



Future of Media, Getting it right today

Critical Discourse Series

What Is This About?

During the past decade, digital technology has changed the way news is created and consumed.

Faster mobile networks and more powerful mobile devices have reshaped journalism and news organizations. Social media, chat apps, and bots are impacting the news habits of consumers.

News agencies have to reach out to audiences through various platforms, and journalists are required to do richer and deeper content.

The next wave of disruption is touted to be even more profound with the use of drones, artificial intelligence, the blockchain, 360-degree video, and virtual reality. Media organizations will soon have to adapt to augmented reality and automated journalism as these new digital technologies develop algorithms to interpret news and visual data.

This course will take you through stimulating conversations on the trends of technology in media innovation and how both, the media organizations and audiences are embracing them. Take part in a visit to a virtual reality hub to gain an understanding of this new trend, while also discussing the challenges and potential solutions as we look to the future of the media.

How Long Is It?



Who Is It For?

You! If you're a:

- Media enthusiast who wants to understand the current media landscape
- Media practitioner who wants to engage in a critical discourse of the impact of technology and best practices in digital media organizations
- Fresh school leaver who wants to pursue a career in journalism and gain a perspective of current trends in the media industry.

What Will I Gain From This?

- Media Trends in the Digital Age: Past, Present, and Future
- The Evolution of Online Media in Malaysia
- New Approaches to Journalism and Providing Content
- The Use of Virtual Reality in Today's Media
- Audience Evolution in Shaping the Media
- The Economics of the New Media: Rethinking the Business Model

Who Are My Trainers?

You will be trained and mentored by Malaysiakini's finest trainers, award-winning journalists and editors, as well as, diversely experienced management coaches.



Premesh Chandran *Founder of Malaysiakini*

Prem is the CEO and co-founder of Malaysiakini, and serves as non-executive director of KiniTV and FG Media. He believes in finding practical ways to achieve one's ideals. He sometimes wonders how he got into this, but then he remembers the pre-Internet media and is glad that he did.

Course Leader



Ajinder Kaur *Instructional Design Specialist & Trainer, kiniacademy*

One of the three pioneer journalists of Malaysiakini when it first started in 1999, Ajinder has also more than 16 years of coaching experience in writing and communications. She holds a Masters in Corporate Communications and became a Lecturer teaching human communication, public relations and journalism at HELP University. She was subsequently appointed as the Head of its Faculty of Communications. Ajinder is also a HRDF Certified trainer.

Course Leader

Note: Trainers may change due to availability.

What's The Plan?

Day 1

- Media Evolution: The Past, Present and What Can We Expect in the Future
- The Evolution of Online Media in Malaysia: From Malaysiakini's Perspective
- Technology Trends Shaping What Audiences are Exposed To

Day 2

- New Approaches to Journalism and the Next Wave of Technology

Day 3

- The New Economics of the Media: Rethinking the Business Model

Day 4

- Industry Assignment Debrief

Course Fees:

List Price: RM1700

Registration Fee: RM100

What Is kiniacademy?

kiniacademy, the training arm of Malaysiakini, offers courses in media studies and more. Our aim is to develop the next generation of independent journalists and media professionals, both, in Malaysia and the region; by providing highly practical courses developed by professionals and delivered by professionals. kiniacademy helps trainees get work-ready and future-ready.

Venue:

kiniacademy @Kini, PJ 51 Business Park,
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