

MEDIA RELEASE

SINGAPORE, Monday, 17 March 2003

Opening Doors for Practical Lessons in Mass Communication

SPH MediaWorks on Friday welcomed a group of students from TMC to its TV station for an educational tour.

The tour has been arranged by the TMC Educational Group and SPH MediaWorks to help students understand and experience practical aspects of mass communication within an authentic media production environment.

The field trip was targeted at students who are studying

Diploma and Higher Diploma in Mass Communication under the flagship programme of Royal Society of Arts / University of Cambridge Local Examinations Syndicate. The programme is a broad based course that aims to train students and executives with fundamental skills in Advertising, Public Relations, Marketing, Journalism, Editing, Desktop Publishing, Electronic Media and Multimedia.

The visit on March 14 earmarks the development of a creative and practical approach toward studies in the field of mass communication, an aspect which is lacking in most academic curriculum.

SPH MediaWorks introduced its core products, Channel U and Channel i to the students during the visit and spoke on how the TV media regularly measures its audiences' interest using a monitoring tool to ensure strong viewership. The introduction and speech conducted in an informal and discursive manner include an overview of how the various media markets perform today.

For more information about:

SPH MediaWorks, please visit: <http://www.sphmediaworks.com>

TMC Education, please visit: <http://www.tmc.edu.sg>

The writer of this article, please visit: <http://here.is/communications>

