From: Jabatan Komunikasi Korporat
To: UUM - All Staff; UUM - All Students
Subject: PROGRAM "CERITA BERSAMA KOMUNITI MEDIA: BERKONGSI ILMU, MENCIPTA IMPAK"
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Jabatan Komunikasi Korporat
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Oleh: Dr. Aselawati Che Ab. Adziz
Gambar oleh: Dr. Aselawati Che Ab. Adziz

PROGRAM "CERITA BERSAMA KOMUNITI MEDIA: BERKONGSI ILMU, MENCIPTA IMPAK"





UUM ONLINE: Jitra, 14 September 2026 – Research Group (RG) CERITA, Pusat Pengajian Teknologi Multimedia dan Komunikasi (SMMTC), Universiti Utara Malaysia (UUM) melaksanakan program "CERITA bersama Komuniti Media: Berkongsi Ilmu, Mencipta Impak" di Sekolah Kebangsaan Hosba, di sini hari ini.

Program tersebut melibatkan seramai 20 murid terpilih Tahun 4 dan 5 yang diberi pendedahan mengenai kemahiran *storytelling*, asas

rakaman video, komposisi visual serta penghasilan kandungan digital menerusi sesi perkongsian ilmu dan latihan praktikal bersama rakan industri daripada Radio Televisyen Malaysia (RTM) Kedah.





Inisiatif berkenaan bertujuan memperkasa literasi media, kreativiti, keyakinan diri dan kemahiran digital dalam kalangan murid, selain memperkukuh jalinan kerjasama antara UUM, pihak industri dan komuniti sekolah.

Program ini juga menjadi platform kepada murid untuk meneroka dunia media secara lebih dekat melalui pengalaman pembelajaran berasaskan amali, sekali gus memberi pendedahan awal terhadap kemahiran komunikasi dan penghasilan kandungan yang relevan dalam era digital.

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