



Work Attachment Experience with Mediacorp Pte Ltd: Editorial, Media and Public Relations, Corporate Communications (Chinese)

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My Work Attachment Story

Chapter 1: the Setting and the Catalyst

Mediacorp is Singapore's largest content creator and national media network, operating a suite of TV channels, radio stations and multiple digital platforms. With the ever-changing digital media landscape, **Mediacorp's purpose is to create engaging and trusted content, to connect and inspire the communities, and to celebrate the significant moments in everyday life.**

Since young, I have always been watching television and listening to the radio. As it is a household name I grew up with, I wanted to find out more about what they do. In curating the work attachment with them, I was tasked to focus on three problem statements they prepared:

1. How can Mediacorp's content be better leveraged to support the learning of Mother Tongue amongst students?
2. How can local media content be used to enhance learning among students?
3. How can Mediacorp's content and/or the media production process (e.g., news reading, content creation and production, script writing, creative writing, etc.) be incorporated into the curriculum?

I intended to incorporate the knowledge gleaned from the attachment into my daily teaching and learning. This would allow me to be in a better position to guide my pupils on where the industry is moving towards and what they can do if they are keen on pursuing a career in this industry.



My Work Attachment Story

Chapter 2: the Plot

The attachment experiences at Mediacorp were varied. I went to the different departments to learn about their daily work and how different types of productions are done. In these experiences, I

- 1) visited the Creators Network, where I learned the considerations behind choosing the format and the ideation that goes into the production of a talk show;
- 2) went behind the scenes to observe the use of props and post-video editing of Chinese entertainment and drama production;
- 3) visited the existing hospital drama set and filming sites, learning how they overcame constraints in obtaining permits to film in an actual hospital through the creation of sets;
- 4) went behind the scenes of radio stations to see how they operate Instagram/Facebook live shows; and
- 5) visited the news station and observed its production, where I had an opportunity to do a mock interview, and created a mock news article.



Directing our own talk show

My Work Attachment Story

Chapter 2: the Plot



Visiting a filming site

While the IMDA (Infocomm Media Development Authority) provides the overarching regulations for content creation in Singapore, Mediacorp is committed to pushing boundaries to innovate within constraints.

Navigating competition from various sources, both local and international, requires a proactive approach, and they strive to maintain a socially responsible stance in their content creation. Adapting to the ever-changing media landscape and staying competitive add to this demand. I find it impressive that they embrace innovation, adapt to changes, and yet commit to staying socially responsible.

My Work Attachment Story

Chapter 3: the Resolution

The dynamic nature of the media industry requires students to be well-prepared and adaptable. Some of the job competencies/dispositions required are as follows:

1. **Strong Command of Language and Communication**: Effective communication is fundamental in the media industry as it is crucial for conveying ideas and messages well, whether in writing, speaking, or other forms of expression.
2. **Adaptability and Flexibility**: The media landscape is constantly evolving with new technologies, platforms, and emerging trends. Being adaptable and flexible allows students to navigate these changes and respond to new challenges with ease.
3. **Collaboration**: Having strong interpersonal skills and the ability to collaborate effectively with diverse teams is a cornerstone of success in the media industry.
4. **Organisation Skills**: Given the fast-paced nature of the industry, organisational skills such as being able to manage time, projects, and deadlines efficiently is crucial for success.
5. **Staying Informed about Trends**: Keeping abreast of industry trends is necessary for staying relevant. This involves monitoring changes in technology, audience behavior, and content consumption patterns.
6. **Understanding Industry Standards**: Knowing and adhering to industry standards is key. This includes ethical considerations, legal requirements, and best practices within the media sector.



Coming up with a mock news article

By incorporating the development of these competencies in my lessons, I can help my students better prepare themselves for the challenges and opportunities ahead. Engaging in interdisciplinary projects is an excellent way for them to develop and apply these competencies/dispositions.

My Work Attachment Story

The TWA+ experience at Mediacorp was enriching and fruitful. I am honored to have had the opportunity to learn from dedicated and passionate individuals in the media industry. I am also grateful for the following:

- **Enthusiastic and Passionate Hosts from the Various Departments:** Their willingness to reveal experiences selflessly suggests a genuine commitment to helping others grow in the industry.
- **Friendly and Supportive Atmosphere:** The fact that the hosts were friendly and went out of their way to help me feel at home was a welcome element in the entire attachment.
- **Insightful Company Tour:** As we went on the tours of the different departments, I gained practical insights into the workings of the industry. It was a well-planned and thoughtful attachment programme! The hosts took time and effort to ensure that the experiences were both educational and engaging.

Experiences like these provides me with valuable real-world perspectives and connections, and offered a glimpse into the industry's day-to-day operations and the passion that drives those who work in it.

I would strongly recommend anyone who is interested in the media industry to join this TWA+ programme! No regrets! It was definitely worth the time and some days away from school.