

Master the Field of Broadcasting



IN this day and age, the term “broadcasting” might bring to mind news anchors, TV personalities and radio DJs. But with the rapid audience shift from radio and television to digital mediums, staying relevant in broadcast media is challenging but necessary for long-term viability.

“We should not look at broadcasting as being confined to traditional media such as television or radio,” said Loh Me Ping, a lecturer and programme leader at Tunku Abdul Rahman University College’s (TAR UC) Faculty of Communication and Creative Industries (FCCI), who specialises in broadcasting and film. “There are other platforms available now to get messages across to the target audience, but we have to understand who the ‘consumers’ is before determining the content and platform that can yield the most effective results. “Nowadays, people prefer digital content such as streaming services and social media. For example, platforms like Tik Tok and YouTube are easily accessible, user-friendly and inexpensive,” added Loh.

Enter Azrey Hendery, a second-year Diploma in Broadcast Communication student who found social media fame when a TikTok video of him conversing fluently in seven languages went viral.

“I am able to converse in English, Bahasa Malaysia, Mandarin, Japanese, Russian, Spanish and Bahasa Sungai, which is my first language and the native tongue of Orang Sungai from the Tongod district in Sabah,” said Azrey, who hails from Sabah but received his primary and secondary education in Johor after his family relocated there. 2/3 Initially set on becoming an airline cabin crew member, Azrey’s plans were derailed when the Covid-19 pandemic grounded all flights and he was unable to continue his training programme. He then decided to join TAR UC’s broadcasting programme as a way to explore other opportunities and express his creativity.

Azrey's breakthrough on social media has opened up many doors for him in broadcasting. He hopes to one day become a radio announcer and have his own podcast channel – Nihongocast.

"Before joining the programme, every thing looked quite doable when I browsed through the programme outline. Only after joining the programme did I realise that the broadcasting field is not as simple as it seems. There is vocal coaching, presentation skills and the need to stay up to date with current trends and practices," he said.

TAR UC's Broadcasting programme provides students with skills and hands-on experience with a number of production-based subjects such as scripting (for both audio and video), audio production, video production, cinematography, radio journalism, TV journalism, audio and video editing, production and multimedia, camera for broadcast and film and documentary production. Students will be exposed to not only the theoretical aspect but also experiential learning, underscoring TAR UC's Beyond Education philosophy which promotes holistic development of the students.

Besides a compulsory internship at both the diploma and bachelor's degree levels, Loh said the university engages industry partners for projects that aren't part of the coursework assessment for additional experience.

"We also organise sharing sessions by industry players so that students are given industry exposure and get an idea of how the industry works," said Loh. FCCI currently offers broadcasting programmes at the diploma and bachelor's degree levels.

For more information on communication and creative industry programmes offered by FCCI, visit www.tarc.edu.my/fcci/. Applications for the June 2022 intake are now ongoing. Prospective students are encouraged to apply online at www.tarc.edu.my. Attractive scholarships are also available at TAR UC based on academic merit, as well as a sibling discount for qualified students.