

# Conference on Managing Diversity in Singapore

Friday, 5 August 2016  
Ballroom 2, Level 3  
Orchard Hotel

PANEL 3  
Making Inclusion Possible

PRESENTATION BY

**Dr Liew Kai Khiun**

**Assistant Professor**

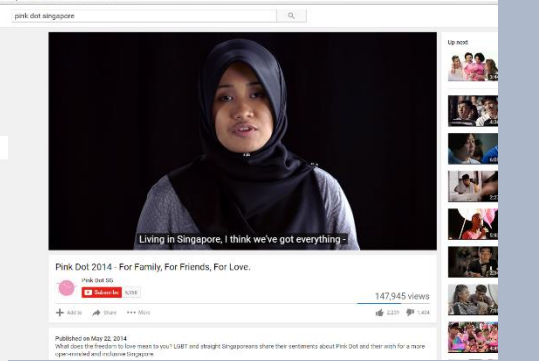
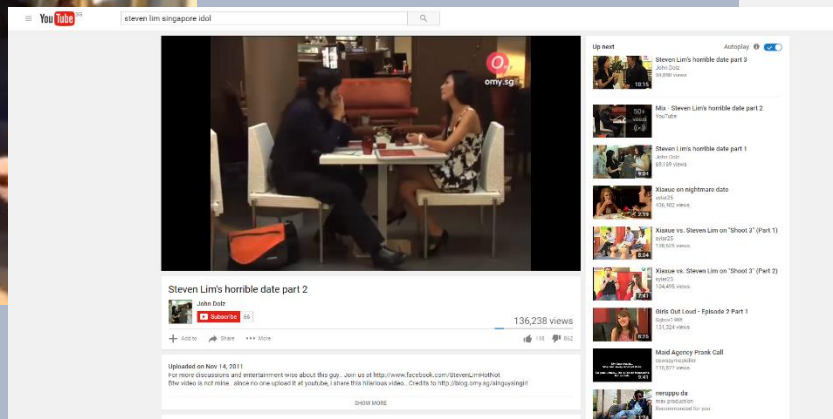
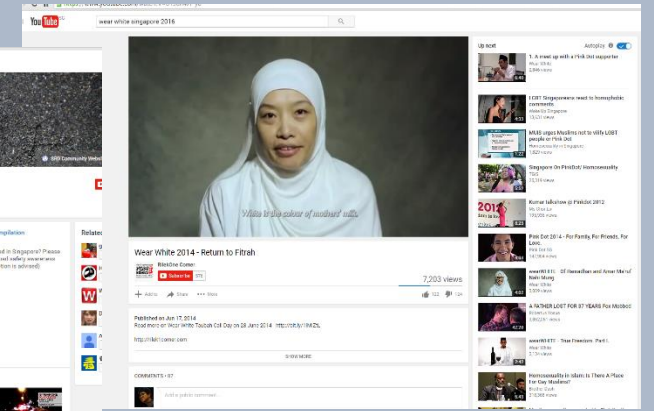
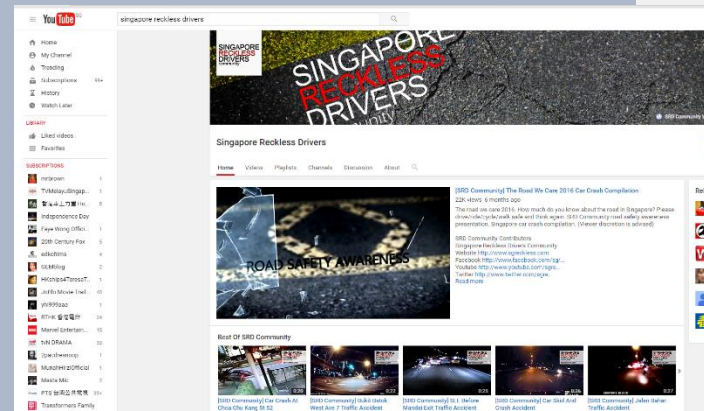
Wee Kim Wee School of Communication and Information  
College of Humanities, Arts, & Social Sciences  
Nanyang Technological University

## Giving Voice through Youtube

Dr Liew Kai Khiun Assistant Professor Wee Kim Wee School of Communication and Information  
College of Humanities, Arts, & Social Sciences Nanyang Technological University



# Light Touch or heavy handedness? Managing Media Diversity



Traditional Film & TV	New Media
Studio	Home
Artiste	Exhibitionist
Filming	Cam-cording
Immersion (Cinematic experience)	Intermission (surfing experience)
Feature (90 minutes)	Clip (9 minutes)
Formal	Colloquial/profane
Release	Uploads
Seated	Handheld
Box Office	“Likes”
Impression	Immediacy
Critique	Parody
Review	Response
Edit	Mashed & Mixed

# Singapore & Social TV, A Timeline

1963: Radio  
Television  
Singapore (RTS).  
Under Ministry of  
Culture



(Feb 2005)



MDA management Rap  
2007



Singapore based mobile  
video (March 2015)



Amos Yee "Lee Kuan Yew  
is finally..." (March 2015)



1991 IT2000

Masterplan:  
Singapore  
Intelligent  
Island



"Mee Siam Mai Hum"  
(September 2006)



'The overall thrust of all  
these changes is to  
liberalise our society, to  
widen the space for  
expression and  
participation. - PM Lee  
Hsien Loong, National  
Day Rally speech 2008

GE2011 non-mainstream  
coverage



I still Love You Singapore  
(August 2012)



OnlineTV (March 2016)

**mda** "Light touch" approach  
Media Development Authority  
Singapore (2000s)

# Parodies: Humouring the “humourless state”



Why I am not proud to be Singaporean

# Alternative dialogues and politics

- Public discussions
- Social activism
- Political critique



<https://www.youtube.com/watch?v=r0smXzwlyxc>  
SOSD appeal campaign 2012



OnlineOffline: Digital Citizens on Xenophobia, 2012

<https://www.youtube.com/watch?v=h3vR4x3DmZc>

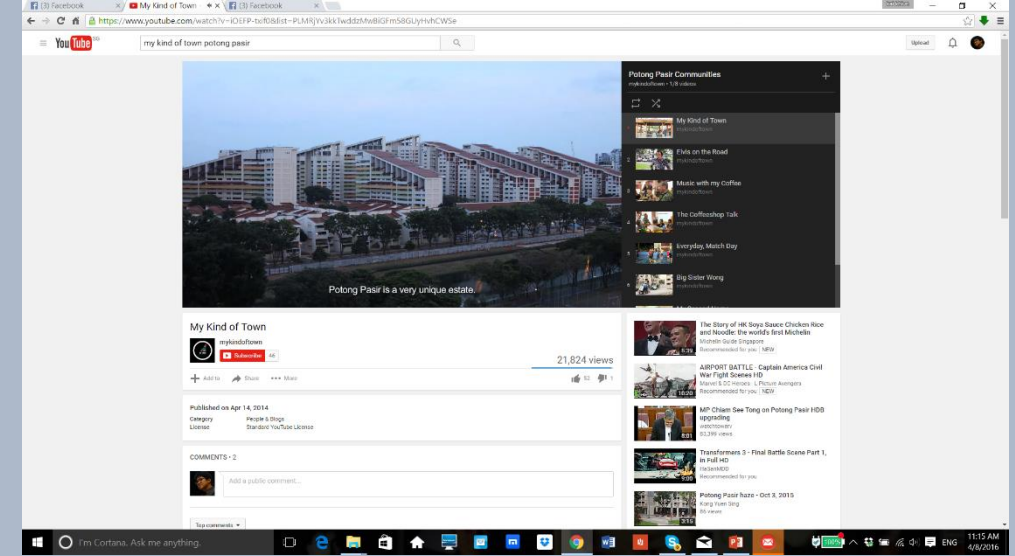


<https://www.youtube.com/watch?v=NXcJL7f0Mw8>  
TOC News. 2015

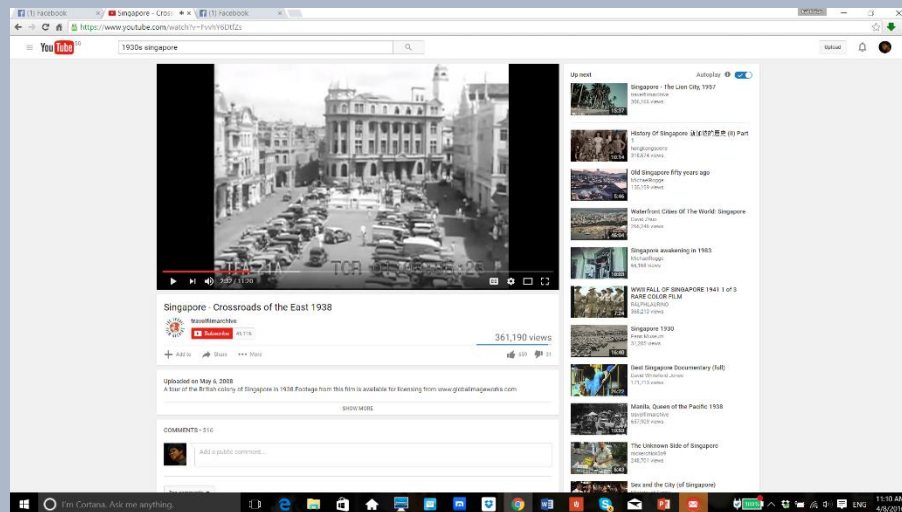


## Archival and Documentation

- Deepening and democratization of archival materials
- Heightening participation in acts of archiving and documentation



<https://www.youtube.com/watch?v=iOEFp-txif0&list=PLMRjYv3kkTwdzMwBiGFm58GUyHvhCWSe>  
Potong Pasir My Kind of Town (WKWSC FYP project)



<https://www.youtube.com/watch?v=FvvhY6DtfZs>  
Singapore - Crossroads of the East 1938



<https://www.youtube.com/watch?v=7RDt9EghQFw>  
From the Archives - Richard Nixon and Lee Kuan Yew Discuss Contemporary Foreign Policy Issues (1985)

# Conclusion

- Regulatory approaches in the era of “broadcast yourself”
- Social mobilization or/and social control
- Changing Roles of the citizenry/market/state

Thank You

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