

Media Literacy, the Challenges of Socialcasting and the Survival of Television Industry in Malaysia

Md Azalanshah Md Syed*
University of Malaya, Malaysia

Mohd Nazri Ibrahim
Universiti Teknologi MARA, Malaysia

*Corresponding email: azalan@um.edu.my

Abstract

This article examines the development of media literacy and its relation to sustainability of the Malaysian television industry. The early decade of new millennium saw competitive challenges mainly from socialcasting – cost effective and widely accessible especially among the younger generation – and to certain extent give particular impact to television industry in Malaysia. This study argues; although socialcasting is preferred choice, television still relevant particularly in the process of cultivating media literacy in society. Firstly, public broadcasting stations such as RTM is the resource center for the public. For example, it provides information about the government’s policies and training for the national broadcasting sector. Secondly, to compete with global cultural texts, private broadcasting stations such as TV3 and NTV7 play an important role in producing various cultural texts for local audiences based on guidelines, codes and acts that have been gazetted by the government. Thus, this article textually explores the preparation and efforts of local broadcasting stations to compete in the new era of broadcasting industry while maintaining its role as an important organisation for the process of cultivating media literacy in the country.

Keywords: Media literacy, TV industry, Television, Socialcasting, RTM, TV3.