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'Media bridges academia, people'

SINTOK: The media industry is not solely a business entity but is also an important social medium that has helped shape the nation.

Media Prima Bhd chairman Datuk Johan Jaaffar said yesterday the industry, living up to one of its numerous roles, has diversified and grown to provide the bridge linking academicians with the community.

"Media industry players have an open door policy for academicians and through the various media platforms and over the years, they have shared their knowledge and views which have helped improve the people's lives. This has ultimately helped shaped Malaysia to be a stronger nation," he said at Universiti Utara Malaysia yesterday.

Johan was here to launch UUM's School of Multimedia Technology and Telecommunications Week.

He also gave a talk to an audience of about 100 students, UUM lectur-



Aspatl Sdn Bhd representative **Faharul Radzi** (left) presenting a mock cheque to UUM vice-chancellor **Datuk Prof Dr Mohamed Mustafa Ishak** as Media Prima Bhd chairman **Datuk Johan Jaaffar** and UUM Dean **Prof Dr Norshuhada Shlratuiddin** look on. Pic by Lim Poh Chin

ers and staff.

Present were UUM vice-chancellor Datuk Prof Dr Mohamed Mustafa Ishak and the school's dean, Prof Nursyuhada Shlratuiddin.

Citing Media Prima, Malaysia's leading integrated media investment group, Johan said it welcomed contributions from academicians to share their opinions and ideas with its readers, viewers and listeners.

He said the group reaches about 2.4 million people daily through its four television channels, three radio stations and three publications, including the *New Straits Times*, Malaysia's oldest newspaper.

Johan, himself a member of the journalism fraternity, hoped that more academicians would contribute and work together with media players.

He called for a greater convergence between the media and educational institutions to help academicians convey their knowledge using "simple language that is not alien to the community".

He said research had shown that many editorial pieces, written by academicians, have low readability with only five per cent of the total newspaper readership.

"In such cases, the language used was 'alien' to many and could only be understood and appreciated by the authors' peers."

At the event, Mustafa also handed over Johan's appointment letter as the adjunct professor for the school of multimedia technology and telecommunications.

His appointment is from June 1 last year until May 31 next year.