

Print media is still relevant, says PM's media advisor

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By MOHD IZHAM HASHIM

KOTA KINABALU: Despite facing stiff competition from electronic media and online news portals, newspapers and print media are still relevant and important in the digital age, said veteran newsman, Datuk Kadir Jasin.

Touching on the growing shift to digital media platforms, Kadir underlined newspapers and print media needs to be defended as it offers more in-depth content that is verifiable and can be archived for later reading.

"We mustn't be controlled by technology; newspapers, books and other printed sources provide better insight for readers because we won't get the complete information when reading from WhatsApp or online media," he told reporters after officiating the

Dialogue on Issues and Challenges of Strategic Communications in the New Malaysia at Universiti Malaysia Sabah (UMS) yesterday.

Due to slump in revenue and falling newspaper circulation, newspapers and print publications are facing rough times; already the nation's oldest newspaper, the Malay Mail printed its final printed edition on Dec 1, has fully made its transition to its online news portal.

Kadir, who is also Advisor of Media and Communications to the Prime Minister, acknowledged the tougher challenges faced in the digital era however he stressed newspapers and print media outlets should not give up despite the difficulties.

"There's still a place for such media outlets and they would have a chance if they

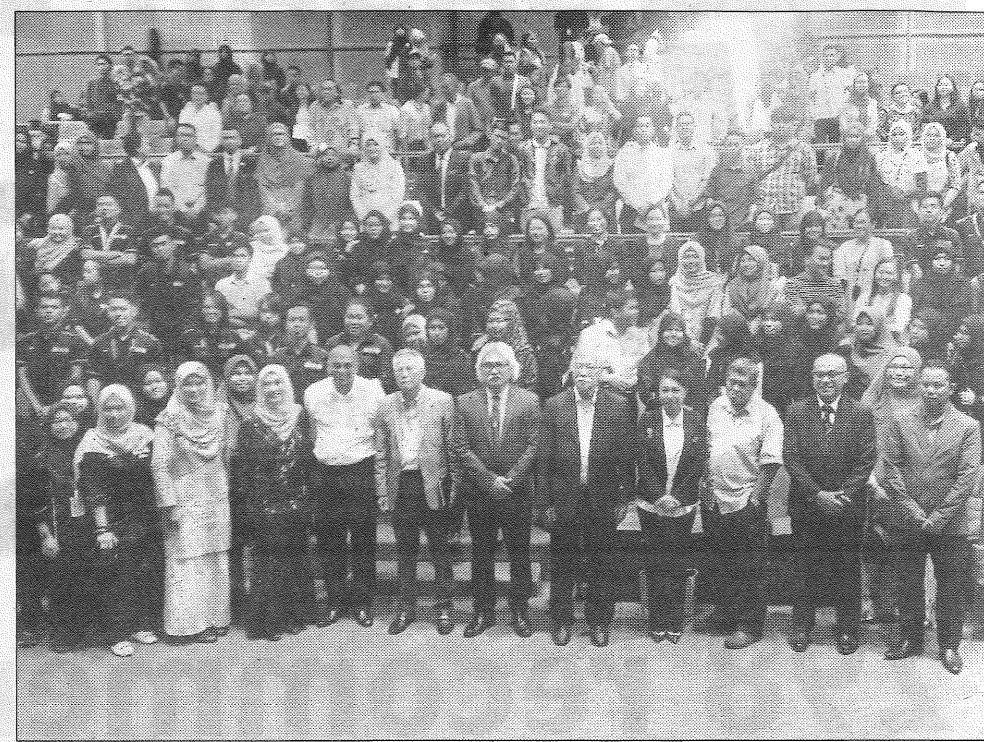
distanced themselves from their old ways," he said, noting the people themselves distrusted mainstream media due to its perceived partisan politics.

He said the rise of the Pakatan Harapan government into power after the May 9 polls was fuelled by online media and the accomplishments of the coalition's social media campaign.

"Now that the previous government has been defeated, if they don't change their policies, nobody who supports the new government will read them.

"If they don't change, they won't be able to reverse their decline. I think we are giving them the opportunity to do that," he said.

Furthermore, he called on journalists to be bold in writing news and question any-



Kadir (front row, 6th from left) together with UMS students and staff at the launching of the Dialogue on Issues and Challenges of Strategic Communications in the New Malaysia, yesterday.

thing that appears to be wrong.

"The duties of a journalist in this digital era, and especially now with greater freedoms, is to go in-depth with news reports, carry out research and analysis," he added.

Kadir said while present

government would utilise every media outlet to spread its message to the people, he noted there is a difference between information and propaganda.

"Any government will want to publish its own stories and information but pro-

paganda is a very different thing altogether because it no longer related to simply reporting news or information, propaganda is doing something more than that to mislead the people. I don't think we are going to do that," he said.