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In this month's issue, SOAP highlights the April activities, publications, and achievements of SOA staff and students.



Message from the Dean

It was a pleasure to welcome new and returning students to the School of Arts this semester and so good to see all of you back on campus for the first time in a long time. The School is going from strength to strength and this year we have more students enrolled than ever before – a reflection of the great work that staff and students are doing and of the quality of the school's programmes.

- Prof. Matthew Marshall, Dean, School of Arts

(Photo source: Prof. Matthew Marshall)



(Photo source: Prof Crispin Bates)

Prof. Crispin's Visiting Professorship at Kyoto University

Prof Crispin Bates, Director of SOA's Centre for South Asian and Indian Ocean Studies (SAIOS), has been awarded a Visiting Professorship at the Graduate School of African and Asian Studies in Kyoto University from June 1st until August 31st. Whilst there he will be enjoying access to Kyoto University's world class Asian studies library, presenting at research seminars, and advising on an Indian Ocean networking initiative involving Kyoto and other leading Japanese Universities, for which they have received government support.



(Photo source: Kelvin Wong)

Theatresauce Feature Piece in the Malay Mail

Congratulations to Kelvin Wong, senior lecturer and programme leader for the Diploma in Performing Arts programme on the feature of his theatre company Theatresauce in the Malay Mail! Titled “Subang Jaya performing arts company Theatresauce gets millennials, Gen Z excited about going to the theatre”, the article interviews Kelvin as the artistic director of Theatresauce on how the company is able to reach out to the “screen addict” generation and foster their appreciation for live theatre performances.

To read the full article, click [here](#).

Dr. Goh Yi Sheng Receives 2 Internal Grants

Congratulations to Dr Goh Yi Sheng on receiving two internal grants: The Sunway University Kick-Start Grant and The FCRI Seed Corn Grant.

(Photo source: Dr Goh Yi Sheng)



With the **Sunway University Kick-Start Grant**, Dr Goh will embark as principal investigator alongside co-investigator Dr Ooi Pei Boon (SMLS) on the research topic, “*Giving is Getting: Exploring Possibilities of Time Bank Concept in Malaysia*”. With the aim to understand the key concerns of the post retirement life of ageing individuals without children, along with the long-term goal of creating a Time Bank system in Malaysia, they seek to examine the perceived benefits, concerns, and intentions to participate in Time Banks in Malaysia.

Moreover, the **FCRI Seed Corn Grant** will be utilised toward research entitled, “*Towards Understanding and Incorporating Senior Citizens’ Needs in Disaster Response Operations (UNDERSTAND)*”, with Dr Goh and Prof Juliana Sutanto (Lancaster University) as principal investigators and Dr Catherine Lee (SOA) and Yang Hu (Lancaster University) as co-investigators. The research looks to identify the needs of senior citizens in order to optimise the design and enhance the performance of urban disaster management in Malaysia. Which in turn helps build an equitable and age-inclusive, disaster-resilient urban space for the ageing population.

On the 29th of March 2022, Dr. Pauline organised a web series with ISEAS-Yusof Ishak Institute on the topic of Moderating the Global Social Media Information Ecosystem. The webinar featured presentations from industry experts from Google, Twitter, and Meta and was moderated by Dr. Pauline. Together they explored the issue of content moderation on social media platforms and how policies are formulated and implemented to manage sensitive and controversial topics while balancing different moral, ethical, and cultural standards. The webinar turned out to be a success as there were more than 180 participants who attended.

For further information, click [here](#).

Ms. Priyadharshini Contributes an Article for Business Today

A fascinating aspect of mass media is that not only is it a form of communication that disseminates information; but also gives shape and structure to society through media messages or media content. Have you ever felt the need to own certain items regardless of the price tag? Ms. Priyadharshini Ahrumuham of the Department of Communication recently contributed an article titled “The Curious Case of Commodity Fetishism” for the Malaysian news site Business Today, weighing her thoughts on the media’s influence over consumer culture in society.



Read the full article [here](#).

(Photo source: Ms. Priyadharshini)

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