age.

#### **5. Conclusion**

This study examined the portrayal of pornography in a leading Malaysian newspaper from 2017 to 2024. The findings indicate a clear trend toward framing pornography as a systemic issue, moving away from sensationalism and focusing on public health and safety, and technological responsibilities and challenges. This reflects a more responsible media approach that emphasises fact-based reporting and highlights the complexities of regulating online content while protecting vulnerable groups. It underlines the urgency of adopting a comprehensive strategy which requires collective action. This study contributes to the understanding of how media framing can influence public perception and policy approaches, particularly in addressing complex social issues like pornography in a rapidly changing digital landscape. Further research should be conducted to investigate the public reactions to news articles on pornography.

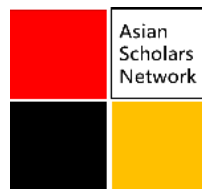
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