



Digital Media Education: The Experience of IIUMToday

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Garden of Knowledge and Virtue

PREMIER INTERNATIONAL ISLAMIC RESEARCH UNIVERSITY

Introduction

IIUMToday was established in 2014 as the official campus news portal run by students under the jurisdiction of the Department of Communication and a Memorandum of Understanding (MoU) signed by the university and the New Straits Times Press (NSTP).

As the official campus news portal, IIUMToday caters to student-centered content including student and campus activities, lifestyle, sports, breaking news and others. In 2020, IIUMToday introduced a Malay column for local students to practise writing bilingually in preparing for their future careers in media.





The aim of IIUMToday is to provide a platform for students to learn reporting, to manage news spots, to expose students to activities involving journalism as their future career, and to prepare students before they go out for attachments/internships in the industry.



Activities in IIUMToday:



Writing Articles

News, Features, Interviews



Media Attachment

One-day training with
journalists



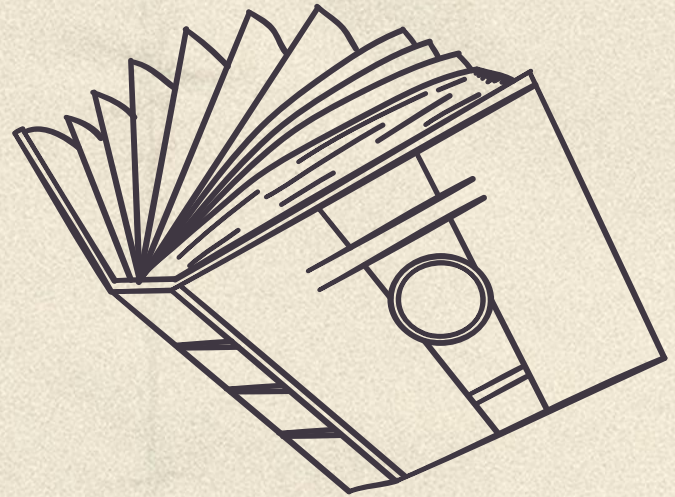
News Training

Workshops



IUMToday entrusts journalists to draft their articles in the news portal before publishing it to their audience. After informing the Managing Editor and the Editors of the draft, the gatekeepers will begin the editing to be published.

The incentive of being a student journalist not only lies on published articles but also as an added advantage in their portfolio and resumes. As journalists also meet a number of people when covering events including media practitioners, leaders and politicians, the platform also allows students to network to ease their job-seeking process.



Research Objectives

01

To examine the impact of IIUMToday in preparing students for their future in the industry.

02

To study the importance of campus journalism in developing students' skills.



Evolution of the Alphabet

01

Ugaritic Language

An alphabetical type graphic system is used with letters as cuneiforms signs

02

Protosinatic Alphabet

Alphabet adapted from Egyptian also linked to the origin of Phoenician

03

Phoenician Alphabet

It was written from right to left with 22 characters and with only one vowel



Sample of the Study

Respondent A

Second-year journalist

Respondent B

Second-year journalist

Respondent C

Third-year journalist

Respondent D

Alumni in the media industry

Respondent E

Alumni in the media industry

Respondent F

Alumni recently worked in the
media industry

Respondent G

Coordinator of IIUMToday

Respondent H

Editor of IIUMToday





Research Findings

The extent of IIUMToday prepare students for the industry

01

Online experience

02

Learning journalism

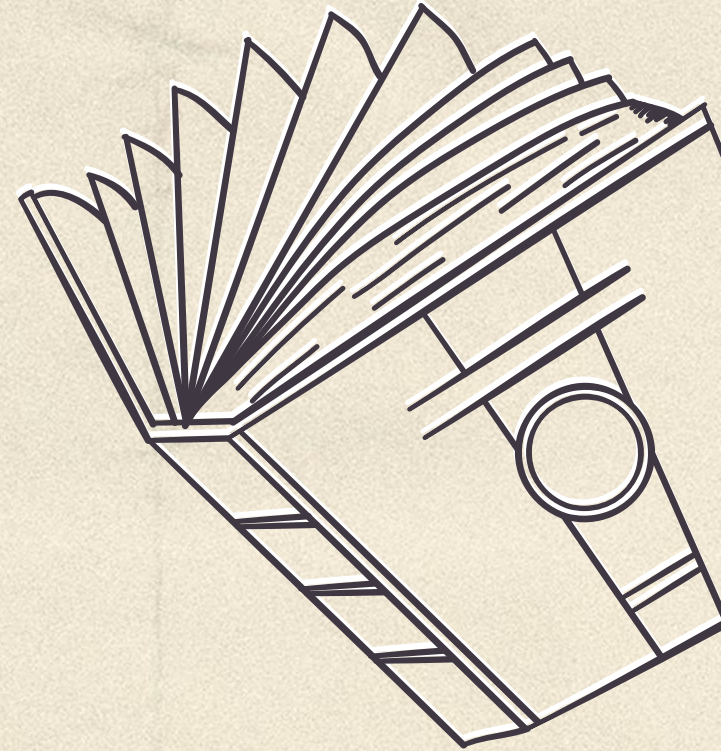
03

Practical Experience

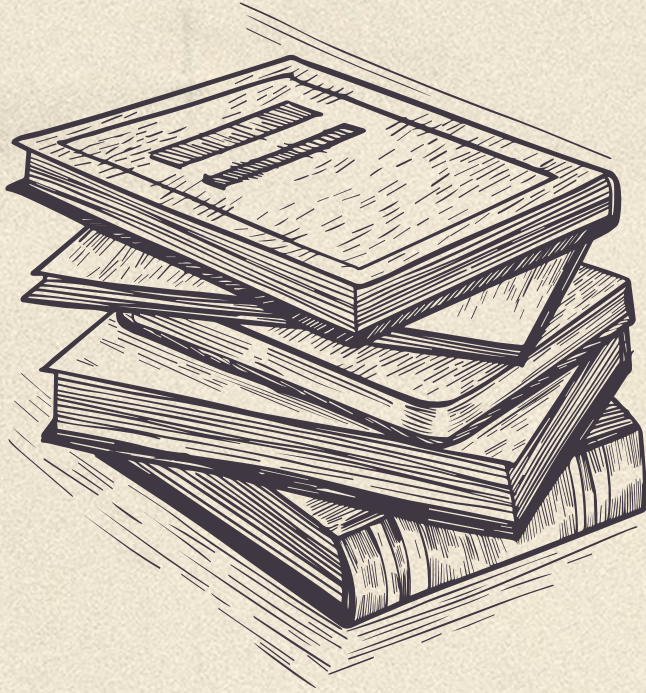
04

Good resume for interviews

05 Adaptability



The importance of campus journalism in developing students' skills



01

Communication and
interviewing skills

02

Writing skills

03

Critical and creative
thinking skills

04

Leadership skills

05

Strong general
knowledge

06

Ethical values



Conclusion

Seven-years in establishment, IIUMToday as the official campus news portal of IIUM have provided a comprehensive platform for journalism students to familiarise with the media industry. Based on the findings, it can be deduced that campus journalism such as IIUMToday is an important element that should be ingrained with the curriculum of journalism schools to ensure that students have adequate practical experience other than the compulsory internship. IIUMToday has been seen to prepare students for a career in the media industry by providing their journalist with a list of skills that is aligned with the competencies needed as a media practitioner in the dynamic industry. Furthermore, IIUMToday also built resilient journalists that are able to adapt to different profession other than journalism. Therefore, it can be said that IIUMToday helps in birthing competent graduates across the communication field by providing them a platform to discover and develop their potential.

