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MARCH 2022

In this month's issue, SOAP highlights the March projects and achievements of SOA staff and students.

## Message from the Dean



Very soon we will be welcoming new students and welcoming back returning students in our April semester and we look forward to seeing you soon. It will be an exciting time for the School of Arts as we launch our new events calendar that will showcase the wonderful work of our staff and students as well as some exciting visiting artists and scholars. I wish you all the very best for the upcoming semester and look forward to hearing of your successes.

– Prof. Matthew Marshall, Dean, School of Arts

## Les Emotions en scène Publication by Prof. Sabine Chaouche

Prof. Sabine Chaouche has recently published a volume titled *Les Emotions en scène/ Emotions Hit the Stage*, in collaboration with Dr. Laurence Marie (Columbia University, US). This book presents the different issues related to the staging of emotions in theatre. It looks at the influence of theatrical genre, and gender, and the reception of emotions by the audience. It shows how the representation of emotions on stage contributes to the history of emotions and how the 18th-century debates on acting led to a major reflection on effects and sensitivity that is still relevant today.

Photo source: Prof. Sabine Chaouche

2021 – 2, n° 17

### European Drama and Performance Studies

Les émotions en scène  
(XVII<sup>e</sup>-XXI<sup>e</sup> siècle)

Sous la direction de Sabine Chaouche et Laurence Marie

 CLASSIQUES  
GARNIER

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### Influence of Medicine on the French Stage

Professor Chaouche has published an article focusing on the influence of medicine on the French stage. It discusses ‘expressionist’ acting in the late 18th century and claims that actors performed paroxysmal emotions using hysterical gestures and movements. The concept of emotion is examined through the lens of modern criticism, before that of trance and spasms in relation to the medical sciences. Scrutinising how torment, agony, and fright were expressionistically staged sheds new light on theatre practices of the time.

Photo source: Prof. Sabine Chaouche



**Social Media Approach to Crisis Communication during COVID-19 Pandemic: An Analysis from Malaysian Perspective**

Rosninawati Hussin <sup>1\*</sup>, Suria Hani A Rahman <sup>1</sup>, & Norizzati Azudin <sup>2</sup>

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Photo source: Dr. Norizzati Azudin

**Published Article in Ulum Islamiyyah by Dr. Norizzati Azudin**

Dr. Norizzati Azudin also published an article in Ulum Islamiyyah The Malaysian Journal of Islamic Sciences (ERA indexed) titled Social Media Approach to Crisis Communication during Covid-19 Pandemic: An Analysis from Malaysian Perspective. This paper studied the usage of social media by the Malaysian government for message deliveries during Covid-19 pandemic. Three (3) months content analysis on Twitter shows how the Malaysian government has utilised Twitter for both information deliveries to the public, and to create awareness.

**Dr. Norizzati Azudin Has Article Published in IJeGR**

Earlier in January, Dr. Norizzati Azudin has published an article in Scopus ranked International Journal of Electronic Government Research (IJeGR) titled Evaluating the Impact of Verified Government Accounts on the Knowledge, Attitudes, and Intentions of Saudi Residents during the Covid-19 Pandemic, in collaboration with Dr. Ghadeer Khayal (Prince Mohammad Bin Fahd University, KSA), Dr. Farah Durani (University of Business and Technology, KSA) et al. This paper examined the impact of verified Saudi government social media accounts during the period when society in the kingdom depended on the media for critical information about Covid-19. Find the full article here.



Photo source: Laura Hannah Louis

## Final Year Recital “Love is in the air” by Laura Hannah Louis

On March 12th, Laura Hannah Louis performed eight songs during her recital performance as a final year Music Performance student to which she says comes with a lot of expectations and ambitions. “Being a classical vocalist, a majority of the selected repertoire for my Final Year Recital was from the Romantic Period. The Romantic Period started in the 1830s and ended around the 1900s which consists of an abundance of magnificent romantic pieces. Classical music embodies creativity, skill and pure talent. Performing these wonderful works of music bring joy, happiness, feeling of accomplishment and is entirely satisfying to me. With this being my first recital, I anticipate and look forward to many more performances in the future.”

Congratulations on a successful recital!

**COMING UP**

**IN CONVERSATION**

**FILMING HISTORY: READING BIOPICS AS NEW BIOGRAPHIES**

**CRISPIN BATES**   **BASHABI FRASER**   **PIYUSH ROY**

## Filming History: Reading Biopics as New Biographies

Prof Crispin’s conversation on ‘Filming History: Reading Biopics as New Biographies’ at the 52nd International Film Festival of India, held in Goa and online, is now available online for those keenly interested in the subject. It was held on the 27th of November 2021. The IIF Goa is the most important film festival held in India each year and is

sponsored by the Indian Ministry of Culture. The conversation was held by Piyush Roy, an award-winning Indian film critic and Dean of Arts at RV University, Bangalore, and Professor Emeritus at Edinburgh Napier University, Bashabi Fraser, OBE.

Watch the recording of Prof. Crispin's conversation [here](#).

Photo source: Prof. Crispin Bates

The poster is set against a dark blue background with a subtle bokeh effect. At the top left is the logo for the 52nd International Film Festival of India, Goa, with the dates 20<sup>th</sup> - 28<sup>th</sup> November, 2021. At the top right is the logo for Azadi Ka Amrit Mahotsav, featuring the number 75 and the Indian tricolor. In the center, the text 'IN CONVERSATION' is displayed in a large, white, sans-serif font, with 'IN' being significantly larger than 'CONVERSATION'. Below this, the website 'www.virtual.iffgoa.org' and the date '27<sup>th</sup> November, 2021' are listed. The main content area is framed by a white border. On the left side of this frame are two portrait photos: the top one is of Prof. Crispin Bates, a man with short brown hair and glasses, wearing a dark suit; the bottom one is of Prof. Bashabi Fraser, a woman with dark hair, wearing a dark top. To the right of these photos, the text reads 'In-conversation with' followed by 'PROF. CRISPIN BATES & PROF. BASHABI FRASER' in bold, white, uppercase letters. Below this, the session details are provided: 'Session on Filming History: Reading Biopics as New Biographies' and '02:00 - 03:00 PM'. At the bottom right of the frame, it says 'Moderated by' followed by 'Prof. Piyush Roy' in bold, white, uppercase letters. A circular portrait of Prof. Piyush Roy, a man with glasses and a red shirt, is placed to the right of the moderation text. At the bottom of the poster, there is a white horizontal bar containing four logos: the Government of India emblem, the Ministry of Culture emblem, the logo of RV University, and the logo of Edinburgh Napier University.

Photo source: Prof. Crispin Bates



## **Pitching Employer Branding Campaign to Sunway Malls: A Valuable Experience for Sunway University Communication Students**

On the 18th of February, Natasja Rosa Cornelia Maria Hagen along with eight other communication students led by Dr. Catherine Lee pitched their employer branding campaign proposals to Sunway Malls. Here are a few words from Natasja herself, "Pitching to a client as a second-year communication student was an experiential learning opportunity that I'm immensely grateful for. Feeling anxious but excited, we gathered and made our way to Sunway Pyramid for our presentation. It was a great success as they were very impressed with our work, and the team looks forward to the next phase of this project which sees the execution of creative strategies starting April 2022!

Photo source: Natasja Rosa Cornelia Maria Hagen



Photo source: Natasja Rosa Cornelia Maria Hagen

Thank you for reading the **March 2022** issue of the School of Arts Press Newsletter.

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