

**Mapping the formation of English Media Literacy and Knowledge Dissemination in
Local Community: Cathedral of the Assumption Church as a case study in Penang
Island**

Abstract

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English media literacy enjoys a common myth in the representation of middle class and intellectual discourses in Malaysia. Media literacy have a tied on an interconnection with the knowledge production institute particularity link with the state. But, state actors are part of the important discourse of knowledge production institute. The subset cultural production institutes can also take association or religion institution in the society as label on the progressiveness on knowledge production. A bottom-up effort as an endower on the reading movement of a local community such as Penang Island. The research is an early effort in mapping Cathedral of the Assumption Church as a progressive encouragement to introduced the reading habit particularly in a post-colonial urban area. The experience on colonialization and an entry port maritime environment of the Penang Island shown a conducive environment for English media literacy compared to other state in peninsular Malaysia. The Church as a early pushing force as the pinioning the English news reading reminds in the collective response of the interview on the old generation. The church private museum also displays the narratives of the memories in encouraging the local community in pushing for a absorption of English media literacy on its surrounding environment.

Keyword: Media Literacy, Knowledge Production Institute, Cathedral of the Assumption Church, English Newspaper, Penang Island