NTU & WAN—IFRA to launch region’s first journalism centre

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SINGAPORE: Asia’s media industry looks set to get a boost, as the region’s first news—training facility opens its doors on Saturday.

Newsplex Asia is a tie—up between Nanyang Technological University (NTU) and World Association of Newspapers and News Publishers (WAN—IFRA).

The facility at NTU’s communication school is dedicated to training and research for newsrooms of the future. Students will learn to produce content for multiple media platforms.

They will also learn how to use IT devices — such as the iPad — as journalism tools.

During the school holidays, the facility will be used to train news professionals here and in the region.

NTU said this will in turn benefit consumers.

Chair of the Wee Kim Wee School of Communication and Information, Associate Professor Benjamin Detenber, said: “We think that by having experience working across media platforms... working with digital technologies, images, sounds and words, they’ll be better storytellers.”

Associate Professor Detenber added there are media practitioners who do not believe in changing with the times.

He said: “Some of the traditionalists believe that we should only focus on the fundamentals. But pretty much everyone in the news business understands that there’s a ground swell of change coming about, led by technological changes and it is important for journalists to keep up and adapt to the new media environment and be able to work across platforms.”

Newsplex Asia comes 10 years after WAN—IFRA set up its first Newsplex at the University of South Carolina in 2002. With the collaboration, NTU’s Wee Kim Wee School of Communication and Information researchers and faculty members can gain better and faster access to WAN—IFRA’s resources, including training, seminars and research reports.
One Newsplex was set up in Germany in 2005. Another will be launched in France later this month.

WAN—IFRA has a global network of more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.

— CNA/xq/cc

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