The past and coming communication journey in Malaysia

Abstract

The paper recorded the tremendous changes in the academic and media landscape in tracing the development of communication studies since its beginning in 1971. Universiti Sains Malaysia (USM) was the first to offer the communication programme followed by Universiti Technology MARA (UiTM), Universiti Kebangsaan Malaysia (UKM) and the other public universities. UBMT and UiTM benefited from the American expertise in the preparation of their academic programme. The early communication programmes in public universities were American oriented due to the presence of the visiting lecturers and also postgraduate training sent from American universities. The paper traced the turnover of academic staff and generational order to record such changes too on the development of the programme. The first generation of lecturers in the communication programme has been taken over by the third and fourth generation coming to the new universities that only received the first generation of lecturers. The paper then discussed the challenges faced by the communication programme in public universities such as the growth of the communication programme in private universities, the loss of academic staff, and the adoption of the new media technology.

Cited by 0 documents

References (10)
