



NEW MEDIA, CULTURAL IMPERIALISM AND THE MALAY MUSLIM SOCIETY IN MALAYSIA

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The Malay Muslims in Malaysia



- promoted a progressive interpretation of Islam
- closely tied Islam, ethnicity and nationalism in one narrative
- socially, institutionally and culturally shaped through economic development, urbanization and modern thinking that are compatible with Islam and their conservative feudal outlook.
- New Economic Policy (NEP) and 'Melayu Baru'
- positioning Islam within global commercialism
- The institutionalization of Halal

The Islamization Of Malaysian Media



- local media industry was also driven to incorporate Islamic ideas and contents
- While there is no specific rulings or laws regarding the role of Islam in the Malaysian media, there is an agreed understanding that Islam is the official religion and should guide the local media system
- the Department of Islamic Affairs Malaysia (JAKIM) has come out with a general guideline for entertainment in Islam
- Contents that are deemed un-Islamic and can pose threats to the position of Islam in the country are strictly prohibited
- demands for Islamic content and the potential for profit led to the establish pure Islamic channels
- Radio IKIM, Astro Oasis, TV9, TV Al-Hijrah, Salam. FM, Radio Zayyan

New Media And The Malay Muslims



- the term new media is still applicable especially when trying to compare the changes in media effects
- Being modern and middle class facilitated the Malay Muslims acceptance of new technologies
- the ability to participate in the digital world, creating and sharing unique contents is also changing the ways the Malay Muslims deal with their Muslim identity
- Challenging the notion of the modern yet submissive Malay Muslim

New Media And The Malay Muslims



- **Social Media:**

Political blogs and social media influencers challenge authority and traditional structure

- **Mobile applications:**

dependence on technology and exposure to unverified information

- **Streaming media:**

dominance of western and unislamic content

Reflection



- On one hand, the new media had opened up the Malay Muslims. They are now learning, understanding, and adopting new cultures.
- On the other hand, some of these cultures are against the Islamic values and are causing confusion and even a clash among the Muslims.
- The fundamental impact of these media is still cultural
- issues of cultural imperialism and western global media control are even more evident
- Traditional media controls and protectionist initiatives such as censorship and media regulations are no longer effective. So how can local or indigenous cultures like the Malay Muslims stay protected?