

**THE OPENING AND CLOSING SEQUENCES OF MALAYSIAN
VLOGS**

GOH VERN JAN

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Name of Candidate: Goh Vern Jan

(I.C/Passport No: 890117-07-5290)

Registration /Matric No: TGC110005

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ABSTRACT

This paper looks at the opening and closing strategies of Malaysian vlogs. Aside from these strategies, the non-verbal communication of the vloggers are analysed as well. This paper also investigates the vlog viewers' perception regarding the importance of openings and closings in vlogs. Frobenius's (2011) taxonomy of opening strategies and Coronel-Molina's (1998) closing strategies are used as the framework for analyzing the data. Qualitative research is used to examine the data, which consists of 30 monologue vlogs from YouTube. The openings and closings of the vloggers are analysed using Conversation Analysis (CA). This approach facilitates the transcription of their monologues and the study of the structure of the openings and closings. Meanwhile, 40 viewers are interviewed online to obtain their opinions of opening and closing sequences. Content analysis is employed to inspect the responses of the viewers as it allows the extraction of lexical items that reflect their opinions. Apart from Frobenius's (2011) strategies, the Malaysian vloggers used four other types of opening strategies: small talk, pleasantries, request for feedback and apologies. They also used three other closing strategies, which are not found in Coronel-Molina's (1998) data: apologies, request for feedback and self-identification. Such findings suggest that opening and closing strategies are influenced by social and cultural expectations. Furthermore, the interview results show that Malaysian viewers generally consider opening and closing sequences important as they believe these sequences serve necessary functions.

Keywords: vlog, monologue, opening sequence, closing sequence, Malaysian vloggers, viewer perception

ABSTRAK

Disertasi ini menganalisis strategi pembukaan dan penutupan vlogger-vlogger Malaysia. Selain strategi-strategi ini, komunikasi bukan lisan turut diperiksa. Kajian ini juga menyiasat pendapat penonton-penonton vlog mengenai kepentingan strategi pembukaan dan penutupan dalam vlog. Kerangka teoretikal yang diterapkan dalam kajian ini adalah berdasarkan strategi pembukaan yang dicadangkan oleh Frobenius (2011) dan strategi penutupan yang oleh dicadangkan oleh Coronel-Molina (1998). Kaedah kajian adalah berbentuk kualitatif dan data kajian ini terdiri daripada 30 vlog yang diambil dari YouTube. Conversation Analysis (CA) digunakan untuk memeriksa urutan pembukaan and penutupan vlogger-vlogger. Pendekatan ini membolehkan transkripsi monologue vlogger-vlogger dan memudahkan pemeriksaan struktur pembukaan and penutupan. Di samping itu, 40 penonton vlog ditemuramah untuk mendapat pendapat mereka tentang kepentingan urutan pembukaan dan penutupan. Content analysis juga digunakan untuk mengkaji pendapat penonton-penonton vlog kerana ia membenarkan pengekstrakan item leksikal yang mencerminkan pendapat mereka. Selain strategi yang dicadangkan oleh Frobenius (2011), penemuan kajian ini menunjukkan bahawa vlogger-vlogger Malaysia menggunakan tiga strategi pembukaan yang tidak tertera dalam data Frobenius (2011): 'small talk', pertanyaan khabar, permintaan untuk maklum balas dan permohonan maaf. Mereka juga menggunakan tiga strategi penutupan yang tidak ditemui oleh Coronel-Molina (1998): permohonan maaf, permintaan untuk maklum balas dan pengenalan diri. Penemuan sebegini mencadangkan bahawa strategi-strategi pembukaan dan penutupan dipengaruhi oleh norma sosial dan budaya. Selain itu, temuduga penonton-penonton vlog menunjukkan bahawa mereka menganggap urutan pembukaan dan penutupan penting kerana mereka percaya bahawa urutan-urutan ini mempunyai fungsi-fungsi yang perlu.

Kata kunci: vlog, monologue, pembukaan, penutupan, vlogger Malaysia, pendapat penonton vlog

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