

SCHOOL OF ARTS PRESS
Newsletter

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MAKING THE WORLD BETTER
AND MORE JUST

**STRUCTURAL JUSTICE AND
COLLECTIVE RESPONSIBILITY**

BOOKS ON SALE



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 the various achievements of lecturers and students. On top of that, catch our lecturers on TV3 and BFM's podcast!

The School of Arts Press

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Message From The Dean

The September issue showcases the many engagements our academic staff have outside the four walls of the university. Our academics are not only dedicated to delivering quality education to our students, but also remain relevant in their respective fields through their external engagements. I would especially like to commend the staff of the Department of Communication, whose efforts are clearly seen in the articles below.

Meanwhile, some of our students are spending a semester abroad at Lancaster University, equipped with the LU Mobility Scholarship. I wish you all safe travels and a fruitful semester ahead!

PROF. MATTHEW MARSHALL



Prof. Bradley Freeman Features as Guest on BFM89.9 Podcast

On August 24th, Prof. Bradley Freeman appeared as a guest on BFM89.9's podcast episode titled 'Elon Musk Taking A Wrecking Ball To X?' In the episode, Prof. Bradley discussed the changes made to the social media platform X (formerly known as Twitter). This discussion centred around a series of decisions made by X's executive chair and chief technology officer, Elon Musk, which have completely reinvented Twitter. The impact of these decisions and the platform's appeal to users and advertisers were also examined. Perhaps, as Prof. Bradley suggests, "social media is his [Musk's] kryptonite".

To listen to the insightful and light-hearted episode, click [here](#).



(X/Twitter Photo Source: BFM)
(Prof Bradley's Photo Source: Sunway University)

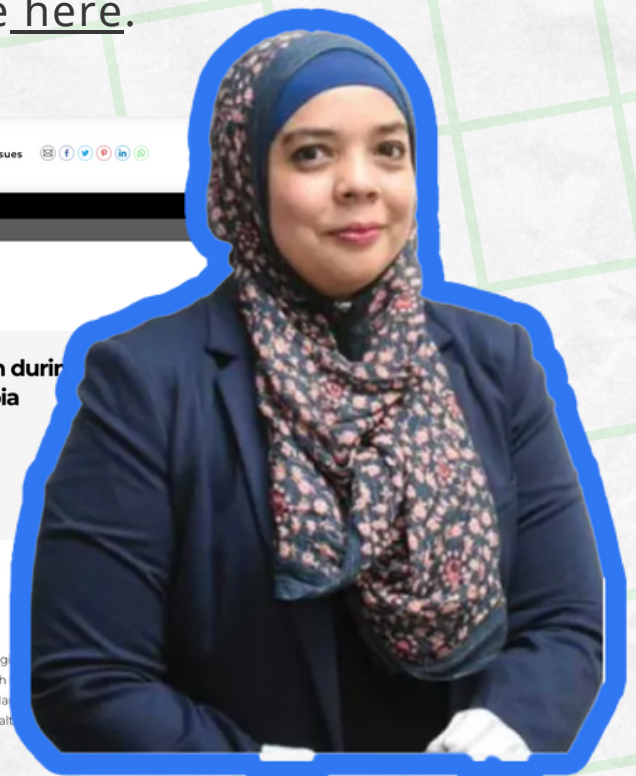
Dr Norizzati Azudin Publishes Crisis Communication Case Study in SEARCH

Dr Norizzati Azudin (Dr Ty) from the Department of Communication recently published a case study titled “Social media approach to crisis communication during the COVID-19 pandemic: A case study of Saudi Arabia” in the Journal of Media and Communication Research (SEARCH), an online peer-reviewed journal. The study scrutinises the Saudi Ministry of Health’s use of Twitter as a communication tool during the COVID-19 pandemic. The study’s data was collected when Dr Ty was residing in Saudi Arabia and connects Users and Gratifications Theory with social media and crisis communication.

To learn more, read Dr Ty’s article [here](#).



The screenshot shows the Taylor's University Faculty of Social Sciences and Leisure Management website. The article title is "Social media approach to crisis communication during COVID-19 pandemic: A case study of Saudi Arabia". The authors listed are Norizzati Azudin, Rosninawati Hussin, and Suria Hani A. Rahman. The article was published on July 17, 2023. The journal is identified as SEARCH Journal of Media and Communication Research, with an online ISSN of 2672-7080.



(Dr Ty Photo Credit: Sunway University)

(SEARCH Journal and Website Photo Source: Taylor’s FSLM Journals)

Prof. Crispin Bates

Receives External Recognition

Prof. Crispin Bates, research professor and director of the Centre for South Asian and Indian Ocean Studies (SAIOS), has recently received recognition from around the globe. He has been appointed as an Honorary Visiting Professor in the Graduate School of African and Asian Studies at Kyoto University, Japan. Additionally, he was appointed to the academic advisory board at Adamas University, an upcoming private university in Kolkata, India. He was also appointed as an assessor for professorial promotions at Notre Dame University, USA, and the University of Malaya. Congratulations to Prof. Crispin on the achievements!



(Photo source: Prof. Crispin Bates)

Prof. Bradley C. Freeman Shares at the DLSU International Social Sciences Conference 2023

The DLSU DISSCON 2023 was organised by De La Salle University in the Philippines in collaboration with the CLA Social Sciences Cluster. The conference focused on the theme of Sustainable Development Goals and the Social Sciences: Strengthening the Key A.R.E.A.S. of Integration. Throughout the conference, the pivotal role of social sciences in achieving Sustainable Development Goals was emphasised. Prof. Bradley was able to present his own experience on "The Greening of Arts Education" journey at the School of Arts during the conference. He is grateful for this golden opportunity that enabled him to connect with global thinkers and innovators.



(Photo source: Prof. Bradley C. Freeman's LinkedIn)

Assoc. Prof. Dr Padma Pillai Features on Buletin TV3 Discussing TikTok NPC Trend

Department of Communication Head Assoc. Prof. Dr Padma Priya Pillai was recently featured on Buletin TV3, where she discussed the topic, “Bizarre TikTok trend - ‘NPC’ Craze: Unique entertainment or degrading hustle”. During the segment, Dr Padma talked about the factors that contribute to the NPC trend’s popularity, including technology culture and the need for social interaction. Livestreams offer a means of connection between the creator and audience. However, everything users interact with can have negative repercussions on their personal and professional lives due to a lasting digital footprint.

Watch Dr Padma’s segment [here](#).



(Dr Padma’s Photo Source: Sunway University)
(Video Screenshot Photo Source: Buletin TV3)

School of Arts Students Chosen to Spend a Semester In Lancaster University

Grace Ong Qian Enn from BA (Hons) in Communication, Voong Chen Ying from BA (Hons) in Communication, and Grace Tan Jia from BA (Hons) in Design Communication have been nominated for the study abroad program at Lancaster University for the 2023 Michaelmas term! They also qualified for the LU Mobility Scholarship upon achieving a CGPA above 3.00. A pre-departure orientation was held on 25th July which involved sharing sessions from Lancaster students who are currently studying at Sunway. Olivia Ng from BA (Hons) in Communication, who studied at Lancaster in 2022, joined the orientation to share her own experience as well.

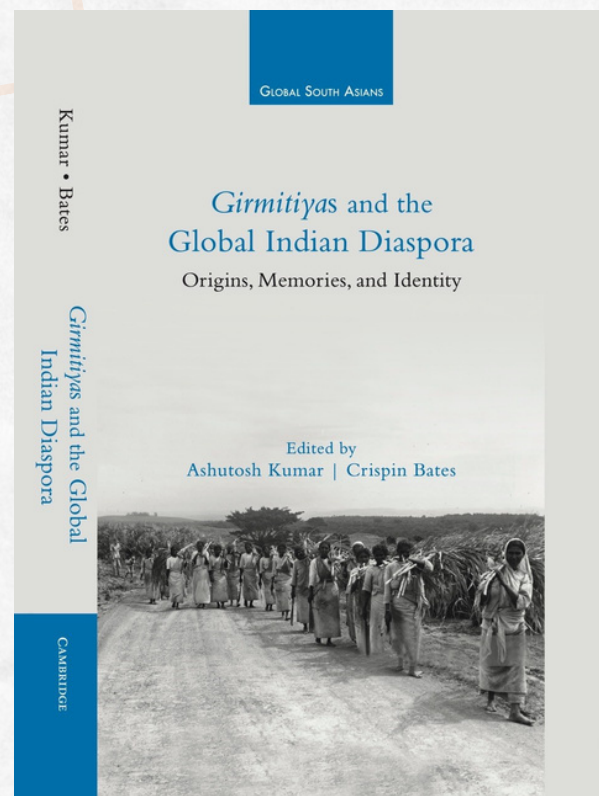
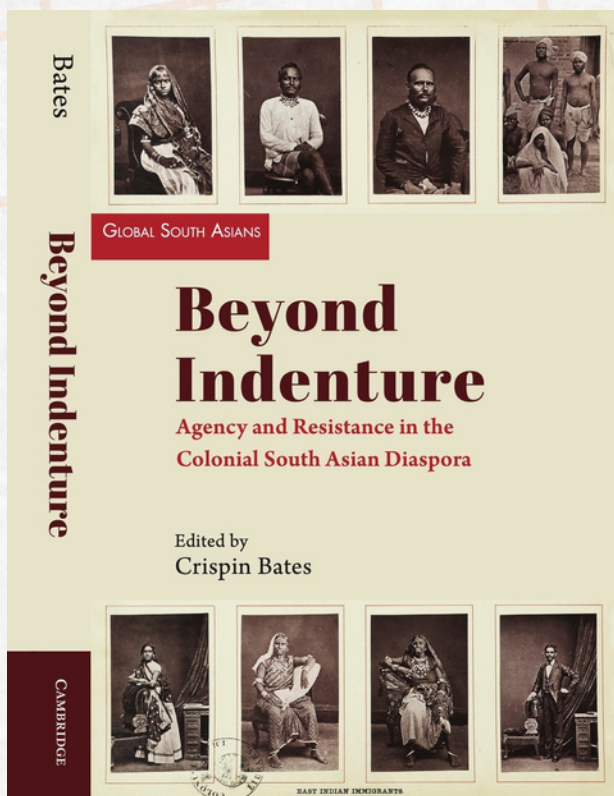
Wishing all the students a safe travel and have a great time at Lancaster University!



(Photo source: Assoc. Prof. Dr Mayco Axel Santaella)

Prof. Crispin Bates' Publication On The Global South Asians Series

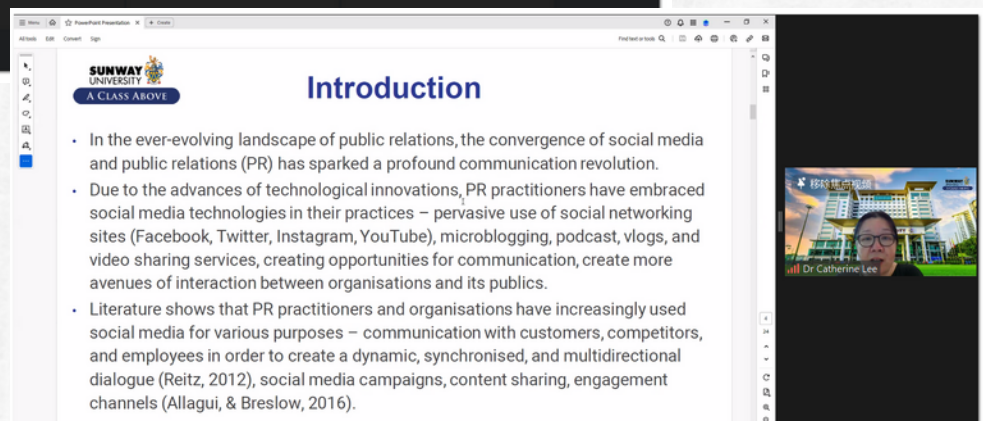
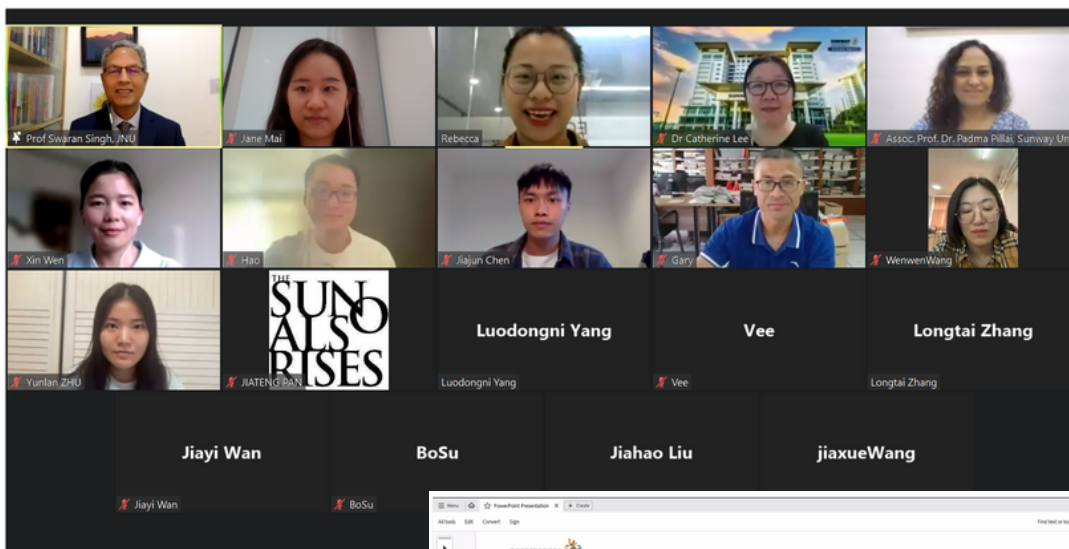
Prof. Crispin Bates from the Centre for South Asian and Indian Ocean Studies (SAIOS), edited two books in the Global South Asians series for the Cambridge University Press. One of the publications is entitled 'Beyond Indenture: Agency and Resistance in the Colonial South Asian Diaspora', which is dedicated to the late, great Fijian historian Brij V. Lal. In collaboration with his friend Ashutosh Kumar of Benares Hindu University, the second publication is entitled "Girmityas (indentured workers) and the Global Indian Diaspora", which highlights the origins, memories, and identity of the Girmityas and their history.



(Photo source: Prof. Crispin Bates' LinkedIn)

Assoc. Prof. Dr Catherine Lee Presents Keynote speech at ICPRSS 2023

On 15th September 2023, the Department of Communication's Assoc. Prof. Dr Catherine Lee presented a keynote speech for the 2023 3rd International Conference on Public Relations and Social Sciences (ICPRSS 2023). Held via Zoom, her keynote speech was titled, "Navigating New Horizons: The Evolution of Public Relations in the Age of Social Media." The main purpose of ICPRSS 2023 is to provide an international platform for presenting and publishing the latest scientific research outcomes related to the topics of Public Relations and Social Sciences.



(Photo source: Assoc. Prof. Dr Catherine Lee Cheng Ean)



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

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