

UNIVERSITI TEKNOLOGI MARA

**MULTIMEDIA NOVELS FOR
INTERNET GENERATION
(Net-Gen)
READERS IN THE CYBERSPACE**

ROSNIDAR BINTI AIN

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of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Univesiti Teknologi MARA, regulating the conduct of my study and research.


Name of Student : Rosnidar binti Ain

Student I.D. No : 2009591543

Programme : Doctor of Philosophy

Faculty : Art and Design

Thesis Title : Multimedia Novels for Internet Generation (Net-Gen)
Readers in the Cyberspace

Signature of Student : 

Date : October 2015

ABSTRACT

In the midst of rapid technological advance, a new era in literature writing has emerged. Wider network of Internet has given the opportunities to authors to become more prolific and creative in producing their work. In the virtual space, the number of authors grows and each one of them strives to grab the readers' attention. Websites and social networking sites become the medium for authors to harness their creative mind through their writings. For writers who has envisioned becoming authors or writers who fail to establish themselves in the mainstream media, the Internet is perceived as a medium that is very easy for them to write. Nevertheless, with the impact of technological advances that covers almost all aspects of the public's life, literary work is seen as not too distant from the conventional literature. The type of written material still resembles the printed ones. In fact, the use of multimedia is not fully utilized to produce literary work, which is different from the conventional literature materials. This study aims to analyze the novel as a genre in the Internet realm for the Internet generation (Net-Gen) through the utilization of multimedia in Malay literature. Through this study, the researcher will examine the novel genre, which is available on the Internet especially the novel in the form of multimedia, while investigating issues that might arise through observation, pilot survey and interviews conducted. Views and opinions obtained from this method will be used as data to form a model, which is a multimedia novel. This model will be tested on several respondents in order to collect data, which will be used as findings. Data, which are gathered, will be analyzed and a guideline about novel in the form of multimedia is created. Results from this research will benefit the field of literature in terms of literary knowledge in the form of multimedia that is distinguished from the conventional literature. With the advent of Internet, literary work must be more creative and not limited by the conventional literature alone but possesses its own distinct sets of disciplines.

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CHAPTER ONE

INTRODUCTION OF RESEARCH STUDY

1.0 INTRODUCTION

Traditional societies had spun very close relationships among them. Each member of the public had direct connection with the other members, especially those who had the platform to interact openly.

In the modern societies particularly those from the post-modern era, direct human relationships are beginning to lose its function in daily life and most of them are replaced by technology. In other words, sociality among the public has dissipated as compared to the field of communication that is growing through the latest technological medium such as television, movies or media technology – a pair of ‘eyes’ plays a significant role while the ‘ears’ complete the functions. Verbal language is slowly losing its importance. Due to time constraint, humans’ communicational activities are often carried out through the line and the use of this medium is easier and faster. The last decades of the century introduced many inventions – personal computers, cellular telephones, compact discs and countless innovations in electronics and optics to power new forms of communication like Internet (Mark Stefik, 1999).

In addition, many lives are being influenced by the urban culture. As an urban reader; space, time and the source to obtain reading materials are very limited. Internet is the main resource for readers to get information and their focus has shifted to questionable materials that they retrieve from the Internet. Urbanites have little time to read conventional materials and require extraordinary materials from the Internet. As one of the lifestyles, Wirth stated that, urban life is based on a huge number of people who live in close proximity but do not really know each other. This requires them to carry out instrumental transactions and they do this through meetings which lead to shallow, temporary and competitive relationships (Barker, 2000, pg. 325). Thompson indicated that contemporary urban lives begin at the increase of electronic culture such as Internet,