

数码影音时代与传统新闻教学变革： 学界与业界对话的契机

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我国现有的中文新闻传播教育主要专注在两大传统媒体—印刷媒体（print media）和电子媒体（electronic media）的教学，对于新媒体，特别是传统媒体朝数码影音发展的教育和讨论较为少见。意即在现有的大专中文新闻传播教育体系里，仍然将课程切割成报纸杂志与广播电视台四大传统领域，学生依照其兴趣或对此领域的想象，选择进入不同专业范畴的学习。然而，随着数码汇流（digital convergence）的出现，过去互不相关、互不交流的科系与科目等皆必须重新调整，并放置在数码影音概念或类目底下，利用传统新闻学对于新闻产制流程的知识基础，结合数码影音工具的使用，产出有别于传统电视新闻型态的内容—这里暂且称之为“数码影音新闻”。

上述的初步观察，恰好遇上研究者参与新纪元大学学院媒体研究专业文凭课程（Diploma in Media Studies）架构修订，以及主持马来西亚五大华文媒体，共计十场的数码影音内部培训课程，让研究者有更深的体会和感悟。透过亲身参与田野观察，取得了第一手来自学界（前者）和业界（后者）回馈资讯，而这些回馈资讯就成为本研究重要分析文本。

换言之，研究者同时身兼大学课程修订和设计者，以及华文报业数码影音内部培训课程导师，搭起了学界与业界沟通和交流的契机，这个契机至少可以解决过去悬而未解的两大问题，分别是：第一，学界是否需要或有必要为业界培训可用之人材？第二，学界能否带领业界进行新闻产制流程的制定与改革？此命题将会是一个视高等教育学府为技能培训中心（前者）与视高等教育学府为业界领头羊（后者）的有趣辩论。

关键词：数码汇流、数码影音、马来西亚华文报、媒体研究、新闻产制

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Digital Media Era and Teaching Reformation of Traditional Journalism: A Conversation Opportunity between Academic and Industry

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Abstract

Chinese journalism and communication education in Malaysia today mainly focused on two traditional media which are print media and electronic media, the education and discussion regarding new media, especially for the development of traditional media toward digital video and audio are relatively rare. It means that the existing Chinese journalism and communication education system is still divided into four traditional fields which included newspaper, magazine, radio and television. Students choose to enter different specialties of study according to their interests or imagination in this field.

However, with the emergence of digital convergence, academic departments and subjects that were not related or have not been idea exchange with each other in the past must be re-adjusted and put under the concept or category of digital video and audio. By using the basic knowledge of traditional journalism in news processing, we integrated it with the use of digital video and audio tools, and produce a new form of content that different from traditional television news. In the time being, we called it as “Digital Video and Audio News”.

The above preliminary observations coincided with the researcher’s participation in the course structure revision for Diploma in Media Studies of New Era University College, as well as hosting the five major Chinese-Language media in Malaysia and a total of 10 internal training courses for digital video and audio has given the researcher a deeper understanding and insight. Researcher had gained first-handed feedback information through the field observation from academia (the former) and industry (the latter), this information will become the important textual analysis of this study.

In other words, researcher served as a course designer in the university course revision, as well as an instructor for digital video and audio's training course in the Chinese Newspaper industry, created an opportunity for the academia and industry practitioners to make communication and idea exchanging, and this could at least solve the two major problems that have not been solved before, which are (1) Does

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academia need or is necessary to train talents for industry? And (2) Does academia have the capacity to lead the industry to run formulation and reformation of news processing? This proposition will become an interesting debate between “Higher Education Institute as Skills Training Centre” (the former) and “Higher Education Institute as Industry Leader” (the latter).

Keywords: digital convergence, digital video and audio, Malaysia Chinese Newspaper, media studies, news processing