

Table 35: Chronology on Premiership of Muhyiddin Yassin

Date	Incident
Feb 29, 2020	<ul style="list-style-type: none"> • After meeting lawmakers, the king names Muhyiddin prime minister, assessing that he may have majority support in parliament.
March 1, 2020	<ul style="list-style-type: none"> • Muhyiddin is sworn in as prime minister.
May 13, 2020	<ul style="list-style-type: none"> • Parliament's speaker delays a confidence vote on Muhyiddin's leadership brought by Mahathir, citing a need to focus on the COVID-19 pandemic.
Oct 13, 2020	<ul style="list-style-type: none"> • Opposition leader Anwar Ibrahim meets the king to prove he has support to form a government. The palace says Anwar did not name lawmakers supporting him.
Oct 23-26, 2020	<ul style="list-style-type: none"> • Muhyiddin asks the king to declare a state of emergency to rein in the coronavirus. Anwar calls it a ploy to cling to power. The king rejects Muhyiddin's request.
Nov 26, 2020	<ul style="list-style-type: none"> • Muhyiddin wins parliamentary approval for his 2021 budget, seen as the first real test in parliament.
Jan 12, 2021	<ul style="list-style-type: none"> • The king declares a state of emergency until Aug. 1 over rising COVID-19 infections. Parliament is suspended, allowing Muhyiddin to continue unopposed.
March 28, 2021	<ul style="list-style-type: none"> • Opposition decries the move as a bid to retain control. • A key ally, the United Malays National Organisation (UMNO), which is the biggest party in the ruling coalition, says it will not cooperate with Muhyiddin's alliance in the next election.
June 16, 2021	<ul style="list-style-type: none"> • The king calls for parliament to reconvene as soon as possible to allow debate of emergency ordinances and a coronavirus recovery plan. • No need to extend the emergency beyond Aug. 1, says the nine-member conference of rulers, which includes the king.
July 7, 2021	<ul style="list-style-type: none"> • Muhyiddin names UMNO lawmaker and defence minister Ismail Sabri Yaakob as his deputy to shore up support.
July 8, 2021	<ul style="list-style-type: none"> • UMNO withdraws support and calls on Muhyiddin to resign for mishandling the pandemic.
July 26, 2021	<ul style="list-style-type: none"> • Muhyiddin calls a special session of parliament at the king's request. Law Minister Takiyuddin Hassan tells parliament the government will not ask the king to extend the state of emergency and says emergency ordinances revoked.
July 29, 2021	<ul style="list-style-type: none"> • In a rare public rebuke, the palace says the revocation of emergency ordinances was done without the king's consent and runs counter to the constitution and the law.
Aug 3, 2021	<ul style="list-style-type: none"> • Muhyiddin agrees to consider debating emergency laws in parliament, easing a standoff with the monarchy.
Aug 4, 2021	<ul style="list-style-type: none"> • Muhyiddin insists he retains majority support and says will prove it in a confidence vote when parliament reconvenes in September.
Aug 13, 2021	<ul style="list-style-type: none"> • Muhyiddin acknowledges he does not have a majority. He urges opposition lawmakers back him in a confidence vote in exchange for reforms and says elections will be held by July 2022, depending on the pandemic.
Aug 16, 2021	<ul style="list-style-type: none"> • Opposition parties and UMNO reject the offer. • Muhyiddin tenders his resignation to the king who asks him to stay on as interim premier until a new appointment is made.

Source: Chu (2021)

RESEARCH METHOD

This study uses purposeful sampling in selecting the speeches known as special addresses by Muhyiddin Yassin during his appointment as Prime Minister. Purposeful sampling is widely used in qualitative research for the identification and selection of information-rich cases related to the phenomenon of interest (Marshall, 1996; Palinkas et al., 2015). This study deals with four special addresses from his first 100 days in office and during the last 100 days of his premiership. In addition, this study has also conducted an interview session with Mr. Zulkiflee Bakar, a journalist who is following Muhyiddin Yassin's speeches, respectively.

Data Analysis

In this study, thematic analysis (TA) is applied to analyse the textual speeches and the interview session. TA is of great relevance for communication research using qualitative data for two reasons. First, it is a widely applicable and cost-effective means of exploratory research. Second, one understanding of TA constitutes the essential starting point of virtually all qualitative data analysis (Herzog et al., 2019). TA has been referred to as possibly the most widely used qualitative method of data analysis (Braun & Clarke, 2006). In its essence, TA consists of the analytical construction of (a) codes, (b) themes in qualitative verbal expressions; and (c) patterns of recurrence, evaluation, or associations within these themes (Herzog et al., 2019).

DIMENSIONS OF EFFECTIVE PUBLIC SPEAKING (EPS) IN TEXTUAL SPEECH

Thematic Analysis was employed to determine the Dimensions of Effective Public Speaking (EPS). Using a thematic analysis (Braun & Clarke, 2006; Herzog et al., 2019) methodological approach, this study analysed the data from four special addresses and an interview to examine the dimensions of effective public speaking (EPS) in the context of Tan Sri Muhyiddin Yassin. Based on the TA conducted on four special addresses (Speech 1 and Speech 2: first 100 days in office) and Speech 3 and Speech 4: during the last 100 days of his premiership), there are three dimensions found in each of the special addresses. They are logos, ethos, and pathos. According to Baccarani and Bonfanti (2015), the foundation of effective public speaking consists of these dimensions. Speech 1 is related to COVID-19, Speech 2 relates to the economy, Speech 3 is related to society, and Speech 4 relates to governance.

Logos Dimension

The logos dimension is found in all special addresses. It includes the variables: communicate something new, express a particular point of view, logical thinking, clear, focus, facts, stimulate curiosity, clarity, and easy to follow. For instance, in Speech 1 related to the COVID-19 pandemic, Muhyiddin Yassin delivered his speech that includes both communicating something new and expressing a particular point of view as stated below:

“Tonight, I stand before you once again, to update you on the current situation regarding the Covid-19 pandemic that has caused great distress not just in Malaysia, but also throughout the world. To date, Covid-19 has spread over 135 countries.”

The variables also appeared in Muhyiddin's second speech, which is related to economics as follows:

“Through these initiatives, I believe financial institutions will be able to provide the needed support to viable SMEs especially in weathering the current economic challenges.”

“This measure is important to enabling the companies to continue to be able to retain employment and immediately resume their business activities. This initiative is worth at least RM100 billion. I am confident this initiative will provide relief to borrowers.”

The variables also have been identified in Speech 3 as follows:

“To date, it is reported that more than 119 Palestinians have been killed and hundreds more injured, because of the Israeli regime's inescapable attacks. This tyrannical and outrageous attack is deeply disturbing to Muslims not to mention that it takes place during the holy month of Ramadan which continues until the month of Syawal when Muslims around the world are celebrating Eid al-Fitr.”

“However, we in Malaysia are deeply saddened to remember the plight of our brothers and sisters on Palestinian soil. Not only do they have to endure a very difficult life.”

“To date, the UN Security Council has not issued any statement regarding the current situation in Palestine due to opposition from the United States. Nevertheless, Malaysia will continue to seek to call on the international community, especially the UN Security Council, to act immediately to force Israel to stop attacks against Palestinians.”

In the context of governance, Speech 4, Muhyiddin also communicates something new and expresses a particular point of view as below:

“Yesterday I received a warrant from His Majesty the Yang di-Pertuan Agong informing me that eight UMNO MPs had written to the President of the House of Representatives that they had withdrawn their support to me.”

Also, Muhyiddin Yassin included the variables of logical thinking in his four speeches as stated below:

“There have been 162,711 confirmed Covid-19 cases globally. From that number, 6443 deaths have been recorded. In Malaysia, there was a sharp rise in the number of cases: 190 cases were recorded yesterday, and an additional 125 cases today. The total number of cases now stands at 553 cases. From that number, 511 are being treated, whereas 42 have fully recovered.”

“Please listen carefully, I would like to calculate the benefit that Makcik Kiah's family will derive.”

“I believe that peace-loving Malaysians stand firm to the stance that there is no compelling reason for the disproportionate, reckless, and extreme use of force against Palestine and strongly rejects the Israeli regime's heinous actions against the Palestinians.”

Ethos Dimension

The ethos dimension is found in all special addresses. The variables consist of position of leadership, awareness, trustworthiness, authenticity, sincerity, reasonable, beliefs, portray personality, and knowledge. For example, in Speech 1, Muhyiddin Yassin delivered his speech that shows his position of leadership as stated below:

Muhyiddin Yassin has clearly stated his position of leadership as “Government” in his Speech 1 concerning COVID-19 as follows :

“The Government takes this current trend very seriously, especially the rise of the second wave of new infections.”

“To that end, the Government has decided to implement a nationwide Restriction of Movement Order beginning 18th of March until 31st of March.”
His position of leadership also appeared in Muhyiddin’s second speech as follows:

“The Government’s immediate priority now is to curb the spread of the COVID-19 outbreak.”

“In the previous package, the Government provided special allowances to doctors, nurses and medical staffs involved directly in curbing and preventing the outbreak.”

“To assist those affected, the Government will implement the following measures.”

In Speech 3, this variable also appears as stated below:

“The Malaysian government will be represented by the Minister of Foreign Affairs to participate in the meeting to reaffirm Malaysia’s stance on the situation in Palestine.”(#3/14)

“In addition, to assist the Palestinian Government in curbing the COVID-19 pandemic, the Government of Malaysia also provided assistance to Palestine”(#3/21)

Also, his position of leadership is demonstrated in Speech 4:

“Meanwhile, the Cabinet and the administrative machinery of the government will continue to function to carry out the trust and responsibility to the people and the country, especially in addressing the Covid-19 pandemic.”

“Similarly, the aid announced by the government will be acceptable to the people without any obstacles.”

Pathos Dimension

Pathos dimension is found in all special addresses. The variables include empathy, inciting emotions, interpersonal communication skills, simple, personal stories, and storytelling abilities. For instance, in Speech 1 related to the COVID-19 pandemic, Muhyiddin Yassin delivered his speech that includes empathy as stated below:

“Naturally we do not wish to see such similar developments take place in our country.”

“I would like to take this opportunity to convey my heartfelt thanks to all our front liners, health workers, civil servants, and all parties who are working non-stop, day and night to help us resolve this Covid-19 problem.”

The variable also appeared in Muhyiddin’s second speech, which is related to economics. For instance:

“The PRIHATIN package will provide immediate assistance to ease the burden faced by all of you.”

“To ease their burden, the Government will provide a one-off cash assistance of RM500 to 120,000 e-hailing drivers with a total allocation of RM60 million.”

To assist B40 entrepreneurs and people who lose their jobs,...

“As announced yesterday, to express our concern and care for the plight of the people in facing this difficult situation...”

Muhyiddin Yassin has also shown his empathy in terms of the Palestine issue (Speech 3). This includes:

“However, we in Malaysia are deeply saddened to remember the plight of our brothers and sisters on Palestinian soil. Not only do they have to endure a very difficult life.”

“I, like other Malaysians, feel deep sorrow and regret at the inability of the international community, especially, the UN Security Council, to immediately cease the Israeli regime's violence against Palestine.”

Also, his empathy is demonstrated in Speech 4. For example:

“First of all, I would like to apologize to my brothers and sisters for the fact that in the face of great challenges in tackling the Covid-19 pandemic”

This is in line with an interview conducted with Mr. Zulkiflee Bakar. He stated that Muhyiddin Yassin's empathy towards the rakyat who are facing job loss and difficulties in life has brought him to come out with PRIHATIN Economic Stimulus Package (ESP) worth RM350 billion is a genuine effort, which was announced in Speech 2.

THE EFFECT OF THE DIMENSIONS OF EFFECTIVE PUBLIC SPEAKING (EPS) TOWARDS BUILDING LEADERSHIP BRAND

According to Mr. Zulkiflee, the dimension of effective public speaking (EPS) by Muhyiddin Yassin does not affect his leadership brand. He has the logos dimension in terms of delivering a clear, focus and facts speech. Also, he has the ability to incite emotions and interpersonal-communication skills which are able to attract the rakyat. Nonetheless, his famous leadership brand, “Abah” has been created by his communication team from the moment he became the prime minister. In the first 100 days of his position as a prime minister, he did a great job by appearing on television frequently, precisely in delivering his special addresses. He became famous in the sense of his simple and humble appearance, thus making them feel comfortable listening to his speech. His empathy (Pathos dimension) towards the rakyat who are facing job loss and difficulties in life has brought him to come out with PRIHATIN Economic Stimulus Package (ESP) worth RM350 billion is a genuine effort. The ESP announcement as stated in Speech 2 made the people could not wait for his speech the day onwards. Nevertheless, the following special addresses failed to meet people's expectation towards him since no more assistance or incentives were given to them. From then on, his crowd has reduced day by day. Frequent special addresses have made people feel uneasy of him. Thus, making the opposition political parties to bring him down from his premiership.

CONCLUSION

This study determines the dimensions of Effective Public Speaking (EPS) in textual speech and explores the effect of the dimensions of EPS towards building leadership brand from the context of Muhyiddin Yassin, the 8th Malaysian Prime Minister. Based on the analysis, it is found that all dimensions of EPS existed in all of Muhyiddin Yassin's special addresses. Also, the TA based on the interview supported that all the dimensions appeared in Muhyiddin Yassin's speeches.

The study also explores the effect of the dimensions of EPS towards building a leadership brand from the context of Muhyiddin Yassin, the 8th Malaysian Prime Minister. The TA has been used to analyse the interview session conducted with Mr. Zulkiflee Bakar, a journalist who has been following Muhyiddin Yassin's speeches. the dimension of effective public speaking (EPS) by Muhyiddin Yassin does not affect his leadership brand. His famous leadership brand, “Abah” has been created by his communication team from the moment he became the prime minister. This contradicted the previous studies which resulted in a strong link between public speaking and leadership brand (Anderson, 2016; Wyne, 2017). With the power of effective public speaking skills and storytelling about ones brand, the person will be able to build a stronger more loyal audience (Anderson, 2016; Wyne, 2017). Also, the result

of this study is opposed to a study conducted by STUDY.365.co.uk. which found that effective public speaking influenced the leadership brand (STUDY365.co.uk., 2016).

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Techniques to Identify The Themes in Qualitative Data Among The Hysteria Malay Students in Secondary School

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ABSTRACT

This qualitative study was conducted to identify the themes among Malay students using a clinical psychology approach in Kelantan's schools, which help to find out the experiences, levels of anxiety, stress, and depression, personalities of hysteria students, and factors of mass hysteria outbreaks. The site population comprised four high schools in Kelantan where hysteria episodes were happened. The target population were school students who experienced hysteria in high schools in Kelantan. The population total were 80 students involved in hysteria based on teachers' information from the four schools, but only 50 students voluntarily participated in this research. Ten respondents were selected from 50 students for an in-depth interview. This research employed a non-probability sampling approach, whereby not every element of the population had an opportunity to be included in the sample. Therefore, snowball sampling was used, during which early informants were requested to make referrals to other participants. Findings of this qualitative study showed that there are two types of profiles in this research which are the general profile and the specific profile. For the general profile, the researcher used two psychological tests, which are the DASS test and the drawing test. The DASS-21 was used as a screening tool to identify the level of depression, stress and anxiety among 50 hysteria respondents. The tests indicated that the respondents were having the highest prevalence of anxiety and depression. Meanwhile, the drawing test was used for to see the personality among the 50 respondents.

Keyword: Qualitative, Dass-21, drawing test, Malay students, hysteria, school

INTRODUCTION

For many years, hysteria has been a contentious topic, with continuous discussions regarding whether it is better described by undiscovered organic reasons or by overreacting and lying (Vignemont, 2009). In order to provide a conceptual framework for hysteria, researchers in the disciplines of psychology, psychiatry, and alternative Islamic medicine have made an effort to gather data. According to earlier research, hysteria typically affects teenage girls and women (Atkins, 1953). According to cases that have happened in Malaysia, hysteria is widespread in young women, particularly in students. Because of this, this study employs a qualitative methodology with interviews to determine the causes, symptoms, and management of hysteria. Respondents included 10 students in a secondary school in Kelantan who had experienced hysteria.

CONCEPT OF HYSTERIA

American Psychological Association changed their diagnosis of "hysterical neurosis, conversion type" to that of "[conversion disorder](#)." (American Psychiatric Association, 2013). Today, psychology recognizes different types of disorders that were historically known as hysteria, including dissociative disorders and somatic symptom along with related disorders. Hysteria is undoubtedly the first mental disorder attributable to women, accurately described in the second millennium BC, until Freud considered it an exclusively female disease. Over 4000 years in history, this disease was considered from two perspectives: scientific and