

Revisiting Research on Malaysian Media and Communication

Tan Huey Pyng,
Ang Siew Mun,
Edwin Michael Muniandy,
Michelle Wong, Ong Sheau Wen

Universiti Tunku Abdul Rahman

Abstract:

The institutionalization of media and communication studies began with the University of Science Malaysia in 1971. Apart from reluctance and rejection at the early stage, the scholars accepted the fact that the mass media are the most influential and continuously growing interdisciplinary field of study and research (Idid, 2015; Hamzah, 2015). The idea of educational democratization and making Malaysia a regional higher educational hub in 1990s had brought changes in the country's educational landscape. Among others, media and communication departments or programmes were set up in most of the private institutions as well as the public's. Consequentially, a phenomenological shift happened in the local social science academe that the number of communication scholars had out-numbered all the other social science fields (Firdaus, 2014). Nevertheless, there were comments that the ample media and communication related researches and publications do not seem to have alleviated local scholars' concern about problems that plague research and education (Firdaus, 2014; Mustafa, 2008; Idid, 2014). This paper revisits local and international academic publications on Malaysian media and communication, which publication years range from 1959 to 2016 and focuses to categorize and study the trend of journalism-related research. Researchers gathered 923 titles and abstracts of media and communication related articles from 29 renowned local and international journals; browsed through titles and contents of 65 books; and studied researches and publications of 7 renowned local scholars based on their curriculum vitae. Five coders skimmed through all data gathered and successfully identified 413 journalism-related titles that were coded into 16 categories. It is evident that media and communication researches in Malaysia are mostly focus result-oriented papers, there were more journal articles published locally as compared to internationally published articles, political and legal constraints led scholars to studying the media in the context of political economy, technological advancement led scholars into Internet and social media. Now that the country is going through major changes, it is hoped that scholars can pursue better research in the field.

Keywords: Media and Communication, Research, Journalism, Malaysia

Dr. Tan Huey Pyng (Assistant Professor)

Ms. Ang Siew Mun (Senior Lecturer)

Mr. Edwin Michael Muniandy (Lecturer)

Ms. Michelle Wong (Lecturer)

Ms. Ong Sheau Wen (Lecturer)