

UCSI reaches new Frontiers



UCSI University journalism student Sue Anne (left, with camera) covering an event for Frontiers.

A YEAR ago, UCSI University's Mass Communication students collaborated with their lecturers to produce a medium to allow them to practise reporting news on a regular basis.

Thus, UCSI Frontiers was created, a website that students update every week.

A year on, the site has a following, and has generated interest in newspapers, with some printing stories from the website with the writers' byline.

To ensure the news pieces are fresh and interesting from a youth's perspective, UCSI Frontiers' team is rotated every semester.

Three batches of students went through the experience, with each student excited about the experience gained from covering events, writing reviews and seeing his news pieces in print.

Yogeetha Hithaya Jeeyan, the pioneer project manager for the UCSI Frontiers, said the website opened her eyes to the world of journalism.

"Until Frontiers, I thought I was a bad multi-tasker. But my experience with Frontiers proved that I could handle writing and editing simultaneously."

She and her team expanded their network and attended international events while working with Frontiers.

"This experience also exposed me to many styles of writing, and how each article is unique with its nuances and emotions."

UCSI University's 23rd Convocation 2010 witnessed Yogeetha and her former team graduating.

She tutors at the Faculty of Music, Social Sciences and Design.

The second batch of students to manage the website was equally humbled by the experi-

ence they gained.

Project manager Lee Hwei Ling said that apart from receiving attention about their reporting, the students also received feedback from authors on book reviews they did.

Sue Anne, an Indonesian journalism student, had written a book review on Ellie Campbell's *When Good Friends Go Bad*.

She was surprised to receive positive feedback from Campbell a couple of days later.

"These are moments that make journalism writing and reporting gratifying."

The website is in its third cycle, with a new project manager, Farezza Rashid, a second-year journalism student, on board.

"My writing style improved tremendously, and I can apply skills learnt in the classroom, such as feature writing and editing."

Farezza feels she is learning quickly from her lecturers and advisor.

As project manager, Farezza needs to balance her time between her commitment to Frontiers and her assignments.

"The initial challenge between balancing my time with the website and meeting classroom deadlines just needed to be prioritised according to due dates."

She enjoys being part of the mainstream press since the Frontiers team, like other press media, receives press invitations from the university and other firms.

"The event organisers are careful about revealing weaknesses of an event lest I include it in my article."

"I realise this is so when real journalists cover an event, but it was certainly something new for me."

Visit UCSI Frontiers at www.ucsifrontiers.com or call 03-91018880.

For details, visit www.ucsi.edu.my