

TRANSCENDING THE FOLKTALE: FROM STORYTELLING TO ESTORIES

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Abstract

The art of storytelling fades with the evolution of digital mobile technology that allows for stories to be shared through various forms of media and mediums. When once stories were told at bedtime or around campfires, today, children 'Google' or 'YouTube' the kind of stories they want to listen to. Where does this place the folktale within a society's cultural domain? Does it merely become part of a past text, a figment of past imagination? Realizing the importance of folktales, organizations such as UNESCO have come up with special projects in which these folktales are shared among neighbouring countries and cultures. Nevertheless, the power of the online medium cannot be overlooked in its ease of access and availability. This paper aims to identify the manner in which the Malaysian folktale today transcends the fundamental art of storytelling and adapts itself to the new form of digital content. It argues that in its flexibility to mould itself to change, stories are able to retain the essence of a nation's given tradition and cultural history.

Keywords: Folktale, Storytelling.