

“New Media in the Modern Society” by K Kabilan, Editor of FreeMalaysiaToday.

Recently, IACT College had invited a guest lecturer – K. Kabilan, Editor of FreeMalaysia Today who was a former Chief Editor of Malaysiakini. Kabilan conducted a three hour lecture with his topic “New Media in the Modern Society”.

The lecture was conducted at Room 1, IACT College and was attended by IACT students who are Journalism and Public Relations majors who did not want to miss the opportunity to listen to Kabilan who has more than 17 years of experience as a journalist. He spent his last 10 years using online media and he believes firmly in the role of the new media and the participation of citizens in journalism.

“In modern society, new media has become the main source of information and opinion about public affairs; but the role and status of journalism, along with other forms of mass media are undergoing changes resulting from the internet, therefore, online media is created,” says Kabilan.

Intan Farhani Mohd. Fadzil, currently pursuing her Diploma in Mass Communication at IACT, was very delighted that she attended the talk and happy that she is able to get valuable knowledge from the industry professionals by studying at IACT.

“One of the reasons I decided to study at IACT is because of its close links with the advertising and communication industry professionals. The ability to get resources and expertise in the industry is a valuable advantage especially for students who are still green like me. Where else can you get industry professionals to share their years of experience with students on a regular basis?” said Farhani.

According to Lee Kok Leong, CEO and Principal of IACT College, “It has been a tradition for IACT to invite industry professionals to conduct lectures for our student at IACT. We use this unique approach so that our students could benefit from it.”

“These special lectures by the experts are designed to expose students to the relevant industry experiences and to let them get up close and personal with the experts from the advertising and communication industry. We also believe that equipping our students with the right approach will make them well-prepared for the working world.” added Lee.



IACT College Photo 1 (IMG_1835): Students with K Kabilan. Front row (from right): Dr. David Anandarajoo, Senior Lecturer of IACT College, K Kabilan, Editor of FreeMalaysiaToday and Krishnamoorthy Muthaly, lecturer of IACT college.