

SCHOOL OF ARTS PRESS



SUNWAY UNIVERSITY | JANUARY 2022



HASHTAG CAMPAIGNS DURING THE COVID-19 PANDEMIC IN MALAYSIA

Escalating from Online to Offline

Pauline Pooi Yin Leong and Amirul Adli Rosli



ABOUT US

The School of Arts at Sunway University offers a variety of disciplines, ranging from Advertising and Public Relations to Design, Architecture, Film Production, Theatre and Music.

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 SOA students & staff, a theatre production from the DPA, and Life After SOA featuring Aaron Victor!


School of Arts Press —

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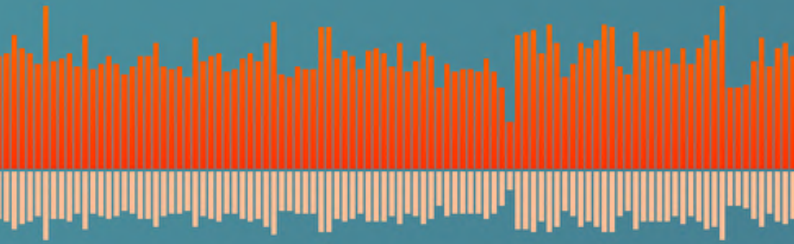
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MESSAGE FROM THE DEAN

It is a privilege to be in the School of Arts as your new Dean and it's a pleasure to be writing to you at the start of what I hope will be a happy and prosperous year for the School of Arts. After what has been a challenging time for everyone in 2021, we can now look forward to new beginnings and new opportunities. I wish all the School of Arts "family" the best of luck for a successful year ahead and I look forward to supporting you in your endeavours.

Happy Chinese New Year!



Professor Matthew Marshall
Dean of School of Arts

HELLOS AND GOODBYES FOR THE NEW YEAR

The School of Arts warmly welcomes Prof. Matthew Marshall, the new Dean!

Prof. Matthew was previously Professor & Head of the IDEA school of the Eastern Institute of Technology in New Zealand. He is also a talented and experienced classical guitarist. He is no stranger to Sunway University, having performed at our Live Arts Space back in 2019 for a Lunchtime Concert. Congratulations on your appointment as the Dean of the SOA, and we look forward to seeing you around on campus!

While we welcome the new Dean, we also have to say goodbye to a few beloved lecturers who will no longer be with us in the SOA. To Dr. Dusan Petkovic (DFPA), Dr. Perline Siek (DADM) and Mr. Augustine Wong (DADM), thank you for all the time you spent guiding students and helping us achieve new heights. We wish you all the best in your future endeavours!

A LOOK INTO DR PAULINE'S NEW PUBLICATION

In December 2021, Dr. Pauline Leong published a book titled "Hashtag Campaigns during the COVID-19 Pandemic in Malaysia: Escalating from Online to Offline" alongside Amirul Adli Rosli, research officer at ISEAS.

The book talks about how hashtag campaigns on social media sites create a place for people to express their thoughts and feelings regarding various issues and mobilise people to be part of a cause or movement. Hashtag campaigns have been effectively used by disenfranchised members of society against powerful elites.

It discusses various online hashtag campaigns such as #AntaraDuaDarjat (#BetweenTwoStatus), #KerajaanGagal (#FailedGovernment), #BenderaPutih (#WhiteFlag), and much more.

When asked what generated interest in writing about hashtag campaigns in Malaysia, Dr. Pauline responded that the idea for the article came about when she was chatting with a research assistant in ISEAS-Yusof Ishak Institute in Singapore where she is currently a visiting fellow. They were exploring a software that tracks public sentiment on

social media and noticed that there were several trending hashtags in relation to issues that blew up during the Covid-19 pandemic. So, they decided to test their observations by using the software to curate and analyse big data from Twitter as evidence of public opinion on some issues relating to the Covid-19 pandemic in Malaysia.

In their research, they realised that the online hashtag campaigns can be short-lived or have longer shelf life, depending on the issue that is being discussed. It is also a bellwether indicator of public feelings on socio-political issues which may have an impact on the authorities and those in power. The research also showed that hashtag campaigns are an integral part of political communication and can be specifically used to drum up support for offline street protests. Hence, it was an interesting phenomenon that needed to be documented and analysed as part of the contribution of the body of knowledge about the online environment in Malaysia.

Get your own copy to read more about her publication. Both [softcopy](#) and [hardcopy](#) available.



AP Dr Pauline Pooi Yin Leong has more than 15 years of teaching and academic experience in universities. She received her PhD in Political Communication from Monash University and her Master in Communication from Nanyang Technological University. A qualified lawyer by training, she has also worked as a journalist at Singapore Straits Times. Dr Leong teaches journalism and new media subjects, including Law and Ethics in Communication and Political Communication.

DR. PAULINE'S INTERVIEW WITH THE EDGE MALAYSIA

Dr. Pauline was also interviewed by The Edge Weekly on the topic "Treading a thin line: The gaps in social media censorship". In the article, she talks of the various contents that can be found on social media platforms and how such content impacts users differently depending on the users culture and standard of morality.

Dr. Pauline further mentioned that social media platforms have changed communication by allowing users to carry out their right to free speech and facilitating exchange of ideas and information across political, social, and geographic divides. However, she also mentions that such freedom has resulted in abuse of the internet as illegal and harmful content such as hate speech, terrorism, invasion of privacy and cyber harassment, obscenity as well as fake news, misinformation, and disinformation.

"Internet algorithms, especially on social media, have contributed towards increasing polarisation, extremism and radicalisation as users consume content that conforms to their ideology and beliefs," she says.

Dr Pauline goes on to say that the cyber world is very fluid, and people tend to naturally gravitate to trendy sites. Albeit the credibility of a platform might be affected if it is full of unverified and false content as the average right-thinking users abandon it for better sites. She believes that Tiktok will be able to get the correct balance by conducting proper discussions with the right stakeholders, altering its policies, and training staff who will be implementing those policies.

"This leaves behind those who thrive on conspiracy theories and fringe ideas, thus creating an echo chamber. I know of people who moved away from social media because of privacy concerns or to protect their mental health by avoiding exposure to its toxic environment," (Dr Pauline Leong as cited in The Edge Malaysia, 2021).

Check out the full interview [here](#).



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DR. CATHERINE RECEIVES OUTSTANDING ACHIEVEMENT AWARD

Dr. Catherine from the Department of Communications received an award during the iLabs Foundry Appreciation Lunch held on the 21st of January. The award was in recognition of her Outstanding Achievement in 2021 University-Industry collaboration. Prof. Elizabeth Lee, CEO of Sunway Education Group, presented the award to Dr. Catherine alongside six fellow academic staff members of Sunway University. Dr. Catherine comments, "I am very honoured to receive the award, representing the School of Arts."

We wish Dr. Catherine a hearty congratulations on her achievement!

Read more about the occasion [here](#).



Photo Source: Dr. Catherine.



Dr Catherine Lee is Senior Lecturer at the School of Arts, Sunway University and has more than 19 years of teaching and research experience in higher education. She has published extensively in local and international peer-reviewed journals as well as presented at local and international conferences. She is a member of the Panel Assessor for Malaysian Qualifications Agency (MQA), International Communication Association (ICA), Malaysian Association of Communication Educators (MACE), Centre for Higher Education Research (CHER) and a reviewer for numerous journals.

"YOU LEARN" DPA THEATRE PROJECT PRODUCTION

This month, from the 20th to 23rd of January, the students from Diploma in Performing Arts 2020 Cohort presented "YOU LEARN", their Theatre Project Production at the Rooftop Theatre, Level 4 South Building Sunway College.

Running for 65 minutes without intermission, the production consisted of 12 short performances by individual students and groups, each sharing their stories based on the central "You Learn" theme provided by their lecturer and programme leader, Mr. Kelvin Wong. The performances featured either singing, dancing, acting, playing musical instruments or a combination of a few elements. They also featured the use of multiple languages such as English, Chinese, and Malay, with subtitles projected during the non-English performances.

The 16 students from the DPA 2020 cohort each played a part in directing and producing the show. Anjali Mahendran, one of the performers, mentioned that it took a whole month to put up the entire production.

Every performance was meticulously chosen by the cohort, with carefully curated stage lighting, set design, projections, sound effects, and music. Zenny Chee, who is also a performer, said that they had to practice everyday for hours and hours. She also mentioned how the whole production was a team effort as everyone had to come together to direct and produce it.

The whole production which ran for 5 shows over 4 days was extremely successful as all the tickets were sold out before the opening night itself! The production was especially memorable for the 2020 Cohort as this was their last production before parting their separate ways into internships. When asked how she felt after the event was over, Anjali said, "I feel great to be able to share something with the audience. Everyone has a different story to tell and I got to share mine, which felt really nice."

The School of Arts congratulates the DPA 2020 Cohort on a job well done! We wish you all the best in your internships and future endeavours.



Photo Source: School of Arts Press.

ART: UNLIMITED

ART: UNLIMITED is designed to showcase the art made by talented members of the SOA.

Art is not confined to a certain standard as there are hundreds of different interpretations of its creations and this may come in the form of photography, paintings, poetry and more.

We welcome all works of art for this section.

<UNTITLED>

WESLEY LAU WEI ZHONG, MALAYSIA

BA (Hons) in Communication

I am an avid reader. Once it occurred to me that the world of characters is so limited, their destinies decided all by an external power, the author. They are not real human beings who can decide their own destinies. And this is quite as a number of beliefs dictate that our destinies are already decided by an external power, that our book has already been written. I do not like that, and I wrote this essentially to rant and warn myself that my book is <Untitled>, the only author is me.

<Untitled>

A written book its men destined their fate be
Their world but condensed into paper and ink
Their story fixed, unable of change
The characters but puppets of he and she

They say my life is a book
And should it be
It will be untitled, who is the author? Me

Unlike holy scripture where life is destined
My life is a story of my making
No one rules it, no person, no king
I am the character, and I'll do the writing

GLITCH MUSIC - GUMIHO

LIM HONG LIANG, MALAYSIA

BA (Hons) in Contemporary Music (Audio Technology)

I decided to use sounds that people used to ignore, abandon or even find annoying to make music. I hope that the new, chic, and fresh artistic aesthetic will give the audience a different impact from today's mainstream pop music.

Click [here](#) to listen to Glitch Music - Gumiho, Lim Hong Liang.

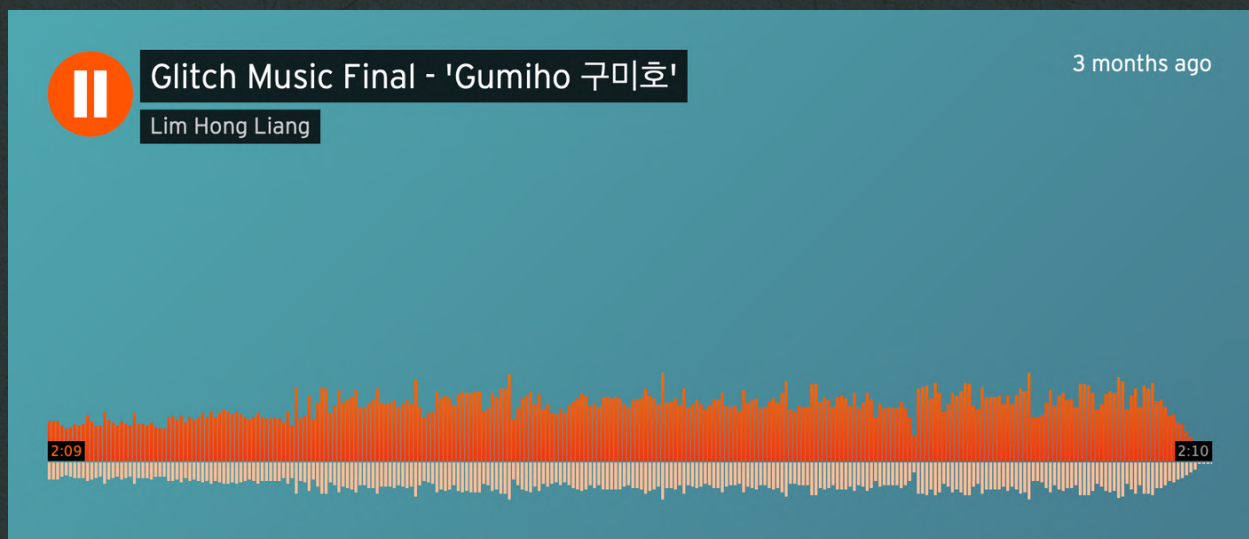


Photo Source: Lim Hong Liang on SoundCloud.

MINX

NADIRA LIYANA BT MOHD FAKRI, MALAYSIA

BA (Hons) in Design Communication



Photo Source: Nadira Liyana bt Mohd Fakri.

LIFE AFTER SOA SERIES: TAKING SKILLS ON THE AIR

Featuring Aaron Nethanel Victor





Photo Source: Aaron Nethanel Victor.

This month's issue of Life After SOA features Aaron Nethanel Victor, alumni from the Contemporary Music (Audio Technology) programme. Aaron recently graduated in the year 2020.

Aaron is currently working as a radio production engineer in Media Prima for the radio station Fly FM. His job includes recording, mixing, and producing audio that will be aired on the radio. He takes a recorded voice track and treats it with effects, adds music, sound effects and mixes it all together to finally end up with an attractive sounding piece of audio that will be played on air. Anything that we hear played between songs is basically what he takes care of.

Besides that, Aaron is also part of a band called Merakki. Merakki is made up entirely of the friends that he met in the School of Arts during his university years. "The part I love the most about us is that we're not all classmates. We are made up of 6 guys from different cohorts in the course and one of them was from the film course," says Aaron.

Aaron points out that the culture in SOA allowed them to organically "find" each other through collaborative projects and events which lead them to forming this band rooted in strong friendship beforehand. He mentions that being part of this band has become a big part of his life and he has created so many fond memories over the past 3 years.

During his years as a student in SOA, many people and many situations have inspired him. He especially highlights a couple of his lecturers who have each inspired him to learn and grow in a way of their own with their different styles of teaching. He mentions Dr. Andrew Filmer who makes his classes very interesting by preparing props, cool gadgets, and great stories to share. Aaron says that Dr. Andrew Filmer is the reason why one of his favourite subjects was music history. In addition, he also mentions Prof George Hess who inspired him to put in extra effort to experiment and learn on his own simply by taking whatever opportunity he can to learn. For example, by taking small live mixing jobs or recording jobs when they appear.

Furthermore, Aaron says that he has learned many valuable and important lessons during his years in SOA which have helped him prepare for his work now. One is to never be afraid to try new things. "Being more open to trying new things has allowed me to learn much faster in terms of skill and knowledge in the workplace," says Aaron. He has also learned that communication skills are vital.

When asked about his future, Aaron says that he has plans to expand his skill set to broader creative work apart from technical audio work that he is currently doing. One of his goals is to explore more roles in the industry so that he can grow and learn and hopefully one day elevate the status of the local music scene not just as a performer. Another one of his goals is to set up his own recording and jamming studio as a business venture.

Photo Source: Aaron Nethanel Victor.



NEW YEAR, NEW ME

"NEW YEAR, NEW ME" - THAT IS WHAT EVERYONE SAYS EVERY TIME THE NEW YEAR COMES AROUND. SO, TO KICK OFF SOAP 2022, WE ASKED YOU TO SEND IN YOUR NEW YEAR'S RESOLUTIONS FOR 2022. WE RECEIVED SOME GREAT RESPONSES! THE SOAP TEAM WISHES EVERYONE THE BEST OF LUCK IN ACHIEVING YOUR GOALS. WHILE THERE MAY BE TIMES WHERE YOU FEEL LIKE IT IS NOT WORKING OUT, DO NOT GIVE UP AND BELIEVE IN YOURSELF!

JULIA CHANPISEY SAM
BA (HONS) DIGITAL FILM PRODUCTION

FOR 2022, I'VE DECIDED THAT I DO NOT WANT TO CONTINUE ON LIVING LIKE THIS ANYMORE. DON'T GET ME WRONG, MY LIFE IS RATHER NICE, BUT I AM NOWHERE NEAR WHERE I ACTUALLY WANT TO BE AND I WANT TO CHANGE THAT BEFORE MY TIGER YEAR ENDS :) IN SHORT, MY NEW YEAR'S RESOLUTION IS TO SHOOT FOR THE MOON AND ANYONE THAT GETS IN BETWEEN.

ARMAN BIN ADIL PUTRA
BA (HONS) DIGITAL FILM PRODUCTION

WORKOUT UNTIL I GET TO 55KG. SCORE HIGH MARKS FOR UPCOMING TESTS AND ASSIGNMENTS.

NIKITA ASHLEY FERNANDEZ
BA (HONS) COMMUNICATION

MY NEW YEAR'S RESOLUTIONS ARE TO LOVE MORE THAN I DID LAST YEAR, TO GROW MORE, TO HELP MORE, AND TO SMILE MORE :)

LOW TZYY FONG
BA (HONS) DESIGN COMMUNICATION

I HOPE WHAT I LEARN THROUGHOUT THIS YEAR WILL BRING PROFITS TO MY GROWTH AND SATISFACTION.

ANBREENE BILKIS MUNGROO
BA (HONS) COMMUNICATION

MY NEW YEAR'S RESOLUTION IS SIMPLY TO BE HAPPY. LEAVE BEHIND REGRETS AND STRESS, AND TAKE THE COURAGE TO DO WHAT I LOVE AND SEEK HAPPINESS. BEING GRATEFUL, AND KIND TO MYSELF, AND TAKE THE TIME TO APPRECIATE EVERY SMALL THING.

JEREMY CHUAH
BA (HONS) CONTEMPORARY MUSIC (AUDIO TECHNOLOGY)

STOP SCREAMING AMONG US

NATASJA ROSA CORNELIA MARIA HAGEN
BA (HONS) COMMUNICATION

IN 2022, I AM LOOKING TO START AN ONLINE BUSINESS AS A SIDE HUSTLE THAT I CAN MANAGE OUTSIDE OF CLASSES. BESIDES, I WANT TO START READING MORE SELF-DEVELOPMENT BOOKS AND LEARN MY FIFTH LANGUAGE! OH, AND FINALLY THROW PROCRASTINATION OUT THE WINDOW.

Happy New Year to all our readers!

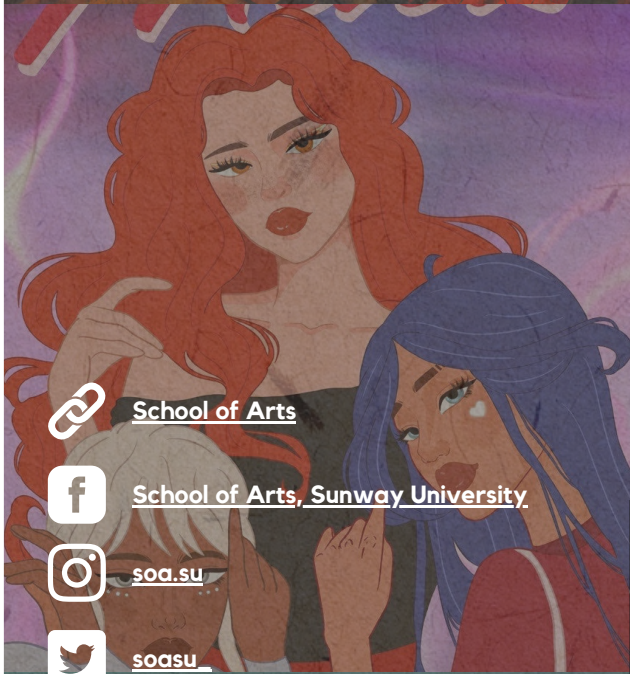
Thank you for reading the - January 2022 - issue of the School of Arts Press.

To read past issues, [click here](#).

TRENDS IN SOUTH
COVID-19 PANDEMIC
IN MALAYSIA

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Amirul Adli Rosli



School of Arts



School of Arts, Sunway University



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Glitch Music Final - 'Gumiho 구미호'

3 months

Lim Hong Liang

Glitch Music Final

Lim Hong Liang

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