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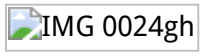
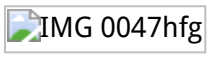
SYNERGISING EXPERTISE: USM MEDIA HOUSE AND SOFTWARE HOUSE IN THE PIPELINE



PENANG, 3 October 2015 – Universiti Sains Malaysia (USM) plans to synergise its various talents to establish USM's Media House and Software House which will contribute not only towards fortification of its knowledge repository but also to impart an inclusive impact on the community.

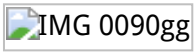
USM Vice-Chancellor Professor Dato' Dr. Omar Osman revealed that the two centres will tap into available expertise in the relevant fields for the overall benefit of the University.

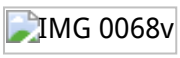


The Software House for example will be able to serve as a repository for applications through the synergy of expertise in the fields of technology, software, engineering and so forth. "Similarly the Media House will adopt a very inclusive approach to harness the talents of all media practitioners in the University including students, staff, administrators, lecturers and so on in an effort to ensure the eminence and relevance of the university," he added.

These plans were unveiled by the Vice-Chancellor during a casual breakfast-and-chat session held with representatives from the School of Communications (PPK), Media and Public Relations Centre (MPRC), as well as final year PPK students tasked with the publication of *Berita Kampus* (BK).

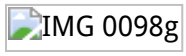
Also present were the Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato' Dr. Ahmad Shukri Mustapa Kamal; MPRC Director Mohamad Abdullah; PPK Dean, Associate Professor Dr. Jamilah Ahmad and Dean of the School of the Arts, Associate Professor Mohd Omar Bidin.

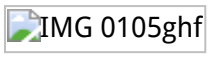




Omar explained that establishing such centres would not only synergise the talents of experts in the relevant fields but also ensure optimum and effective use of resources and facilities.

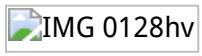
"The university can provide funds to set up the facilities required in this endeavour in our effort to ensure that the university becomes a reference point not only at local but also at international level," he added.



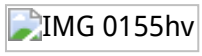


With reference to efforts to strengthen *Berita Kampus* (BK) which began as a Communicative Journalism students' laboratory newspaper in 1971, Omar stated that BK should explore new avenues, in line with the latest developments in technology.

For example, BK has already established branding at campus level and as such, should now aspire towards providing news online besides serving as a newsfeed portal for the community to ensure optimal dissemination of news on and from the University.



"Besides serving as the mouthpiece of our ivory tower, the portal should ultimately become the platform to expand our students' skills and potential career development, enhance visibility of the various schools and the university as a whole through the publication of accurate and high quality news.



The Vice-Chancellor also reminded those present, "All parties have a role to play in this endeavour and as such, student journalists should be proactive in sniffing out sources for news, and undertake a paradigm shift in thinking to suit the current scenario in line with developments in technology during this age of rapid information dissemination."

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