

<https://news.usm.my>

English News

23
MAY

KEEPING HIGHER EDUCATION RELEVANT VIA THE MEDIA



PENANG, 19 May 2015 – The media plays an important role in ensuring the success of the National Higher Education Development Plan and the continued relevance of higher education in Malaysia which goes beyond simply preparing graduates for entry into the media industry, to encompass the creation of a synergy between media and higher education that results in an educated populace befitting the status of a developed nation.

Universiti Sains Malaysia (USM) Vice-Chancellor Professor Dato' Dr. Omar Osman stated that continuous efforts to bridge the gap between the media and the university were as important as the university's quest to remain relevant to society, the nation and the world.

"The fact is that the university needs to make its presence felt in a challenging world whereby it has to ensure that knowledge and information is not only shared with others but is also of benefit to society. This is just as important as our efforts to reach out to various groups and nations of the world through various mechanisms," Omar added, speaking as a panellist in a discussion on 'The Role of the Media in Ensuring the Relevance of Higher Education' for the [Media@USM Forum \(mailto:Media@USM Forum\)](mailto:Media@USM Forum) here today.

Other panellists in the forum which was moderated by the Editor of Urusan Bernama Synergy Sdn Bhd, Sherkawi Jirim included the Chief Executive Officer of the Malaysian Press Institute (*Institut Akhbar Malaysia*), Dr. Chamil Wariya and the Group Deputy Editor of Kumpulan Harian Metro, [Ahmad@Salim Bachok. \(mailto:Ahmad@Salim Bachok.\)](mailto:Ahmad@Salim Bachok)



Chamil meanwhile suggested that mainstream newspapers should always provide the younger generation with space to communicate their opinions albeit within the prescribed framework of local media so that their views would not contradict local values or infringe upon sensitive issues such as national security and communal harmony.

"Those in the institutions of higher learning, especially the younger generation need to appreciate this basic responsibility, and refrain from jumping to conclusions based on flimsy evidence which has yet to be verified including when expressing opinions through both the mainstream and social media," said

Chamil.

He also advised students who were keen to join the media world to lay the groundwork by ensuring that they were motivated by deep interest in media, passion, and knowledge. They should also be prepared to be knowledgeable employees, and strive to improve their writing skills by strengthening their command of language and sharpening their acumen in order to differentiate between idealism and pragmatism.



The third panellist Salim revealed that the prerequisites to becoming a reporter were now more strict with a minimum requirement of CGPA 3.0 and above besides the right attitude and multiple skills including the mastery of ICT.

“This is even more important nowadays in view of the current fierce tussle between print and online media for readership, which has seen a significant drop in the circulation of newspapers what with the current craze for social media among our youths,” he added.

The forum, organised by USM’s Media and Public Relations Centre (MPRC) in collaboration with the School of Communication was attended by about 300 audience members largely made up of students.

Besides the forum, the occasion also witnessed an MOU signing ceremony between USM via the School of Communication with Al-Hijrah Media Corporation, Star Radio Group a subsidiary of Rinmakmur Sdn. Bhd, the Association of Kuala Lumpur and Selangor Bumiputera Advertising Agencies (PRIBUMI) and the Department of Communication, Universitas Gadjah Mada Indonesia.

Also present were the Deputy Vice-Chancellor (Research and Innovation) Professor Dato’ Dr. Muhamad Jantan, Dean of the School of Communication Associate Professor Dr Jamilah Ahmad, Chief Operations Officer of Star Radio Group Kudsia Kahar, Chief Executive Officer of Al-Hijrah Dato’ Che’ Wan Alias Che’ Wan Abdullah, President of the Association of Kuala Lumpur and Selangor Bumiputera Advertising Agencies (PRIBUMI) Dato’ Rosle Mat and the Head of the Department of Communication Universitas Gadjah Mada Indonesia Professor Dr. Juventius Agustinus Nunung Prajarto. - Translation: Dr. Nurul Farhana Low Abdullah/Text: Mohamad bin Abdullah



Share This

Pusat Media dan Perhubungan Awam / Media and Public Relations Centre

Level 1, Building E42, Chancellory II, Universiti Sains Malaysia, 11800 USM, Pulau Pinang Malaysia

Tel : +604-653 3888 | Fax : +604-658 9666 | Email : [pro@usm.my \(mailto:pro@usm.my\)](mailto:pro@usm.my)

Laman Web Rasmi / Official Website : [Universiti Sains Malaysia \(http://www.usm.my\)](http://www.usm.my)

[Client Feedback / Comments \(http://web.usm.my/smbp/maklumbalas.asp\)](http://web.usm.my/smbp/maklumbalas.asp) | USM News Portal. Hakcipta Terpelihara USM 2015