

CONTENT ANALYSIS OF *THE MARKET REPORT* COLLECTED AT THE UNIVERSITY OF MANDALAY LIBRARY (1928-1930)*

Yu Yu Naing¹

Abstract

This paper studies one of the ceased newspapers *The Market Report (Zayhnoun Thadinsar)* published in Myanmar during the colonial period. There are various kinds of newspapers in Myanmar. It is commercial reporting news in Myanmar. The purpose of the paper is to reveal information appeared in this newspaper. The study analyzes information in the 453 copies of the newspapers published between 1928 and 1930. Literature search method was conducted to collect necessary data from the newspapers and other sources. And then content analysis was also used to quantify the occurrence of certain words, phrases, subject or concepts in this newspaper. As this newspaper is commercial reporting news, the findings of the study show economic situation of Myanmar during the colonial period. Besides, the role of newspapers, contents and contributions can be assessed at that time. Researchers and readers can get benefits by the studying the newspaper. They can learn not only politics, economics, social, religion and culture, but also styles of Myanmar spelling of that period.

Keywords: Information Sources, Content Analysis, Market News

Introduction

Newspapers are the eyes and ears of a nation that covered national and international news. They are historical documents of the changing circumstances of history. Therefore, they are called the mirror of society. They are usually issued daily, weekly, or at other regular times that provides news, views, features, and other information of public interest and that often carries advertising. The daily newspaper is essentially the product of an industrialized society. Newspapers may be published for the few hundred inhabitants of a small town, for a whole country, or even for an international audience.²

Newspapers are also the agents of social change and the creators of attitude and situations. They conduct companies, carry on propaganda, influence and educative voters, canalize public opinion and mould government policies. The press also makes a direct and visible impact on the functioning of the administration and political systems of the country. It provides comprehensive and objective information on all aspects of the country's social, economic, political and cultural life. Newspapers bring every person into touch with the active world. As Mahatma Gandhi said, "One of the objectives of a newspaper is to understand the popular feeling and give expression to it", another is to arouse among the people certain desirable sentiments and third is fearlessly to expoBese popular defects.³

This study is the content analysis of *The Market Report* published during colonial period. The most researchers have applied religious, political, and social newspapers, however, the economical newspapers had not yet been reported. The type of economical newspaper is rare in Myanmar. *The Market Report* was the economical newspaper and collected at the University of Mandalay Library. It revealed economic conditions of Myanmar at that time.

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¹ Department of Library and Information Studies, East Yangon University.

² *Encyclopedia Britannica*, s.v. "Newspaper," accessed August 20, 2021, <https://www.britannica.com/topic/newspaper>.

³ Gouse Riyajuddin, and D. Chandran, "Physical Preservation of Newspaper Resources in the Libraries in India" (paper presented at conference meeting in February 2010), 1, accessed January 2, 2020, <https://www.researchgate.net/publication/234257498>.

The Market Report

In Myanmar, after the First-Anglo Burmese War of 1824-1826, the British occupied the Tanintharyi and Rakhine Region. In those territories, the British had the right to self government. It also had commercial, missionary, and publishing rights. Therefore, in 1836, a weekly newsletter in Myanmar language and a weekly newspaper in English language were appeared. Of the two newspapers, the one was published in believed to be the first. The first English language newspaper to be published in Myanmar was *the Maulmain Chronicle*, which was first published in 1836 in Mawlamyaing. This newspaper was published weekly on Wednesday. The Newspaper is priced at 8 Annas per copy and 20 kyat per year.¹ Generally, the newspapers boom spread to Myanmar in 1837, when A.E. Blundell, then Commissioner of the Tenasserim Provinces, established a weekly paper, the *Maulmain Chronicle*, with his own funds.²

In 1925, the Independent Weekly, the Truth, the Market Report, the Victor (Zeya), the Trades Exchange and the Silver Moon were emerged in Yangon and Mandalay. The most prominent newspapers published during the colonial period were the Hanthawaddy Thadinsar (the Hanthawaddy Weekly Review), Thuria (the Sun), the Yadanapon Naypyidaw, *the New Light of Burma*, *the Doat-Let-Yone (the Arm)*, *the Deedok*, *the Shwe Pyi Daw*, *the Thakin Thadinsar*, *the Ma-Haw-Tha-Dha*, *the Bandoola*, *the Mawriya*, *the Morning Star*, Burma Economic Daily, the People's Voice and etc. Myanmar gains independence. More than 60 newspapers were emerged across the country, including Japanese-language and ethnic newspapers from 1935 to 1945. After the independent gain, there were 39 newspapers published in various languages throughout the country.³

The Market Report (Zayhnoun Thadinsar) (စေ့နှင်းသတင်းစာ) was first published in 1925. The University of Mandalay Library collected *The Market Report* published between 1928 and 1942 during the colonial period. It was a favorite newspaper among the businessmen and provided the latest economical news and others at that time. The publisher of this newspaper said that the main purpose of *The Market Report* is: if many people have good economy, they will be able to do nationalism, education and politics. The purpose and intent of publishing of this newspaper is different from that of other newspapers. So, there were faced difficulties in publishing the newspapers. Despite the difficulties, it was succeeded. The publishing house of the newspaper was opened at No. 41, 28th Street, Yangon in 1925. In 1929, it was moved to No. 52, 25th Street. It was published by Maung San Thein at the Pyi Gyi Mundyne Pitaka Press, Yangon. In 1930, it was moved to No. 149, 37th Street. It was published every day at 3 PM except on Sunday and Holidays. The price of this newspaper was 2 Annas per copy. The total number of pages is 8 in 1928 and 20 in 1930. The size of newspaper was 9.5 inches x 12.5 inches.

The purposes of this newspaper are:

- To reveal knowledge related to the business, trade, and commerce
- To share Myanmar people how to develop the Myanmar business market
- To imitate business activities of foreigners
- To become prosperous Myanmar people
- To understand the national interest in conducting business activities

¹. UPI U Ba Than, "Mran'mà nuii'iaü satai'cà samuii'" (မြန်မာနိုင်ငံသတင်းစာသမိုင်း) " in *Càny'jai' samuii' sàtan' myà'* (pa tha ma tvai) (စာနယ်ဇင်းသမိုင်းစာတန်းများ), (ပထမတွဲ) (Yangon: Sarpay Beikman, 1978), 1

². William Womack, "Politics and Press Censorship in British Burma: The case of the Moulmein Chronicle," *SOAS Bulletin of Burma Research* 1, no. 1 (2003): 58, accessed August 27, 2021, <https://www.soas.ac.uk>.

³. "Burma's Media Landscape through the Years." Google Privacy Center, last modified May 4, 2016, accessed August 20, 2021, <https://www.irrawaddy.com/news/burmas-media-landscape-through-the-years.html>.

University of Mandalay Library collected *The Market Report* but some copies were unable to collect so that complete set of *The Market Report* cannot be found in the Library. It was found that The Universities' Central Library also collected *The Market Report* published from 1934 to 1939. During these years, there are more number of copies and qualities of newspapers in Mandalay than in Yangon. The following table is the list of *The Market Report* (1928-1930) collected at the library.

Table 1. List of Copies of *The Market Report* (1928-1930) at the University of Mandalay Library

Month	<i>The Market Report</i>		
	1928, Volume IV	1929, Volume V	1930, Volume VI
January	-	No. 1-26	No. 1-25
February	-	No. 27-39, 34-41	No. 26-42, 45-51
March	-	No. 42-62	No. 52-74
April	No.75-93	No. 63-82	-
May	No. 94-109, 111-116	No. 83-90, 92-93, 95-106	-
June	No. 117-141	No. 107-127, 129	-
July	-	-	No. 133-157
August	-	-	No. 158-177, 17, 178-180
September	-	-	No. 181-206
October	No. 212-219, 210-224	-	-
November	No. 226-246	-	No. 219, 210-219, 210-218
December	No. 247-268	-	No. 219, 210, 210-219, 210-219

Source: *The Market Report* at the University of Mandalay Library

Categories Appeared in the Newspaper

By the studying the newspapers in the above table, *The Market Report* focused on the marketing of rice, cereals and commodities. Marketing has become the essence of contemporary business scene in the hurriedly corporatizing world. Most of the articles in the Newspaper are written by editor and very few articles are written by others. In addition, economical, local and foreign news were published in short articles for the public to understand. Generally, *The Market Report* was separated into six categories such as editorials, advertisements, commodity prices, shipping intelligence and export, comparative statement of prices and product, and news. As Myanmar is agriculture-based country, most of the editorials and news were about agriculture. Almost all categories are written for the benefit of the people of the country.

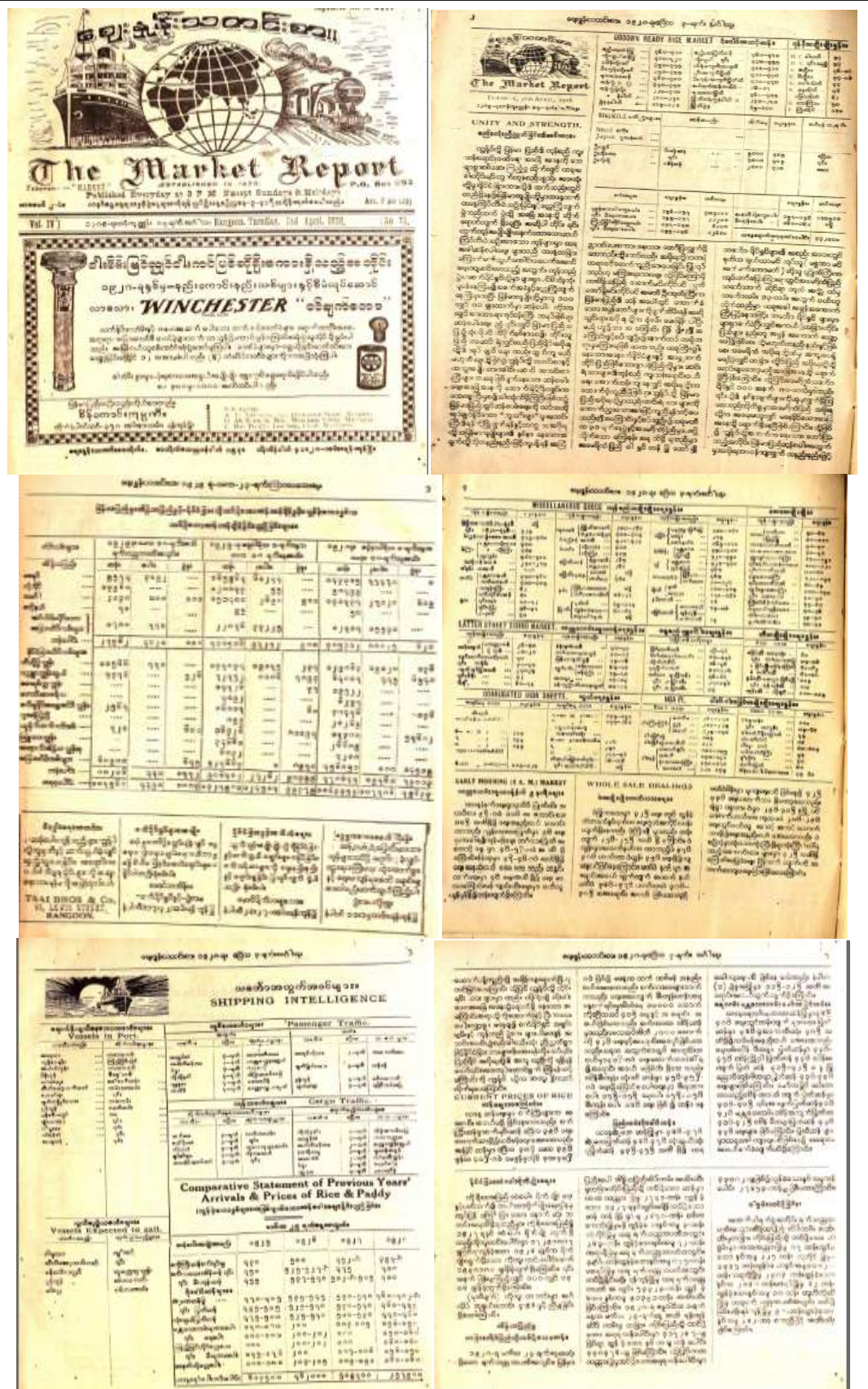


Figure 1. Cover and Categories of The Market Report

As it is a marketing newspaper, it contains a lot of business advertisements. In the advertisements section, various advertisements are displayed in different formats to attract the attention of the readers in various forms. The various types of advertisements are about machine, medicine, astrology, and commission agent, and etc.

Commodity prices included godown (ရိခေဒါဏ်) ready rice market, current prices of rice, latter street siding market, corrugated iron sheets, miscellaneous goods, medical market, oil market, gunnies market, dried fish and salted fish, big mills, small mills, paddy arrive at Rangoon (Yangon), and London weekly rice market. These are listed in the table with product name, price, and weight. It included cotton, sesame crop, salt, groundnut crop, betel nut, big beans, catch, cayenne, chick-pea, millet, wheat, green peas, onion, garlic, turmeric, and etc. Rubber Market, rice and paddy market quotation, estimate of the crop, and summary of rice from the east for Europe arrival and afloat were also involved.

Shipping intelligence and export sector described headings of vessel in port, vessel expected to sail, passenger traffic, and cargo traffic, vessels entered for loading with table. Under these headings, vessel name, port, the entry and exit of ships, and the ship docked were included.

Comparative statement of prices and products included the previous years' arrivals and prices of rice and paddy. This statement described the name of rice, price by year, and total baskets of rice.

The news section was divided into two groups such as local news and international news. This news included whole sale dealings, current prices of rice, economic news, medicine, crop report, transportation, export, salt, politics, weather, and etc.

Aim and Objectives of the Study

The aim of the study is to reveal the information sources of the economical newspaper during colonial period. The objectives of the study are:

- To study the content analysis of *The Market Report*
- To inform the readers about business newspaper
- To be more aware of business market news
- To identify prominent information in colonial Myanmar newspapers
- To reveal the economic situation of Myanmar during the colonial period.
- To compare the Myanmar business market between the colonial times and today
- To know about the valuable newspapers in Myanmar

Scope of the Study

There were various kinds of Myanmar newspapers in colonial period. *The Market Report* newspaper was published in 1925, within the British colonial period. This research focuses on the content analysis of *The Market Report* published between 1928 and 1930 at the University of Mandalay Library. Content analysis, year-wise distribution of items, categories-wise distribution of newspaper, subject-wise distribution of editorials, distribution of news items, and most productive advertisements of newspaper were studied. A total of 453 copies of newspaper were included in this study.

Research Questions

This study was designed to find out the following questions:

1. What information was provided in *The Market Report (Zayhnoun Thadinsar)*?
2. Which types of subjects were included in *The Market Report (Zayhnoun Thadinsar)*?
3. What are the most categories in *The Market Report (Zayhnoun Thadinsar)*?
4. What are the most advertisements in *The Market Report (Zayhnoun Thadinsar)*?
5. What are the benefits of reading *The Market Report (Zayhnoun Thadinsar)*?

Method of the Study

This research is the study of *The Market Report* or *Zayhnoun Thadinsar*. Thus, this study used a descriptive content analysis of 453 copies to determine what information was contained in *The Market Report*. This study used quantitative measures to find out the impact of research outputs. To be able to analyze the content, the entire content was divided into categories. And then the frequency of each category was collected and the frequency table was generated. The results contained detailed information about the various factors during the study. The results presented in the form of graphs. In addition, the study focuses on the literature search method to trace the historical background of Myanmar newspapers.

Literature Review

A literature review is a survey of scholarly sources (such as books, Journal articles, and theses) related to a specific topic or research question. This review focuses on the study of the content analysis of newspaper. Many studies have been conducted to investigate content analysis of newspaper based on news, business, entertainment, celebrity, education, health, arts, culture, sports, politics, government, science, technology, finance, economy, music, and etc. by local, regional, national, international. Although market newspapers have not been a popular area in research, it was interested in businessmen and government.

Peter Shiang Chen investigated content analysis of popular news stories on nine newspaper websites. This study sought to examine the reading habits of news consumers, as reflected by the “most popular this hour” stories from nine news websites in the Advance Publications chain. Overall, the findings support the premise of this thesis that when people go online for news, their interests are confined to narrowly defined categories, not a broad range that reflect wide interests. These findings also suggest that niche theory adequately explains the types of news people are consuming. Niche theory has been applied to a variety of new media, and these finding supports the idea of using this theory to understand that people seek narrow topics of news on online websites.¹

Li Dongjin, An Shenghui, Yang Hua studied “A content analysis of the newspaper advertisements westernization in China.” In this paper, this paper reviewed the development of Chinese advertising over the past decade. Those product advertisements in 2001 used more soft-sell appeals and fewer hard-sell appeals than those in 1991. There is no significant change in the use of product merit appeals. This proves choose advertizing appeals, Chinese advertisements have

¹. Peter Shiang Chen, “Are People Reading Local News? A Content Analysis of Popular News Stories on Nine Newspaper Websites” (master’s thesis, University of Southern Mississippi, 2015), 18, accessed May 25, 2021, https://aquila.usm.edu/cgi/viewcontent.cgi?article=1087&context=masters_theses.

become more oriental, rather than more westernized. Product advertisements in 2001 used more Western models or celebrities than those in 1991.¹

Regina Jihea Ahn, Michelle R. Nelson and Gail M. Ferguson, investigated from entitled “Local and standardized strategies: A content analysis of newspaper food and beverage advertising in Jamaica.” In this study, May 2020 Globalization has led to changes in diets and advertising linked to audiences preferences. This study examines local and global brand food and beverage advertising in Jamaican newspapers. Content analysis of 440 advertisements revealed the predominance of global fast-food brands, often including soda. Healthier foods were found in one in 10 ads. Information cues included taste, quality, and price, yet 14% of ads featured only a product image/logo. Advertisements reflected standardized and local strategies.²

Data Analysis and Interpretation

Data analysis is the process of collecting and organizing data in order to draw helpful conclusions from it. The process of data analysis uses analytical and logical reasoning to gain information from the data. The main purpose of data analysis is to find meaning in data so that the derived knowledge can be used to make informed decisions.³

The categories of product prices and business advertisement are most commonly found in the newspaper. It was studied by content analysis of this newspaper in the following ways:

- Year-wise Distribution of Items
- Categories-wise Distribution of Newspaper
- Subject-wise Distribution of the Editorials
- Distribution of News Items
- Most Productive Advertisements of Newspaper

Year-wise Distribution of Items

This paper studies *The Market Report* published between 1928 and 1930. But, some are missing for various reasons. Therefore, the research listed only the items that found at the Library. The total number of items by year are shown in the below table.

¹ Li Dongjin, An Shenghui, and Yang Hua, “A content analysis of the newspaper advertisements westernization in China,” *Frontier of Business Research in China*, 1, no. 4 (2007): 569-570, accessed February 4, 2020, <https://fbr.springeropen.com/articles/10.1007/s11782-007-0032-x>.

² Regina Jihea Ahn, Michelle R. Nelson and Gail M. Ferguson, “Local and Standardized Strategies: A Content Analysis of Newspaper Food and Beverage Advertising in Jamaica,” *Newspaper Research Journal*, 41, no. 2 (2020): 179-203, accessed February 2, 2020, <https://journals.sagepub.com/doi/abs/10.1177/0739532920919828>.

³ “Data Analysis: What, How, and Why to Do Data Analysis for Your Organization,” Google privacy Center, last modified 2019, <https://www.import.io/post/business-data-analysis-what-how-why/>.

Table 2. Year-wise Distribution of Items

Year	Month	Items by Month	Items by Year	Percentage
1928	April	19	132	29.14
	May	22		
	June	25		
	October	23		
	November	21		
	December	22		
1929	January	26	132	29.14
	February	21		
	March	21		
	April	20		
	May	22		
	June	22		
1930	January	25	189	41.72
	February	24		
	March	23		
	July	25		
	August	24		
	September	26		
	November	20		
	December	22		
Total		453	453	100%

Source: The Market Report at the University of Mandalay Library

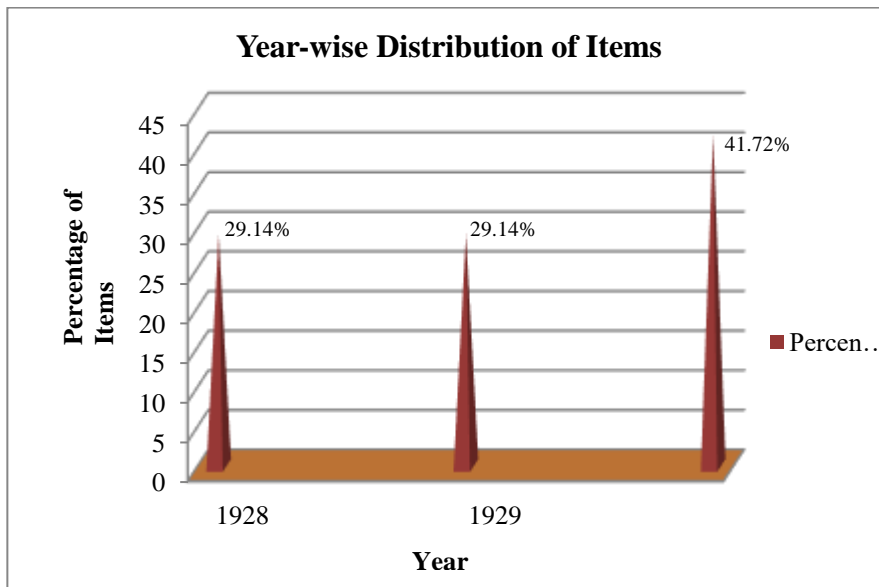


Figure 2. Year-wise Distribution of Items

According to the survey, out of 453 items, the highest numbers (189 items, 41.72%) was found in 1930. In 1928 and 1929, the numbers of items (132 items, 29.14%) were the same.

Categories -wise Distribution of Newspaper

The information in the newspaper provides economics, international trades, festivals, agriculture, associations, advertising, foreign exchange industries, banks and banking, management, diseases, food, wood, politics, communication, employees, weather, disasters, animal husbandry, science, mines and mineral, architecture, transportation, education, history, religion, employment, newspapers, art, medicine, and plants. This information was grouped by six categories such as advertisements, commodity prices, comparative statement of prices and products, the editorials, news, and shipping intelligence and export. Further these are divided into local, regional, national, or international information. Numbers of items in each category are described in the following table.

Table 3. Categories-wise Distribution of Newspaper

Categories	No. of Items	Percentage
Advertisements	3838	57.81
Commodity prices	520	7.83
Comparative statement of prices and products	72	1.08
Editorials	408	6.14
News	1640	24.71
Shipping intelligence and export	160	2.41
Total	6638	100%

Source: The Market Report at the University of Mandalay Library

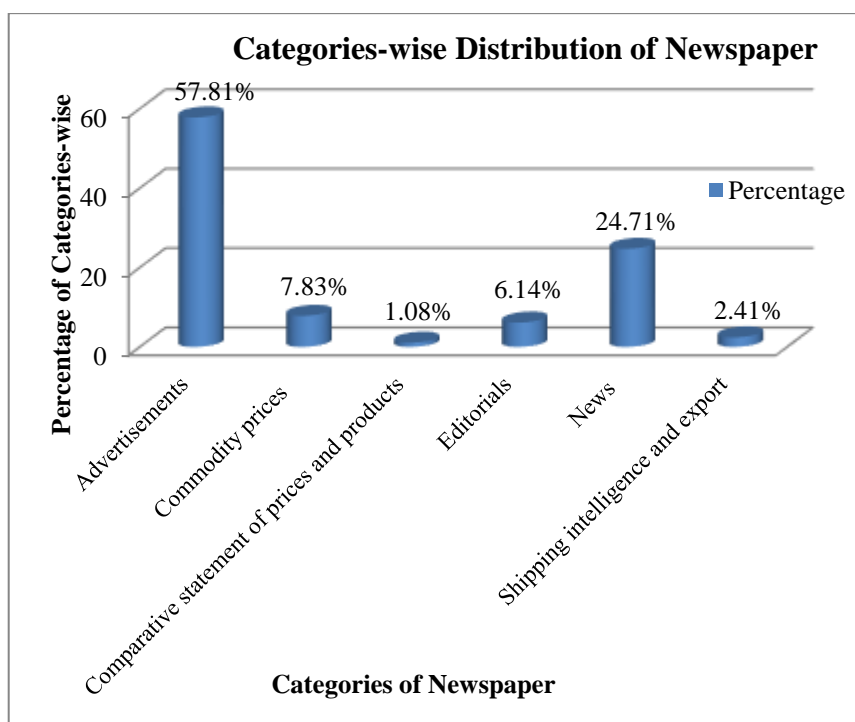


Figure 3. Categories-wise Distribution of Newspaper

Table 3 shows the total number of items in each category. By the graph, it can be shown that advertisement category 3838(57.81%) was first, followed by news 1640(24.71%) and then commodity prices 520(7.83%), editorials 408(6.14%), shipping intelligence and export 160(2.41%) and comparative statement of prices and products 72(1.08%).

Subject-wise Distribution of Editorials

An editorial is an article written by the senior editorial staff or publisher of a newspaper, magazine, or any other written document. Editorials grow from an editor's and/or an editorial board's focus on current issues. They are generally focused on issues that are thought important to raise for consideration by readers and are often written to provide conversation rather than to represent a specific viewpoint. The subject-wise distribution of the editorial articles was based on the 21st edition of Sears List of Subject Headings. There were a total of 17 subjects in this category. Total number of 408 editorial articles was published in *The Market Report* during the period 1928 to 1930. The following table shows the subject-wise distribution of Editorials. Subjects are arranged by alphabetical order.

Table 4. Subject-wise Distribution of Editorials

Subject	Frequency	Percentage
Agriculture	93	22.79
Art	4	0.98
Disasters	12	2.94
Diseases	4	0.98
Education	3	0.74
Employees	6	1.47
Festivals	4	0.98
Food	1	0.25
History	4	0.98
Industries	131	32.11
International trades	101	24.75
Livestock industry	4	0.98
Medicine	1	0.25
Plants	6	1.47
Politics	18	4.41
Science	1	0.25
Transportation	15	3.68
Total	408	100%

Source: *The Market Report* at the University of Mandalay Library

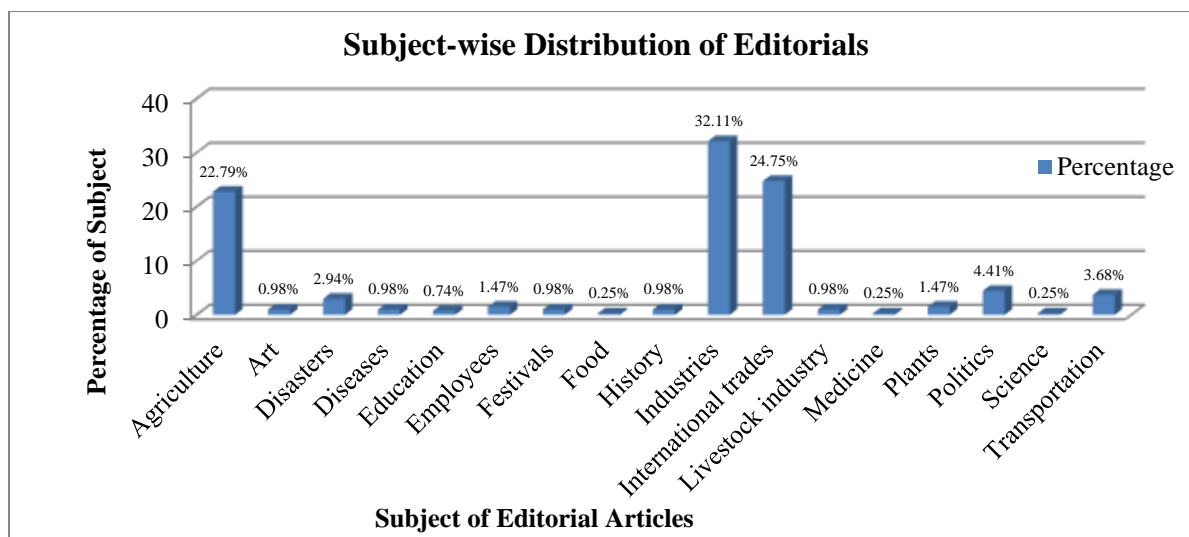


Figure 4. Subject-wise Distribution of Editorials

Figure 4 indicates the subject-wise distribution of editorial articles appeared in *The Market Report* between 1928 and 1930. Out of 408 articles, the majority of 131 (32.11%) articles are based on Industries and followed by 101 (24.75%) articles under of category of International trades. The third rank was the subject “Agriculture” in 93 articles (22.79%), followed by Politics, Transportation, Disasters, Employees and Plant, Art, Diseases, Festivals, History and Livestock industry, and Education. The least subjects for editorial articles were Food, Medicine, and Science 1(0.25%) respectively.

Distribution of News Items

News is the most popular topics in the newspaper. This newspaper provided news from various fields. As it is a marketing newspaper in an agricultural country, it contains the most news on crops. This news includes local news and international news. It is composed of whole sale dealings, current prices of rice, business tit-bits, medicine, crop report, transportation, export, salt, politics, weather, cotton, etc. Some types of news are no longer displayed and are included in the “others” field. In “others” field, there are export, skins, politics, weather, mines, literature, education, heavy floods, bus service, etc.

Table 5. Distribution of News Items

Field	Frequency	Percentage
Crop	1315	80.18
Economy	16	0.98
Market	15	0.91
Medicine	12	0.73
Oil	10	0.61
Religion	5	0.31
Transportation	8	0.49
Others	259	15.79
Total	1640	100%

Source: *The Market Report* at the University of Mandalay Library

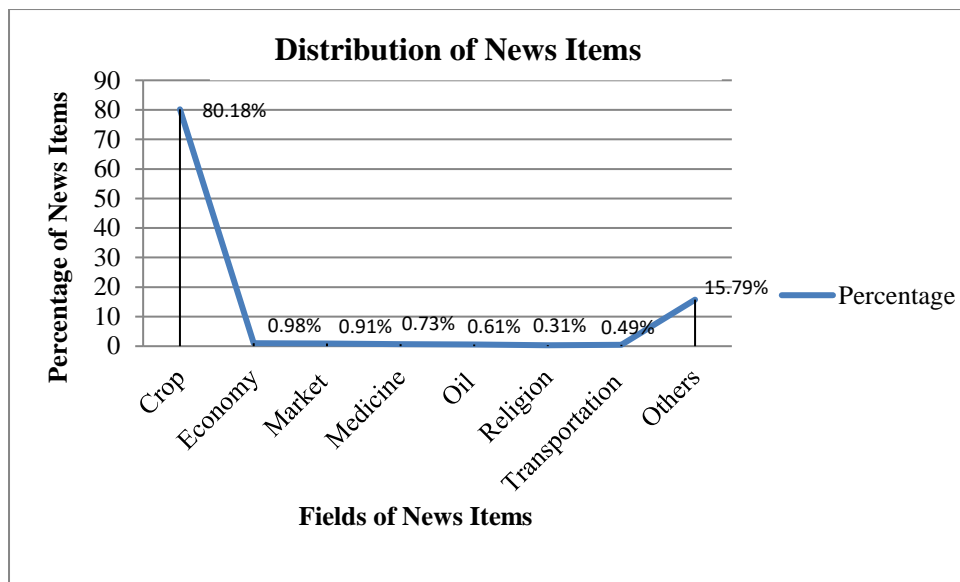


Figure 5. Distribution of News Items

This concentration shows that these eight fields were grouped by the local news and international news. When the results were examined for 453 copies, crop 1315(80.18%) was still the top field, followed by others 259(15.79%) of the news. The least news is religion 5(0.31%). The rest of the fields of news were found in the above figure.

Most Productive Advertisements of Newspaper

Advertising products in newspaper is very effective for businesses. This study carries out analyses of difference on the degree of newspaper advertisements between 1928 and 1930. *The Market Report* contains many advertisements. Advertisements are displayed in a variety of sizes and areas in the newspaper. These advertisements are categorized by the subjects. According to the study, there are eight subjects mainly such as astrology, cigarette, commission agent, diamond, machine, medicine, photograph, and religion. Under the ‘others’ includes miscellaneous topics of the advertisements. Others advertisements includes shop, special telegram message, new telegraphic code, and holidays, dictionary, shoes, condensed milk, and fish sauce. Most productive advertisements in the newspaper are described by the following table.

Table 6. Most Productive Advertisements of Newspaper

Type of Advertisements	Frequency	Percentage
Astrology	23	0.60
Cigarette	135	3.52
Commission Agent	26	0.68
Diamond	294	7.66
Machine	584	15.22
Medicine	1452	37.83
Photograph	41	1.07
Religion	25	0.65
Others	1258	32.78
Total	3838	100%

Source: *The Market Report* at the University of Mandalay Library

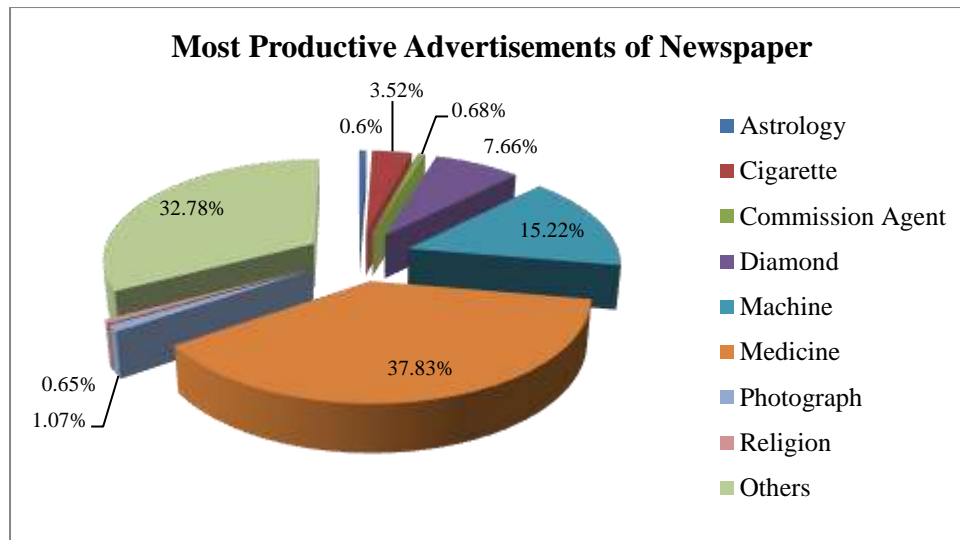


Figure 6. Most Productive Advertisements of Newspaper

Figure 6 reveals how many most popular advertisements appeared in the newspaper. The results shows medicine 1452(37.83%) of the 3838 advertisements had the most presence, followed by others 1258(32.78%), machine 584(15.22%), diamond 294(7.66%), Cigarette 135(3.52%), photograph 41(1.07%), commission agent 26(0.68%), religion 25(0.65%), and astrology 23(0.6%).

Findings and Discussion

The Market Report is a marketing newspaper and mostly contains information related to the manufacturing industry for the development of the country. *The Market Report* was initially unknown, but due to its patriotic and hard work, it later became a trusted newspaper. It was the second largest newspaper and was the second largest trading partner for domestic and foreign trade in the colonial period. The study includes 453 copies, and each copy contains editorial, some editorial were series, so there were only 408 editorial articles. By studying *The Market Report*, some of the findings are found. They are:

- It was the best known commercial reporting newspaper in Myanmar during colonial period.
- It was published every day at 3 or 4 P.M. except Sunday & Holidays
- The findings in figure 2 show that the numbers of items in 1930 is more than 1928 and 1929.
- Among the six types of categories, advertisement category is the most one (57.81%).
- Regarding subject-wise distribution of editorials, subject on Industries is the largest one (32.11%)
- Most of the news articles are about local and foreign rice crops and are written to be in line with international standards.
- Medicine was the most productive advertisements in the Newspaper.
- The size of the Newspaper is larger than current newspapers.
- The number of pages increased from 8 to 20 between 1928 and 1930.
- The price of a newspaper was 2/5 Annas per copy.
- Headlines of editorial and some news were written in both Myanmar and English. Since November 1930, headlines have not been written in English.
- As it was appeared in colonial period, articles were written from a national perspective.

Some Myanmar spellings are slightly different styles from today (e.g. သင်းဘော၊ ရေစီးကမ်းပျို၊ ငြုပ်ကျပ်သွန်၊ အိပ်ရေပေါင်း၊ ဘော်ပြမည်၊ ဖျမ်းမျှသော၊ ငါးခြေခံ၊ မိုဗ်းများစွာရွာရွာ၊ ပုံနှိပ်ဘက်ဆိုင်ရာ၊ ဇန်နဝါရီလ၊ ဒန်းလော့တိုင်ရာ၊ လသာတုန်းဗိုင်းငင့်ပါ၊ သက်သာတုံးဝယ်လိုက်ပါ)

The following table lists some of the words that differ from today’s Myanmar spellings.

Table 7. List of Different Styles of Myanmar Spelling

Sr. No.	Spelling in <i>The Market Report</i>	Today’s Spelling
1.	ကျက်သွန်ဖြူ	ကြက်သွန်ဖြူ
2.	ဘိလတ်မြ	ဘိလပ်မြ
3.	အိန္ဒိယကမ်းခြေ	အိန္ဒိယကမ်းခြေ
4.	ယနေ့ရော့စပါးတင်းပေါင်း	ယနေ့ရောက်စပါးတင်းပေါင်း
5.	အမေရိကံ	အမေရိကန်
6.	ကိုယ်စားလည်	ကိုယ်စားလှယ်
7.	နှမ်းဘတ်	နှမ်းဖတ်
8.	ဆံစပါး	ဆန်စပါး
9.	တန်ကူးဋ္ဌန်း	တန်ခူးလဆန်း
10.	ဂျပန်စက်	ဂျပန်စက်
11.	ဂျာမန်ပြည်	ဂျာမဏီနိုင်ငံ
12.	တရုပ်	တရုတ်
13.	ကြို့ပင်ကော်	ကြို့ပင်ကောက်
14.	ဗဟိုရ်အစိုးရ	ဗဟိုအစိုးရ
15.	ကံထရိုက်စပါး	ကန်ထရိုက်စပါး
16.	တယ်လီဖုံးနံပါတ်	တယ်လီဖုန်းနံပါတ်
17.	ယခုဘော်ပြခဲ့သည့်အတိုင်း	ယခုဖော်ပြခဲ့သည့်အတိုင်း
18.	ဂျင်းစိန်း	ဂျင်းစိမ်း
19.	လဆိုင်းအကျွေးဝယ်လိုသူများ	လဆိုင်းအကြွေးဝယ်လိုသူများ
20.	ပဋ္ဌမ	ပထမ

Source: The Market Report at the University of Mandalay Library

To sum up most of the findings, some words are presented in both Myanmar and English languages because it was a Myanmar newspaper published in the British colonial period. Therefore, the researchers were able to better understand what the author meant. They had the opportunity to compare and study the terms used in that era and today, and noted how the terms have evolved. This newspaper contains many valuable economic articles written about international commodity markets, businesses, and resource products. In addition, Myanmar people will be satisfied with the publication of this newspaper because they see the patriotism of the columnists and journalists who wrote at that time. In this research, the contents of the newspaper were analyzed and presented using quantitative research methods, so that the content demands of users and publishers were learned. Contents of *The Market Report* provide valuable information for businessmen and researchers, and it is believed that they can use this knowledge to benefit themselves and their country. According to the research, the statement of the publisher

of *The Market Report* that "the publication of business newspapers is very important for the development of the country" is correct. This newspaper can be recorded as a valuable historical newspaper as it contains a variety of historical valuable information.

Conclusion

University of Mandalay Library collected about 2000 copies of *The Market Report* published between 1928 and 1942. Of these, 453 copies were collected from 1928 to 1930. The complete set of *The Market Report* from 1928-1942 is no available in the Library. Some newspaper numbers repeatedly printed. Today, newspapers play a very important role in promoting commerce, trade and business. Large companies, corporation and industries promote their products by giving spacious advertisements in newspapers. By compiling this paper, the readers can clearly identify the market economy of the Myanmar at that time. Most information in the newspaper emphasized on economics. Editorial articles, advertisements, news, commodity prices, shipping intelligence and export, and comparative statement of prices and products are included in the Newspaper. These facts have reflected situations of these days. Thus, this newspaper can support to know economic situation of Myanmar in British colonial period. Libraries play as an important role in the country because of their collections of rare newspapers from time immemorial. In addition to being rare type of newspaper it was published during the colonial period and was not available every library in Myanmar. This newspaper articles can provide useful information, serving as a primary source of information about historical and current events.

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