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<th>Seminar on &quot;Communication Education and the Needs of the Media&quot; Seminar &quot;Pendidikan Komunikasi dan Keperluan Media&quot; : Kuala Lumpur, September 29-October 1, 1994 : [working group reports and recommendations]</th>
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Working Group Reports
&
Recommendations
SEMINAR ON "COMMUNICATION AND THE NEEDS OF THE MEDIA"

WORKING GROUP 1: SEPT. 30, 1994

An Action Plan to Relate Education Programme to the Changing Needs of the Print Media.

Chairman: M.A. Razman

Members:
1. Haji Taib Ahmad
2. Chong Saw Taf
3. Azman Ujang
4. Che Su Mustapa
5. Noor B.H. Badarudin
6. Ahmad Talib
7. Prof. Datin Sharifah Mariam
8. Choo Cheh Hoon (rapporteur)
9. Vijay Menon
10. Zainoor Sulaiman
Recognising the changing needs and requirements of the print media which includes screen-based news and information services, this working group recommends:-

1. The establishment of a structured programme for media practitioners to facilitate mass communication courses at academic institutions.

2. The promotion of collaboration between media professionals and academicians to produce indigenous teaching materials and facilitate better access to each other's resources for research, observation and information collection.

3. The establishment of a structured programme for lecturers in mass communication to be attached to media organisations to update and refresh themselves on media operations and technology.

4. The establishment of a joint-council of practitioners from all language media and academicians to sustain dialogue on communication training needs to cope with changes in the media environment.

5. That media organisations establish a Chair in communication education, assist communication institutions in publishing and financing media studies on relevant issues and contribute to the setting up newsrooms, equipped with modern media technology.

6. That communication institutions align their curriculum with the practical skills, attitudes, values and professional requirements of the job through more structured practical programmes and projects.

7. That language, especially English, should be the main criteria for selection of students into communication programmes, and if necessary they be required to sit for a special entrance examination.

8. That the media and academic institutions jointly review the curriculum to ensure communication education imparts a broader knowledge base and instills analytical and critical thinking skills.
Working Group II

An Action Plan to Relate Education to the Changing Needs of the Broadcast Media

Chair: Zainal Abidin Ibrahim

Members:
1. George Abraham
2. Dr. Mark Hukill
3. Sankaran Ramanathan
4. Dr. Musa Abu Hassan
5. Muhamad Rosli Selamat
6. Dr. Mustafa Kamal Anuar
7. Virgilio S. Labrador

Electronic media are currently moving through an era of rapid technological and structural change which encompasses financial and operational reorganisation and the introduction of new players designed to meet changing local and international realities. These changes include increasing market competition, regulatory reform and convergence of various electronic media forms including broadcasting, telecommunications, information technology and electronic information networks.

Therefore, in recognition of present training needs of the electronic media, and its future evolution, this seminar makes the following recommendations:

1. Sustainable mechanisms for continuous dialogue between communication education institutions and electronic media organisations (for example, advisory councils) should be strengthened.

2. Practical training programmes should be coordinated in close cooperation between electronic media organisations and communication education institutions.

3. Communication education institutions offering broadcasting training should strengthen the provision of basic technical knowledge and skills, including language, for their students. They should use appropriate equipment and periodically upgrade them.

4. Training arms of electronic media organisations should strengthen relationships with communication education institutions through sharing of personnel, resources and facilities and through joint research and consultancy projects.

5. Communication education institutions and electronic media organisations should work together to popularise career opportunities in the electronic media.

6. Communication education institutions should re-examine and redesign their curricula regularly in the light of changes in the electronic media environment.
Thirty representatives of communication education institutions, print and electronic media organisations from Malaysia and Singapore participated in a seminar on Communication Education and the Needs of the Media in Kuala Lumpur from September 29 - October 1, 1994. The three-day seminar organised by the Asian Mass Communication Research and Information Centre discussed important issues and trends in the media and their implications for communication training and education. The seminar findings were as follows:

For the print media:

Recognising the changing needs and requirements of the print media which includes screen-based news and information services, the seminar recommends:-

1. The establishment of a structured programme for media practitioners to facilitate mass communication courses at academic institutions.

2. The promotion of collaboration between media professionals and academicians to produce indigenous teaching materials and facilitate better access to each other's resources for research, observation and information collection.

3. The establishment of a structured programme for lecturers in mass communication to be attached to media organisations to update and refresh themselves on media operations and technology.

4. The establishment of a joint-council of practitioners from all language media and academicians to sustain dialogue on communication training needs to cope with changes in the media environment.
5. That media organisations establish a Chair in communication education, assist communication institutions in publishing and financing media studies on relevant issues and contribute to the setting up newsrooms, equipped with modern media technology.

6. That communication institutions align their curriculum with the practical skills, attitudes, values and professional requirements of the job through more structured practical programmes and projects.

7. That language proficiency, including English, should be the main criteria for selection of students into communication programmes, and if necessary they be required to sit for a special entrance examination.

8. That the media and academic institutions jointly review the curriculum to ensure communication education imparts a broader knowledge base and instills analytical and critical thinking skills.

9. That print media organisations and academic institutions work together to popularise career opportunities in the print media.

For the electronic media:

Electronic media are currently moving through an era of rapid technological and structural change which encompasses financial and operational reorganisation and the introduction of new players designed to meet changing local and international realities. These changes include increasing market competition, regulatory reform and convergence of various electronic media forms including broadcasting, telecommunications, information technology and electronic information networks.

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4. Training arms of electronic media organisations should strengthen relationships with communication education institutions through sharing of personnel, resources and facilities and through joint research and consultancy projects.

5. Communication education institutions and electronic media organisations should work together to popularise career opportunities in the electronic media.

6. Communication education institutions should re-examine and redesign their curricula regularly in the light of changes in the electronic media environment.