

npTribune

The Student Voice of
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INSIDE

CHALLENGING EVERY STEP OF THE WAY

Think of the liberal arts concept of "Money, Business and the American Culture", and one thing definitely comes to mind: It is a challenge.

• GLOBAL P⁹



SCHOOL REPORT CARD

With overseas trips in NP becoming as hot as the latest iPhone, we talk to some of the students who have trotted the globe and lived to tell the tale.

• SPECIAL REPORT P¹⁰ - P¹¹

NOW OR NEVER

Living in the moment: The excuse for complete decadence or perhaps just another way of looking at life?

• VIEWS P¹³

HOME SONG STORIES

"I write these stories about my mother," Tom says. "Trying to understand her and all the things that she did. Or perhaps to punish her, or just to remember, to feel, to forgive, to love."

• ZEST P¹⁹



BOWLING FOR SUCCESS

National Bowler Eugene Low shows us that passion for the sport is the key for excellence in the sport

• Zest P²²



NPT/AIRELL ANG

DECODING THE MESSAGE BEHIND THE MEDIA

Secondary school students at the Singapore Youth and Media Camp 2009 go behind the scenes and through interactive workshops and interesting seminars to find out what the media is trying to tell them

**Airell Ang, Eunice Ng,
Lin Zicheng & Melodie Lee**

"Is there a hidden message behind the media?" Students attending the Singapore Youth and Media Camp (SYMCamp) at NP from 15 to 17 Jun found themselves faced with this question.

Organised to increase media literacy among youths in Singapore, the SYMCamp incorporated both seminars and workshops taught by lecturers from the School of Film & Media Studies (FMS). More than 100 students from 14 different schools received first-hand experience behind the scenes in the media industry, as they attended various seminars such as Violence in the Media and Advertising Messages, as well as radio and filming workshops.

MEDUSA (Media-Education Solutions), a research and programming subsidiary of FMS and the organiser for the event, wanted to "inject fun", and also

to make the camp "not only about medialogues", which is the reason for workshops on top of the typical seminars.

ROCK DJ

The workshops facilitated by industry professionals were largely popular with the participants.

Inquisitive minds were on a roll and the radio studio buzzed with excitement as the students picked their songs for their very own radio capsule.

Curtis Tan, 14, a student from Fairfield Methodist Secondary School who attended the radio workshop, says, "The lecturers were interesting. They opened up my eyes about the subliminal messages behind the media, but I enjoyed the workshops more. It's my first time being behind the microphone as a DJ, and it was unforgettable."

During the workshops, hands flew into the air to compete for the facilitator's time and attention.

Mr Jason Chow, facilitator of the radio workshop, says, "It's good

exposure for them. This camp gets all the participants excited about the media business. It is easy for people to be critical of media personalities, but only when the students get put in the hot seat will they realise the pressure, and that's when they'll be facing their own demons."

When put in front of the microphone, many of the students were exasperated as they attempted to control the nervousness in their voices.

Yuying Secondary School student Jade Png, 17, recounts her experience in front of the microphone, "It's my first time. I stammered and had my tongue tied a few times through the capsule. But it was great fun!"

Still, it was not only about deejaying behind the radio stations.

Students learnt about media literacy, or having the "ability to bring critical thinking skills to bear on all media", which is also what the Media Development of Authority (MDA) hopes to achieve for seven out of ten Singaporeans by 2015.

UNRAVELLING THE MEDIA

"It's about the instinct to question what lies behind media productions and how it affects the viewer and the society at large," says Mr Herald Bangras, who was also in charge of the seminar Violence in the Media.

Mr Clement Tay, trainer at the Advertising Messages seminar, agrees. "Currently, I think youths are too comfortable with order taking, being spoonfed by one or just a few sources of information, and that can be very detrimental to an open, hungry mind."

As a result, it came as an utter surprise to the students when they found out that there is more than meets the eye in the media content that they mindlessly consume daily.

When Mr Bangras played the track "Relapse" from popular American rapper Eminem's album and flashed the lyrics on screen, the expression on the students'

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