

GMAP Internship Report/ GMAP インターンシップ報告書

No.2023-01

I. Basic information / 基本情報

1) Name / 名前: Syed Eusoff

2) Enrolled year/ 入学年: 2022

3) Period of internship / インターン期間: 31st July 2023 – 25th August 2023

4) Place of internship / インターン場所: The Content Forum of Malaysia

5) Person who accepted your internship / インターン受入担当者: Mrs. Mediha Mahmood

6) Content of work in your internship / インターン中の作業内容:

- Research and data compilation on content regulation for **News Reporting on Suicide** in Malaysia
- Attended meetings on future/long-term plans for content regulation
- Helped in the streamlining of media related case management
- Provided support for the input of content and activities for **Public Awareness** programs held by the Content Forum
- Attended one of the scheduled **Public Awareness** programs as a moderator and speaker
- Contributed effort for **Public Relations (PR)** programs

II. Details and impressions / 詳細と感想

1. Working Experience at the Content Forum

Unlike most other GMAP/KIMAP students, my internship was done at my previous company. This is due to the fact that my thesis focuses on how digital media is regulated in the Malaysian landscape, and because the Content Forum is the authority in charge of creating the regulations of media, the decision to return was a sensible choice. Since my return to the company, I was assigned to the compliance and research team, which was under the supervision of one manager and two supervisors.

During my internship at the Content Forum, I had the opportunity to immerse myself in various aspects of the media industry, particularly focusing on content regulation, public awareness, and media-related case management in the context of news reporting on suicide in Malaysia. Over the course of the internship, I engaged in a range of activities that allowed me to contribute to the organization's initiatives and gain valuable insights into the challenges and opportunities in this dynamic field.

1) **Research and Data Compilation on Content Regulation for News Reporting on Suicide in Malaysia:**

One of the significant tasks I undertook during the internship was researching and compiling data on content regulation guidelines for news reporting on suicide in Malaysia. I delved into local laws, ethical considerations, and global best practices. This research aimed to provide a comprehensive understanding of the existing regulatory landscape and served as a foundation for future initiatives.

2) **Attendance in Future/Long-Term Planning Meetings:**

I actively participated in meetings focused on formulating future and long-term plans for content regulation within the media industry. These meetings provided insights into the strategic thinking required to navigate the complex challenges associated with balancing freedom of expression and responsible content dissemination. It was fascinating to witness the collaborative efforts of professionals from various fields to shape the industry's trajectory.



(Presenting Ideas for Long-Term Objectives)

3) **Streamlining of Media-Related Case Management:**

A critical aspect of my internship involved contributing to the streamlining of media-related case management processes. I gained hands-on experience in handling real-time scenarios, understanding the intricacies of case management, and ensuring that content adhered to the regulatory guidelines. This experience honed my problem-solving skills and equipped me with practical knowledge about implementing content regulations.

4) **Support for Public Awareness Program Activities:**

I actively contributed to the planning and execution of public awareness programs organized by the Content Forum. My role

included assisting in the input of content and activities that aimed to raise awareness about responsible media consumption and the impact of news reporting on sensitive topics like suicide. This hands-on involvement allowed me to see how theoretical concepts are translated into impactful initiatives.

5) Participation as a Moderator and Speaker in a Public Awareness Program:

One of the highlights of my internship was the opportunity to participate as both a moderator and a speaker in a scheduled public awareness program. This experience not only bolstered my public speaking and moderation skills but also reinforced the significance of open dialogues about media responsibility. Engaging with the audience further underscored the importance of fostering a responsible media ecosystem



(With the Content Forum Team)

6) Contribution to Public Relations (PR) Programs:

I was involved in supporting various Public Relations (PR) programs aimed at enhancing the organization's image and fostering positive relationships with stakeholders. From drafting press releases to coordinating media interactions, I gained a comprehensive understanding of the role PR plays in shaping public perception and maintaining transparent communication.

2. Conclusion

My internship experience at the Content Forum was incredibly enriching and provided me with valuable insights into the world of content regulation, public awareness, and media-related case management. Through research, active participation in meetings, hands-on contributions to initiatives, and engagement in public awareness programs, I was able to broaden my understanding of the intricate dynamics of the media industry. This internship not only enhanced my practical skills but also deepened my appreciation for the crucial role responsible content plays in shaping society. As I move forward in my career, the lessons and experiences from this internship will undoubtedly continue to guide me in contributing meaningfully to the media landscape.



(Team Building Session)