

Political Communication

Global Values vs Local Trust

The Malaysian Experience

The Malaysians Experience

Political Communication in today's global times
and the attempt for setting local trust

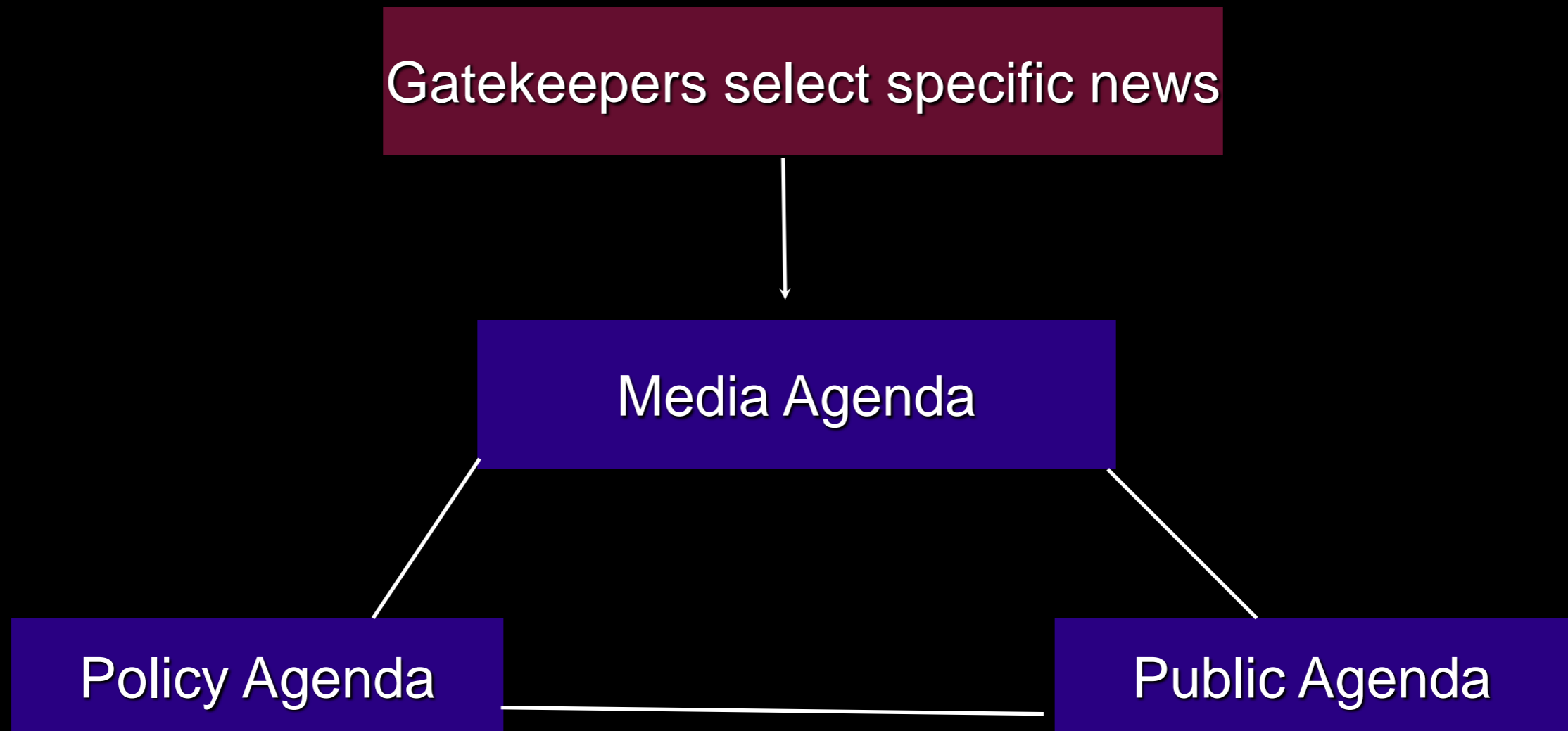
“Malaysia Truly Asia”



Rich biodiversity of the country - ethnic religious and cultural.

Constitutional, democratic, parliamentary elective monarchy.

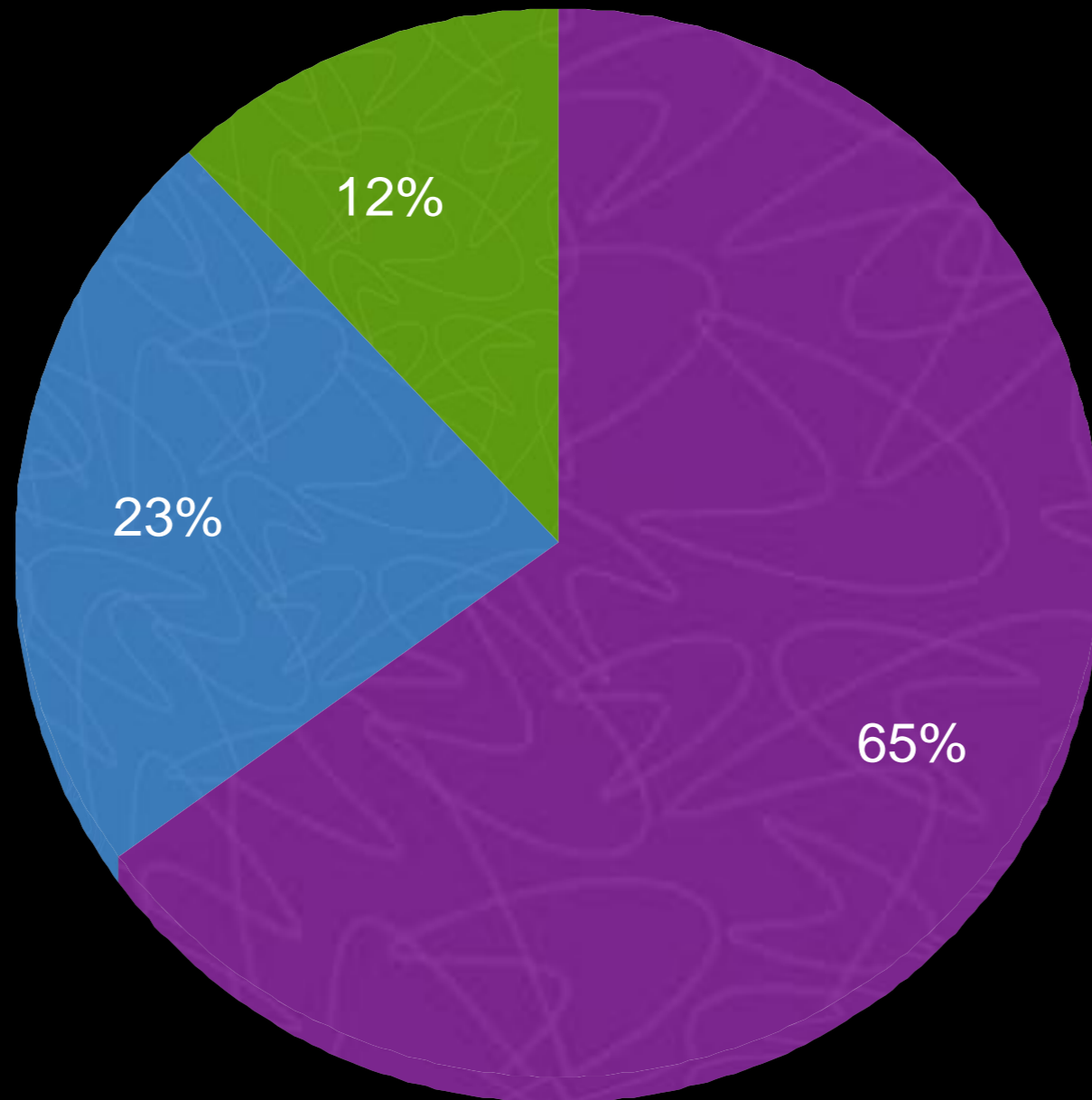
Political Communication in Agenda Setting



Traditional Media
vs
New Media

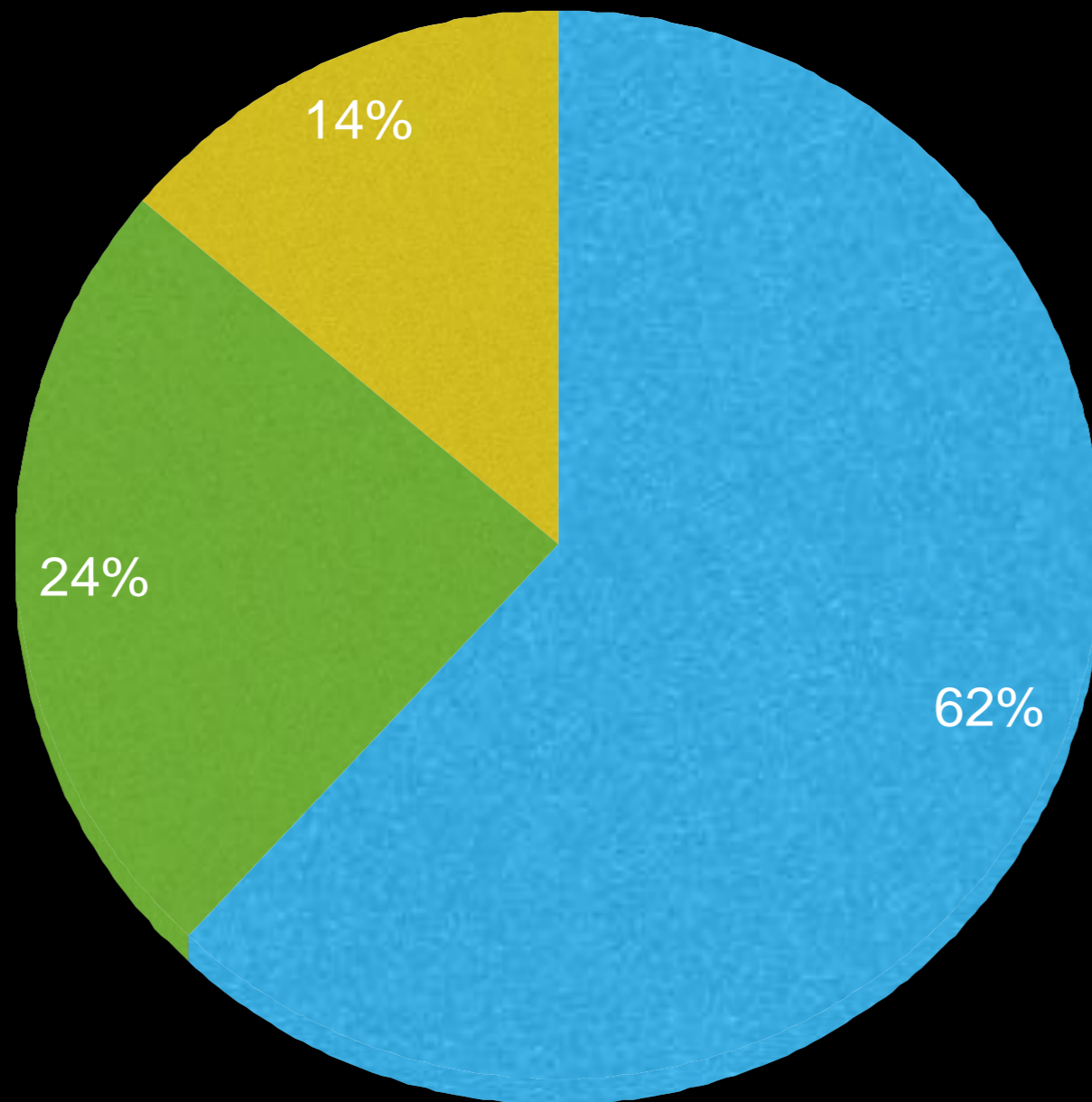
- In the recent years, Malaysian citizens have acquired a new technology of communication.
- How did it start?
- Bill of Guarantees.
- Malaysians now enjoy a certain amount of freedom that has been restricted in traditional media.

■ Online Media ■ TV ■ Newspaper



2008 Zentrum Future Studies Malaysia
Age between 21-30

■ Online Media ■ TV ■ Newspaper

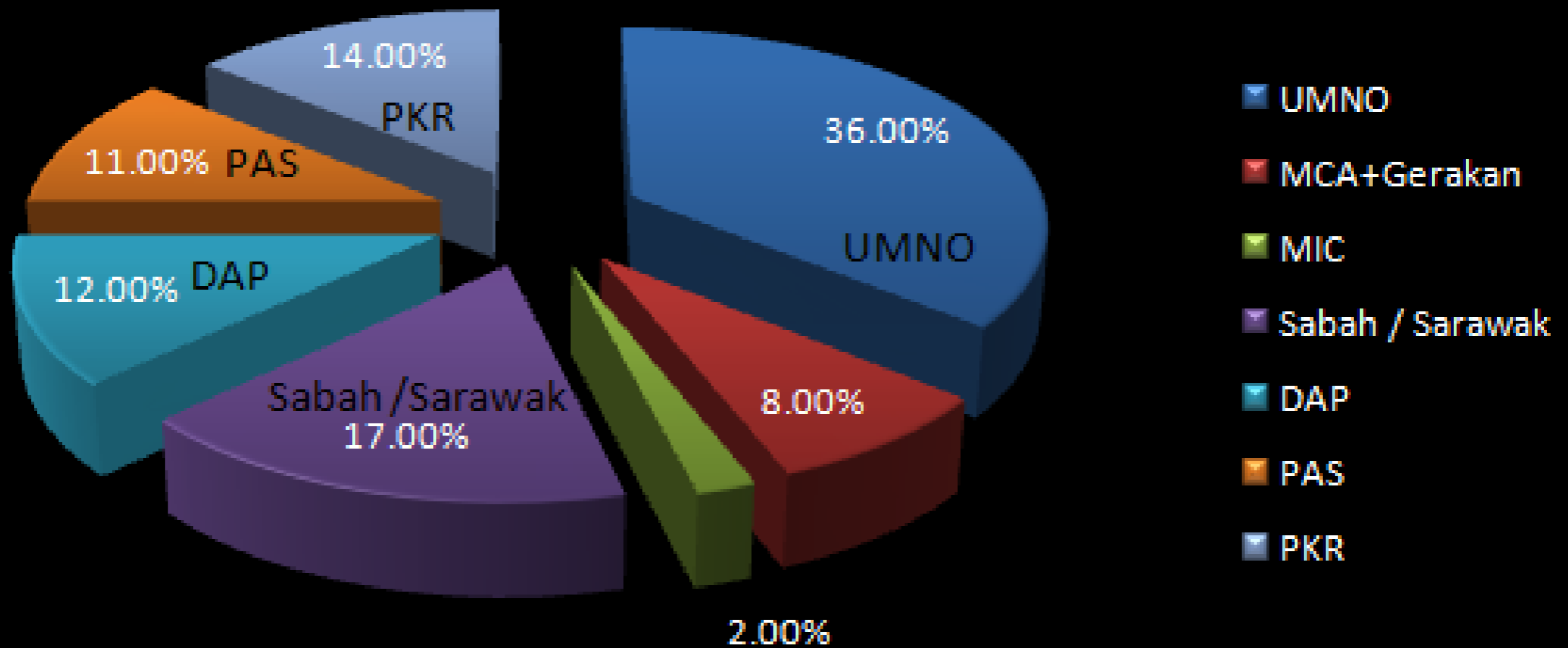


2008 Zentrum Future Studies Malaysia
Age between 31-40

So, what happened in
Malaysia's
12th General Elections
in 2008?

- The party that belongs to the government did not recognize the growing impact of social media.
- The country opposition's coalition was credited in using new media.
- The former Prime Minister Abdullah Ahmad Badawi was to admit that his 'biggest mistake' was to ignore a cyber campaign over the internet and this was a 'serious misjudgment'.

Malaysia's Parliament Seats 2008 Election Results



2013

13th General Elections:
Social Media Elections?

New Media 2008
vs
Social Media 2013

- In electoral terms, BN's result slid further in 2013, compared to 2008. In May, 2013, at the general elections, the ruling BN secured 133 seats compared to 89 by the opposition PR.
- The BN coalition was the worst electoral performance since 1969, dropping further than its 140 seats in the 2008 elections.
- On the other hand, Pakatan Rakyat made an improvement of 5 seats over its 2008 results of 82 seats. For two elections running, the opposition was able to deny the ruling BN's two-third majority in the Parliament.

Was it a case of social medial elections?

Apart from the fact that the ruling party managed to close the gap when it comes to reaching the people on social networks and apart from all the likes it got, it was NOT a case of social media elections.

How do you build local trust
in global times - through all
global values?

Thank You.