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Universiti Teknologi MARA And Communications And Multimedia Content Forum Of Malaysia Join Forces To Promote Responsible Content Creation

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SHAH ALAM, July 17, 2024 – Universiti Teknologi MARA (UiTM) and the Communications and Multimedia Content Forum of Malaysia (Content Forum) have signed a Memorandum of Understanding (MoU) to collaborate on research, academic programs, and community engagement initiatives focused on responsible content creation and dissemination.

Through its Faculty of Communication and Media Studies, UiTM has taken a significant step forward in partnering with the Content Forum to address the increasing challenges and opportunities in the digital landscape. The MoU signing ceremony, held at Canseleri Tuanku Syed Sirajuddin was attended by Professor Ismie Roha Mohamed Jais, Assistant Vice-Chancellor (Strategic Communications), representing the Vice-Chancellor, Associate Professor Dr. Abd. Rasid Abd. Rahman, Dean of the Faculty of Communication and Media Studies; Rafiq Razali, Chairman of the Content Forum; and Mediha Mahmood, CEO of the Content Forum.



This collaboration recognises the growing importance of content creation in today’s digital age and underscores the need for a robust framework to promote ethical and responsible content practices. By joining forces, UiTM and the Content Forum aim to create a positive and sustainable content ecosystem.

“Through this MoU, we are committed to engaging in joint research projects, academic discussions, and community engagement initiatives,” said Professor Ismie Roha Mohamed Jais, adding that “these collaborative efforts will undoubtedly enrich the academic and professional landscapes, providing valuable opportunities for our students, faculty, and the wider community.”

Additionally, Rafiq expressed his enthusiasm for the partnership, stating that such significant step towards a future of responsible and ethical content creation through media literacy and accountability at its core.



Through this partnership, the Content Forum aims to share a mutual commitment to shape the future of the content industry—to engage with the leaders of tomorrow and build a foundation for innovation, ethics, and excellence in content creation.

The MoU outlines several key areas of collaboration, including:

- Joint research projects to explore emerging trends and challenges in content creation
- Academic programs and curriculum development to integrate content ethics and self-regulation
- Community engagement initiatives to raise awareness of responsible content consumption
- Advisory support from the Content Forum on content governance regulations and standards
- Integration of the Content Code into UiTM's syllabus

Meanwhile, Ismie said that by working together, UiTM and the Content Forum will advance knowledge, drive innovation, and promote ethical standards in content creation and dissemination.

She added that this strategic collaboration upholds the university's emphases on Quality Education, Global Excellence, and Value-Driven Performance.

This partnership marks a significant step towards a more responsible and ethical digital landscape in Malaysia. By working together, both organisations are committed to empowering the next generation of content creators and ensuring that digital media remains a positive force in society.



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