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## **CHALLENGING THE WRITER'S AUTHORITY: A STUDY OF THE PARTICIPATORY CREATIVE PROCESS OF THE MALAY NOVELISTS**

### **Abstract:**

The participatory of a reader in the participatory creative process that involves the media convergence has challenged the authority of the writer. This development is further enhanced with the influence of commercialism in the writing of popular novel. But to what extent it is true? This paper will examine the participatory creative process of two Malay novelists who write popular novels. They are Ain Maisarah and Wan Iman Wan Mohd Nazi. The theory of participatory creative process which comprises of three principles, namely, media convergence, participatory cultural and emotional intelligence will be applied in this study. The method used is, textual analysis involving novel analysis and social media. The study found that the novelists still have their authority over their works although there is a huge drive of commercialism in the writing of the popular novels.

### **Keywords:**

participatory creative process, media convergence, participatory cultural, emotional intelligence,

**JEL Classification:** Y90