

# *SCHOOL OF ARTS PRESS*



SUNWAY UNIVERSITY | SEPTEMBER 2021





## ABOUT US

The School of Arts at Sunway University offers a variety of disciplines, ranging from Advertising and Public Relations to Design, Architecture, Film Production, Theatre and Music.

School of Arts Press (SOAP) is Sunway University's School of Arts monthly newsletter in which we highlight and provide information on student and staff achievements, past events as well as a notification platform for upcoming events.

## ISSUE HIGHLIGHTS

In this month's issue, SOAP highlights the various achievements of SOA students & staff, celebrates Malaysia Day with an 'Anak Malaysia' special and Life After SOA featuring Sophia Alyssa!

### **School of Arts Press** —

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# MESSAGE FROM THE INTERIM DEAN

Time for another change of gear?

Being able to cope with change and be flexible and adaptable are essential qualities for creativity and pandemic-era living. And so, as we start to prepare for a return to campus, here we go again! It's great to see how, through all the changes, student and staff activities and achievements keep coming.

Please forward this email to anyone interested in receiving monthly updates or future events and past successes in the SOA. Links to subscribe or unsubscribe are included in the email.



***Professor Matthew Sansom***  
***Interim Dean of School of Arts***



# DR. PAULINE LEONG – A FORCE TO BE RECKONED WITH

September has undoubtedly been an astounding month filled with milestones for Dr. Pauline Leong Pooi Yin from the Department of Communication.

The month for Dr. Pauline began with her 6-month visiting fellowship with ISEAS Yusof Ishak Institute in Singapore starting from 1 September 2021 to 28 February 2022. She is under the Media, Technology and Society programme where her research project is on Gatekeeping and Moderation of Socio-Political Cyber-Communities in Malaysia. Click [here](#) to learn more about ISEAS Yusof Ishak Institute's mission.

Then, her article titled "*Digital Media: An Emerging Barometer of Public Opinion in Malaysia*" was published in the Vol 89 Summer 2021 issue of the International Institute of Asian Studies newsletter. To read Dr. Pauline's article discussing the many instances where digital media have been used by Malaysian citizens to express their public opinion, click [here](#).

Lastly, The Edge Malaysia interviewed Dr. Pauline about her opinion on the relevancy of online petitions using technology. You can click [here](#) to read the full article that was published in the Digital Edge.

The School of Arts would like to extend our congratulations to Dr. Pauline for her achievements this month!



Assoc. Prof. Dr. Pauline Pooi Yin Leong has more than 15 years of teaching and academic experience in universities. She received her PhD in Political Communication from Monash University and her Master in Communication from Nanyang Technological University. She is the author of *Malaysian Politics in the New Media Age: Implications on the Political Communication Process*, a book published with Springer.



# DR. CATHERINE LEE – FRGS 2021 RECIPIENT

The School of Arts would like to congratulate Dr. Catherine Lee Cheng Ean from the Department of Communication for successfully receiving the Fundamental Research Grant Scheme (FRGS) 2021 grant! This is a huge milestone for Dr. Catherine and her team as it is an external grant from the Ministry of Higher Education (MOHE) Malaysia.

Dr. Catherine is one of the seven staff members from Sunway University to receive this grant, for her project entitled, *"An integration of Task-Technology Fit (TTF) and Unified Theory of Acceptance and Use of Technology (UTAUT) in Malaysian Higher Education Institutions During Pandemic: Policy Responses and Implications for Improved Online Teaching and Learning"*.



Dr Catherine Lee is Senior Lecturer at the School of Arts, Sunway University and has more than 19 years of teaching and research experience in higher education. She has published extensively in local and international peer-reviewed journals as well as presented at local and international conferences.



# DR. NORIZZATI – HOW DO YOU MANAGE YOUR STRESS?



Photo Source: Dr. Norizzati.

On September 2nd, Dr. Norizzati from the Department of Communication had the chance to speak to academicians and practitioners around the world about stress and how one manages it. She was invited by the Chancellor of Mirwais Neeka University in Afghanistan and the co-organiser, Parul University in India.

"As a motivator to postgraduate students for the last 3 years, I related this webinar to my own experience during my PhD days. The advice I always shared with moms who

are PhD candidates especially, is to schedule their study time and plan their day or week ahead. Balancing between life as a mother and a PhD student will only be possible through this practice. I also shared my stories living in 4 different countries while trying to further my study and how I managed my stress by staying positive and doing what makes me happy. The perspective I had was not from any books. From the feedback I always receive from my audience and followers, mothers with small children often struggle with their postgraduate studies, especially PhDs, and I want them to know that if I can do it, so can they. Manage your stress by preparing in advance what you want to do and when, and strictly follow this plan you made.

This webinar was attended by speakers from all over the world like the Chancellor of Mirwais Neeka University himself, Dr. Bahrullah Safi; the author of several books in business from Canada, Dr. Djordje Teofilovic; a human rights activist from Scotland, Ms. Claire Bidwell, myself, and several more. The feedback received was overwhelming." – Dr. Norizzati



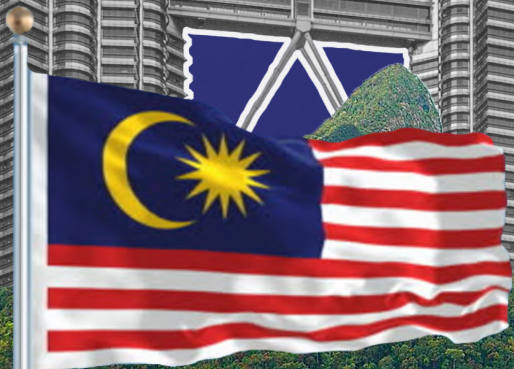
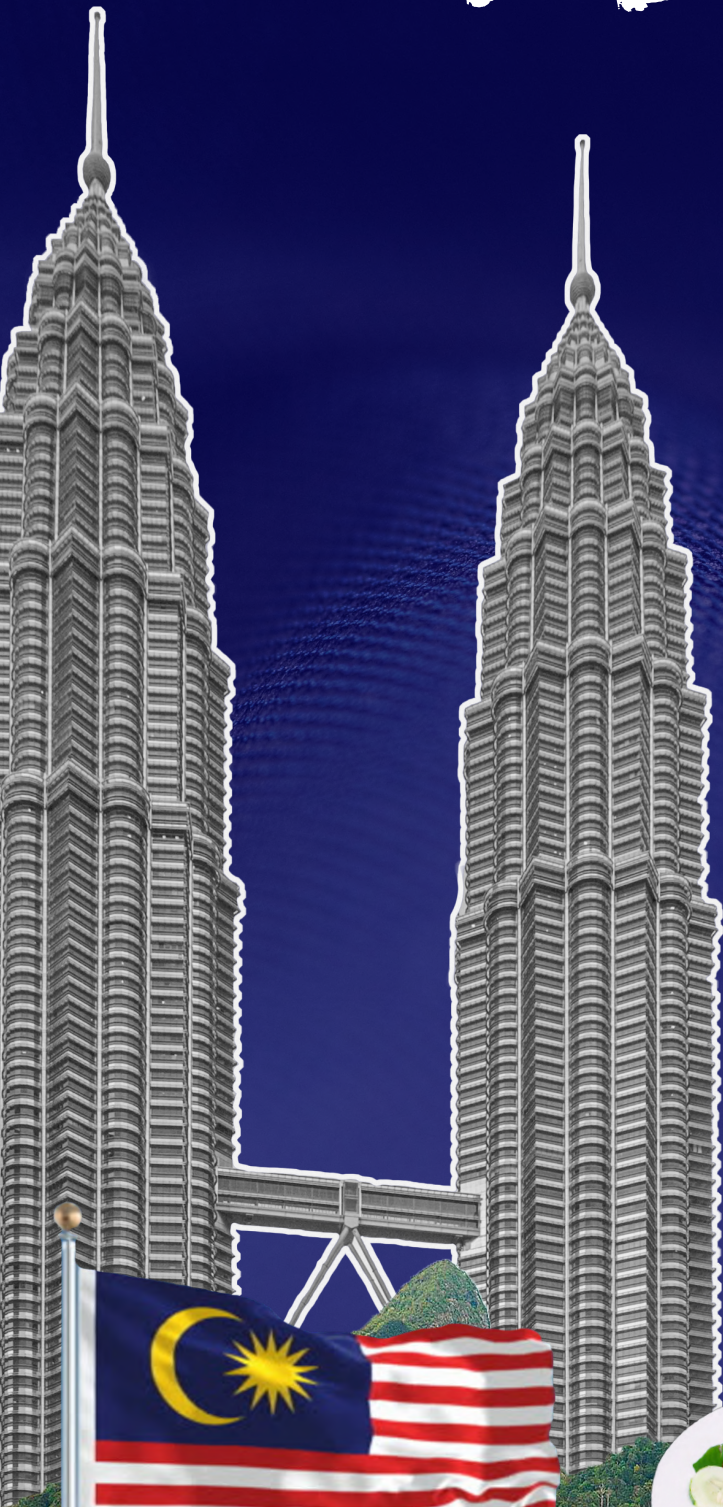
Universiti Malaya Media Studies' Best Student All Rounder 2002, Dr. Norizzati Azudin is known as Dr. Ty in the academic industry. Her PhD in Cross-Cultural Communication truly represents herself individually who adores different cultures and global communication. She has 20 years of experience in teaching, research, administration, and diplomatic relations. She serves Malaysia as a Diplomat's spouse in Jakarta, Indonesia where she used to live, besides Sao Paulo, Brazil, and Jeddah, Kingdom of Saudi Arabia. Besides a world traveller who have been to more than 30 countries, Dr. Ty also sings professionally!



Malaysia Day Feature:

# WE ARE ANAK MALAYSIA

September 16 commemorates the anniversary of the establishment of the Malaysian Federation in 1963, otherwise known as Malaysia Day. As a tribute to this momentous day, the School of Arts Press reached out to several students to ask them what being an *anak Malaysia* (Malaysian) means to them and what makes Malaysia special.





There's so many reasons why Malaysia is a special country. I think if you ask most people they would say it's because of our delicious food. I agree with them, Malaysian food is just something else. But there's so much more to this country than just its food. Malaysia is special because of its diversity. We're one country but with many different races and ethnicities. Our country is special because we've grown to learn and love each other's differences.

I love being Malaysian because I get to experience every culture's different food, traditions, and celebrations. I love being Malaysian because sometimes we forget that we're of different races, we just remember ourselves as Malaysians. One celebration that makes me so proud to be Malaysian, is our Independence Day. Everyone comes together with big smiles on their faces as we celebrate this important day. Fireworks are played, you can even see people dressing up in their traditional clothes, people gather at Dataran Merdeka; it's just so nice to see how everyone is so proud to call themselves Malaysian. No country is perfect, but I believe as Malaysians we stand together through the storms and hug one another through the good times and that's all that matters — the fact that we have each other.

**Nikita Ashley**





"Diversity" is a term often used to describe Malaysia. From the people that live here, to the food we eat and events we celebrate, everything that happens in this country is truly a reflection of how diverse it is. Even our geographical location is unique because we have an east and west coast, so it's cool to say that I'm going "overseas" when I visit Sabah or Sarawak for example, even though *technically* I'll still be in Malaysia.

Personally, one of the things I love is how in Malaysia it's easy to find people who can speak more than 2 languages. It is also super amusing when foreigners can't understand the way we speak Malaysian English when we speak '*bahasa rojak*'. It has become such a norm for us locals in our day-to-day conversation, to the point where teachers scold us for mixing languages when giving presentations.

**Belle Ang**





As a Malaysian, I feel lucky to be able to live in a peaceful and multicultural country. Although sometimes, if I'm being honest, times can be challenging because anything good has its bad moments. But I'm glad to be in the country to see everyone come together when the people need it the most, especially now during the pandemic. When times have been the toughest, I'm happy to see Malaysians helping one another regardless of race or religion.

To me, what makes Malaysia special is the presence of multicultural races. The country's various cultures and ethnicities have settled in Malaysia for over centuries, each creating their own unique concoctions that vary from their original culture. Living together harmoniously, a beautiful, expressive, and multicultural family is created.

A circular portrait of a man with dark hair and a mustache, wearing a dark shirt, set against a yellow background. The portrait is partially cut off by the bottom edge of the page.

**Venodaysh Nair**



# ART : UNLIMITED

**ART: UNLIMITED IS DESIGNED TO SHOWCASE THE ART  
MADE BY TALENTED MEMBERS OF THE SOA.**

**ART IS NOT CONFINED TO A CERTAIN STANDARD AS  
THERE ARE HUNDREDS OF DIFFERENT  
INTERPRETATIONS OF ITS CREATIONS AND**

**THIS MAY COME IN THE FORM OF PHOTOGRAPHY,  
PAINTINGS, POETRY AND MORE.**

**WE WELCOME ALL WORKS OF ART FOR THIS SECTION.**



# GLO.

## ALETHEA CHONG, MALAYSIA

BA (Hons) in Contemporary Music (Audio Technology)



This project was a creative endeavour by myself and two of my closest friends, and the message of this song hits very close to home for us all. It's a beautiful reminder of how little control we actually have in life, which can be a scary thing, but in reality, when we let go of our need to know the "why" behind every circumstance, and choose to have faith instead, that's when things start happening.

*As soon as I stopped worrying  
Worrying how the story ends  
And I let go and I let God  
Let God have His way  
That's when things start happening  
When I stopped looking at back then  
And I let go and I let God  
Let God have His way*

Click [here](#) to listen to Alethea's cover of 'Let Go' by PJ Morton.



# NEW BEGINNINGS

**ILYAS AMMAR, MALAYSIA**

BA (Hons) in Communication



I started writing music when I was 16 or 17 years old, but I never imagined it could be a potential career option for me. However, once I started pursuing it professionally at the age of 18, many things began to change.

I don't think I could have ever seen myself doing the things I'm so used to now. I consider myself blessed to find joy in doing the things I am naturally talented at. Be it performing my raps live at shows, recording my own tracks or even filming music videos, I consider all this the beginning of a long and hopefully successful journey for me.



[Ilyas Konlay YouTube](#)

[Ilyas Konlay Spotify](#)



# CÉZANNE'S PORTS INSPIRED BY ALLEN GINSBERG

## ANONYMOUS

In true poetry fashion, Allen Ginsberg uses his poem to look beyond Cézanne's impressionist painting of L'Estaque, a fishing village just west of Marseille, and focuses on the transcendent reality that "doesn't occur on the canvas".

"For the other side of the bay / is Heaven and Eternity" It's interesting to see a front runner of the Beat generation take inspiration from a prominent figure in the impressionist art movement and make something new out of two groundbreaking mediums.

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*In the foreground we see time and life  
swept in a race  
toward the left hand side of the picture  
where shore meets shore.  
But that meeting place  
isn't represented;  
it doesn't occur on the canvas.  
For the other side of the bay  
is Heaven and Eternity,  
with a bleak white haze over its mountains.  
And the immense water of L'Estaque is a go-between  
for minute rowboats.*



# LIFE AFTER SOA SERIES: **Love for Writing**

Featuring Sophia Alyssa







Photo Caption: 2359 Event with friends.

This month's issue of Life After SOA features Sophia Alyssa, a BA (Hons) in Communication 2021 graduate. Though Sophia just recently graduated, her time in SOA is something that she will cherish for a very long time. She says that, "being raised by a mother who has been in the Communication industry for more than 3 decades, I fairly knew what was in store for me but one thing is for sure, I hadn't expected to enjoy my 3 years of studies as much as I did."

During her first year, she had found a strong passion for writing and it was all thanks to Ms. Priya for commending her essay and from then on Sophia got to build her writing further through multiple different assignments — writing a short screenplay titled "YUÁNFÈN 缘分" and embarking on a book project highlighting the cultural history of "Iban Tattooing". Apart from written assignments, Sophia also had the chance to dabble in media production. From audio-visual projects to visual campaigns, she managed to do it all in most of her semesters. The varying nature of the school projects provided her with different outlets to explore her creativity and critical skills and the challenges she faced with it.

Sophia is eternally grateful for the lecturers that have graced her with their "wisdom and knowledge". From her very first day to the very last, they've inspired and impacted Sophia in more ways than one. Alongside them are the "amazing friends" she had as her classmates. Sophia explains that "it was a privilege to be in a room filled with passionate and bright individuals. Everyone encouraged and uplifted each other to constantly do better, not just as students but also as people. It's also endearing to know that this support extends even after we've all graduated and have started our careers. I am beyond thankful for such a strong support system as I went through my years in the School of Arts."





Photo Caption: Art Direction and Campaign Project.



Photo Caption: Recording Studio.



Photo Caption: Recording Studio.





Photo Caption: Jom, Makan! Event.

Academics wasn't all Sophia did during university, she was also a part of the School of Arts Representatives (SOAR). After being appointed as the PR & Events Director, she had the opportunity to hold events like "Jom, Makan!" where everyone across all departments in SOA got to come together and have a meal with each other and a week-long exhibition titled "So, Arts!" where Sophia and her team worked with the Department of Art & Design to showcase students' work in the halls of Level 9. Going into her third year, she had then joined the School of Arts Press (SOAP), led by an amazing advisor and now a good friend, Rachel Ong.

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*Being a part of different committees under SOA gave me the opportunity to work with people outside of the Department of Communication and through it all I got to meet with stellar individuals that I wouldn't be able to meet otherwise. - Sophia*

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Photo Caption: So, Arts! Exhibition.



Photo Caption: SOAR Orientation.





Photo Caption: SOAR Orientation.

Sophia currently works in branding, something that she had never expected herself to be in but she enjoys the creative developments and working with people from different backgrounds and industries. "The learning curve that comes with the work is exciting and I liked that every day offered new types of experiences. Since then I have worked with names like Facebook, HEINEKEN, Public Bank, Genting Group and many more. I also got to lead projects, one of which is a digital recruitment campaign across the Asia Pacific," she says. Being faced with the pandemic as she started her career has not been easy, but she has a great team to thank for guiding and mentoring her along the way. Other than her full-time job, Sophia is also a part of [Kource](#), a non-profit independent journalism team where she mostly helps out with research and editorial work. She is also involved with [Hunger Hurts Malaysia](#), a local non-profit organisation, assisting them with digital content creation and other communication-related matters.

Sophia believes that the biggest lesson she learned throughout her time in university is that you have to always believe in yourself, take up any new opportunities and ultimately trust the process. "As someone who suffers greatly from self-doubt, it is definitely easier said than done but this mindset was what had kept me going. It has also brought me amazing opportunities, connected me with great people and got me to experience unique experiences."

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“  
*A rule of thumb that is always good to practice is to never deny yourself the possibilities of what could become, let others say no to you before you say no to yourself. - Sophia*  
 ”

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Photo Caption: Friends.

When asked about her future plans, she says, "considering that we are still faced with the pandemic, nothing is really set in stone and I'm taking every new day one at a time - I just graduated and have just started my career and as I've mentioned before, I will be starting a new job later in the year so that will be the current focus in the near future." However, Sophia does want to pursue a career as a writer to amplify voices, but she refuses to constrict herself down to only one singular path. She has many different interests other than writing that she would like to explore further. She ends by saying, "I'm still so young and there are so many different opportunities to look out for. I do have plans to continue my education when I get the chance but until then my plan is to focus on building myself further and become more established in my career."





Thank you for reading the - September 2021 - issue of the School of Arts Press.

To read past issues, click [here](#).



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