General

UMP lecturers encouraged to share expertise through writing

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KUANTAN, 29 July 2021 - Universiti Malaysia Pahang (UMP) lecturers are encouraged to share ideas, thoughts, suggestions and views based on their knowledge expertise through writings published in newspapers, magazines or popular portals.

In fact, it will be a communication platform to bring lecturers closer to agencies, industries and the general public.

According to the Deputy Vice-Chancellor (Academic & International), Professor Ts. Dr. Mohd. Rosli Hainin, writing can also increase good perception among the community.

“For example, some famous writers such as Datuk Seri Dr. Zaini Ujang, Datuk Professor Ibrahim Komo, Tan Sri Zulkifli Razak and Ahmad Murad Merican shared many writings to the community on current issues according to their respective areas of expertise.

“Popular writings include news, articles, book reviews, interviews, biographies and others.

“Young lecturers are strongly encouraged to write to highlight their expertise while senior lecturers need to write to share experience and wisdom,” he said when sharing views in Program *Webinar UMP Berbicara: Penulisan Akademia* di Media Popular recently.

He also advised lecturers to be sensitive to environmental issues and current affairs.

Straightforward writings can help provide awareness and understanding to the community and give a good perception towards the writer and the university.

This webinar was organised by the Faculty of Industrial Sciences and Technology (FSTI) to provide exposure and increase the understanding of lecturers related to article writing.



The programme also featured Senior Executive, Corporate Communications Unit, the Office of the Vice-Chancellor, Mimi Rabita Haji Abdul Wahit as a panel in sharing writing techniques with lecturers at the faculty.

For Mimi Rabita, writing news and articles can improve the image and introduce UMP to the public.

She explained good writing techniques and comparisons between news and articles writings as well as the frequent mistakes when producing good writing.

“News displays the narration of events, and usually we use metaphors such as an inverted pyramid to answer the 5W 1H questions at the beginning of the paragraph, followed by important information and other relevant information in the following paragraphs.

“Meanwhile, an article is a form of communication about the message to be conveyed to the readers according to the perception and views of the writer.

“Presentation of ideas, thoughts, suggestions or approaches is based on their respective expertise or knowledge,” she said.

She said there are several reasons for the article not to be published, such as boring title, poor writing (unorganised), failure to highlight ideas or facts and too long or too short writing.

She also explained how an article can be written well.

Together with UMP Press, she said her team is always ready to assist lecturers in producing quality articles through the organisation of article writing workshops in the future.

“At the same time, the university has introduced the Best Article Writing Award to encourage lecturers to write, in conjunction with the Excellence Award Presentation and Quality Day, which is now in its second year of organisation.
“Any further information can be obtained through UMP Press and the Office of the Vice-Chancellor,” she said.

More than 70 participants attended the online webinar through Google Meet and Facebook Live on the official FSTI Facebook page, moderated by Dr. Ahmad Mahfuz Gazali.

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