

“传播”想象大不同：自媒体时代的传播教育探索

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摘要

在过往大众媒体主导的时代，面对马来西亚整体被控管与较封闭的媒体环境，传播学术机构相当程度上被赋予培养媒体工作者的任务，其与媒体实务工作的关系，在政经力量的显性与隐性影响下长期相互拉扯，且大致处于断裂的状态，知识与实务难以更好地结合，以改善和提升本土的媒体环境。

近年媒体环境快速变化，新媒介推陈出新，各种新事物不断冒现，全球传播学界都忙着理解这个已被翻转的新世界。而不同世代对传播的想象与期待也出现很大落差，从媒介的形式、内容、时空因素等，都可看到当中的差异。面对整体环境的巨大变化，学生的主体性更被凸显，教与学过程中需有更多互动和沟通。传播教育工作者过往固有的许多价值、学理、实务经验等，在自媒体主导的时代中都需要重新检视、反思与调整，面对其中的矛盾与碰撞，是当今传播教育过程中的挑战与考验。

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Exploration of Communication Education in Me Media Era

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Abstract

In the past era that was dominated by mass media, the communication academic institutions had been given the task of cultivating to media workers while confronting the overall controlled and relatively closed media environments in Malaysia. Under the dominant and hidden influences of political and economic power, the relationship between its (communication academic institutions) and media practice was in long-term mutual struggle and roughly in broken status, it is difficult to better integrate knowledge and practice to improve and enhance the local media environment.

In recent years, media environment has changed rapidly, new media innovated from the old, various new things have constantly emerged, the global communication academics are busying in understanding this new flipped world. Yet, a big gap between imagination and expectation of communications by different generations is obviously seen from media form, content, time, space factors and et cetera.

By facing the tremendous changes, the subjectivity of student is even more prominent, strong interaction and communication is required in teaching and learning process. The inherent values, theories and practical experiences that practice by communication educators in the past, have to re-examine, rethink critically and re-adjust in the age that dominated by Me Media, such contradiction and collisions will be the challenges in the process of communication education today.

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