

Hawana forum to anchor industry dialogue on key media challenges

By **Bernama** May 4, 2026 @ 6:44pm



Rapid changes in news consumption will take centre stage at the National Journalists' Day (Hawana) Media Forum on May 7, as the industry grapples with growing pressure to adapt. - File pic

KUALA LUMPUR: Rapid changes in news consumption will take centre stage at the National Journalists' Day (Hawana) Media Forum on May 7, as the industry grapples with growing pressure to adapt.

These shifts are putting increasing pressure on media organisations to rethink how journalism is produced, distributed and sustained, amid shrinking revenues, shifting audience behaviour, declining public trust and the rise of artificial intelligence (AI).

Malaysia is not immune, with its media landscape undergoing a transition driven by technological disruption and economic pressures. Traditional advertising models continue to weaken amid the dominance of digital platforms, prompting calls for more structured industry engagement.

Universiti Malaysia Sabah (UMS) senior lecturer Associate Prof Dr Syahrudin Awang Ahmad said the local media ecosystem is in a complex phase marked by greater openness and mounting financial strain.

Speaking to Bernama, the Deputy Dean of the Faculty of Social Sciences and Humanities (Research, Innovation and Commercialisation) said global technology platforms have disrupted traditional revenue models, forcing newsrooms to rethink sustainability, while AI continues to reshape newsroom operations.

"However, AI also poses risks through the spread of deepfakes, synthetic content and sophisticated misinformation that can weaken public confidence in journalism.

"The true measure of a healthy media ecosystem lies in balancing financial sustainability with public trust, which remains the most valuable currency in modern journalism," he said.

He said such challenges underscore the need for platforms where industry players can exchange views and explore practical solutions.

In this regard, Syahrudin said the Hawana Media Forum will provide an avenue for stakeholders to engage on shared challenges and discuss the future direction of journalism.

Held ahead of the Hawana 2026 Summit on June 20 in Penang, the forum is expected to focus on media sustainability, the evolving realities of the profession and the adoption of technologies such as AI, amid efforts to keep the industry relevant. – BERNAMA