



UNIVERSITI
KEBANGSAAN
MALAYSIA
*The National University
of Malaysia*



THE ARCHIVE AND MEDIA EDUCATION – A PERSONAL JOURNEY

By:

JAMALUDDIN AZIZ

ASSOC PROF IN CRITICAL MEDIA STUDIES

TUN FATIMAH HASHIM WOMEN'S LEADERSHIP CENTER, UKM.

INTRODUCTION





WHY THE ARCHIVES?

- **ONTOLOGICAL ENQUIRIES**
- **EPISTEMOLOGICAL ENQUIRIES**
- **AXIOLOGICAL ENQUIRIES**

Media Education

- **Critical perspective of the media**
- **Media, Culture and Society**
- **Media history and Media Archeology**

CONCEPTUAL ISSUES

- **How do we “capture” the essence of the Archive?**
- **What conceptual frameworks to use?**
- **What theories can be taught?**

OPERATIONAL ISSUES

- What more can media education do with the archive?
- What policy and implementation constraints do we have to deal with?
- How far can the knowledge from the archive be disseminated?
- Pedagogical issues

WAY FORWARD?

- **How do we benefit from the Fourth Industrial Revolution?**
- **How do we benefit from the *Fajr Doctrine* of the New Malaysia?**



Pusat Kepimpinan Wanita Tun Fatimah Hashim
Universiti Kebangsaan Malaysia

Emel: Jaywal

Tel: 6-03-8921 4795/4069 Fax: 6-03-8921 4754