

SCHOOL OF ARTS PRESS

# Newsletter





## 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.

## Issue highlights

In this month's issue, SOAP highlights various achievements and events from the Department of Communication, the return of the Lunchtime Concert series and a special visit from Dr Tom Pierard to the CMAT programme!

## The School of Arts Press

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# Message From The Dean

This month, we saw the return of our Lunchtime Concert series, beginning with Indonesian pianist Hazim Suhadi. It is always encouraging to see students and staff from various departments being brought together through the joy of music! This is exactly the reason why we aim to continue hosting these concerts on a regular basis.

Meanwhile, we celebrate the many achievements of our academics, in particular the Department of Communication, as seen in this month's newsletter issue. Thank you all for your contributions and may you continue to flourish as the semester goes on!

**PROF. MATTHEW MARSHALL**

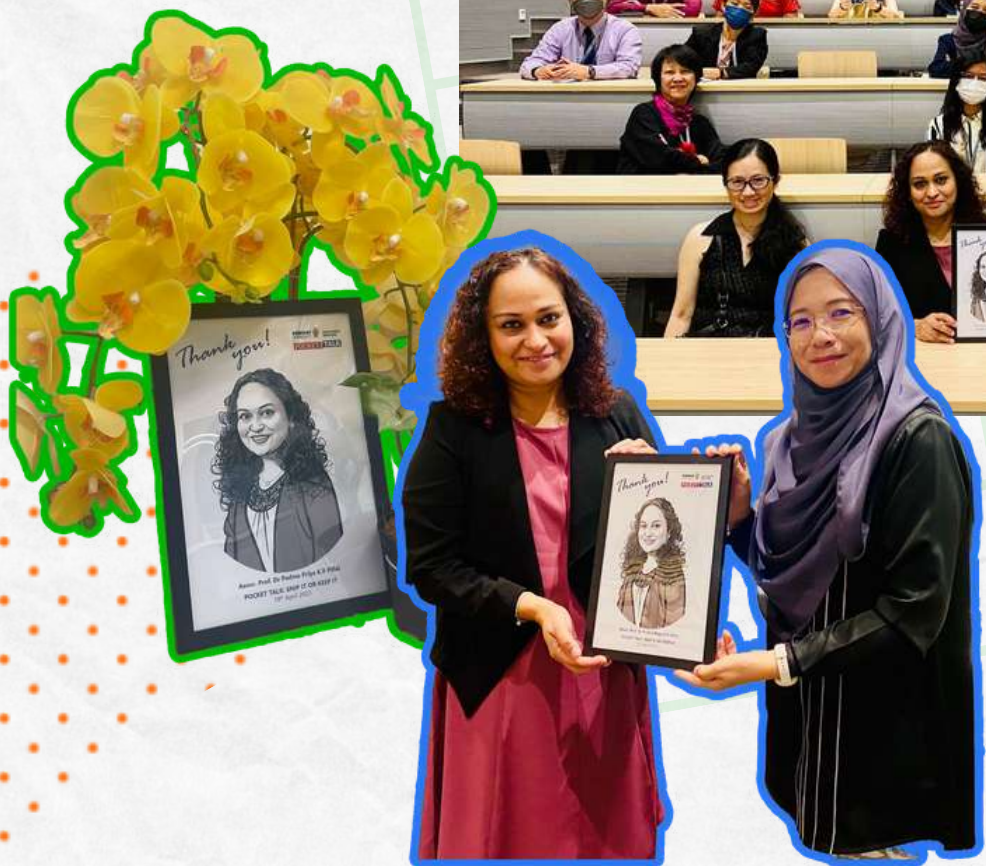




# Throwback:

## Dr Padma Speaks at First 'Pocket Talk' for Sunway Staff

On April 18th, Assoc. Prof. Dr Padma Pillai from the Department of Communication was invited to speak at the first 'Pocket Talk', a series of upskilling talks for staff members at Sunway University. Dr Padma's talk, titled "Snip It or Keep It?" was given to content associates across different departments on the fundamentals of copywriting and effective advertising. The two-hour session thoroughly enriched the attendees as they can apply what they have learnt in their respective roles. At the end of the session, Dr Padma was presented with a framed illustration of herself as a token of appreciation.



(Photo Source: Assoc. Prof. Dr Padma Pillai)



# DOC's Dr Pauline Leong and Dr Norizzati Azzudin Included in QRAM Expert Resource List

Dr Pauline Leong and Dr Norizzati Azudin from the Department of Communication were recently included in the Expert Resource List by the Qualitative Research Association of Malaysia (QRAM). The list aims to bring recognition to professionals in qualitative research across different universities and disciplines. This list provides those who are interested in “networking, research collaboration, supervision and examination process”, a place to begin their search for academics in their relevant fields. View [the full list here](#).

Congratulations, Dr Pauline and Dr Norizzati, on this achievement!



(Photo source: Sunway University )



# Dr Tom Pierard

## Visits CMAT Programme

Music technology researcher and External Examiner Dr Tom Pierard visited the Bachelor of Arts (Honours) Contemporary Music (Audio Technology) programme from the 8th to 10th of May 2023 to understand how the programme was run. During his visit, Dr Pierard observed classes, sat in as a session drummer for Recording Studio Techniques, and ran a workshop for students on sequences and performed drums. He also shared his academic and professional experiences with final year students taking the Creative Project module and conducted a drum masterclass for Caitlin Ong, who will be putting together a graduation recital in August.



(Photo source: Ms. Christine Yong )





(Photo source: Ms. Christine Yong )



# Assoc. Prof. Dr Padma Pillai Moderates Media Forum Presented by the School of Arts



(Photo source: Assoc. Prof. Dr Padma Pillai)

Assoc. Prof. Dr Padma Pillai, PhD, head of the Department of Communication, moderated a media forum on 19th May 2023. Titled, *"The Power of Media: Influence and Impact on Consumers"*, this forum featured Mr Kiron Kesav of Omnicom Media Group, Mr Arif M. of iWISERS and Jo-yee Lee of Nuffnang Malaysia as special guests who shared their insights on the topic. The forum explored the ways in which media influences our thoughts, beliefs, and behaviours. From analysing the role of social media to understanding the potential negative consequences of media consumption, the participants were educated to become more critical media consumers, be empowered to make informed decisions and advocate responsible media practices.



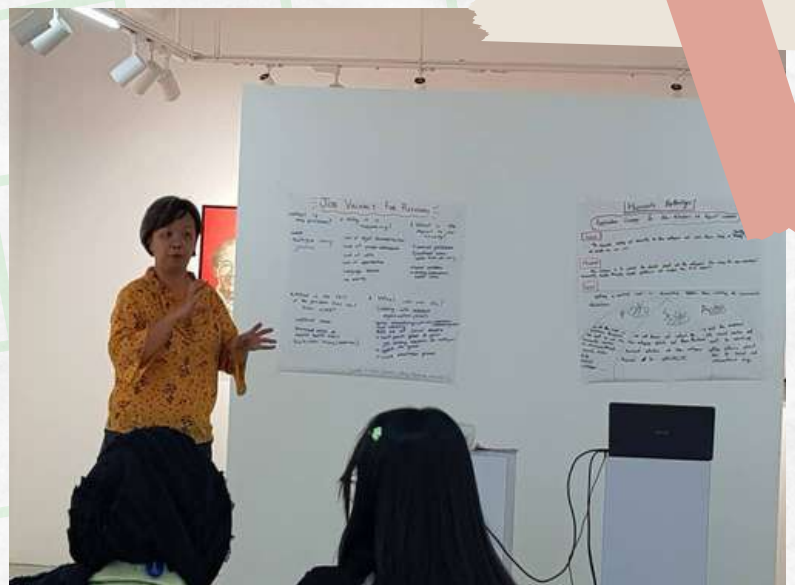


(Photo source: Assoc. Prof. Dr Padma Pillai)



# Dr Pauline Leong Facilitates Media Literacy Workshop for Migrants and Refugees

Dr Pauline Leong, Associate Professor from the Department of Communication, facilitated a media literacy workshop for 11 participants from the Myanmar and Afghanistan migrant and refugee communities during the weekend of 6th and 7th May. The workshop was organised by Young Lives Malaysia, a non-governmental organisation which aims to serve the local poor, migrants, and refugees in Malaysia. The participants were introduced to the history and development of media from print to broadcasting to online media during the workshop. The benefits and issues surrounding the use of social media, and the measures that the participants could take to address such problems were covered. They also explored how they could use social media to advocate a cause for their community.



(Photo source: Assoc. Prof. Dr Pauline Leong)



# Assoc. Prof. Dr Padma Pillai

## Invited as Chief Guest to a Cultural Event

Assoc. Prof. Dr Padma Pillai, PhD, head of the Department of Communication, attended an Indian traditional dance performance as a chief guest. Dr Padma expresses her gratitude to the organisers and supporters, especially Jabatan Kesenian dan Kebudayaan Negara (JKKN) and Kementerian Pelancongan, Seni dan Budaya Malaysia, on their commendable efforts in promoting and preserving Indian traditional dance as well as other dance forms in Malaysia. She believes that the effort of providing a platform for these art forms to flourish will inspire future generations and showcase the richness of dance as a representation of the cultural heritage of Malaysia.



(Photo source: Assoc. Prof. Dr Padma Pillai)





(Photo source: Assoc. Prof. Dr Padma Pillai)



# Lunchtime Concert with Hazim Suhadi

The School of Arts saw the return of the Lunchtime Concert series in 2023 on 8th May with a recital by Indonesian pianist, Hazim Suhadi! He was to be joined by Dr Andrew Filmer and Ms Chaing Yi Ling from the Department of Film and Performing Arts, however a Covid-19 infection rendered Dr Andrew Filmer unable to participate. The initial hour-long recital was unfortunately cut short, but still featured beautiful piano solo pieces written by female composers and Indonesian opera pieces sung by Ms Chaing Yi Ling. Despite the last-minute change of plans, the recital went on smoothly and the audience thoroughly enjoyed it, marking a strong start to the Lunchtime Concert series this year!



(Photo source:  
School of Arts Press)







(Photo source: School of Arts Press)



# Department of Communication Holds Town Hall for April 2023 Semester

The Department of Communication held its first Town Hall of the year on May 12th. The event started off with a talk by special guest Dr Suwichit Chaidaroon from the National University of Singapore. As the deputy head of the Department of Communications and New Media, Dr Chaidaroon gave a talk on “Digital Transformation in Strategic Communication Industry”. The event was followed by brief updates from the programme leaders. The Department of Communication was then delighted to welcome back two alumni for a sharing session. Graduating in 2018, BA(Hons) in Communication alumnus Safwaan Azmi now works as a marketing manager and heads a team of 3 marketing executives. Meanwhile, Ryan Lee who graduated in 2016 with a BA(Hons) in Communication specialises in brand narrative and public relations communication and has worked with many large corporations. Both alumni shared how their journey in Sunway University has helped them in their careers. Before the end of the event, it was announced that the RAWK Cultural Commcert will be returning with the theme “Reach Autism with Kindness”!





(Photo source: School of Arts Press )



# “Un Parcours Musical” Wind and Strings Concert Tour Comes to Sunway University

As part of the Wind and Strings Concert Tour 2023, Anton Isselhardt, head of the classical music program at the German Cambodian Cultural Centre, and Pongpat Pongpradit from Silpakorn University in Thailand, stopped by Sunway University for the “Un Parcours Musical” recital. “Un Parcours Musical” took a look at 100 years of French music development, which is characterised by its diverse and distinctive styles through the 20th century. The recital featured works for the flute and guitar from celebrated French composers Ravel and Debussy, including duets for the flute and guitar as well as solo guitar pieces. Anton Isselhardt and Pongpat Pongpradit also gave masterclasses to the students of the BA (Hons) Music Performance programme before heading off to the next leg of their tour.

(Photo source:  
School of Arts Press)







(Photo source: School of Arts Press)





**Thank you for reading the  
May 2023 issue of the School of  
Arts Press Newsletter.**

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