

CHINESE MEDIA'S INTEREST IN SINGAPORE

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Executive Summary

1. Despite its small size, Singapore has been frequently reported in the Chinese media after Deng Xiaoping's comment on Singapore in his Southern Tour in 1992; since then Singapore has become a role model for China's development.
2. China's media interest in Singapore is mainly on Singapore's social management and social policy, the Housing and Development Board (HDB) system, clean government, democracy and China-Singapore relations.
3. Singapore has been featured most prominently in China's policy discourse on social management in recent years. There are frequent reports and discussions on Singapore's policy measures to maintain social stability and solidarity.
4. In 2012, China's Central Television even made a documentary on Singapore's social management, which will be released this year.
5. In recent years, Singapore's HDB has gained increasingly detailed reports from the Chinese media in view of the housing bubbles in China. Most of these reports are highly appreciative of the HDB system for the functions it serves and the values it conveys.
6. Singapore's clean government is also a focus on Chinese government-affiliated papers and magazines, which attributed Singapore's clean government to its anti-corruption measures and rule of law.
7. Singapore's democratic political system has also aroused much interest in Chinese media. There are mixed opinions on the nature and functioning of Singapore's electoral democracy and political system.
8. On China-Singapore relations, the Chinese media have become more rational and pragmatic.

9. Chinese media reports have a shaping role on Singapore's image in China. But today the reports tend to narrowly focus on Singapore's public institutions. More networking is needed to bring the Chinese media closer to Singapore society.