

Media Literacy in 'Big Kitchen (1952)' historical documentary

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Abstract. Gen Y as a whole have different abilities in interpretation on the text media. Therefore, each issue necessary media texts not to cause confusion in the interpretation of the message. In line with the rapid pace of information technology to make all information more easily accessible lead the audience (Gen Y) became more confused in making the interpretation of the meaning; depending on their literacy level. The importance of media literacy should be considered in the process of reading on historical documentary. This article explores the interpretation of Gen Y at the Institute of Higher Learning on the historical documentary 'Big Kitchen (1952)' work of Malay Film Unit. A focus group discussion was conducted on seven informants selected. The discussion focuses on the literacy aspect and the overall interpretation of the historical documentary narrative as a message. A historical documentary has given rise to different interpretations among them. The results supports that the Gen Y who totally exposed to the media environment in everyday life able to understand the narrative of the historical documentary. The results showed that the transformation of social technologies and the impact of extensive and open information have influenced the interpretation of Gen Y.

1 Introduction

Technology plays a role as a trigger to change the flow pattern in line with the development of delivery of information time and communication activities. Development is dependent on the ability of technology to deliver information and communication patterns of information between network administration [1,2]. The changing landscape of delivery of information by importance (whether public or individuals) from time to time in accordance with the appropriate context. Media organizations in the country changed in line with technological developments.

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Changes of the print media to the electronic media in providing information of great hikes changes to the public in the process of accessing information. Research and discussions conducted is focused on identifying the maximum possible use of technology in obtaining information [3,4].

Various medium of information appear to have resulted in line with the times has influenced changes in the form and nature of the information. These changes are very significant when the information has become more compact in the form of icons, audio, visual, graphics, and text summary in accordance with the appropriate medium. Potter [2] argued that the dissemination of information and through a variety of medium makes it difficult to interpret the meaning of information. According to Renee [3], the use of visual to convey as a medium of information available is most effective since ages. However, delivery of information in the form of visual approach changed in line with technological changes. Progressively expand of human civilization; patterns are also more advanced of visual presentation so that it can be accessed anywhere. Evolutionary development of the dissemination of information through visual visibly starting from the walls of the cave, turn on television and via computer and now to smartphones.

Today, smart phones have played a big role as a medium for the dissemination of information. Various applications that can be used through a smart phone have emerged on the importance of information and the target user information. The development of this technology creates the diversity of the types of information that can be accessed only by using a smart phone. Gen Y is the most numerous generation access the information using a smartphone, then it implies that they have been exposed to the diversity of information that is transparent and publicly [2].

The development of this technology make the user needs to choose the platform (medium) information coincides with the information that you want to search. This situation since there are channels of communication that uses any platform available to provide information to the audience. The audience mainly consisting of Gen Y bestowed with various information, particularly in the form of audio-visual to discuss certain issues. Most of the issues under discussion are based on historical facts. So, Gen Y need information savvy (high level of visual literacy); so that the information that they received was not misinterpreted by them [5]. This aspect will make a way to audience to react as a literate audience in a sense of decision making [6].

2. Research issues

The emergence of various alternative documentaries nowadays use a realistic approach and uses historical facts as narration narrative like 'The Last Communist (2004)' work of Amir Muhammad assume that the communists in Malaya, an equally fighters helped drive the British out of Japan and Malaya in a bid for alternative. Similarly, alternative documentary 'Ten Years Before Independence' (2007) work that tells the story of Fahmi Reza hartal (strike or protest) that discusses the racial tension in emergency. Alternative documentary such as 'Bo Lang Chai (Forgotten) (2007)' Ong Boon Keong's work that explores issues of racial in minority groups considered Chinese tribal Penang Jetty marginalized groups said that while they struggled to make Penang as an international port also fought against the Japanese during the emergency.

Thus, the work of historical fact in documentaries especially noteworthy because it includes symbols that implied meaning. Audience consisting of the Gen Y is exposed to inundation information from a variety of media to date. In fact, they are showered with historical information differently from what they learned formally in school. Among other things, the emergence of alternative documentary approach has caused confusion to this

new Gen Y to balance all this with their understanding the historical fact [6]. So, this gap is filled with such studies in media literacy skills for different types of audio visual material shaped alternative documentary work for the construction of meaning among the Gen Y in making interpretations.

Most of the results of past studies found that Gen Y is the savviest internet. Thought majority of them are affected by information obtained from the Internet. They have a critical thinking approach and transparent [3]. So, with the abundance of information in the new media (including the historical documentary); there needs to be studies to identify how patterns (read: interpretation) of meaning construction of the Gen Y present on audio visual materials (such as historical documentary).

Lester [7] and Dyer [8] were of the view that the visual element is the strengthening of the stereotypical image of a device. It's come to the conclusion that, whether an individual is identified by gender, age, cultural heritage, economic status or physical disability; visual message communicated by individual can be misleading [7, 8]. This is because the ability of the visual impact of emotions is higher than the words. Visual can stay in the mind for a long time. However, this statement is only based on visual elements that focused on imaging rather than visual interpretation of a visual element. Not mentioned was the material in the form of audio-visual materials, how the construction of meaning through? This was not explained by them. So, this gap that was evident in the relationship between literacy skills of meaning construction process audio visual materials especially the historical issues to the present Gen Y.

3 Method of study

Focus group interview was conducted in three groups A, B and C with twenty one informants (final year undergraduate students from Malaysia, comprising nine males and twelve females from all races who are studying at Universiti Kebangsaan Malaysia) and has watched the historical documentary 'Big Kitchen (1952)' produced by Malay Film Unit, which premiered at the Library Tun Seri Lanang (PTSL), Universiti Kebangsaan Malaysia (UKM). The analysis is descriptive about some interesting aspects related to cognitive and narrative message from an historical documentary on the construction of their views on the realism in daily life. This article focuses on two key votes on the interpretation (reading) of the educated youth of the historical documentary 'Big Kitchen (1952)'. The evaluation is to the reaction of the Gen Y informant's to the narrative message (read: reading) delivered by the historical documentary.

4 Result of the study

There are some impact caused the audience after watching the historical documentary. Including the rejection of the notion that labeled terrorists by the government to communists. Overall informants stated that the communist also the freedom fighters. The assertion is supported as follows:

Male C: If I opted in my opinion personally, did I say a struggle

Female C: A global struggle. As this communist, not only seen in Malaya, but it appears in the world, and brings a unique political structure.

Male A: For me this is a communist ideology. So, when the call ideology or thought, we must have our vision. So, it is called also struggle, even as we said to the communist, the socialist, and remained to fight for anything...

Female A: Yes I agree. Only when in Malaya, the fight was founded by the Chinese, so that the community in Malaya consider it only for the Chinese, and the fact that the successful implementation of the subject in school history.

Female B: They have their own beliefs, but may not be accepted by most people because of their beliefs rather ... like we are... we have a religion, so we cannot accept the concept of ideology...we got the same ideology. To think that they can fight, but with a different ideology.

Male B: Haa ... because everyone wants something that they must fight ... How we are teaching, if you want to target that, we have to fight ... Just like them, they want alternative ... what does it mean...they fight for that...

Female D: Yes, and it is not just a struggle, but an idea designed for the same direction around the world. Until today they still remain in certain countries.

Text factor (visually explicit) does not affect the Gen Y on their interpretation of the text of historical documentary. This statement is in line with Baran (2013), which states that any media content can be considered as a text made up of signs [9]. These signs are structured and interconnected with each other in specific ways. In the interpretation of the text, the recipient must be able to interpret the signals and also the structure of the texts. For example, when you read one sentence, you not only have to turn to the words of its own, but must also interpret the overall structure of the verse to understand it thoroughly.

This opinion was also agreed to by Potter [2] and Mohd. Nor Shahizan et. al [6], which suggests that the individual should have strong knowledge structures and information obtained from the real world, rather than mass media information only. In addition, the individual also needs a strong knowledge of the structure themselves to become critical media users. To separate themselves from the world of media and personal perspective on the media, then people need to know more clearly their personality in the two types of consciousness style of personal knowledge and personal goals. Two awareness is required in each individual locus. Structure strong knowledge can help individuals make decisions more wisely and fairly without being influenced solely by the content contained in the mass media. This situation can be supported by the responses by the Gen Y informants as follows:

Female C: Yes ... but from different angles. If you do not learn history at school a bit, maybe I'll accept blindly what the documentary that.

Male A: Not really ... because it affects my readings compare with the resources and information available and sometimes history justify his false and falsified the truth

...

Female D: Yes. Sometimes history also correct ... Can we trust ... but depend on self...whether to believe it or not ... just in this TLC documentaries... really communist look great... supposedly.

Female B: No. If history was monopolized by the parties, may be biased in fact. We take the example of the history of our family, we said our family history ... If we hear from our father, our father might be cheating, when we hear from the mother of us, there may be otherwise story.

Male B: If you follow the TLC that, from the beginning to the end I saw I did not focus so much on communist, I think the very wide range of communist ... somehow, I do not weigh against them, against government ... of early government have seen a distinctive agenda, wide they want something ... If include thinking, we already can think, the more we learn, the more we can think. We see government agenda...to ask themselves ... How do we see good people... not really affect my prejudices ...

Female A: Yes, influenced, because already our old stories being subject to this communist crimes at school. But, what happens in the real world today make us more prejudicial to the west, in this case referring to the British. For we see now America wants to attack anyone participating like, and vary with the existing communist countries. They never make a mess, look at China... okay no problem, good economy, Americans are distracted them. So, this documentary west affirm what the nature of truth, they are evil and not communist.

This statement is supported by Gen Y informants who told that all of them surf the Internet to obtain additional information other than the information provided by the mainstream media. This statement is supported by the opinion below:

All: ...Yes.

Based on the results of focus group discussions, Gen Y are very often surf the Internet and have a high media literacy skills to material posted on the Internet. They use the Internet to get information, the latest information, entertainment, and social relationships. Overall, the majority of Gen Y description of the acceptance and trust of materials derived from Internet indicate they have a high tendency to censor any material disclosed to them. Gen Y is also available every thoughtful authenticity of the information they received. Consequently, the results show that they are not only affected by the text of the historical documentary, but the knowledge and side information obtained from other sources in interpreting the meaning of these historical documentary. In fact, the level of this interpretation and point to see the text implicitly.

5 Conclusion

The audience actively based on their observation will interpret thoughts, events and situations. They will also share ideas, feelings and experiences with the use of symbols in assessing and responding [9,10,11]. The results from the focus group showed that represent combination of mutual understanding (in technological community groups) and education. Clearly, this study confirms the importance of both of these factors to the development of individual literacy.

A combination of mutual understanding; in technological community groups and education respondents' prolonged start of the information and environment in everyday live from 1993 up to the year 2016 (majority of informants). Learning, reading and experiences of others had developed informants' mutual understandings. Moreover, the technological community groups was learned by informants from various media materials either cyber media, electronic or smart phone application (such as WhatsApp group, WeChat Group, Telegram Group, KakaoTalk Group). History subject studied by informants during school days also affected them in their interpretation of the nature substance audio visual ideology. Surrounding effect whether formal or informal, namely the unique factors conditioning individual cultures derived from community members, family and friends also provide information and lessons to them. Therefore, by relation, all these factors have been brought together in a box and thought they had become a natural process (mental configuration).

Potter [2] analysis shown that the construction of individual meaning is influenced by the style of personal knowledge and personal goals of each individual. In this case, the formula finds that the individuals affected by the combination of mutual understanding (in technological community groups) and education as well as the uniqueness factor prevalence of individual accessibility to a variety of information using a variety of approaches in interpreting the ideology (everyday life).

According to Livingstone [12] and Sturken & Cartwright [13], this condition is based on the viewer's priority of social and cultural. From another point, the audience response or the ability to make interpretations are not too dependent on the interpretive process, but there are many sources of extra text that may attract television viewers in the construction of meaning as faith or belief, creed, the emotional, and social knowledge. In short, all the elements are referring to a condition that affects the pattern of their lives.

Among other things, according to Baran [9] and Nichols [14] most of the material can be interpreted in several ways, but the message issuer is generally intended to influence an audience to make interpretations based on the view when they deliver the message [9,14]. But the fact that the audience can make a different interpretation without being influenced by the social status. This view supports the action of the informants admitted that the combination of mutual understanding (in technological community groups) and education in the construction of the meaning of the 'Big Kitchen (1952)'. They choose to evaluate the narrative based on the technological effects and knowledge that they collect all this without being influenced by the alternative interpretation.

In conclusion, the fast-moving technological changes created the Gen Y a more analytical understanding of the material from the point of explicit and implicit [3]. This group (read: the Gen Y) is very active in social media and has access to high technology. Their thinking is more realistic and open in discussing issues serious [3]. Effect transformation of their thinking (the Gen Y) should be taken seriously by the leaders of the State, especially in the process of enacting any new policy that has to do with the group (the Gen Y) is. They (the Gen Y) not only make interpretations based on the experience and the environment, but they (the Gen Y) use of information technology skills to find and assess the facts of each particular those relating to historical documentary.

Potter [2] states that the message of the media has many elements that affect the audience (read: the Gen Y) on the state of the real world, but it also has elements that cause the audience departed from the real world situation. Television and movies are not interesting visual waive such thinking for themselves, reading, walking and other activities that do a lot of static in everyday life. However, the producer potrays the visual that can attract the most viewers (read: the Gen Y) to watch their issues. Most producers produce programs that use non-visual reality. The situation is different with the visual presentation of reality. Visual that shows reality included actions that really happened and this requires knowledge and skills to interpret the meaning of the visual reality [9].

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