Empowering the
Future of Media through CNN Academy

Freedom of the press and media ethics are crucial global issues. Journalists, as gatekeepers of information, must maintain accuracy, ethics, and impartiality to earn public trust. The rise of "misinformation" has highlighted the need for accurate, ethical journalism.

To address this, the University of Nottingham Malaysia (UNM) has partnered with CNN Academy to provide world-class journalism education and training. This collaboration combines UNM's academic expertise with CNN's industry experience, offering students unique opportunities to develop their journalism and media skills.

Since 2022, UNM students have learned and experienced real-life media newsroom scenarios with CNN.

Delivering a
Holistic Learning Experience

Integrated Syllabus and Real-World Training

Part of UNM's MA in Media, Communications and Culture, the Digital Storytelling and Production module is co-delivered by CNN experts and UNM academics. This collaboration includes workshops on visual storytelling, data management, journalism ethics, and verification techniques, ensuring a comprehensive skill set with real-world insights into news reporting.

One-Week Training at CNN Academy, Abu Dhabi

Includes modules on newsgathering, journalism training, storytelling, mobile journalism, simulations like mock press conferences and interviews and more.

Certification and Accreditation

Graduates receive a Certificate in Storytelling from CNN Academy, and the programme is accredited by the Broadcast Journalism Training Council (BJTC), UK, ensuring students receive the highest standards of journalism training.

Flexible Learning Options

Available full-time and part-time, suitable for fresh graduates and professionals aiming to enhance their employability by improving their digital storytelling skills.

From Learners to Storytellers:
Students Reveal Insights on Their Educational Journey

"The CNN Academy training and the Climate Storytelling Simulation in Abu Dhabi have greatly enhanced my skills and experience. The pre-simulation training provided a framework to tackle modern journalism challenges and excel in impactful storytelling. The week-long simulation was one of the best training programmes I've attended, offering real-world journalism conducted in a fail-safe environment. This training has made me more confident in my future as a journalist"

Lim Yan Bing (2023)

"I had an incredible experience at the CNN Academy. The workshops covered AI in journalism, gender reporting, and ethics in journalism, with each session providing profound insights. The highlight for me was the Climate Storytelling project, where my team and I, acting as climate investigative journalists, produced a video documentary on a fictional climate issue. We engaged in extensive fieldwork, conducted interviews, managed social media, and utilised modern journalism tools. This demanding yet enriching experience not only sharpened my technical abilities but also enhanced my soft skills through collaboration with talented peers worldwide."
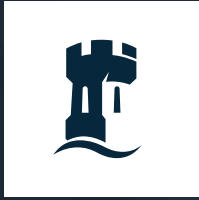
Lhekkah Sivaraja (2023)

"Joining the CNN Academy programme was an unbelievable experience. The immersive, true-to-life simulation gave me a deep appreciation for crafting breaking news stories and the life of an on-site journalist. Teamwork was essential, and I was proud to see my Nottingham classmates and global participants create diverse, professional news pieces. The Academy's staff guided us creatively and emotionally, making it a fantastic learning experience. It showed me how much I still need to learn in today's challenging field of modern journalism."

Sarah Anne Lee (2022)

Redefine the media landscape and explore how to apply to our programme now

To learn more about student applications, please contact us at:
study@nottingham.edu.my
or visit nottingham.edu.my/smlc

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Explore partnerships to shape the future of media together

For collaboration and partnership inquiries, please contact us at:

✉ **partnershipshub@nottingham.edu.my**

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in **University of Nottingham Malaysia**

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