

EDUCATION SPECIAL

New options in communications at Sunway College

THE recent growth of the telecommunications sector and the development of new telecommunication technologies have tremendously changed the way people and organisations communicate.

This change has created the need for companies to manage their communications effectively and has increased the demand for communications personnel.

And what better place to get an education on communications than in the country at the forefront of this change.

Among the options available is the communications course offered Sunway College in collaboration with the Western Michigan University.

The course allows students to major in seven areas, organisational communication, communication studies, telecommunications management, broadcast and cable TV production, media studies, public relations and journalism.

"More than 100 students have taken up the Mass Communications course," says Prof Richard Pippen, the resident director of the WMU programme.

The university offers a programme that is established and is taught using the latest facilities at one of most modern campuses in

the United States.

The full television production facilities and two radio stations on campus — one of which is run entirely by students — as well as a campus newspaper, offer students the opportunity to gain valuable practical experience.

One example of students that have done well in the field is Azlan Ibrahim, a Sunway College-WMU graduate who is the nation-world editor the *Kalamazoo Gazette* in Michigan.

The former student of Malay College Kuala Kangsar began his journalism career as cadet journalist at the *New Straits Times* before taking up the Mass Communications course at Sunway College and proceeding to WMU to study community journalism.

He went on to complete his masters in fine arts in creative writing and gained membership of the Phi Kappa Phi national honour society and is currently an adjunct professor at WMU's English Department.

Azlan is just one of many Sunway students who are doing well both at home and abroad, says college principal Elizabeth Lee.

For more information on the courses offered at the college, please call 03-7358622 or fax 03-7358633. —

By Jasbir Singh

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