

**Similar Story, Different Angles? A Comparative Study of ‘Hard News’ Texts  
in the Malay and English Print Media in Brunei Darussalam.**

**Sharifah Nurul Huda Alkaff,**

**James McLellan**

**Hajah Fatimah Haji Awang Chuchu**

Universiti Brunei Darussalam

sharifah.alkaff@udb.edu.bn

james.mcLellan@ubd.edu.bn

fatimah.chuchu@ubd.edu.bn

This presentation investigates news media texts in the Malay- and English-language print media in Brunei Darussalam. We analyse ‘hard news’ reports covering the same story in Malay and English from the *Media Permata* and the *Borneo Bulletin* published in the same week. A ‘product’ approach is applied in order to establish the degree of parallelism between the Malay and English media texts reporting the same story, and the degree of translation equivalence. This reveals information which is included in the Malay but not in the English version, and *vice versa*. It also enables investigation of the hypothesis that Malay texts tend to be longer, more explicit and more complex than equivalent English texts. A ‘process’ approach is also used, drawing on interviews conducted with journalists and editors of the newspapers, enabling us to discover the policies and processes involved in the construction of print media texts in both languages. The findings also challenge the assumption that in the Malay world readers expect to be reassured rather than shocked by the media reports that they read. In fact reassurance features more prominently in the English media texts.