

DIGITAL MEDIA EDUCATION: THE EXPERIENCE OF IIUMTODAY

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Abstract

IIUMToday is the official campus news portal for the International Islamic University Malaysia (IIUM) operated by students under the supervision of the Department of Communication, faculty of human sciences. *IIUMToday* aims to train students in news reporting and various practical aspects of journalism. The portal has been established on 1 May 2014, and this paper sets out to study its development. Therefore, the objectives of this paper are: (1) to examine the impact of *IIUMToday* in preparing students for their future in the industry; (2) to study the importance of campus journalism in developing students' skills. Both of the objectives will be explored by employing a qualitative approach. The methodology of this study comprises interviews with current and former *IIUMToday* members consisting of communication students, graduates and editorial board members. The findings of the study will center first upon the fruition of campus journalism among students; the positive impacts and upon the role of campus journalism in developing students' future career prospects.

Keywords: media education, campus journalism, higher education, digital media.