

Najib + 1MDB = Bad
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By Cybertron

COMMENT Contrary to what the title suggests, this article has nothing to do with Prime Minister Najib Abdul Razak or 1Malaysia Development Berhad (1MDB).

It is a bait for BN cybertroopers who are apparently under instruction to flood the "comments" section in Malaysiakini articles that mention the prime minister or his comatose brainchild.

In the social media era, employing a team of people to push forth an agenda is a common practice among political parties, where cybertroops are trained to attack and defend as and when required.

Unfortunately, the cybertroopers who are airing their views with regard to Najib and 1MDB are inflicting more harm than good on their paymasters.

The BN public relations machine appears incapable of securing the right talent to argue the ruling coalition's case, backed by sound and solid arguments.

Instead, we see infantile and obnoxious attempts to influence public opinion by stuffing views conjured up in adolescent minds down people's throats to the point of disgorgement.

Just for the record, Wikipedia describes propaganda as "a form of communication aimed at influencing the attitude of a population toward some cause or position."

"Propaganda is information that is not impartial and used primarily to influence an audience and further an agenda, often by presenting facts selectively (perhaps lying by omission) to encourage a particular synthesis, or using loaded messages to produce an emotional rather than a rational response to the information presented," it adds.

Cybertroopers, too, need transformation

Below are some examples of BN cybertroopers' comments:

"We always support 1MDB. 1MDB project and assets can make it profit."

"Before this Pua and Rafizi spinning issue. Always issue 1MDB. 1MDB developed by government that why PR attacks 1MDB."

"Najib trying hard to develop the country but there are still some who do not understand the struggle that he carried out. PR will not stop condemned government until their goals want to win over Putrajaya achieved."

"PR only can criticize but fail to realizing. Keep on moving and serving the best for rakyat! I know that our PM will definitely presenting and produce a fair decisions in a long-term economic growth. I know you can do it Najib... keep it up your work."

"PM you must be strong to make sure your plan RMK11 success. Issue 1MDB attacks PM made by Pua and Rafizi. They want to see PM and government down."

First and foremost, the language is appalling.

The grammar and spelling are simply atrocious and the arguments juvenile, instantaneously exposing the commentator as a likely paid cybertrooper.

To sway public sentiment, cybertroopers must have more substance - both in their heads and words.

Indeed, Najib should look at transforming his cyber-unit and sack whoever is in charge.

After all, taxpayers' money is being used and the people demand top-notch cybertroopers who can bring more to the plate instead of uttering gibberish.

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