Social Media in Asia

Cui Litang and Michael H. Prosser (Editors)

As communication via social media is commonplace among people all over the world, analyzing social media use is crucial for intercultural understanding. Featuring essays about fourteen countries in the Asia-Pacific region, this book provides fresh perspectives at cultural dialogue.

Cui Litang, M.A., has over 27 years experience teaching English and Chinese as Foreign Languages at colleges, universities and organizations in China and the USA. He has served in translations, textbook development, web development and podcasting on YouTube and Flickr. His writings, including "A Map Without Boundaries: William Gibson's Neuromancer-Cyberpunk Novel Reexamined" (2005), "The Communication Convention and Functions of English Discourse Marker in Speech Communication" (2005) and recently as a contributing author for "Communicating Interculturally" (Li Mengyu, Michael H. Prosser) reflect his research interest in linguistics and media.

Michael H. Prosser (Ph.D., University of Illinois), a founder of the academic field of intercultural communication, has taught at universities in North America, China, and in Africa. He is the editor/co-editor or author/coauthor of seventeen published or forthcoming books. He is the former President of the International Society for Intercultural Education, Training, and Research (1984-1986) and a Fellow of the International Academy for Intercultural Research. His blog at www.michaelprosser.com attracts readers from all over the world.
XVII. The Transition from the Traditional to the New Social Media Network in Malaysia

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Abstract

With the advent of the Internet era, the new social media networks have brought a tremendous change to people’s lives. Compared to the traditional media, the new media network with the ability to store large amounts of information, and its mode of transmission that has immediacy and interactivity can present information in text, images, sound, video, and other means of communication. Despite the many advantages, the rapid development of the new social media network does not affect the dominance of the traditional media in Malaysia. The discussion consists of five sections. Firstly, it examines the new media platforms that have emerged and the status of online media users in Malaysia as compared to other countries in Asia. Secondly, it analyzes the use of traditional and online newspapers. Thirdly, it discusses the present status of broadcasts and webcasts. Fourthly, the discussion focuses on the traditional television and network television. Finally, it examines the status of the traditional media and the new network media. The analysis from the social, legal, and cultural perspectives is derived from various reports.