For Chinese Television Programs in Malaysia

The Role and Challenges of Executive Producers
Globalization, localism

Key Words: globalization, China, Chinese TV programs, multilingualism, multiculture

Collaboration and exchange between Malaysia and China in the television industry plays a significant role in shaping the Chinese audience in Malaysia, as Chinese programs have changed the television landscape of Malaysia. The Chinese programs that are translated into local languages are now becoming more mainstream. As an example, the program "Himos" that was originally broadcast in Mandarin has now been translated into Bahasa Malaysia.

Government-sponsored channels such as RTM and NTV 7 have been broadcasting Chinese programs that are translated into Malay, which is a positive step towards promoting cultural diversity and understanding among the population.

Abstract: Malaysia is a fast-developing nation on the road to becoming a fully industrialized nation. The government is actively promoting cultural exchange and collaboration with other nations, particularly China, to enhance Malaysia's cultural landscape.

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*Authors' note: The article is written in Chinese and English, with some sections in Mandarin and Bahasa Malaysia.
《三》

二、全面促进亚大地区繁荣的经济与文化交流

加强了亚大地区各国间的经济合作与交流，推动了地区间的贸易和投资。在政治领域，亚大地区各国加强了在安全、反恐和反恐等方面的合作，共同维护地区安全稳定。在文化领域，亚大地区各国加强了在教育、文化、艺术等方面的交流，促进了文化的相互理解和尊重。在环保领域，亚大地区各国加强了在环境保护和可持续发展方面的合作，共同推动了地区经济的绿色转型。
略
未提供可阅读的文本内容。
此页内容为中文文本，由于文本过长，无法在此显示。
A response to globalisation: Asian Social Science 7(2), 3-11.


Reeling Japan. SWARAH.


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