

UNIVERSITI TEKNOLOGI MARA

FOLKLORE THROUGH NEW MEDIA

**SITI ZUBAIDAH BINTI RAJA MHD
SHAHNUDDIN**

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Arts

Faculty of Film, Theatre and Animation

June 2017

AUTHOR'S DECLARATION

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

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

Name of Student : Siti Zubaidah Binti Raja Mhd Shahnuddin

Student I.D. No. : 2011777529

Programme : Master of Artistic and Creative Technology – CT780

Faculty : Film, Theatre and Animation

Thesis Title : Folklore Through New Media

Signature of Student : 

Date : June 2017

ABSTRACT

Folklore refers to the traditional beliefs and stories of a community. There are various kinds of folklore that includes folktales, myths, legends, beliefs, and practices (Emrich, 1946; Sims & Stephens, 2005). However, through the turn of wheel, in this twenty first century, the generation's tendency is more to be engulfed in technology. Folklore in this era is experiencing the change from the traditional to the modern approach of new media. John Saunders (2011) claims, children today are very different from children centuries ago. At a very young age, children now are being encultured with media literacy. Due to this, the concept by Marshall McLuhan (1911-1980) that the medium is the message is applied in this research in attempts to identified intermediary medium that is most suitable to the children nowadays and through it, we can elaborate the effects left behind by the medium towards this old tradition of folklore.

TABLE OF CONTENTS

	Page
CONFIRMATION BY PANEL OF EXAMINERS	ii
AUTHOR'S DECLARATION	iii
ABSTRACT	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	ix

CHAPTER ONE: INTRODUCTION

1.1 Introduction	1
1.2 Background of the Study	3
1.2.1 Definition of Folklore	3
1.2.2 Folklore as Oral Storytelling	5
1.2.2.1 Oral Storytelling as a Medium (of Communication)	6
1.2.3 The Evolvement of Folklore: From Oral Storytelling To Digital Storytelling	7
1.2.4 Folklore, the New Generation and New Media	10
1.2.4.1 The medium in the Communication Process	11
1.2.4.2 Computer Assisted (New Media) as a Medium (In Presenting Folklore)	12
1.3 Problem Statement	13
1.4 Objectives of the Research	15
1.5 Scope and Limitation of the Study	15
1.6 Significance of Study	18
1.7 Conclusion	19

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	21
2.2 Background of the Study	22

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This research argues that traditional oral folktales told through generations need to conform and be told in new ways to accommodate new mediums of storytelling. This research aims to explore how folktales remain relevant in the era of digital technology and how a young child responds to them. The focus of this research is on children's animated folktales because, "Folktales and tales from oral tradition are important way of communicating with children" (Maitra, 2008, p. 56). The folklore that has been specifically selected for this study is folktale. The difference between folklore and folktale is that the folklore refers to the traditional beliefs and stories of a community. Folktales, on the other hand, refer to the stories that have been passed down from the ancestors of a particular group of people to the younger generations. This highlights that folktales are a part of folklore ("Difference between folklore and folktale", 2015). Thus, how does the folktale fit into the era of new media? New media, as concluded by Lev Manovich (2001) in *The Language of New Media*, is a convergence of two which are computing and media technologies. In this twenty-first century, those old traditions such as oral storytelling that are represented by folklore, as an ancient art of storytelling is combining its methods of relaying these stories through new tools of technology. The greatest challenge of this research is based on the notion that folklore are overlooked and considered no longer relevant to today's generation. It is believed that visual media and visual mediums influence youngsters as it feeds, on probably a lesser note, their lack of imagination. It is this visual culture that media companies in efforts to keep up with the frenzy, conjure short films, feature films, web clips, web toons, animation, and the works, to cater for this new evolution into the mode of storytelling (Wan Aida Wan Yahaya, 2013, p. 2).

However, the curiosity at the heart of this research is less about folklore as a content as it is about the medium as an agent of storytelling. Instead of comparing between (traditional) oral storytelling and (new media) digital storytelling (compare instead the media themselves), it will also look into Marshall McLuhan works. This