

UMS students, lecturers gain hands-on exposure to media industry

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KOTA KINABALU: Universiti Malaysia Sabah (UMS) students and lecturers from the Communication Programme gained hands-on exposure to the media industry during the National Journalists' Day (HAWANA) Tour 2024 held at the university on Friday.

The Malaysian National News Agency (Bernama) Chief Executive Officer, Nur-ul Afida Kamaludin, explained that the programme aimed to deepen students' understanding of journalism and journalists' ethical responsibilities.

"The primary goal of this tour is to share insights and recent developments in the field of journalism and the media industry with students and lecturers at various universities across Malaysia.

"In conjunction with this year's HAWANA, we've set up booths at several programmes focusing on fact-checking.

"There's been a very positive response to these fact-checking efforts, which shows that communication students are becoming more aware of current issues and are eager to

understand them better.

"At Bernama, we have a team of editors, journalists and specialists in fact-checking, and we're here to share our expertise," she said in an interview after the event launching, which gathered 200 participants from UMS Faculty of Social Sciences.

During the event, three knowledge-sharing sessions were held, focusing on current media topics such as Mobile Journalism (MoJo), Fact Checking and a talk entitled 'Klik Dengan Bijak.'

These sessions guided participants on creating effective media content and emphasised the importance of verifying facts to ensure accurate information, while also curbing the spread of false information.

At the event, Nur-ul Afida, who also serves as the chairperson of the HAWANA Working Committee, presented a set of computers and a smart TV as a contribution to the faculty.

Also present were UMS Deputy Vice-Chancellor (Research and Innovation) Prof Ir Dr Rosalam



(Seated from left) Dr Rosalam, Nur-ul Afida and Arul Rajoo with the participants of HAWANA Tour 2024 at UMS.

Sarbatly, representing UMS Vice-Chancellor Prof Datuk Dr Kasim Mansor, and Bernama editor-in-chief cum HAWANA 2024 project director, Arul Rajoo Durar Raj.

Dr Rosalam, when delivering Dr Kasim's speech, said that the field of journalism plays a crucial role in shaping public perception, providing accurate

information, and giving a voice to various groups both locally and internationally.

"This programme offers a golden opportunity to experience the world of journalism and understand the challenges and responsibilities that journalists face today. Through these sessions, I hope that students will gain

substantial benefits in preparing to become aware, critical, and skilled communicators in sharing information.

"UMS, as a comprehensive university, continually strives to produce graduates who not only excel academically but also possess strong communication skills and mature thinking," he said.

He added that a close relationship between the media industry and educational institutions like UMS is vital for building a generation of journalists who are ethical and visionary. He also hoped that the program would strengthen ties between the media industry and academia, providing significant benefits to both sectors.