The Discrepancy Between the Grassroots Media in Malaysia and Korea

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KEYWORDS	ABSTRACT
Narrative technique, Plot construction, Humor, Ironic, Role of Media, Grassroots Media Organization	The term "citizen journalism" refers to grass-roots media. The focus of this essay is mostly on the similarities and differences between Malaysian and Korean media. A crucial component of grassroots media is the ability of individuals to express their political beliefs in a democratic online environment. This article discusses how grassroots media has made it feasible for individuals to take part in politics with the aid of contemporary internet networks and digital technologies. Because of how widely the internet is used, journalism at the grassroots level has developed into a rare method of news delivery and collection. Political parties and their social media specialists' sharing of official campaign materials is just one aspect of grassroots journalism. Additionally, it concerns the dissemination and sharing of Facebook material that users share with their friends and family.

1.0 Introduction

People may get individualized services and take part in political events thanks to grassroots media, contemporary Internet networks, and digital technology. The phrase "participatory journalism" originated in this manner. "Blog reporters," "citizen reporters," and "citizen reporters" are all instances of this concept in practice. In the era of numerous discourses, the statement "Everyone could be a reporter" has become a way to speak about communication (Chaffee, Nass, Yang, 1991). News reporting is the process through which mass communicators choose, compile, and present news data to audiences (Dodge, 2015). Since each country has its own unique cultural values, each nation's news reporting and reports will have its own distinctive style. Over the course of the long process of how news communication engagements have changed, other works and legislation have been produced regarding media growth. In light of the widespread use of the Internet, local news has quickly evolved into a source of current information. As far as news releases and news gathering are concerned, this is a kind of non-mainstream media. Influencing public opinion, among many other things, plays a key role (Chaffee, Nass, Yang, 1991). Technology and the emergence of grassroots media are major drivers of journalism at the grassroots level. Grassroots media is when everyday people create their own communication channels, discuss personal matters, express their ideas, have their voices heard, and even unite groups of people to perform tasks together using the simple communication technologies that are already accessible. Online democratic media, which is a significant component of grassroots media, allows people to take part in public political opinion. The advancement of grassroots media has made it more challenging for conventional mainstream media to disseminate information. It blurs the lines between "communicator" and "audience," significantly altering the audience's function in communication (Dodge, 2015). With the growth of grassroots media, the activity of grassroots journalists, and the diversity of grassroots news, the dissemination of information has reached a new level (Chaffee, Nass, Yang, 1991). The first environment for grassroots media is a free and democratic one devoid of institutions. Now that we've seen what it takes to be a non-professional news communicator, we can better understand what it means to disseminate unique and significant information about news events via mass media, tools for personal communication, etc. (Dodge, 2015). Participatory journalism, sometimes known as "citizen journalism," is a kind of local news reporting. In this essay, the discrepancies between the two media reports are compared and examined from the angles of the report's kind, duration, substance, and viewpoint. The study concludes that news value, news audience perception, processing of news sources, and news media all have a significant impact on each nation's media. The ways that the ends are put together vary. This article focuses mostly on the differences between Malaysian and Korean local news in terms of their degree of democracy. By contrasting community-based news reporting, it examines the viewpoints of broadcast media regulators. It also examines the relationships between various media organizations, regulators, and legal frameworks.
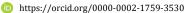
2.0. Grassroots Media Organization ownership

In this article, the laws, regulations, and intended audiences of South Korea and Malaysia will be compared. This paper will begin by providing a brief history of the media in Korea and Malaysia. The rules that control media ownership and content, the regulators engaged, the legislative process, and changes to the media system through time will all be covered later in the material. We'll examine the target market in Korea and Malaysia last. The two pieces on media outlets in Malaysia and South Korea were picked. Ronda Hauben investigated how internet engagement and citizen journalism may help build Korea into an ideal democracy (Ronda, 2007). Ross Tapsell discusses how internet voting is a revolutionary method for Malaysian city people to take part in democracy. Using internet media is a crucial component of participating in democracy (Tapsell, 2018). Ronda Hauben and Ross Tapsell examine issues with media ownership in Malaysia and South Korea. They discussed their various legal systems and the functions of their various regulatory bodies. They demonstrate how unlike South Korean and Malaysian media laws and regulations are. But it's possible to argue that the high proportion of Korean internet users who engage in politics is the outcome of a compromise between how the government functions and how citizens engage in politics. This implies that the composition of the Korean news media is influenced by how individuals take part in politics (Ronda, 2007). Due to the grassroots media, South Koreans are aware of democracy and want it. On the Internet, they take part in politics in a variety of ways and influence policies directly or indirectly (Ronda, 2007). The demands of grassroots media have also evolved to be more democratic, as has the South Koreans' concept of what it

implies to be a democratic citizen. The Korean people are becoming more and more engaged in politics, and they have always had a strong sense of regional nationalism. Participation in politics could be either direct or indirect, depending on whether they vote, run for office, March in parades, sign petitions, or take part in other engagements related to politics (Ronda, 2007).

He examines what makes Koreans' political engagement distinct and what causes it. This is based on what Ronda Hauben stated about the ways, reasons, and types of engagements that Korean individuals use to engage in politics. Online alternative media in Korea has contributed significantly to numerous political events since 2000, including anti-candlelight demonstrations, presidential elections, and the exposure of research fraud (Gomez, 2014). The site was created, according to Oh Yeon-ho, the founder and CEO of Ohmy News, to address issues in the South Korean news business. The nation's politics, economics, and culture are constantly being changed by the media (Yoon & Wilson, 2019). Korean mass media comes in a variety of forms, including Internet websites, TV channel listings, radio, movies, newspapers, and magazines. Modern Korean journalism started in the late 1800s, when Korea started to open up to the outside world. The media in South Korea has always been strongly nationalist and progressive, but throughout most of the 20th century, it was either banned or under government control. Right now, Ohmy News is the most popular news website in Korea (Ronda, 2007).

In Malaysia, where grassroots internet users are more inclined to utilize their cellphones to engage in the political conversation around the election, Ross Tapsell discusses how to communicate the political message of electoral activity and democracy. Grassroots News Another place where news and views may be obtained in one place is on mobile social media (Selvanthan, Lickel 2020). People who vote for the government in Malaysia have always had access to the internet. However, the growth of citizen journalism is changing how Malaysians consume information. Now that they are active participants in political dialogue, they are no longer merely consumers of conventional media (Tapsell, 2018).

3.0 Regulations, Rules, and Their Impacts

Anyone who is capable of becoming a journalist may utilize online media for democratic activity. Internet users need not consider their qualifications; they are solely accountable for the truthfulness of the information they upload. In many cases, even if it's simply a rumor, if the appropriate authorities or departments don't verify it, netizens won't be held accountable. News from the grassroots may reach more people more rapidly and could inform the public about current events quickly. In the past, it could have taken a day or two for word of an event to reach people in different regions. You could participate in democratic engagements if you have access to the Internet. The Internet's ability to distribute information quickly surpasses that of traditional media. This scenario has radically altered with the advancement of network technology and the proliferation of grassroots news. Everyone has the ability to disseminate knowledge and publish it. Will such a significant shift improve or worsen how news is spread? It should be thoroughly discussed by everyone in the media. In media news, releasing information is always a race against the clock. The benefit of spreading the word will go to whoever does so first. News is now disseminated at the grassroots level in a radically different manner than in the past. Before the news could be shared through conventional media, news reporters must hastily arrive at the spot to conduct interviews. However, with local news, individuals see events firsthand before news reporters do. Online users spread the word about what occurred to others. In any nation, media regulation is crucial. Press freedom must be regulated by the law in South Korea and Malaysia, and media freedom must be accompanied by legal regulation. Currently, Malaysia and South Korea are also implementing tighter administrative controls on unlawful news media operations. Naturally, this kind of management must uphold the law while considering the demands of the organization. It is crucial for local media in South Korea and Malaysia to uphold the spirit of the legislation. The media on the ground has expanded with the Internet. This has facilitated the dissemination of erroneous information, which has led to several societal issues. Particularly, the Internet plays a major role in the widespread propagation of this bogus news. It confounds individuals and increases social disorder (Ch'ng, 2016).

Ronda Hauben discusses how research websites like BRIC, Science, and DC function online. An onslaught from the government and the media inside could survive. There are online forum conversations and connections to safeguard Hwang, as well as online publications like Ohmy News and Pressian Prussian. Because of the way the scientific laboratories are organized in South Korea, young researchers find it difficult to stand out and denounce the misuse of authority. But via internet conversations and remarks made by individuals who don't divulge their identities, issues may be discovered and treated seriously (Ronda, 2007). Many Koreans discover that their online and offline media interactions are significantly different from one another. Similarly, speaking out and expressing your opinions are significantly different from other aspects of Korean culture and society. Online discussions and disagreements have sparked offline activism and demonstrations (Ronda, 2007). According to Ross Tapsell's research of Internet interview materials and certain social media statistics, Malaysia's contemporary information culture was greatly influenced by grassroots media. The incorrect use of grassroots media has numerous negative repercussions on political engagement, just as the Internet, social media, and smartphones are not intrinsically evil (Selvanthan, Lickel 2020). People utilized mobile phones to vote during the general election in Malaysia in order to circumvent the regulations and ultimately for their personal benefit (Ch'ng, 2016; Tapsell, 2018).

4.0 Administration of the Grassroots Media Organization

The media itself serves as a facilitator and connector, and it is the intermediary who connects the two groups while disseminating information, offering commentary, and accepting the obligations that come with it. People from all over the globe may now share and discuss information thanks to the rapid rise of grassroots media. It has also grown to be a significant component of the information society's infrastructure, further enhancing global connectivity.

Nosamo, according to Ronda Hauben's article, is composed of 40 members who have similar political objectives, take part in grassroots media and democracy, and provide press counsel from the viewpoint of netizens who are aware of the limitations of mainstream media (Ronda, 2007). It shows how strong Korean internet media is developing and how it presents a major threat to conventional media because grassroots media may engage in a democratic manner. Online community news promotes communication and interaction between individuals and encourages participation in democracy (Ronda, 2007). According to Ross Tapsell, who wrote the piece, the campaign's main goal is to encourage Malaysia's young voters to utilize grassroots media. The opposition in Malaysia has attempted for a very long time but has not been successful in learning information about Malay voters via grassroots media. Leaders of the opposition may speak or make remarks in grassroots media's online perspectives. Those who identified as ethnic Malay in 2018 used Facebook and WhatsApp more often than voters from other groups, but not the opposition. This was due to the increased usage of mobile networks and the ease with which individuals could engage in democratic exchanges with local news (Selvanthan, Lickel 2020). In Malaysia, the party and government apparatuses depend too much on conventional media and haven't updated their use of digital media. Therefore, the majority of the local news that young people utilize originates from their interactions online. They discovered this lesson as a result of the misguided 2013 election. More young people are using WhatsApp groups to communicate information to UMNOs at the state and departmental levels, where it is shared with groups before being sent to local areas (Tapsell, 2018).

5.0. The Intended Audience for Grassroots Media Organizations

It is the users of Ohmy News who are the target audience for Korean grassroots media, regardless of whether it originates from major newspapers, regional reporters, educational reporters, or neighborhood residents (Ronda, 2007). The majority of grassroots media users in Malaysia are young people between the ages of 20 and 39. (Tapsell, 2018). Similar to Malaysia, South Korea has laws and regulating agencies that are directed at the general population. In her article, Organizational Determinants of the Nature and Structure of Grassroots Media in South Korea, Ronda Hauben examines the many ways that grassroots media in South Korea cover democratic participation. Then, a cross-organizational perspective is used to examine certain organizational reasons. The findings demonstrate how the various restrictions on Korean media have an impact on the online presence of Korean grassroots media. In essence, the organizational resources and editorial principles of grassroots media determine how actively people engage with them. (Ronda, 2007). Political parties and their social media specialists' sharing of official campaign materials is simply one aspect of grassroots media. Additionally, it concerns the distribution and sharing of material that users share on Facebook and WhatsApp with their friends and family. The target audience in Malaysia seldom ever discusses potential candidates or the platforms of regional parties. Local WhatsApp groups enable political activists to communicate with one another and exchange campaign materials. The majority of the time, Facebook pages' public postings or articles that get popular on WhatsApp are shared there. Therefore, creating and disseminating social media is crucial and provides crucial information on how people respond to material possessions. 2018 (Tapsell).

6.0 Conclusions

Thousands of online users are altering the world and how it changes via grassroots media. Since digital technology has advanced, anybody with a camera, phone, and Internet connection may instantly broadcast local news to anyone across the globe. A brand-new kind of media called grassroots media has contributed to and shaped history. With the advancement of the Internet, practically anybody could now instantly submit photos of breaking news online and become active in politics. Whether they be Nazis or those attempting to conceal evidence, governments will always have the power to restrict information. However, as grassroots media has expanded, people's freedom and democracy have gradually improved, and all of a sudden, people's photography has changed. It seems that people like you and me have the right to speak up. When there aren't enough qualified photographers, newspapers and television networks actively request that readers and viewers bring in images of significant events (Jeffries, 2013). In turn, the internet made it simple to locate these pictures. It became increasingly common for anyone to upload pictures and videos of themselves to websites like YouTube and Flickr and share them with the world.

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