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Committee Member for C-MAS2012 (UNIMAS)

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Advisor Prof. Dr Spencer Empanding Sanggin – Dean Faculty of Social Sciences
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Treasurer Siti Haslina Hussin
Working Paper Prof Dr Dimbab Ngading, Assoc. Prof. Dr Mus Chairil Samani, Dr Jeniri Amir and Dr Ahmad Nizar Ya’akub
Program Khadijah Mohamad Tuah
Publicity Jamilah Maliki

Committee Member for C-MAS2012 (BKF KDN)

Patron Dato’ Abdul Rahim bin Mohamad Radzi - Secretary General, Ministry of Home Affairs
Advisor Dato’ Alwi Bin Haji Ibrahim - Deputy Secretary General (Security), Ministry of Home Affairs
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Secretary Mohd Zuhairi Mat Radey
Treasurer Norazlyn Awang
Committee members Vensis bin Sabin @ William
Nor Hidayah binti Mohd. Kipli
Che Mahadzir bin Saad
that the media not only constructs reality but in doing so, the media is being constructed by dominant forces within a society.

**Keywords:** media literacy, education, communication technology, State

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**Corporate Social Responsibility of Thai Tobacco Industry: Using Online Media to Promote Image**

**Natwipa Sinsuwarn and Rattikan Jenjad**

The objectives of this research are to study the issues and types of Corporate Social Responsibility (CSR) of Thai tobacco industry. Primary research tool for this study was the content analysis of CSR activities of Thai tobacco industry that were published in the year 2011. The results showed that Thai tobacco industry has publicly organized 96 CSR activities based on marketing Guru - Professor Kotler’s Concept of CSR, Thai tobacco industry mainly organized corporate philanthropy (90 corporate philanthropy activities), followed by 3 cause-promotion activities, 2 community volunteer activities and 1 corporate social marketing activity. No cause-related marketing as well as socially responsibility business practice activities were recorded. Moreover, the research found that CSR activities involving in education and youth were the highest record. Thailand is one of the countries that have comprehensive tobacco control legislation especially the total advertising ban but the results from this research revealed the challenging implication for the anti-tobacco activists and policy makers in order to concern how tobacco industry used the legislation gap to promote CSR activities especially in creating image among youths.

**Keywords:** Corporate Social Responsibility (CSR), Tobacco Industry Strategy, Tobacco Control, Youth, Image

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**Freedom of expression and self-censorship: An Islamic perspective**

**Nerawi Sedu**

Freedom of expression is one of the rights recognised in Islam. Any individual, including a media practitioner, has the right to express his or her ideas or opinions. In this regard, there are certain Islamic principles that should be observed and respected. Rather than relying solely on the legal means to ensure that there is no abuse of this right, Islam has provided general guidelines which should be used by the Muslims to self-censor themselves. The practice of freedom of expression is expected to be based on the Islamic adab or normative religious ethics. Methodologically, this paper employed an ethnographic approach for analysing Islamic conceptualisations of freedom of expression and self-censorship. This study involved interviewing fifty Muslim respondents in Malaysia. The findings of the study may contribute to the understanding of Islamic conceptualisations of freedom of expression and self-censorship.

**Keywords:** Islam, freedom of expression, values, self-censorship, and Tawhidic framework

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**Facebook Sebagai Alat Bantu Mengajar : Pengalaman di UNITEN**

**Noor Azam bin Abdul Rahman**

Media baru yang berbentuk maya lebih popular dalam kalangan generasi muda kini, berbanding bentuk komunikasi bercetak yang konvensional. Komunikasi menggunakan internet dilihat lebih mudah, cepat...
Corporate Social Responsibility of Thai Tobacco Industry: using online media to promote image

Natwipa Sinsuwarn, Ph.D. ¹
Rattikan Jenjad²

Faculty of Mass Communication Technology
Rajamangala University of Technology Thanyaburi
Thailand

The objectives of this research are to study the issues and types of Corporate Social Responsibility (CSR) of Thai tobacco industry. Primary research tool for this study was the content analysis of CSR activities of Thai tobacco industry that were published in the year 2011.

The results showed that Thai tobacco industry has publicly organized 96 CSR activities, based on marketing Guru - Professor Kotler’s Concept of CSR, Thai tobacco industry mainly organized corporate philanthropy (90 corporate philanthropy activities), followed by 3 cause-promotion activities, 2 community volunteer activities and 1 corporate social marketing activity. No cause-related marketing as well as socially responsibility business practice activities were recorded. Moreover, the research found that CSR activities involving in education and youth were the highest record.

Thailand is one of the countries that have comprehensive tobacco control legislation especially the total advertising ban but the results from this research revealed the challenging implication for the anti-tobacco activists and policy makers in order to concern how tobacco industry used the legislation gap to promote CSR activities especially in creating image among youths.

Keywords: Corporate Social Responsibility (CSR), Tobacco Industry Strategy, Tobacco Control, Youth, Image

¹ Natwipa Sinsuwarn (Ph.D. in Communication Arts, Chulalongkorn University, 2011) is a lecturer and head of Advertising and Public Relations Technology Department, Faculty of Mass Communication Technology, Rajamangala University of Technology Thanyaburi.
² Rattikan Jenjad (M.A. in Communication Arts, Chulalongkorn University, 2006) is a lecturer at the Faculty of Mass Communication Technology, Rajamangala University of Technology Thanyaburi.
Introduction

Prevalence of tobacco consumption in Thailand

Ministry of Public Health (2009) indicated that tobacco use is a major cause of preventable diseases and premature death. Currently it is the cause of over 5 million deaths globally each year and this figure is expected to over 8 million annually by 2030.

Tobacco is one of sin products that caused many health problems, for example, cancer, heart disease, coronary vascular disease and all forms of malignant neoplasm. During the year of 1996, all forms of malignant neoplasm were a leading cause of death in Thailand.

Although Thai people are aware that tobacco consumption caused health problems to smokers, second-handed smokers and third-handed smokers, Thailand has almost 13 million people consuming tobacco.

The Ministry of Public Health of Thailand revealed that the overall tobacco use in 2009, 23.7% (12.5 million persons) of the Thai adult populations currently smoked tobacco; and 46.5% of males and 3.1% of females currently smoked. Currently smoking in rural and urban areas were 24.8% and 21.5% respectively. Among different regions, the prevalence of current smokers varied from 19.0% (Bangkok) to 29.7% (Southern region). Among all adults, 15.0% smoked manufactured cigarette and 14.1% smoked hand-rolled cigarettes. Focusing on youth, 17.9% smoked manufactured cigarette and 8.7% smoked hand-rolled cigarettes. The prevalence of hand-rolled cigarette use in rural areas (17.5%) was higher than in urban areas (6.4%)

Thailand tobacco industry controls and CSR

Because of tobacco consumption impact and dangerous from the toxins in tobacco, Thailand had launched two comprehensive National Tobacco Control Acts were enacted in 1992 which has the important role in banning advertisement and promotion of all types of tobacco sales both directly and indirectly including the prohibition of advertising the marks of tobacco products.
1) The Tobacco Products Control Act B.E. 2535 (1992) contains the following important elements included;

1.1) Ban on all types of tobacco advertisements, direct and indirect, including the display of trademarks.

1.2) Prohibiting all forms of sales promotion.

1.3) Prohibiting cigarette vending machines.

1.4) Banning cigarette sales to persons under 18 years of age.

1.5) Requiring the disclosure of cigarette product ingredients to the Ministry of Public Health.

1.6) Requiring legible health warning labels, with six different messages, to be placed on the front of cigarette packets.

2) The Non Smokers' Health Protection Act B.E. 2535 (1992) was drafted with the principal purpose of protecting non-smokers' health by prohibiting smoking in public places, and punishment for violators. Public places that can be divided into two groups;

2.1) Public places that must be totally smoke free.

2.2) Public places that are partially smoke free; that is most of the area must be smoke free except personal working spaces, personal rooms and areas designated as smoking areas.

After Thailand launched two comprehensive National Tobacco Control Acts in 1992 together with the cooperation of many anti-tobacco control groups, it has a good sign for tobacco consumption control.

Ministry of Public Health (2009) reported Health and Welfare Survey (HWS) of households across the nation conducted by the National Statistical Office (NSO) from 1991 to 2007 in Thailand showed the current smoking prevalence among adults decreased from 32.0% to 21.2%, 33.7% decrease over 16 years. By gender, the smoking rate for males decreased from 59.3% to 41.7%, 29.7% reduction. For females, the smoking rate decreased from 4.9% to 1.9%, 60.9% reduction. During this
period, current smoking rates decreased across respondents from all levels of educational qualifications. Persons with primary education or lesser qualification had the highest rates of current smoking prevalence in every survey, which continued declining from 38.9% in 1991 to 24.9% in 2007, 36% decrease. Persons with a Bachelor’s degree or higher level of education had the lowest current smoking prevalence which continued declining from 21.8% in 1991 to 10.6% in 2007, or 51.5% fall. For rural areas, the smoking prevalence decreased from 34.2% to 23.4% (31.6% decrease), while the smoking prevalence in urban areas also decreased from 26.4% to 16.4% (37.9% decrease).

During the past 16 years, people in the Southern region of the country experienced a decrease in the rate of smoking prevalence of 19.9%. People from the Bangkok metropolis showed the greatest decrease, of 44.1%. Among females, the highest current smoking rate was found in the Northern region (12.5% in 1991 and 5% in 2007) and the lowest rate was found in the North Eastern region (2.1% in 1991 and 0.7% in 2007). Among males, the highest current smoking rate was found in the Southern region in every survey (60.9% in 1994 and down to 49.9% in 2007), and the lowest rate was found in Bangkok metropolis (45.7% in 1991 and 26.9% in 2007).

However, when the Tobacco Products Control Act comes to force to use specific Section related to the control of communication channels, it affects the advertisement of the tobacco products directly. For example, Section 8 states that “No person shall be allowed to advertise the tobacco products or expose the name or mark of the tobacco products in the printed matters, via radio broadcast, television or any other advertising material or to use the name or mark of the tobacco products in the show, games, services, or any other activity having the objective to let the public to understand the name and mark belonging to the tobacco products.

The provisions of paragraph one does not apply to the live broadcast from abroad via radio or television and the advertisement of the tobacco products in the printed matters printed outside the Kingdom without the objective of distributing specifically within the Kingdom.” And the Section 9 states that “No person shall be allowed to advertise the goods using the name or mark of the tobacco products as a mark of goods in such a manner to make understood the meaning of the mark of tobacco products.”
Prior legal requirements affect the tobacco industries that sale in Thailand, to not be able to depend on the advertising channels directly through the product. With the claim expressing the social responsibility especially the sin products that affect the health of the population, but still can produce and sell continuously, is one reason that makes tobacco industries have to change the communication channel according to the legal requirements and social claims. One of the industries that need to change is the Thailand Tobacco Monopoly.

Thailand Tobacco Monopoly was established in B.E. 2482 (1939) by Thai government in order to perform the operation of tobacco industries under the monopoly system of government. As the organization of government, it has been operating the production and sale of tobacco in monopolistic way till today and with the legal requirements it makes the tobacco industry as the biggest industry in the country that have to change in the form of communication to consumer approach and the another approach is Corporate Social Responsibility (CSR).

Thailand is considered as one of the country that has most advanced and strict law regulating tobacco in the world. But tobacco industry also depends on the legal loopholes to proceed and operate Corporate Social Responsibility and depends on that activity that is communication way to create the corporate image and reputation of the organization to target consumer including developing the social partnership.

**CSR: tobacco industry strategy to promote corporate image**

When we examine the Thai Corporate Social Responsibility (2008), it states that CSR encompasses activities organized both inside and outside the organization that have an effect on society using assets belonging to the organization or others in order to help and please society.

Kotler and Lee (2005) said, “Corporate Social Responsibility is a commitment to improve community wellbeing through discretion business practice and contribution of corporate resources.”

The CSR activities offer beneficial at two levels: for the society and for the company. For company level, CSR activities focus on many goals, for example, companies’ reputation improving, sell and share market growth, competitors
differentiating, brand loyalty getting, the valuable employees’ attractiveness and keeping. (Sima and Gheorghe, 2007)

It is not surprising that different organization especially the sin product turn to Corporate Social Responsibility through presentation of information that are beneficial to the society, which become the main channel of communicating the organization to the targeted population in order to achieve fame and good image of the organization. Furthermore, Corporate Social Responsibility made public feel good about the company and choose to buy products or services over other companies. Moreover, CSR activities create brand loyalty which made the income of the company increase. It can be compared to the “License to Operate”, because when the public supports the company it is like the company getting permission to carry out their activities.

Therefore, CSR activities aim at building corporate image and reputation, which will impress consumers and could ultimately lead to increased sales.

From this information, this research aim to study the types and issues of Corporate Social Responsibility (CSR) activities of Thailand tobacco industry among the implementation of tobacco control legislations, using the research frame developed by Kotler and Lee (2005) that comprises: 1) cause promotion, 2) cause related marketing, 3) corporate social marketing, 4) corporate philanthropy, 5) community volunteering, and 6) social responsible business practices.

Research Objectives

1. To study the Corporate Social Responsibility issues of Thailand Tobacco Industry.

2. To study the Corporate Social Responsibility types of Thailand Tobacco Industry.

Research Methodology

The research tool for this study was the content analysis of press releases and photo releases of Corporate Social Responsibility activities of Thailand Tobacco
Industry (Thailand Tobacco Monopoly) that were published through the year 2011 on its website, http://www.thaitobacco.or.th.

Research Results

1. CSR activities: focusing on youth

The research results for tobacco industry in the case study of Thailand Tobacco Monopoly Corporate Social Responsibility activities revealed that there were a total of 96 activities between January 2011 and December 2011. Also, the research found that for Corporate Social Responsibility activities that involved education and youth were the highest at 46 activities, or 48% of the total, followed by supporting disaster relief at 15 activities, or 16% or the total, army and police at 7 activities, or 8% of the total, community at 5 activities, or 5% of the total, allegiance to the monarchy at 5 activities, or 5% or the total, religion at 4 activities, or 4% or the total, culture and tradition at 4 activities, or 4% of the total, public health at 3 activities, or 3% or the total, environmental protection activities at 2 activities, or 2% of the total, sport activities at 2 activities, or 2% of the total, public charity and vulnerable groups at 2 activities, or 2% of the total and drug protection at 1 activity, or 1% of the total CSR activities.

Figure 1: Types of Corporate Social Responsibility activities of Thai tobacco industry through the year 2011
2. Corporate Philanthropy: the easiest CSR

Based on Kotler and Lee concept of CSR, Thailand Tobacco Monopoly mainly organized corporate philanthropy (90 corporate philanthropy activities from 96 or 94%), followed by 3 cause-promotion activities (3%), 2 community volunteer activities (2 activities) and 1 corporate social marketing activity (1%).

No cause-related marketing as well as socially responsibility business practice activities were recorded.

Figure 2: Types of Corporate Social Responsibility activities of Thai tobacco industry through the year 2011

![Diagram showing types of CSR activities]

Discussion

1. Because of tobacco control legislations, CSR activity is a communication tool to promote a good image.

The results of this research revealed that the Thailand Tobacco Industry used many CSR activities to promote a good image and a good citizen of the country. Tobacco industry mainly organized the corporate philanthropy (90 corporate philanthropy activities), followed by 3 cause-promotion activities, 2 community volunteer activities...
and 1 corporate social marketing activity while there was no cause-related marketing and socially responsibility business practice activity.

The Thai tobacco industry mainly organized corporate philanthropy activities because it is easier and did not have to use much energy to promote reputation as well as a corporate image. Moreover, the tobacco industry organized CSR activities to publish its news without violating tobacco control legislations.

The result of this research showed that the tobacco industry is considered as an industry managed by the finance ministry. The operations of the tobacco industry considered as a sin product is being controlled by the Tobacco Product Control Act B.E. 2535(1992). It had made the tobacco industry turning on legal loopholes to operate Corporate Social Responsibility since CSR is one of a way to promote the image of organization. Other than that, CSR is an important means to show that industries producing sin products are not illegal.

The CSR donation activity is considered as an activity that industries which produce sin products, like tobacco and alcohol, use whenever it is necessary for society. In accordance with research by Sthapitanond, Sinsuwarn and Aisanont (2008), they found that alcohol business used corporate philanthropy the most, it reflected insincerity of accepting social responsibility. When considered the six patterns of CSR, we might be able to considered corporate philanthropy as a CSR outside of the organization which is different from the CSR inside the organization. CSR inside the organization can show the sincerity in accepting social responsibility more especially the activities in pattern of law practices. It can show social responsibility in accordance to the results of the present research which found out about the showing of responsibility from inside organizational dimension, e.g. socially responsible business practices does not appear in the operation of CSR of tobacco industry.

2. Reaching youth and developing social partnership by CSR activity.

By examining the tobacco industry during the year 2011, Thailand tobacco industry organized CSR activities focusing on education and youth, 46 activities from 96 activities. The research also found that for CSR activities involving in education and youth were the highest record. This is the greater opportunities to sell its sin
products in accordance to the legislation and build impressive image among youths’ perception.

However, the concerning issue for governmental organizations and anti-tobacco control groups is they must teach young people and develop CSR literacy as well as educate youth what is the exact purpose of tobacco Corporate Social Responsibility activities in order to protect youth, the future of the country, from sin and dangerous products.

From research results, the most worrying issue is the using of activities which shows responsibilities to the society especially the donation of money to the target consumer like children, youth and different organizations like educational institutions, army and sport association is like building partnership and making the society feel that the tobacco industry is an industry which is necessary and cannot be missed to drive other works in the society which is equal to opening the space for industries that produce and sell sin products.

Although Thailand received appreciation from whole over the world about being one of the country in having the strictest law regulating the tobacco production, the results from this research reflects the intrigue of the tobacco industry in depending legal loopholes for building good image in public perception especially in attempt to depend on Corporate Social Responsibility so it can be a bridge to reach children and teenagers whom are at risk to be next new smoker as a result of online communication which has no clear controlling standards and measures.

In addition to this, the present results of the research reflect about the challenges to pressure on using Tobacco Production Control law in Thailand especially in the control of communication channel. Advertisements of tobacco products under the Total Ban law have been enforced in Thai’s society for more than two decades. Now it’s time to for policy makers to review above standards and measures in accordance to the situation and the role in marketing communication of tobacco industries at present. Professor Dr.Prakit Vathesatogkit, secretary of Action on Smoking and Health Foundation Thailand states that “Making CSR is an important strategy that tobacco company use to build social foundation because people who receive money support even one is a villager having consciousness in obliging company at the same time with building good image with the tobacco company
because the name of the company will be announce with the organization that support more. If it is famous then it will be help to build good image with the company but in contrast to the wastage of energy to the organization that do campaign for stop smoking. It makes society to feel that these groups of people have no open generous, so such strategy is particularly worrisome."

Recommendation

This research results are important to policy makers and government agencies to concern about protecting youth from tobacco industry that used CSR activities to promote good image and reputation. Moreover, the government agencies and anti-tobacco control groups have to focus on media literacy to youth who lack of knowledge and experience on media and develop the legislation to control or ban Corporate Social Responsibility that is ‘Pseudo-CSR’.

References


