



JULY
2024

SUNWAY
UNIVERSITY

SCHOOL OF ARTS PRESS NEWSLETTER

IN THIS ISSUE...

- 1** MESSAGE FROM THE DEAN
- 2** THROWBACK: DOC STUDENTS LEAD JUDGING AT SUNWAY-OXBRIDGE ESSAY COMPETITION 2024
- 3** PROF. BRADLEY FREEMAN'S DISTINGUISHED ACHIEVEMENTS
- 4** CMAT STUDENTS SHINE AGAIN AT MALAYSIAN JAZZ PIANO FESTIVAL 2024
- 5** SPANISH CLASSICAL MUSIC CONCERT BY TRIO PROMMACHART



MESSAGE FROM THE *DEAN*



PROFESSOR
MAYCO A.
SANTAELLA



Message from the Dean

During the month of July, the School of Arts celebrated a series of outstanding achievements and events, showcasing the talents and contributions of its students, faculty, and partners. Department of Communication students demonstrated leadership in the Sunway-Oxbridge Essay Competition, Prof. Bradley Freeman had numerous accomplishments, the Contemporary Music programme students excelled at the Malaysian Jazz Piano Festival 2024, and we hosted a unique and impressive Spanish Classical Music Concert by the Trio Prommachart that brought an audience of 300, the largest in years.

Our students also shone in the China-Malaysia Innovation Future Summit 2024 hosted by Sunway University, the Broadway & Beyond performance organised by Tutan Entertainment with Kevin Field as conductor and Jaclyn Victor as guest artist, and during

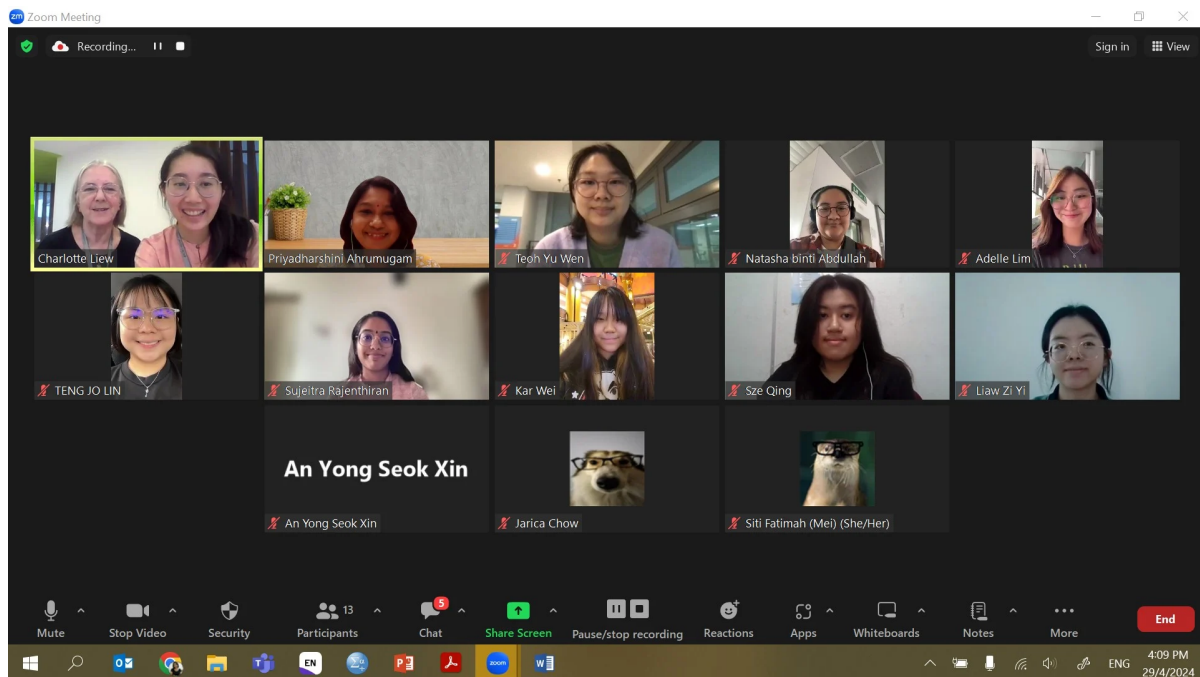
the "Next Big Quest," a fun, amazing-race-like event catered to hundreds of high school students who visited our school and university.

Last but not least, we congratulate all School of Arts graduates who participated in the July convocation ceremony. What a month! Congratulations to all students and staff involved.

Professor Mayco A. Santaella
Dean of the School of Arts

Throwback: DOC Students Lead Judging at Sunway-Oxbridge Essay Competition 2024

The Sunway-Oxbridge Essay Competition, organised by Sunway Group, Sunway Education Group, Jeffrey Cheah Foundation, and endorsed by the Ministry of Education Malaysia, partnered with Sunway Pals for its 2024 edition. Year 1 and Year 2 Department of Communication students played a pivotal role as judges in the preliminary rounds held on 2 May 2024 at Inspiration Square. Ms Priyadharshini Ahrumugam provided detailed marking criteria during a briefing on 29 April 2024, attended by Ms Margaret Hall of the Oxbridge Society of Malaysia.



Students attending the briefing with Ms Margaret Hall.

Photo credits: Ms Priyadharshini Ahrumugam

Category A (13-15 year olds) received 404 submissions, with 126 essays shortlisted, highlighting the impressive talent of young participants. The judging panel included Aeslinn Noel Tay, Adelle Lim Xen-Wei, Teoh Yu Wen, Natasha Binti Abdullah, Sujeitra A/P B. Rajenthiran, Teng Jo Lin, Siti Fatimah Binti Ramzam, Chow Wyng Yan, Aleesya Binti Abd Hamid, Nur Farah Binti Fazalullah, Clare Ang Shin Ren, Liaw Zi Yi, Lim Kar Wei, Wong Sze Qing, and An Yong Seok Xin, ensuring a rigorous evaluation process.



Students marking the essays.



Group photo of the judging panel.

Photo credits: Ms Priyadarshini Ahrumugam

Prof. Bradley Freeman's Distinguished Achievements

Prof. Bradley Freeman has had a highly productive period marked by several significant achievements. He has been appointed to the Scientific Committee for the 9th International Conference on Communication and Media (i-COME'24) at Universiti Utara Malaysia, where he will review conference papers and contribute to the event's success. Additionally, he serves as an advisory member for the 8th International Conference on Management, Education, and Emerging Technology in Seoul, South Korea, participating in various conferencing activities. He has been honoured with an Education Leadership Award at the 13th World Education Congress 2024 in Mumbai.

The Global Media Classroom, a collaborative initiative with the Lancaster University Network, won the International Impact Award at Lancaster University, leading to an invitation for Prof. Freeman to present at EduTech Asia 2024 in Singapore. He

participated in the LU Education Conference 2024, presenting on the Global Media Classroom.



Photo credits: Prof. Bradley Freeman

Prof. Freeman co-authored papers on generative AI in Malaysia, city branding in Kuala Lumpur and Singapore, food tourism and authenticity on YouTube, social media influencers in Vietnam, lifelong learning and Vietnamese folklore, and public service announcements on Malaysian radio. His paper on ChatGPT's impact on education in Malaysia and Japan, co-authored with Kumiko Aoki, has been Scopus-indexed.

His research on "YouTube and the Changing Landscape of Global News Flow" will be published in Qistina: Jurnal Multidisiplin Indonesia. Prof. Freeman also serves as an editor for the Taylor & Francis journal Cogent Arts & Humanities, highlighting his commitment to academic scholarship and discourse.

CMAT Students Shine Again at Malaysian Jazz Piano Festival 2024

On 23 June 2024, the Malaysian Jazz Piano Festival (MJPF) showcased the incredible talents of students and staff from the Contemporary Music (Audio Technology) programme. Representing Sunway University were performers Ryan Pynam, Farah Alia, David Chok, Sabrina K., Brandon Cheong, Alex Lee, Senaru, and staff member Andrew Tan. This marks the second consecutive year that our talented students have been selected to perform at this prestigious event, following their outstanding performance in 2023.





Photo credits: Andrew Tan

The MJPF, an annual festival that has been a beacon of musical harmony for over a decade, brings together jazz enthusiasts from all walks of life. It is renowned for celebrating and nurturing jazz talent in Malaysia, providing a platform for both emerging and established musicians to shine. We would like to extend our heartfelt congratulations to the Sunway University team for this remarkable accomplishment.

Spanish Classical Music Concert by Trio Prommachart



Photo credits: Chen Zoey

On 17 July 2024, the JC1 venue was filled with the enchanting sounds of Spanish classical music from 8:00 PM to 9:30 PM. The concert, attended by an audience of roughly 300, featured the illustrious Trio Prommachart, comprising Dr Poom Prommachart (programme leader for Music Performance), Sze-Ming Goh (Co-Concert Master of the Malaysian Philharmonic Orchestra), and Ivan Torres (part-time cello lecturer for Music Performance).

This special evening also saw the presence of VIP guests, including members of the Spanish and Thai diplomatic embassies in Malaysia, Prof. Dato' Elizabeth Lee (CEO of Sunway Education Group), and Prof. Abhimanyu Veerakumarasivam (Provost of Sunway University). Their attendance underscored the significance of this cultural event.

The Trio Prommachart delivered a mesmerising performance, captivating the audience with their exceptional musicianship and passion for Spanish classical music. The concert

not only celebrated the rich musical heritage of Spain but also highlighted the exceptional talents within our institution.



THANK YOU FOR READING!



ABOUT US:

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.



ADVISOR/EDITOR
Elizabeth Edwin



WRITER
Chong Kok Hin



WRITER
Samantha Cheah



DESIGNER
Aeslinn Noel

Want monthly updates from us?

Subscribe

School of Arts, Sunway University

5, Jalan Universiti, Bandar Sunway, Petaling Jaya
Malaysia



You received this email because you signed up on our website. School of Arts students automatically receive this.

[Unsubscribe](#)



