

Conference on Managing Diversity in Singapore

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

PANEL 3
Making Inclusion Possible

PRESENTATION BY

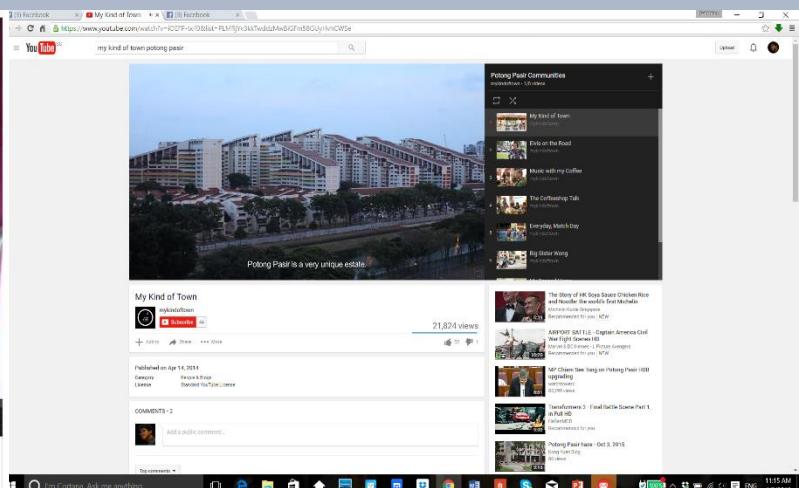
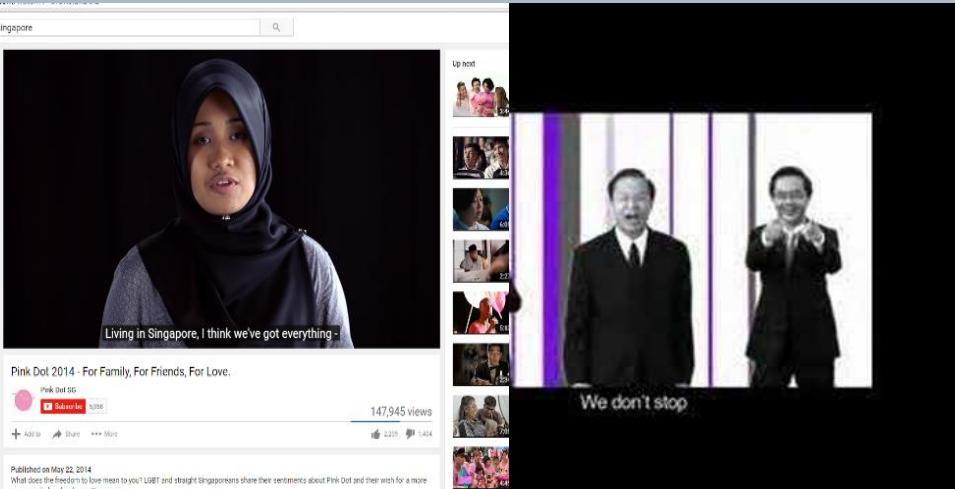
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Giving Voice through YouTube

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Light Touch or heavy handedness? Managing Media Diversity



A YouTube video thumbnail titled "steven lim singapore idol". It shows two people sitting at a table in a restaurant setting. The video has 136,238 views. Below the thumbnail, there is a caption: "Steven Lim's horrible date part 2" and "Uploaded on Nov 14, 2011. For more discussions on entertainment news about Singapore, join us at http://www.facebook.com/stevenlimofficial. This video is not mine. I have no ownership if it is yours, I share this hilarious video. Credits to http://singaporeyoutubers.com".

A YouTube video thumbnail titled "wear white singapore 2014". It features a woman in a white hijab. The video has 7,203 views. Below the thumbnail, there is a caption: "Wear White 2014 - Return to Fitrah" and "Published on Jan 17, 2014. Roof meets on Wear White YouTube Call Day on 29 Jan 2014. http://bit.ly/1nRZC".

A YouTube video thumbnail titled "Pink Dot 2014 - For Family, For Friends, For Love.". It features a woman in a black hijab. The video has 147,945 views. Below the thumbnail, there is a caption: "Living in Singapore, I think we've got everything -" and "Published on May 22, 2014. What does the freedom to love mean to you? LGBT and straight Singaporeans share their sentiments about Pink Dot and their wish for a more open-minded and inclusive Singapore."

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

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



Picture from <http://app.mica.gov.sg/>

1991 IT2000
Masterplan:
Singapore
Intelligent
Island



"Mee Siam Mai Hum"
(September 2006)



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

MDA management Rap
2007



(Feb 2005)

Singapore based mobile
video (March 2015)



GE2011 non-mainstream
coverage



'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



I still Love You Singapore
(August 2012)

Singapore & Social TV, A Timeline

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



OnlineTV (March 2016)

Parodies: Humouring the “humourless state”



Alternative dialogues and politics

- Public discussions
- Social activism
- Political critique



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



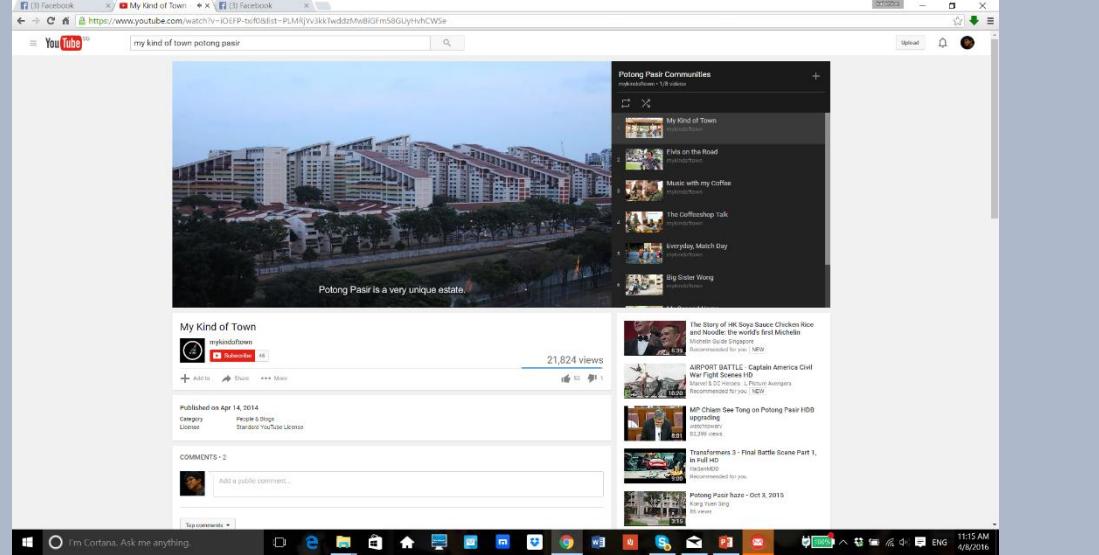
<https://www.youtube.com/watch?v=h3vR4x3DmZc>



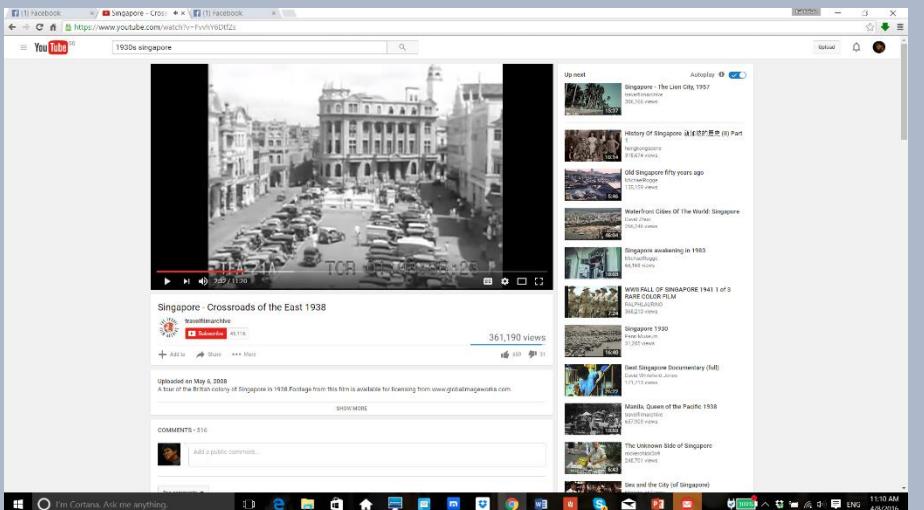
<https://www.youtube.com/watch?v=NXcJL7f0Mw8>
TOC News. 2015

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=PLMRjYv3kkTwddzMwBiGFm58GUyHvhCWSe>
Potong Pasir My Kind of Town (WKWSCI FYP project)



<https://www.youtube.com/watch?v=FvhY6DtfZs>
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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