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.