



## School of Arts Press

July 2019 Edition

### 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. We are preparing a new generation of students and researchers in the domain of creative digital media (CDM), merging core attributes of the arts, sciences, humanities, media and technology.

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

### MESSAGE FROM THE DEAN

This month we say a special thank you to Dr. Kenneth Feinstein, who has stepped in as Acting Head of the Department of Communication for the past ten months. See his profile later in this newsletter. We welcome Prof. Bradley Freeman as the new, permanent Head of Department on August 1. Look for more about Prof. Bradley in our next issue!

Please forward this email to anyone who would be interested in receiving a monthly review of upcoming events and past successes in the SOA. Links to subscribe or unsubscribe are included at the bottom of the newsletter.

Sincerely,  
Don Bowyer, Dean  
Sunway University School of Arts

### STUDENT AND STAFF ACHIEVEMENTS

#### Article featured in The Edge Weekly

Dr Pauline Leong, known for her areas of interest and research in media law, ethics, political communication, journalism and new media, had her article published in The Edge Weekly from 10 June to 16 June 2019! The article featured her opinion on fake news which has become prevalent in our everyday lives and the need for media literacy in our society. Take a look at her article below, or find it online [HERE](#)!

### Combating fake news – A need for media literacy

News means information that has been verified in the public interest, according to the United Nations Educational, Scientific and Cultural Organization (Unesco). And any information that does not meet this standard is not news.

However, the term "fake news" came into vogue during the 2016 US presidential election, popularised by President Donald Trump, who often used it to accuse the media whenever he received negative coverage.

The Collins English Dictionary defines fake news as "false, often sensational, information disseminated under the guise of news reporting" and named it "Word of the Year" when use of the term rose 36% in 2017.

Actually, fake news is not a new phenomenon. Rumours, misinformation, disinformation, manipulation and propaganda have long existed in human history.

Nevertheless, new information communication technologies have enabled unprecedented escalation of the production, circulation and consumption of fake content through cyberspace, which has had a huge impact on society (Unesco's handbook for journalism education and training states that "disinformation is an old story, fuelled by new technology"). Previously the effect of fake news was localised, but social media proved to be an effective distribution channel, thus amplifying its consequences.

The increased propensity for fake news is due to



Media Literacy  
BY DR PAULINE LEONG  
School of Arts  
Sunway University

Furthermore, the internet and social media enable any user to create, publish, distribute and consume information without the accompanying journalistic knowledge and skills of verifying information. Unlike traditional media gatekeepers who authenticate and corroborate information that they receive to ensure its trustworthiness and credibility before publication, the democratisation and decentralisation of news gathering and reporting have made it easier for false or misleading information to enter the online public sphere, thus making it harder for the average person to differentiate between truth and lies.

According to media scholars, producers of fake news have different motivations – mainly financial or political. Fake news for financial gain is akin to yellow journalism, a form of news sensationalism to increase circulation and profits. One recent example is Macedonian teenagers who produced sensational and fabricated political news stories ahead of the 2016 US presidential election to profit from social media advertising. They discovered that Trump's supporters were more inclined to like, share and/or comment on such posts and social media algorithms assisted in making such unverified news go viral.

Propaganda is also another form of fake news as its purpose is to positively influence public opinion towards the message creator, making it biased; whereas the purpose of real news is to objectively inform the populace without any intention to persuade.

Fake news has a tremendous impact on the dem-

come confused and unable make informed choices, thus affecting the public sphere of democratic discussion.

The proliferation of fake news in cyberspace undermines the credibility of real news that has been fact-checked and verified, making it harder for people to differentiate what is authentic and what is not.

There are also concerns that the concept of fake news is being used by politicians to undermine trust in the profession of journalism and legitimacy of the media industry, which plays a watchdog role as the fourth estate.

Media scholars have found that apart from Trump, other political leaders have also often used the term "fake news" to attack their critics and counter media scrutiny.

The issue of fake news in cyberspace is multifaceted, requiring a multitude of approaches at different levels. Some countries have taken the legislative route by introducing regulations to curb the spread of fake news. However, this approach has its drawbacks – how does one define what exactly is fake news? And who should be the one defining it?

One possible solution to this dilemma is media literacy, which is the ability to access and understand as well as critically analyse and evaluate different aspects of the media and their contents.

Media literacy can help educate people to navigate the treacherous waters of cyberspace so that they do not drown in the cesspool of fake news and disinformation, thus reducing the risk of being ma-

## RECENT ACTIVITIES

### Hidden Figures Fashion Walk

Year 3 Public Relations and Project Management students from the Department of Communication organised an inspiring Fashion Walk in Art Gallery on 19 June to celebrate and appreciate the various body types. The Fashion Walk was themed “Inner beauty is true fashion. Walk it, Work it!”, proclaiming that fashion is not limited to a certain body shape or size. The aim of the initiative was to provide an outlet to boost self-esteem and confidence among youths, whilst celebrating the different body shapes and sizes.

“The organising committee was excited and believed in the project from the onset. The underlying messages behind Hidden Figures was profound. A lot of hard work was put in, and great teamwork certainly paid off. Initial teething problems may have been a challenge, but it certainly did not hamper our spirits. With meticulous guidance from our committed and passionate advisor Mr. Srikumar Ramayan, we have learnt and gained tremendous knowledge on the tactics of organising an event of distinction. Hidden Figures will always be close to our hearts,” said event director, Ezac Chong.



*Ezac Chong, Director of Beyond Labels Campaign giving a heartfelt speech.*

The fashion spectacle brought tighter 6 designers showcasing their creations on the runway. The Fashion Walk themes were ‘Mums and Dads’, ‘Artistic’, ‘Marvel Bounding’, ‘Rocker Chic Street Style’, ‘Anarchy’, and ‘Glamorous’. The event also included singing performances by Alexandria Tan and Penny Lestranger; rendition of poems by Amelia Natasha and Pavithrah Sambu; dance performances by a girl trio - L’Queen, and an exclusive sharing session by Ms. Maslisa Zainuddin on petite body size. Excellent lighting display and good music uplifted the ambience in the hall. It was a unique fashion experience, with more than 160 attendees. The event definitely left the audience with a lasting impression.





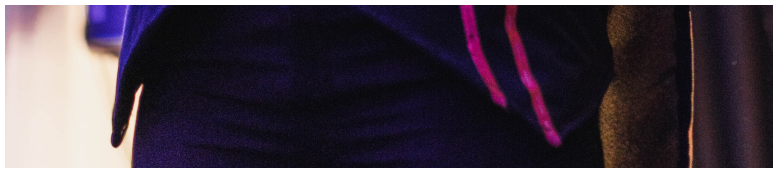
*Model from "Marvel Bounding" theme, with hints of Marvel elements.*



*Model from "Artistic" theme, showcasing upcycled denim style fashion.*







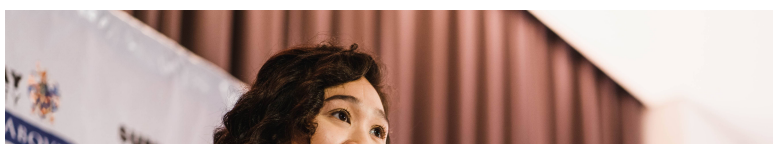
*Model from "Glamorous" theme, bringing back the 18th century fashion with a hint of modern twist.*



*Models from "Anarchy" team, posing for a photo before they hit the stage.*



*Ms Maslisa Zainuddin's sharing session on petite body size.*



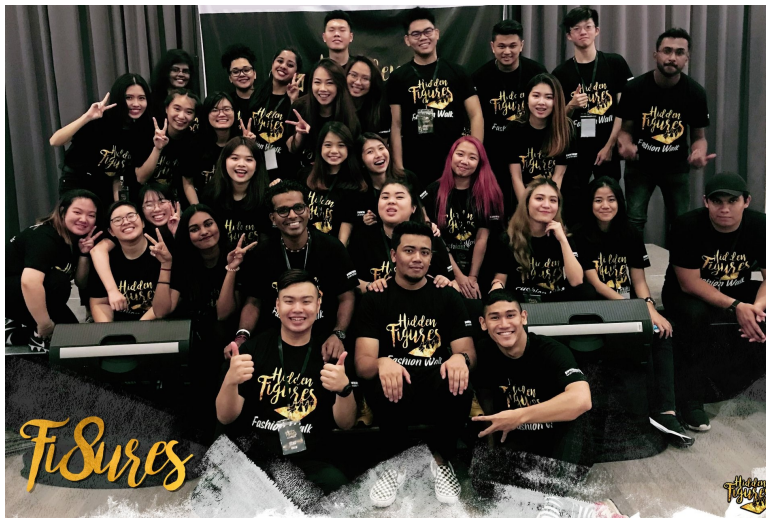




*Amelia Natasha reciting her poem on her experience with body image.*

The proceeds from the event, generous bags of clothing and accessories were donated to Shelter Home, an NGO that protects underprivileged children.

Congratulations to the student organisers - 'FI8URES' of Hidden Figures Fashion Walk as it pioneers as the first student ran fashion event in Sunway University celebrating different body shapes and sizes.



*The organising team behind Hidden Figures Fashion Walk - FI8GURES.*

## Musicians On Call!

*Musicians on Call*, the first ever showcase of the music performance programme was held at Sunway Medical Centre last month, on 26 June 2019. A group of 9 students along with their lecturers brought live music to patients and visitors of Sunway Medical Centre, which not only enhanced the ambience in the hospital lobby but also attracted some spectators. The 50 minute showcase comprised of Chamber Music, Large Ensemble, solo performances and even Choir performances.



*The Large Ensemble performing St Paul's Suite by Holst and Waltzer by Tchaikovsky.*





*Choir performance towards the end of the showcase.*

## Triptych Portraits by Chris Tan

# TRIPTYCHS PORTRAITS NOW SHOWING

Operation Hours

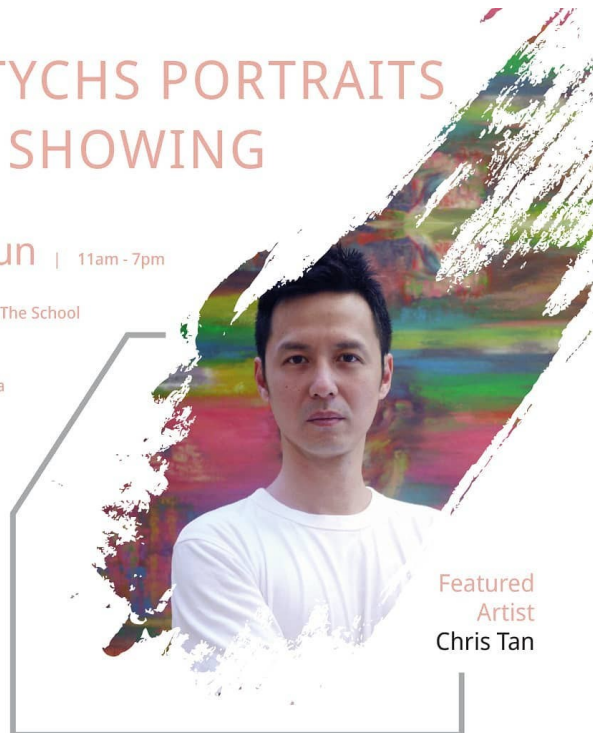
**Mon - Sun** | 11am - 7pm

Venue

100-G.025, Block J, The School  
Jaya One No. 72A  
Jalan Universiti  
46200 Petaling Jaya  
Selangor

Email

[info@zhanart.my](mailto:info@zhanart.my)



Featured  
Artist  
Chris Tan

Chris Tan, a fellow lecturer in the Department of Art and Design is having his triptych series displayed in Zhan Art Space gallery from 27 June until late August! Besides teaching part time in Sunway University, Tan is a contemporary abstract expressionist painter who excels in the use of dynamic awe-inspiring distorted forms to express human feelings and life.



Inspirations for his transformative figures and reflective feelings come from studying local social scenes, philosophy studies and his personal childhood memories. Check out his artwork at Zhan Art Space Gallery, The School Jaya One every Monday to Sunday from 11am to 7pm! You may also log on to this [website](#) for more information on the exhibition.



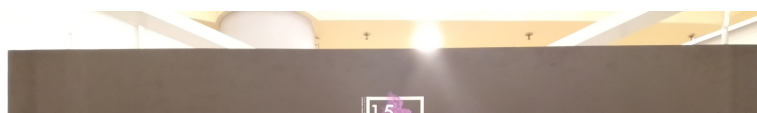
*Chris Tan with his artwork at Zhan Art Space gallery.*

## DAD Graduation Shows in July

It's the time of the year again for students from the Department of Art and Design to showcase their artworks! This time, students from the Diploma in Interior Design (DID) and Diploma in Graphic and Multimedia Design (DGM) have showcased what they have learnt throughout their diploma programme. Both events took place at Sunway Pyramid on 15 to 18 July and 19 to 21 July respectively. Take a look at what they've done if you missed it!



*DID students along with their lecturers at the showcase.*





Graduating batch of DID students and a congratulatory message from the Vice Chancellor of Sunway University, Professor Graeme Wilkinson.



One of the students explaining his artwork to Professor Graeme Wilkinson.



DGM students' exhibition on upcycled clothing.







*Other corners of the showcase done by the graduating batch of DGM students.*

## INTRODUCING SOA STAFF AND STUDENT

### Professor Kenneth Feinstein



Associate Professor Kenneth Feinstein is the acting Head of Department for the Department of Communication in Sunway University. He has been leading the department for almost 10 months now, and he has shared his experience on being the head. With a diverse background, Assoc Prof

Kenneth is not only leading the Department of Communication, he is also a member of the School of Art's CRCDM where he actively conducts research and is the programme leader for the Masters in Visual Communication and Media Studies. Besides conducting research, Assoc Prof Kenneth is also an active new media artist, curator and does exhibition designs. He has also worked in magazines, advertising, corporate communication, advertising design, branding, photo printing and even has a background in media theory as well as studied with several media theorists.

As the acting Head of Department for the Department of Communication in the past months, Assoc Prof Kenneth expresses that there is a clear line for being the leader of the department and his several other positions. Since becoming the Head of Department, his main duty focuses on administration as opposed to pedagogy. He is involved in the scheduling of academic timetables for students, assisting in the soon to launch creative advertising programme as well as the Masters and PhD programmes in the Department of Communication. Assoc Prof Kenneth is there to make sure the systems work smoothly, and there is a pleasant study environment for the students, as well as the quality of teaching. Fortunately, he says that all the lecturers are doing very well in terms of teaching. "It is important for me to motivate and work with people, and get people to do the best that they can," says Assoc Prof Kenneth. He explains that he is also responsible in the overall well-being of the students in the department. Professor Kenneth has to make time to talk to students, making sure that they are coping well and help them do the best that they can to achieve their goals.

In the past 10 months, Assoc Prof Kenneth has attended several events held by the students within the department. He says that most of the events he attended have been good and most importantly are well timed and not too dreary or uninteresting. He pointed out that the recent event he attended was the Beyond Labels sharing session, which was featured in last month's newsletter, and complimented that the event was well-organised and interesting. "The event touched an important subject which was not addressed enough in our community and hence it was an interesting experience to have participated in the event," said Assoc Prof Kenneth. He also commented that the internships also seem to have a positive experience as the students work very well with external companies and for that he definitely gives the department credit.

As the school is moving from strength to strength, Assoc Prof Kenneth believes that the department, or the School of Arts overall will become more well known for our teaching and research. He also hopes that he will continue to help people in the department when in need. As there will be a new Head of Department appointed for the Department of Communication next month, Assoc Prof Kenneth has also commented that the new Head of Department will do a better job in leading the department as he has a great vision towards the future of the department.

## Aaron Chieng







Aaron Chieng from Sibu, Sarawak is a final year student studying BA(Hons) Digital Film Production. This course has expanded a new path for him as he realises his love and passion for filmmaking. He is grateful to have made friends and lecturers whom he can work closely with for in school projects and work outside of the university. He was a part of the Sunway University's Hari Raya video and a Merdeka video titled "Suara Malaysia". The Merdeka video was a collaboration between Sunway and Astro. "We always work and learn together, no matter how difficult the task is, we always push our limits and grow together" said Aaron.

In the first year of his degree life, Aaron won first place for Malaysia HealthCare 'Reality Check Video Challenge' with one of the documentaries - "Borrowed Time" he worked on with his peers for their coursework. Aaron was the Director of Photography for that documentary. Later on, the documentary was also selected as the Official Selection AYIFF 2018 and the Best Documentary 14th Mini Film Festival. Recently, he has been chosen to represent Sunway University's School of Arts to make a documentary about the Asia Pacific Dance Festival in Honolulu, Hawaii.

Throughout his time in the School of Arts, Aaron met friends who shared the same vision. From there, they registered a film company named "Ninth Floor Pictures", as they met in School of Arts, on the ninth floor. With that, Aaron's goal is to make a feature film. However, his dream does not stop here, he wants to make a change in the film industry big enough that he will one day appear in student's textbooks.

## CONNECT WITH US

FACEBOOK

INSTAGRAM

Address  
Sunway University  
No. 5, Jalan Universiti,  
Bandar Sunway,  
47500 Selangor Darul Ehsan  
Malaysia.

Tel  
+6 (03) 7491 8622

Fax  
+6 (03) - 5635 8633

Email  
dbowyer@sunway.edu.my

[Subscribe](#)

[Unsubscribe](#)

All rights reserved © 2019 SUNWAY UNIVERSITY