

# Relationship of Communication in Cultural and Modern Values: A review on recent scenario of Communication Education in Malaysia

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## ABSTRACT

Communication has taken on much broader meaning and greater significance for organizations especially in the education sector. Cultures are formed through communication as an important element in human life which cannot separate from each other. Cultural, values and norms are well recognized as communication mean of human interaction through effective work and achievements. This article is about the overview scenario of the Malaysian Education communication relationship between cultural and modern values and the cross impact of cultural values and communication in education in line with IR4.0 evolutions. The article comments on IR4.0 on education and its role and implementation capability advantage and disadvantage in education. Thus, the article defines that one of the ways to develop the education system is through the development and application of technological developments in the teaching and learning process. This will help and guide students to establish an understanding throughout the learning process in accordance with the 4.0 revolution.

## Keywords

Education, communication, culture, value, IR4.0 in education

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## Introduction

Education is an organized process over which a student obtains knowledge, experience, and cultivated. basic education is the necessary foundation for an excellence education all the way through life in a complex and rapidly changing world. The current generation now believe in working smart while the old generation believe in working hard. The globalization on education convey rapid growths in communications and technology are estimating changes within education systems through the world as concepts, values and understanding, changing students and educators' characters in generating a society concerning industrialization.

The development of Fourth Industrial Revolution (IR 4.0) has transformed the landscape of educational innovation as it is controlled by artificial intelligence and digital physical frameworks that make human-machine edge more worldwide. This chapter emphasis on communication education context and highlights on the pressures that incline to be while aspects of cultural values which clash with aspects of modernism particularly in 21st century changes in way of thinking and approaches. Furthermore, this chapter also will be focus on the background of

IR4.0 in Malaysian education system and its controversies between cultural values and modernism and justification through design and delivery of the communication education curriculum.

## Cultural Values and Education

Educational comprises with component of verbal and nonverbal communication such as listening, speaking and interpersonal concepts and theories that related to learning purposes. Communication education is a general term used to encompass two related areas of research which instructional communication and communication education. Instructional communication focuses on connections between communication and learning, such as how instructors speak and act when teaching, and how students respond. The communication education also can be described as a transactional process in which educators and students be able to create an environment of sharing communication that changes from time to time as conversation unfolds and in some other way influences one another's thoughts, attitudes and behaviours.

Communication education focuses on the teaching of communication as an academic discipline, including topics such as curriculum and assessment. Literature showed that researchers