Abstract

The bachelor thesis called "Ethnic Groups in Singapore and Their Presentation in Media" introduces Singapore as a multi-cultural state where three different ethnic groups (Chinese Malaysian and Indian) live. The theoretical part presents the history of Singapore and the development of ethnic minorities’ coexistence as well as the theory of nationalism and ethnicity. The attention is drawn to media theories and above all to concepts of agenda setting and gatekeeping.

The practical part aims at quantitative and qualitative content analysis of the most sold Singaporean daily newspaper in English, The Straits Times, in period from 1 January, 2011 to 31 December, 2011. The analysis focuses on the media perception of ethnicity and ethnic groups.