

Najib Calls On Media Practitioners To Help Government Correct Negative Perception, Propaganda
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KUALA LUMPUR, May 15 (Bernama) -- Prime Minister Datuk Seri Najib Tun Razak today called on media practitioners to continue to assist the government, especially to correct the negative perception and propaganda spread by irresponsible quarters.

He said those responsible for spreading the negative perception attempted to destroy the racial unity and stability among the people of various races in the country.

"The media plays a huge role in designing the country's development and progress.

"As such, last night I attended an event to appreciate the media practitioners, whether they are directly or indirectly involved in broadcasting, printing and digital who are always working to give the best report to the people," said the prime minister in his latest posting in his blog, NajibRazak.com today.

In his posting, Najib said the era when the government knew everything had passed and this indirectly indicated that the present government was more open to views for the smoothness of the country's development process.

He said the information media landscape in the country had experienced rapid and fast changes with the presence of the print and electronic media, as well as with the emergence of the online media, the social media and the Internet as the new medium.

"As an example, 40 years ago, during my early years in politics, I had time to respond to issues because normally a statement can be made a day after a certain incident.

"Now, in this fast world, the general society wants immediate response to issues," he added.

Last night, Najib attended the Premier Media Night 2015 which was organised to appreciate the role of media practitioners.

In his speech, the prime minister outlined five important criteria to be adopted by media practitioners, including social media movers in every news reporting.

The criteria included maintaining a professional attitude all the time, being responsible, and giving constructive views and criticisms.

They should also practise journalism ethics based on universal noble values in discharging their responsibility and duty and to practice healthy reporting by rejecting slanderous elements.

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