

Indigenous Television News and Indigenous Knowledge: Cultural Sustainability and Youth Audience

Abstract

The purpose of this research is to investigate the manner by which indigenous television news conveys indigenous knowledge in Taiwan. How presenters, as cultural agents, translate and adapt news from a range of ethnic and cultural backgrounds will be examined. This research will explore when indigenous presenters endeavour to voice matters according to their own ethnicity, also how they translate news from different languages, and additionally how they translate across different cultures.

The research will focus on indigenous television news, media cultural workers and young audiences. Many presenters in indigenous television news encounter problems when reporting news and events about which local village people may not be able to understand or even issues which did not exist in the local cultural concepts; interesting and important news and events must be presented in language easily comprehended by the listener, this demands that presenters become agents of different cultures. They not only report the news, but also become the cultural translator of different cultural boundaries through the reporting process. By identifying problems experienced by indigenous presenters when addressing cultural translation, this research will attempt to put forward recommendations and also analyze special ways and styles of reporting in the ethnic minority media. Different cultural factors existing in current indigenous news reporting will be analyzed and examples will be presented to improve the current situation.

Methodology of the proposed research includes (1) content analysis of news programs in the indigenous news (2) face to face interviews with presenters, producers and related media cultural workers (3) audience research, mainly involving undergraduate students. Analysis will include documents with printed data in addition to multimedia text (online news databases etc).

The proposed research aims to investigate ways by which indigenous knowledge has been sustained through indigenous news. Television news became part of the education system to sustain indigenous culture and provide knowledge to benefit the young generation. The research will collect examples of cultural translation which presenters have encountered in news reporting and propose ways for further reports. The research, by adopting the perspective of the young generation, will examine whether, through indigenous news, indigenous knowledge has been presented in ways to suit the young generation. The research will also aim to put forward suggestions from audience aspects with the intention of improving the production of indigenous news and thereby transmit indigenous knowledge to the young generation.

Keywords: Indigenous Television News, Indigenous knowledge, Cultural Translation, Media Cultural workers, Youth Sustainability