



INSIGHTS

A Peek Into The World Of Media, Business & Culture

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Bridging relationship between Malaysia and China through HCUC's Centre of China Studies

By Foo Ming Li



The Chinese Consul General of Consulate General of the People's Republic of China's Lu Shiwei (fifth from left) officiates the Centre of China Studies with the Han Chiang's Board of Directors. The Centre of China Studies which sees a fresh makeover with additional research materials, it aims to function as an avenue for local and international scholars to conduct their research activities. - HCUC News Filepic

In the aspirations of advancing Han Chiang University College of Communication (HCUC)'s quality of education, the Consulate-General of the People's Republic of China in Penang had recently donated a generous amount of RM50,000 to support the Centre of China Studies in purchasing new research books.

However, this kind gesture by the Consulate-General of the People's Republic of China is not an occasional philanthropic activity as HCUC has received assistance both in the form of funding as well as repository containing educational materials. To name a few, in 2019, when the Centre of China Studies was established by the Consul-General of People's Republic of China, some 700 books worth RM70,000 from Xin Zhi Bookstore in Kuala Lumpur covering topics such as Chinese culture, philosophy, art and history to the Centre of China Studies, were donated to HCUC.

"The book donation from the Consulate is an addition to the existing research resources, increasing the total amount of research resources from 4,300 books to 5,000 books," Vice Chancellor, Dr Beh Kok Hooi said.

"Additionally, the Board of Directors had spent RM20,000 to upgrade the facility which sees the installation of new air-conditioners, book shelves, and lights for a comfortable working environment for the students," he added.

According to HCUC School of Chinese Studies Dean, Dr Yeoh Kim Chuan, the Centre of China Studies is evolving well to ensure that it could serve as a multi-purpose room where lecturers can also utilise the space to conduct classes or workshops.

"The establishment of the Centre of Chinese Studies is timely as HCUC will be launching its Masters of Arts in Chinese Studies (by research) in August 2021. The uniqueness of this programme is its dual-supervisor approach - internal (HCUC) as well as external scholars from renowned international universities as supervisors. Students are allowed to choose either Chinese, English or Bahasa Malaysia as the medium of language for their thesis.

"The Masters of Arts in Chinese Studies (by research) is designed to cater for both full-time and part-time students including working adults. The duration for full-time and part-time study is two years and three years respectively," Dr Yeoh said.

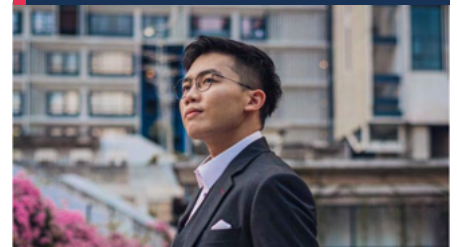
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Challenging the stock market domination

A few months ago, Reddit and Gamestop became the talk of the world, spawning many interesting tweets and memes (jokes in image form). Hailed as a modern take on Robin Hood, it is a tale of the great tool called the Internet being used to rally common people to 'rob' from the rich. To understand this situation, one must be informed of the stock market operation.

In the stock market, there is a strategy called 'short-selling' used by hedge fund traders who bet that a stock price will drop. Assume that you are a trader in the stock market. You make a deal to borrow Company X's stock which the current price is RM100 and promise to return it later. You immediately sell it again in the market, thereby influencing the supply and demand of the stock. Under the law of economics, price drops as supply increases.

As the stock drops to RM60, you buy it again and return the stock to Company X. Since you bought the stock at RM60, the RM40 profit (RM100 – RM60) goes into your pocket. Thus, this risky strategy relies on traders borrowing large amounts of stocks, selling them all to affect supply which drives the price down before buying them again and making a large profit off it.

Coming back to the Gamestop incident, a Reddit user who invests in the stock market got news that traders were planning a short-sell strategy on Gamestop's stocks. Seizing the opportunity, the user posted this information on the Reddit forum for amateur investors to hijack this plan and urged many to buy the stocks.

This caused the supply of Gamestop stocks to drop which inadvertently increased the price exponentially. As such, this ruined the traders' plans to buy the stocks

at a lower price when the time came to return the stocks. On 31 December 2020, the stocks were priced at USD18.84; stocks then soared to USD325.00 on 29 January 2021, an increase of 1725%.

This turn of events more than ruined traders' plans of profit; it burned a massive hole in their pockets. Melvin Capital, a hedge fund company, was reportedly bailed out with more than USD2 billion to cover its losses (<http://cityam.com/gamestop-how-reddit-investors-to-ok-on-wall-street-hedge-funds/>). Unsurprisingly, this has led big-time traders to cry foul over the incident but reception have been mixed; some agree that this has gone too far while others believe short-selling is in itself a bad strategy. While this obsession with Gamestop stocks will eventually cool down, it's an encouraging reminder of the potential that people are capable of when a common purpose unites them.

HCUC signs MoU with PYDC

By Ng Yi Xuan

HCUC signed a Memorandum of Understanding (MoU) with Penang Youth Development Corporation (PYDC) on 28 March 2021 to enhance the employability of its students.

The MoU, a Student Development programme initiative of PYDC was signed by the Dean of Business and Management, Edward Soo Kok Keong on behalf of HCUC and the General Manager of PYDC, Dr Gwee Sai Ling.

HCUC was among the five institutions of higher learning in Penang that signed the MoU which was witnessed by the Penang State EXCO for Youth and Sports, YB Soon Lip Chee. The other four institutions were Penang Skills Development Centre (PSDC), Segi College, Tunku Abdul Rahman University College (TARUC) and UOW Malaysia KDU University College.

"The MoU was aimed to encourage students to learn new skills and develop their soft skills as the Penang state government has been always focusing on the development of the youth," YB Soon said.

"Since the inception of PYDC in 2012, the state government is determined to

stand side by side with the younger generation focusing on the aspects of community engagement, youth employment, knowledge transfer and other educational youth development initiatives.

"Positive collaboration between PYDC and higher learning institutions in Penang could witness the state achieving the target of becoming an education hub," he added.

Dr Gwee who was instrumental in realising the MoU announced that the Youth Entrepreneurship 2021 would be launched in April 2021 with the second phase of the Penang Young Digital Talent Program in early May or June. This programme which includes e-commerce, digital marketing, web design and graphic design courses is aimed at producing digital talents recognised by the industry.

Meanwhile, Vice Chancellor of HCUC, Dr Beh Kok Hooi who was also present at the ceremony emphasised that the HCUC-PYDC cooperation would contribute to the development of a workforce attuned to the demands of the 21st century.

"HCUC shares the same passion for shaping the youth of today. By sharing



MoU signing between HCUC and PYDC - From left: Dr Gwee Sai Ling, YB Soon Lip Chee, Dr Beh Kok Hooi and Edward Soo Kok Keong

our best practices of innovation, research training and education, we can achieve the vision of moulding young lives who are sincere and open minded in the preferences of curiosity and inquiry," Dr Beh said.

HCUC Dean, School of Business and Management, Soo Kok Keong told **HCUC Insights** that students at HCUC had been strongly encouraged to participate in youth development programmes organised by PYDC.

"PYDC is actively recruiting, and staff are needed for development of youth programmes. HCUC students could

apply for the available vacancies offered by PYDC upon successful graduation.

"Moving forward, HCUC will be working together more closely with PYDC in developing our youth to become exemplary future leaders for a nation and society," Soo said.

Due to the Covid-19 pandemic, face-to-face programmes have been difficult to conduct, and PYDC collaborates with some NGOs, higher educational institutions and associations to organise virtual development programs for the youth in Penang.

HCUC
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Meet The Team

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HCUC Deputy Vice Chancellor (Research and Development) receives the DSPN award from the Penang Governor

By Foo Ming Li & Reinal Lauw

Han Chiang University College of Communication (HCUC) Deputy Vice Chancellor (Research and Development) cum Dean of Postgraduate Studies, Professor Dr Teng Tjoon Tow was recently conferred the prestigious Darjah Setia Pangkuan Negeri (DSPN) by the Penang Governor TYT Tun Abdul Rahman Abbas in conjunction with TYT's 82nd birthday.

The award which carries the title Dato' was for his exceptional contributions towards the society and country, in particular his active involvement in the Penang Basketball Association and the Kar Yin Association of Penang, to be the recipient for the Datoship.

Professor Dato' Dr Teng, 74, a Klang born boy, graduated from Kwang Hua High School in Selangor. The Selangorian then went to Singapore Nanyang University to further his studies in Chemical Engineering. Upon finishing his undergraduate studies, he joined the University of Montreal, Canada and received his Doctor of Philosophy (PhD) in 1974.

He came to Penang in 1975 to work at Universiti Sains Malaysia (USM) as a lecturer in Chemical Engineering and Environmental Technology. He was promoted to an associate professor in 1988 and subsequently as a professor in 1997. Besides his teaching career, he had also assumed the role of chairman in four Environmental Technology international conferences he had organised from 2008 to 2015.



Professor Dr Teng Tjoon Tow receiving the Darjah Setia Pangkuan Negeri (D.S.P.N.) award from the Penang Governor, TYT Tun Abdul Rahman Abbas.

I conducted research projects and published papers in journals with final year undergraduate and postgraduate students in Environmental Technology. A couple of the PhD students have recently been promoted to associate professors in the institutions they are working in," Professor Dato' Dr Teng said.

Professor Dato' Dr Teng became an additional asset to HCUC when he joined as the Deputy Vice-Chancellor in 2019.

With a keen interest in research activities, Professor Dato' Dr Teng, strives to instil the research culture by encouraging academics in HCUC to conduct research activities.

"A university college needs not only to teach; research is also part of a

university college's activities besides consultancy work and community service," Professor Dato' Dr Teng who is also the Dean, School of Postgraduate Studies said.

The first step, according to Professor Dato' Dr Teng, towards attaining those new things is the most difficult.

"For the time being, we are on the way to our first step, which is how to shore up the research interest and provide some ways not limited to supervision such as setting up research papers and have them published in indexed journals. From there onwards, it's how to review manuscripts for journals.

"We will be launching our first postgraduate programme in the discipline of Chinese Studies later this

A university college needs not only to teach; research is also part of a university college's activities besides consultancy work and community service.

year. That is a good start. The necessary materials for postgraduate studies will be uploaded on the HCUC website soon to enable students to apply for the Masters of Arts in Chinese Studies.

"I will be giving a talk on higher degree research supervision next month to instil the know-how of proper supervision of students," Professor Dato' Dr Teng explained when asked about the role he plays in HCUC.

In his congratulatory message, the Vice Chancellor of HCUC, Dr Beh Kok Hooi said that Professor Dato' Dr Teng has been a member of the Consultative Board since the establishment of Han Chiang College in 1999.

"It makes us proud to have him as our Deputy Vice Chancellor. Professor Dato' Dr Teng has been in the academic world for more than 50 years and he has published a lot of academic articles, both locally and internationally," Dr Beh said.

First-year Chinese Studies undergraduate wins HCUC's Chinese New Year poster design competition

First-year Bachelor of Arts (Honours) in Chinese Studies student, Foo Jia Hui bagged the High Distinction award in the Han Chiang University College of Communication's (HCUC) Chinese New Year poster design competition organised by the School of Chinese Studies in conjunction with Chinese New Year.

Foo received a cash prize and a certificate. Meanwhile, the Excellence awards landed in the hands of second year degree student, Jamie Hor Sook Mun and first-year diploma in Chinese Studies student, Yeo Vivien. They both received cash prizes and certificates.

The online competition which was open to students of both the Bachelor of Arts (Honours) in Chinese Studies and Diploma in Chinese Studies featured the 'Ox' theme to mark 2021 as the year of the Ox.

Participants of the competition were required to create an ox-themed poster which included pictures or texts that featured the Ox design.

The winning entries were selected by Facebook voting and a panel of judges comprising three lecturers from the School of Chinese Studies, namely Dr Ng Foong Hang, Loo Xiang Thing and Tan Tze Chia.

"Since March 2020, Malaysians have been discouraged from visiting relatives and friends living in other states due to the movement restrictions implemented by the Malaysian government to contain the Covid-19 pandemic. Sending pictures and text to family members via various social media platforms has become part and parcel of the desire to reconnect with loved ones in a time of isolation and lockdown," HCUC student, Kim Rui Yu, who is currently pursuing the Bachelor of Arts (Honours) in Chinese Studies and chairperson of the Chinese Studies Society, said on the rationale behind the online competition.

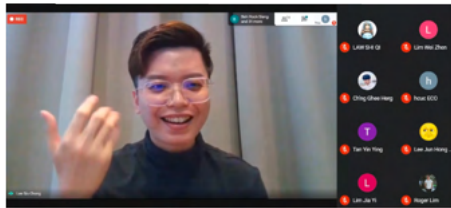


Knowing the needs of consumers

By Reinal Lauw

Businesses in the modern world utilise social media to increase sales and foster relationships to build brands. Social media also provides businesses with a glimpse of what competitors are up to.

In sync with this trend, Han Chiang University College of Communication (HCUC) organised an online seminar on 6 December 2020, titled *Maximising Social Media Campaign: Targeting With The Right Setting*. Lee Siu Chong, founder and CEO of 37 Celsius Group, was one of the webinar speakers.



Lee said the behaviours of likes, comments, and shares affect the visibility of online marketing, especially when it comes to the largest social network in the world.

Lee has succeeded in helping various health care, beauty, nutritional supplement, household, food and beverage companies expand their business. To top it off, in 2018, 37 Celsius Group achieved a total of over three billion social media followers.

"We are the expert and industry leader in digital marketing. Our current focus is on Facebook marketing," said Lee.

The company provides online courses with comprehensive syllabi on the subject of Facebook marketing strategies, such as Facebook ad setting, copywriting, and effective content creation of photos, posts and videos.

According to Lee, social media users are on the lookout for novelty, and images that compete for their attention constantly flood social media platforms. Businesses

should therefore be conversant with online copywriting that catches the eye of the consumer as opposed to feeding consumers lacklustre ads. Lee emphasised that most people who browsed social media were not there to buy things like they would on online shopping platforms.

"Managing a Facebook page, whether it be for the marketing of products or running campaigns, is not about blindly blasting information to the public. Cultivating the ability to have a finger on the pulse of consumers is important," Lee explained.

"Before you launch your business on Facebook, consider if your product meets consumer demand or solves a relevant problem," he said.

"Make sure that every post and every video you create is a hook for attention," Lee said.

Lee added that Facebook is where instant sharing takes place, so it is crucial to avoid being sorted as the least relevant content in light of fierce competition with various markets for ad placement during festive seasons.

"When an ad piques the curiosity of a potential customer, the customer visits the business page, the site of the customer's first customer service encounter (with a sales representative)," Lee said.

Lee advised driving the unique selling point home, crafting clear and concise copywriting, and foregrounding the main message in the cover photo. All of these, in addition to slipping in a snippet of the company's history, make for attention-grabbers.

According to Lee, an average of three to eight seconds is the time it takes to catch the eye of the wandering consumer who is browsing social media.

One simple way to heighten curiosity is by feeding the customer an image as an appetiser that draws the customer to click on and experience a series of additional images upon further clicks. Facebook detects such clicks as engagement which helps to increase ad relevance.

"We are not just posting products. People buy into an idea and your product is your idea.

"Clear and detailed copywriting is crucial for Facebook marketing. Vague descriptions would not further the cause of a business. As people are wary of ads that disrupt their internet activity, the idea of a brand must be spelt out in clear and concise terms.

"As a customer, I want to have the product information at my fingertips. I don't want to waste my time speculating or asking questions about the product," Lee said.

Lee also added that Facebook users were independent information seekers, as described by the proven marketing formula, ADDA (Audience+Attention, Demand, Description, and Action).

"People love facts, and they want to know why they should choose your product over others.

"Everyday language in copywriting helps customers catch the attention of customers. The next step is to describe what your business has to offer. Use of strong action verbs or phrases that urge customers to take the next step in your sales process could be, for example, *buy-one-free-one*, *limited time discount*, *learn more*, *subscribe* and *register*.

"Facebook will interpret and capture the data of every single action that you take on or off Facebook, even on apps you use to sign up and login with Facebook," Cayden Tan, the second speaker of the webinar, who is Head Coach of 37 Celsius Group said.

"Part of ad creation in business includes being cognisant of the reason behind running the ad in the first place as a business targets a specific audience."

Cayden recommended utilising the Facebook Ads Manager as it allowed more advanced customisation in order to deliver proper ads that capture the attention of many Facebook users. "Ad sets are settings to choose where we want the ads to be published, who you want to reach, the amount you are willing to pay for your ads (budget), and how long the ad should run for."

Understanding Mobile App interface Design with School of Applied Creative Arts and Design's (SACAD) lecturers

By Reinal Lauw

The School of Applied Creative Arts and Design (SACAD) at Han Chiang University College of Communication organised a live workshop on Facebook on January 22, 2021. The workshop explored the basics of User Interface (UI) and User Experience (UX) of mobile applications.

The guest speaker of the webinar, Reo Lim, and the moderator, Eswandy Asre, lecturers from SACAD, exuded passion about multimedia design as they explained the ins and outs of UI/UX, a common feature of the era of digital mainstream.

The workshop was organised in two sessions. The first session discussed the elements and concept of app interface while the second session examined the technicalities of design using Adobe XD, a UI and UX prototyping tool for designing apps that allow downloads of the starter version which users can benefit for free.

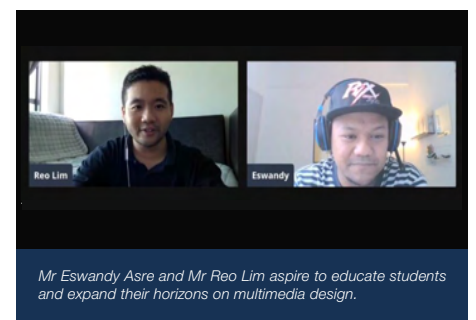
Lim added that User Interface concerned the appearances of buttons, the menu, colours, images,

layout and typography. According to Lim, interested beginners could learn to master the easiest coding languages like HTML, CSS and JavaScript.

"There is not a day that passes by without us scrolling on our phones. When I visit Facebook, I could easily spend 10 minutes just watching a video, and most mobile users spend copious amounts of their time doing the same thing," Lim said as he emphasised the attraction of mobile devices in the media-saturated era.

User Experience, on the other hand, is about retaining the lasting impression that an app has on its users. Lim emphasised that User Interface was slightly easier to manage compared to User Experience, which involved a significant amount of research as attempts were made to retain user loyalty through the behavioural analysis of a target audience.

During the live demonstration session on Adobe XD, Reo made the fascinating observation that designers used rounded corners that were easier on the eyes compared to sharp edges.



Mr Eswandy Asre and Mr Reo Lim aspire to educate students and expand their horizons on multimedia design.

"Creating effective first impressions is important. On the other hand, the defining characteristics of a website (or an app) have a long-term impact on consumers. Refining the skills of app design is an endless journey. The perfect app may not be possible, but designers should always strive to better themselves as they create apps that are user-friendly and serve humanity at large," he said.

A day in the life of a news anchor

By Foo Ming Li

Being a news anchor is more than presentation of facts or information to the public. On the contrary, a news anchor must be equipped with a diverse range of skills when it comes to news reporting. In fact, there may be occasions where news reporters even risk their lives to cover news or events.

Ng Jaz Kee, who graduated with a Diploma in Mass Communication graduate from Han Chiang College in 2015, is currently the news anchor for Astro AEC Evening Edition.

The broadcasting graduate admits that mass communication had not been his first option, as he was initially interested to pursue interior design instead.

His parents, however, were not keen on interior design. Instead, they encouraged him to further his studies in mass communication, having observed that their son had participated in many public speaking competitions during his primary and secondary school days. After careful consideration, Ng followed his parents'



Ng Jaz Kee is currently the news anchor of Astro AEC Evening Edition.



After two rounds of interviews, Ng Jaz Kee was selected as the news anchor for Astro AEC Evening Edition.

advice and pursued a Diploma in Mass Communication at HCUC.

Ng said he enjoyed hosting events or emceeing, although the allowances paid were meagre. Nevertheless, the experience gained is invaluable to him.

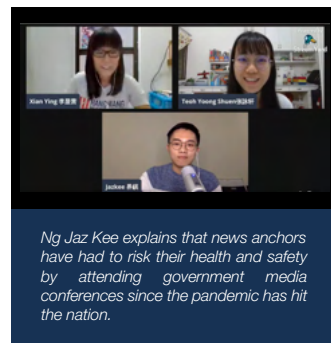
"Although some event organisers will pay RM80 to RM100 as allowance, others do not compensate hosts or emcees. But this has not stopped me from taking up as many hosting roles as I possibly can," Ng said.

As Ng also aspired to be a news anchor, he applied for an anchoring position at Astro AEC Evening Edition

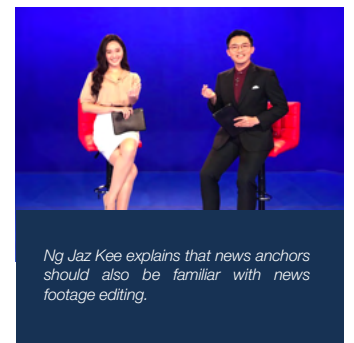
expressing their interest in interviewing him for a news anchoring position. Three months later, he received their invitation to a second interview.

Ng subsequently joined the Astro AEC Evening Edition as a news anchor. He was initially assigned to learn the news writing formats and editing of news footage.

"The supervisor of the news programme taught me that the active voice must be employed in news writing to give the audience a clear understanding of the facts," Ng explained.



Ng Jaz Kee explains that news anchors have had to risk their health and safety by attending government media conferences since the pandemic has hit the nation.



Ng Jaz Kee explains that news anchors should also be familiar with news footage editing.

“As a host of a talk show, I had to keep abreast with the latest local and international news and events. I also had to invite the interviewees for the talk show.”



Ng Jaz Kee (left) captured the memories of him covering the parliament sessions with Boey Leong (centre) and Leong Teck Yao (right).

news during the final semester of his studies in Taiwan. Initially, he did not receive any response after his application.

"I thought that someone had already been hired for the vacancy. Instead of wasting my time waiting around, I joined an online radio station," he explained.

During Ng's stint at the online radio station, his supervisor assigned Ng the task of hosting a talk show instead of news anchoring.

"As a host of a talk show, I had to keep abreast with the latest local and international news and events. I also had to invite the interviewees for the talk show," Ng said.

About a month later, Ng received a letter from Astro AEC Evening Edition

Ng stated that the pandemic has witnessed news anchors having to risk their health and safety by attending government media conferences that involve gatherings of people.

He also added that news anchors are required to report current issues surrounding the Movement Control Order by coming up with unique angles, and asking relevant questions during media conferences.

"News anchors have no choice but to remove their face masks while recording their news footage. Otherwise their voices might be muffled and inaudible to the audience. Additionally, the recording must take place in an uncrowded room to minimise the risk of contracting the virus," Ng added as he discussed the challenges faced by a news anchor in the time of the pandemic.

文案须了解顾客所需

新闻系学生张咏轩报道

新冠肺炎疫情导致许多线下生意都开始转战网络市场，许多网络营销课程也应运而生，以让商家掌握网络广告、文案书写策略等，其中的佼佼者便是由李秀宗创办的《无宗升有》文案课程，成功帮助无数个行业利用文案达到6位数的营业额。

韩江传媒大学学院紧跟趋势，特别举办线上座谈会——《最大限度地利用社交媒体活动》，邀请心声代私人有限公司董事长李秀宗和技术教练陈迦联成为主讲嘉宾。主持人传播与媒体学院讲师苏颂琳。

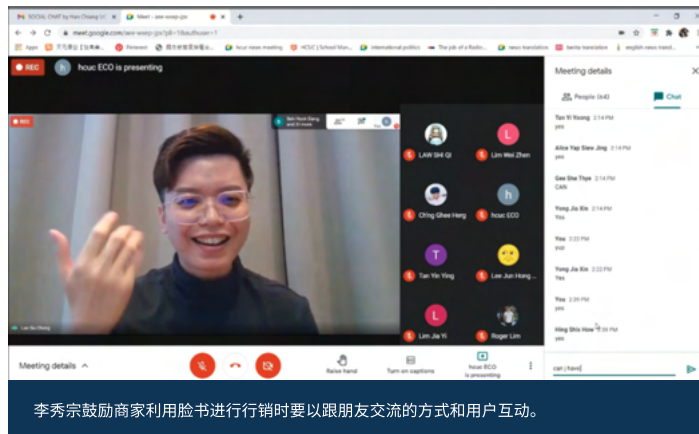


李秀宗至今已经培训超过3000名学生，拥有撰写超过1000篇的经验，已经掌握本地人会看的文案模式，尤其是销售文案。他说，在选择脸书作为生意平台时需要先考量两个因素，一是产品或服务是否会成为顾客的需求，二是产品是否解决了顾客生活中所面临的问题。然而，市场上相同的产品比比皆是，唯有制造特点才会让购物者想购买产品。

他说，文案是公司与客户沟通的其中一个方式，因此需要写出能吸引脸书用户眼球的文案，而不是随便上载广告。一般脸书用户在使用脸书时都不是以购物为前提，所以他们不会被充满广告的页面吸引。反之，那些具有娱乐性质或资讯的内容较容易吸引客户的点击。

他表示，在脸书上传的内容要吸引观众按赞、留言或分享。脸书会在数据算法中算出哪个网页的互动程度较高，从而就会增加相关脸书页的曝光率。只要脸书页偶尔上传关于产品的帖子，脸书用户就可以看到。

他说，相反地，如果某个脸书页一直上传关于产品的广告，脸书用户就很少会按赞、留言或分享，脸书就会算出该脸书页的互动程度低，从而减少它的曝光率，这样公司就很难与用户有交流，更别提销售了。因此，经营脸书页需遵循的定律是在10篇文案内，6到7篇的内容必须是资讯和娱乐内容，只有3到4篇的文案是广告类。



李秀宗鼓励商家利用脸书进行行销时要跟朋友交流的方式和用户互动。

“尤其在所有商家都把成本砸在打广告上的月份时，脸书就会优先让互动程度高的脸书页有更多的曝光率。”

不要急于推销产品

他说，好文案需要在3到8秒内让观众决定信任商家并且留下来看完文案内容。当用户点击进入商家的脸书页时，较容易相信具有说服力的数据和公司背景。

他推荐商家写文案时要使用ADDA的公式，即audience(受众)、demand(需求)、description(介绍)及 action(呼吁购买)。商家先在文案开头瞄准目标受众，比如商家卖的是运动产品，就先在文案的开头说明这点。接着，说明受众会面临的困难，或者他们可能会有需求，之后就解释产品的特点和对产品进行介绍，最后才呼吁受众购买产品。

“商家要尝试用和朋友聊天的口吻来写文案，不要一开始就急着说自己的产品多么的好，不然会很像广告，我们都知道没有人喜欢广告。而且脸书本来就是一个社交平台，应该用更加日常友善的用语与用户们互动。”

他说，许多商家在脸书写文案时都会担心用户不愿意花时间看长的文案，所以使用重点式的文案写法。然而，他建议在脸书写文案时最好以写故事的方式呈现内容，仔细清楚地把产品的资讯传达给用户，这样才能让用户获得想要的资讯。

另外，他也鼓励商家在脸书上载照片时至少上载5张，因为一个帖子只显示3张照片，脸书用户会因为好奇心而点击看其他被隐藏起来的照片，而脸书就会认定这是互动程度高的迹象。

《乘风破浪》线上播映会 吸引超过百名观众

新闻系学生何秉阳报道



播映会展示学生的毕业作品，对他们而言意义非凡。

(檳城讯) 韩江传媒大学学院2020年广播系与广播新闻系毕业生举办线上播映会——《乘风破浪》，吸引超过百人购票观看，Replay Production凭借《陪伴》感动观众，夺下全场最受欢迎制作团队奖。

该播映会于2020年12月30日举行，由广播系及广播新闻系组成的3组制作团队主办，共放映了10部公益广告、5部纪录片、1部音乐录像、1部业配影片及1部微电影。与往年不同的是，今届播映会没有颁发最佳影片奖，只设最受欢迎制作团队奖，并由观众们通过线上投票选出。

筹委会主席黄紫迎在致词时表示，疫情导致筹委会无法举办实体的播映会，但筹委会尽自己最大的努力来筹办这次的线上播映会，以确保一起顺利进行。

她说，在两年的大学生涯里，2020年无疑是充满挑战的一年，这一趟旅程并非一帆风顺，大家都经历了各种挑战，播映会是大学生涯的最后一波浪潮，因此播映会的主题《乘风破浪》对他们而言意义重大。

Replay Production的组员为何宇微、王哲蔚、王仪静及姚卉恬，所制作的影片《陪

伴》是透过纪录片的形式，让观众从患者及家属的角度去探讨阿兹海默症。

导演姚卉恬表示，在寻找拍摄题材时，无意间在网上浏览到有关阿兹海默症的视频，在看完视频后有所感触、眼眶泛泪。她原本就想拍摄一部关于亲情的纪录片，所以在与组员进行讨论及投票后，决定拍摄有关题材。

她说，其实阿兹海默症没有像我们在电影里或电视剧里看到的那么好笑，在她深入了解后，发现该病症在马来西亚并不罕见，只不过它没有发生在自己或身

边朋友的家里，所以民众对该病症缺乏警惕心。

她表示，无论是患者或是其家属都会受到极大的伤害，因为失去记忆是一件非常伤心的事。

“我们可以想象，有一天家人忘记了我们，或我们忘记了自己的家人和爱人的心情是多么地难受。”

她希望观众在观看这部真人真事的纪录片后，能够更加地珍惜与家人们相处的时光，并多多陪伴自己的家人。



《陪伴》让观众更加了解阿兹海默症。

金睿瑜获“情牵中马”征文比赛季军奖

新闻系学生何秉阳报道/照片由受访者提供

《从家书到微信》取材自金睿瑜的爷爷奶奶南下槟榔屿的经历，从“我”的视角，切换到揣测奶奶的心情；从家庭故事窥探新中国成立、马来亚/马来西亚独立至中马建交情谊。金睿瑜沿用了祖籍的特色——戴头巾的“惠安女子”的形象作为故事的主人公。

金睿瑜表示，她不想把重点放在自己的观点上，而是想通过漂流异乡的女性视角书写那个年代女性的坚毅，也就是她奶奶最大的特色，所以故事里面的形象是真实的，



金睿瑜前往协办单位办事处领取奖座和表扬状。

而故事情节是依据历史时间轴的推动作铺陈。

她巧妙地用了两只乌鸦飞向家乡作为开放式的结尾，这是为了要凸显落叶归根的心情，弥补爷爷奶奶的遗憾，同时也化用了韦韋的作品——《乌鸦港上黄昏》的手法。

《从家书到微信》获得了由驻檳城总领馆主办，马来西亚《南洋商报》、《星洲日报》、《光明日报》及《中国报》协办的“情牵中马”主题征文比赛大专组的季军。基于新冠肺炎疫情，该征文比赛的颁奖典礼于2020年12月12日采取线上模式进行。

目前修读韩江传媒大学学院中文系学士学位的金睿瑜说，这故事是她看到主题之后第一个浮现的灵感，她想从大时代中塞入小人物的故事，从而显现时代的流动。加上可能是因为爷爷奶奶的故事已经收藏在她心里很久，所以整篇文章其实只花费两三个小时就写完。

她在故事中强调“中马”之余，更想强调“情”。她说，能够打动别人的，通常是触动



金睿瑜：现在的人身处科技发达的时代，导致越来越少人写信问候对方了。

你内心的故事，而不是硬邦邦的历史事件。如果从软性的故事出发，而非说理类的劝导，自认议论功底差的她自然地倾向于前者。

另外，“家书”和“微信”是鲜明的时代特征，从题目上看，读者不会直截了当地看懂故事主题，而是在了解故事之后才能推测主题。

金睿瑜认为，现在的人越来越少写信问候人，主要是因为我们在科技发达的时代，导致我们对网络造成依赖。

“几秒钟能够表达的一句话，我为什么要浪费时间慢慢写信？为什么要那么麻烦？这些都是现代人的心态。”

她说，我们也身在一个速食时代。现在的社会都讲求快速、便捷、5G等，一切都慢不得，甚至回复别人的信息迟了几分钟或几小时，对方已经没有耐心等待你的答案了。

比起用社交媒体，金睿瑜认为用手写信比较有诚意。她说，以前过年或结婚，大家都会挨家挨户寄贺卡、喜帖、寄情书等，但是现在一切都已经数码化。

她说，以前的生活节奏较慢，他们执着于手写是为了温度，能够体现他们真诚的那一面。反之，现在手写的家书只能成为时代的“遗产”，被后代遗弃。活在现代的人，由于生活中快狠准的步调，没有办法反思或停下脚步慢慢写。

“然而，从现实的角度来看，依靠社交媒体沟通胜于完全失联。但我个人觉得，具有重大意义的家书由于稀少，才显得格外珍贵。”

韩大媒体队发掘学生潜能

新闻系学生张詠轩报道/照片由受访者提供



从2020年5月开始，韩大新闻开始邀约各界专才进行直播访谈节目，并让韩大媒体队的学生挑起主持重任，促使的学生崭露头角，出色表现让嘉宾留下深刻印象，其中爱FM电台主持人丘淑霖在接受学生戴康泽的访谈后，对学生的表现赞不绝口，更邀请媒体队主席李显营和戴康泽于2020年12月19日上爱FM《小小梦想，大大天空！》的广播节目，与她畅谈韩大媒体队的活动点滴。



李显营：媒体队的成员都勇于挑战新事物。

广播新闻系第二年生李显营说，媒体队是在2019年105月进行重组计划，从原本专门替韩大活动进行采访、写新闻或录影的班底，在新闻系讲师郭碧融的建议下成为正式且有规模的学会，并开放给各科系的学生参与，除了为韩大新闻网撰写新闻，也进行新闻播报、影片拍摄、直播等活动。

她表示，由于疫情的关系，媒体队无法像过去般前往现场进行采访活动，于是转战线上平台，开拓了媒体队线上直播的新领域。媒体队的线上直播直至目前为止可达到最高5千多的观看量，而这一切都不是一步登天的事。

“线上直播是成员们从零开始经营的领域。一开始我们都在摸索直播的内容种类，当时所做的节目包括教观众下厨、分享当红电影或教导跳舞等等，总之就把十八般武艺都掏出来进行直播。后来靠着老师和学长姐们广大的人脉，我们开始与业界专才进行直播访谈。”

她说，当中面临的挑战主要是在试水温的过程中，需要不断地尝试各种类型的内容。此外，另一个的困难就是在观众的喜好和主持人本身想尝试的课题间取得平衡。

她在访谈结束前不忘分享韩大媒体队与2020年12月杀青的综艺节目。她说，这是媒体队所创下的新里程碑，因为这是韩大首档综艺节目，邀请各个科系的教授和学生一起玩游戏，联系彼此的感情。

“管制令和疫情导致我们的节目一波三折，终于去年的12月初拍完杀青了。大家可以订阅媒体队优管频道HCUC News，以观看我们将上映的综艺节目。”

戴康泽：直播访谈须做足准备工作

新媒体系学士学位第二年生表示，他是在2020年4月受到郭碧融老师的推荐，主持了他的首场线上直播，而这也是媒体队在2020年3月18日的行管令后，第一场和业界人士进行的直播节目。

“我印象最深刻就是我的第一场直播。我原本以为第一次直播只是初试啼声，比如教大家怎么下厨、怎么跳舞，没想到一上场就要负责访问明星级的大卡，那就是本地艺人苗苗。”

之后的半年里，他平均每个月都会有至少一场的线上直播，受访嘉宾有导演贺文、马来西亚第一场婚礼创办人叶民彦、爱FM主持人丘淑霖等。

“我相信一些人看我们直播时，都会觉得看起来好像非常简单，他们认为只靠一张嘴开口说话而已。其实不是的，背后还有很多需要学习、训练还有准备的过程。接触韩大媒体队后让我觉得媒体人应该得到更多的支持和尊重。”

他表示，他对自己的要求比较高，虽然每场直播只有一小时，但相机时时刻刻都照着主持人的一举一动，因此每一场直播的



戴康泽：接触媒体队后让我觉得媒体人应该得到更多的支持和尊重。

事前准备，如受访者背景、相关主题背后的知识、采访角度和切入点等对他来说都非常重要，一定要准备充足。

“机会只留给准备好的人，这句话虽然老套不过也非常真实。韩大媒体队对我来说恰恰就是对上了机会这两个字。不管哪一场直播，我都可以为之义无反顾。”

对他来说，线上直播访谈相当有趣，同时也非常不容易。以往他比较活跃于现场主持或者担任大会司仪。现场主持的麦克风、摄影机等都是由当局准备，然而线上主持则需要他自己一手包办。

“线上主持可以说是我人生的新天地，它和现场直播的差别在于涉及的层面较多。我需要自己调整镜头角度，以免照到死角或者双下巴。在音响方面，也要确保没有冷气或风扇的杂音。”

康泽未来的目标是做媒体教育。他说，很多人对传播系都持有刻板影响，认为念该科系的人都会当艺人、主持人等等，然而对他而言并非如此。

他说，在手机和电脑科技崛起的时代，媒体成了大众的精神粮食，但令人堪忧的是，一些问题如网络霸凌等层出不穷。他希望可以借助媒体的力量传播并教育大众正确的讯息。

黄界祺踏上主播之路

新闻系学生何秉阳报道/照片由受访者提供



黄界祺：主播这条路就像马拉松，看你想选择走完它还是想选择半途放弃。

“欢迎收看《新闻报报看》！你好，我是黄界祺！”

相信一直收看《新闻报报看》的观众都对这把声音，又或者是对黄界祺这个名字不陌生。来自吉打州的黄界祺于2015年在韩大完成广播系文凭课程后，就前往台湾文化大学完成大众传播系学士学位。毕业后，于2018年加入马来西亚Astro《新闻报报看》，成为该电视台的新闻主播。

为何在大学时期主修广播系的黄界祺会踏上新闻主播之路，甚至是与新闻结下了深厚的缘分呢？

他在上韩大新闻面子书直播节目《黄界祺：踏上主播之路》时表示，其实当初在选择大学专业时，大众传播并不是他的第一选项，因为自己对室内设计蛮有兴趣的。

由于他在小学和中学时期曾参加过一些讲故事比赛和演讲比赛，所以父母就好奇他为何不选择主播或主持人的媒体行业？他说，虽然大众传播系也是他的选项之一，不过首选还是室内设计系，最后他还是向父母妥协，选择修读大众传播系。



黄界祺（下）接受韩大学生李显莹（左上）与张咏轩（右上）的面子书直播访问。

当初黄界祺会选择修读广播系是因为本身对新闻系并没有浓厚的兴趣，他觉得，修读广播系可以接触到一些关于电台主播的工作，甚至还可以学到一些主持技巧及拍摄手法。

“所以当时觉得念广播系，可以学这些能力，让我觉得该科系能让我在更多方面充实我自己。”

不过在他当上主播后，认为新闻每一天都不一样，不过这也正是新闻好玩的地方，每一天都有不一样的新闻，所以每一天都会有不同的新鲜感，不会觉得说每一天都是在做着同样的东西，像是如果出外采访的话，可以看到更多不同的地方，去一些自己未曾到过的地方，甚至是学习到不同的东西，可以说每一天都充满了未知。

积极寻找机会

虽然在实习期间，黄界祺梦想成为电台主持人和节目主持人，不过在大学面试活动期间，他的缘分总是跟新闻分不开。他曾参加很多甄选活动，被选上的都与新闻有关，其中是《第二届八度空间大专组校园主播培训坊》及在台湾求学时也在校园主播比赛中以新闻专题类获奖。

他幽默地说道，可能这都与个人的谈吐有关系，他自认自己不擅长在平淡的谈话中加入玩笑，也有可能是本身形象不适合放在娱乐这一方面的主持。

他说，他是个会寻找机会的人，认为每一次的机会都是给自己累计经验的机会，所以在进入韩大后，不管大大小小的面试活动或是比赛，他都会去参加，又或者是电台与电视台的甄选活动，他都会好好把握每一次参赛的机会，甚至会特地搭巴士去吉隆坡参加面试活动后，再搭巴士赶回檳城上课。幸好黄界祺的父母都很支持他去参加甄选活动或比赛，不会去限制他的行动，只是会特别叮咛他注意安全就好。

虽然黄界祺参加了许多甄选活动，但是几乎都没有被选上，不过他有着从哪里跌倒就从哪里爬起来的毅力，所以当时在台湾求学毕业后，就直接寄了履历去《新闻报报看》应征新闻主播的工作，但过程并不顺利，他回马休息1个月，都还没有收到电视台的回应，心想自己一定是落选了，所以就去了家刚好也要聘请新闻主播的网络电台工作。



黄界祺（右）在经过两轮的面试后，顺利成为《新闻报报看》新闻主播。左为节目主持搭档梁宝仪。

主播必须掌握幕后知识

由于当时他初入职场，电台老板并不放心让他直接担任主播一职，所以就先让他编排及制作电台节目内容。就在他在网络电台工作接近两个月后，突然收到《新闻报报看》通知他前往面试的邀约，并在经过两轮的面试后成功被电视台录取。进入电视台工作初期，他必须尝试幕后的每一个工作岗位。经过半年的培训后，他终于从幕后走到幕前，正式成为《新闻报报看》的新闻主播。

黄界祺说，新闻主播不只是坐在镜头前报新闻而已，《新闻报报看》的主播一天至少要撰写两篇新闻稿，并且要从各个纸媒及网媒去梳理当天发生的新闻。

“我们要以最轻松、最易懂、最好玩及口语化的方式来为观众呈现新闻。”

不是新闻系本科生的黄界祺在新闻界遇到的挑战之一就是撰写新闻稿，许多写作技巧及新闻重点还有很多进步

的空间。为了掌握新闻知识，他必须浏览每一则新闻，而不仅限于某一性质的新闻而已。

身为新闻主播的他难免会遇到观众问一些关于国内及国外的新闻，让他稍微感到有些压力，而这也恰恰让他有更多的动力去浏览每一则新闻。

“我必须比观众看得多，比观众懂得多，看新闻的媒介不能只限于面子书，而是要认真真地去各大媒体看新闻。”



黄界祺（左一）第1次出外采访国会，特在国会大厦前拍照留念。

梦想之路会越走越宽

目前黄界祺有两个想要达成的目标，第一个是自己在新闻上的认知能力。他以前都倾向浏览一些娱乐新闻，或是一些自己感兴趣的新闻。不过在当上主播后，他必须让自己更加精进，通过阅读各种各样的书去了解更多资讯。

另一个目标则是语音上的调整。在当上主播后，他需要时刻调整自己的语音，但单靠自己一人之力并无法做到，所以他通过专业的老师来帮助自己调整声音、咬字及发音位置，让自己的声音在报告新闻时更加好听及让观众感到舒服。

黄界祺奉劝韩大的学弟学妹们，在梦想这条路上，必须先找到自己想要的是什么，才能让自己尽力地去做。他说，如果你的欲望足够大，那你就会找方法和机会去尝试，并让自己学习得更多，增广自己的视野。

对他而言，主播这条路就像马拉松，你会越走越宽，可能刚开始时会有很多人，但坚持跑到最后的没有几个，如果这条路上只剩你一个人时，那这条路就是属于你的了。

“主播这条路会越走越宽，不过看你想选择走完它，还是选择让自己半途停下来。”



黄界祺与王柯柔（左）在《新闻报报看》录影棚内的合照。

新冠疫情导致心理压力 詹恩善：向心理专家求助

新闻系学生何秉阳报道

为了遏制新冠肺炎疫情继续蔓延，政府继2020年3月18日展开行动管制令后，再度于今年1月13日落实行管令2.0，不只扰乱人民的日常作息，也令不少人对疫情和未知的前景感到无比压力，以致情绪出现问题。不过，专家强调这是正常的现象，只要寻找合适的管道求助，就能帮助你纾解心理压力。

槟城资深心理咨询师詹恩善表示，许多人在行管令期间经历了很多生活压力、焦虑及恐惧等负面情绪。此外，在前线对抗病毒的前线人员，也无法避免地面对前所未有的情绪压力。

他早前受邀参加由韩江传媒大学学院公关系2020年毕业生举办的《1-Metre Apart》醒觉运动，并在受访时说，他们的咨询服务并未因行管令而停止，而是转移到线上，协助心理受影响的人安心度过这段艰难的时期。



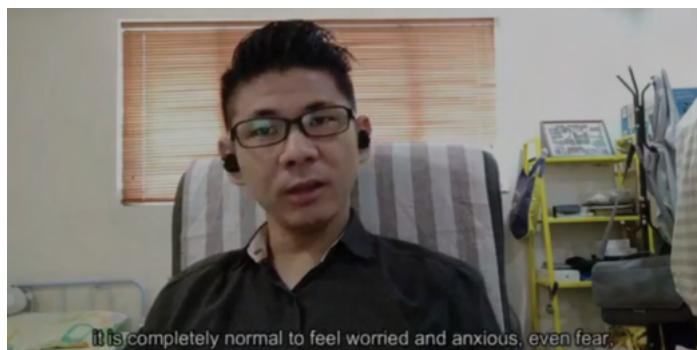
詹：詹恩善

问：您如何运用自己的专业应对新冠肺炎疫情所引发的情绪问题？

詹：在疫情蔓延期间，除了对抗病毒的前线人员，辅导员的工作也越来越受到人们的重视，因为疫情也影响了许多人的心理健康。

由于人民仍面临着许多未知数，许多人经历了比平时更多的情绪压力，恐惧、焦虑和痛苦促使他们寻求专业的心理健康服务，以帮助他们处理这些负面的情绪和想法。

在行管令期间，虽然我们 cannot 与顾客进行面对面咨询，但会通过网络进行远程咨询。我们也尝试用各种管道与人们联系，比如电话、电子邮件等。倘若你发现自己在疫情期间有情绪困扰，不要感到犹豫，直接联系我们，让我们帮助你改善心理健康。



詹恩善提供各种应对心理压力的方式，也劝告受疫情影响心理的人寻求专家的帮助。

问：辅导员如何帮助面对压力的前线人员？

詹：医生、护士、医务人员、公务员等都站在前线抗疫，他们的工作不仅消耗体力，也必须应对巨大的情感和心理压力。事实上，前线人员的心理健康应该得到更多的关注和帮助。我们有专门为前线人员提供精神健康服务，比如提供辅导、治疗和心理急救等，帮助他们管理和处理他们的工作中，所面临的巨大压力和心理需求。

作为一名心理健康顾问，我想给前线战士们一些建议，让他们在帮助我们的同时保持健康的心理。首先，试着在工作和生活之间保持一种情感上的距离，尤其是在休息的时候。工作时，全心全意地投入在工作中，但下班时，应该专注于私人生活。

其次，记得好好照顾自己，有足够的休息、做自己喜欢做的事情、善待自己。当你处于最好的状态时，才能够给予别人最好的帮助。

最后，建立并保持你的支持网络。你并不孤单，在你需要帮助的时候向其他人寻求支持、鼓励和安慰，他们可以是你的朋友、家人，当然，还有心理健康专家。

问：如何缓解因疫情而引起的恐慌？

詹：我们仍然面对病毒的威胁，难免会感到担心、焦虑甚至恐惧，这是完全正常的情况，特别是当我们看到病例不断上升时。即使我们阅读了关于疫苗和医学突破的消息，我们仍然无法确定疫情何时结束。

事实上，有一定程度的担忧和恐惧是一件好事，因为这将帮助我们保护自己和他人的安全。我们会做一些事情来保障自己的健康和安全感，包括洗手、戴口罩、与他人保持1米的社交距离。我们遵循标准作业程序（SOP）以免被感染，但我们必须知道如何识别有效性及有害性的担忧。

第一种担忧是对危机情况的自然反应，但第二种是你花过多的时间和精力去担忧，导致你无法进行正常的日常生活，因为你太焦虑及太苦恼，这是我们必须要小心注意的。

其次，为了战胜焦虑和担忧，我们可以采取“现实的希望”（Realistic Hopeful）的心态，或现实的乐观主义，意即不失去希望，继续保持快乐。就像我们的恐惧和忧虑必须建立在现实的基础上一样，我们的乐观和希望也必须是现实的。这意味，当我们阅读关于疫情的新闻时，不仅要关注病例

有多严重，也要怀有感激的心态，感激前线人员的工作和贡献，以及他们的努力，才得以让这么多人从疾病中康复。即使情况没有得到改善，我们也可以感到安慰，因为假设以后再遇上该情况，我们就能更好地处理这种情况，在应对疫情方面比以前更有准备、更加有经验；我们会有更多的应对方法、更多的信息来对抗病毒，也能应对疫情期间的的生活，比如居家工作。

当被忧虑和恐惧困扰时，我们很容易忘记，即使在这最具挑战性的时期，我们的生活中仍然有很多事情值得感恩，像是健康、家人、朋友，还有安全性及舒适性。每天都试着去发现一些让你感恩的事情，尽管这些事情或许微不足道，你都会发现自己拥有更多的幸福。

问：如何在应对新冠肺炎疫情时保持心理健康？

詹：我们能做的第一件事就是照顾好自己的身体。如果要有良好的精神健康，就必须照顾好自己的身体，包括注意和照顾饮食、作息时间和锻炼。每天尽量实行有规律及均衡的饮食方式，摄取足够的水果、蔬菜及水份，并控制咖啡因和酒精的摄入量。尽量不要吃得过多。有些人在感到悲伤、紧张或担心时会开始狂吃，进而导致“压力饮食”（Stress-eating），饮食摄入量会比平常来得更多，并且会更渴望含有糖份的食物。如果你发现自己有这样的行为，可能表示你正在处理比平时更大的压力的信号，千万要意识到这一点，并努力应对挑战。

另外，拟定一个好的睡眠计划来保证高质量的休息。在这期间里，很多人都面临睡眠问题，例如晚上难以入睡、无法处在深度睡眠状态下、半夜不停地醒来、早上难以醒来等。如果你发现自己正在经历这种情况，试着学习一些帮助你休息的方法，比如进行呼吸练习和肌肉放松练习，以帮助你的身心获得休息。

体育锻炼也是一个好习惯，不仅能保持身体健康，还能帮助你休息。尽量保持一些有规律的运动，比如慢跑及上健身房做运动。但在行管令期间，我们不能去健身房，甚至不能去户外锻炼，那我们能做什么呢？我们可以在网上找到无数关于在家锻炼的指南，即使是一些简单的运动，如伸展运动，或者至少站起来走动都可以！如果你必须居家工作，不要坐在你的书桌前一整天或躺在床上。只要有规律地站起来走动走路，你就会发现这将会给你带来多大的改变！

你可以学习一些简单的情绪管理技巧和策略，以帮助你应对可能出现的负面情绪。策略之一就是学习如何识别有效性担忧和有害性担忧，例如“有一宗确诊病例发生在我住家范围内，我必须隔离自己，不能去上学或去上班，但是在家我又不能专注工作，担心我会失败或将失去工作，甚至是失去未来”。如果你发现自己被消极的想法和情绪淹没，尝试学习和练习一些情绪管理技巧来纾解痛苦的想法和情绪，其中是“盒子呼吸法”，你可以在油管（YouTube）找到指导影片。它是一种呼吸练习法，当你感到消极情绪太强烈时，它能帮助你平静下来。

第三个方法非常简单，也非常实用，那就是管理你的新闻和信息消费。在疫情严重时期，保持对新闻的关注，以了解最新情况、新进展、新病例的数量，以及身边是否出现任何病例是正常的事。我们可能认为知道得越多，就能越早得到最新消息，继而更好地应对疫情。所以我们每隔几分钟就查看新闻，这样就不会错过任何重要的消息。

社交媒体上有源源不断的信息，但这种无休止的新闻消费对心理健康的负面影响大于益处。当你在看完新闻后发现自己总是感到很痛苦、焦虑及绝望后，能做的就是控制新闻消费。你不必完全停止翻阅有关新冠肺炎的新闻，但可以限制自己每天看一到两则新闻，也许每则的翻阅时间为5至10分钟，这足以让你获得信息，但又不会被新闻和信息淹没，尤其是负面信息。此外，注意新闻来源，只接受及更新被验证的新闻和消息而已。

第四个方法是学会感恩，就像寻找安慰的内容一样，拥有一颗感恩的心是消除沮丧情绪的最佳良药，它可以帮助我们寻求快乐，甚至是充满希望的感觉，而不是压力、焦虑、恐惧和绝望。在每一天结束时，我们可以做个简单的练习，花一点时间来反思这一天你要感谢的事情，试着具体一点。

我们每天都会注意到新事物，所以，不要只会感谢说“我感谢我还活着”，也许可以试着说“我感谢今天天气很温暖，我能感觉到太阳照射在皮肤上，阳光会帮助我获得维生素D，这对我的健康有好处。”。你甚至可以开始写一本感恩日记，像是把你想要感谢的事情写在便利贴上，或者直接记录在电子设备里，就会发现生活中有了比疫情更值得关注的事情了。

最后一个建议是保持社交关系，建立并保持你的支持网络。在新常态下，我们必须与他人保持距离，但这里指的是社交距离，而不是把自己孤立起来。我们可以利用这个机会增进自己和家人、朋友的关系，或者可以和老朋友重修旧好。即使你不能在这段时间亲自见到他们，但可以充分利用社交媒体联系朋友和亲人，他们可能会是在这段充满挑战时期给予你最大支持的人，或者你也可以成为他们的支柱。这是一个很艰难的时期，但你不必孤独一人经历，你可以选择与自己信任和爱的人分担恐惧和挫折，不要把它们都藏在心里。

不要害怕寻求你周围的人，或者心理健康专家的帮助，比如心理咨询师。我们都面临疫情的挑战，但有些人可能受到更大的影响，但没关系，谨记援助是可以获得的，不要独自去面对挑战。

Memorable rides on Penang ferries

By Foo Ming Li

Penang's Raja Tun Uda Ferry Terminal was constructed in 1959 to provide an affordable mode of transportation for those who were frequently travelling between Penang Island and the mainland. Among the millions of passengers who have been using the service for decades are two of HCUC's former students. They described fond memories of travelling on those ferries, carrying not only passengers but countless stories.

Diploma in Broadcast Journalism graduate, Yow Soo Huei related her first ever ride on the ferry as a magical experience. Her family who resides in

Kedah had driven their car to the mainland before boarding a ferry to Penang island.

"Being an eight-year-old child, I never thought it would be possible for vehicles to be onboard a ferry until I had the chance to experience it myself," she said as huge excitements settled on her face.

Fast forward to 2016 when she was studying at HCUC, ferry services were her favourite and affordable transportation as the ticket was only RM1.20 whereas the journey is approximately 30 minutes to reach the Sultan Abdul Halim Ferry Terminal located in Butterworth.

The ferry ride always lets Yow enjoy the sound of the wind and the sea waves, while a serenity encapsulates her emotions which allows the hustle and bustle of being a college student to be temporarily forgotten.

"There are also many flights of stairs that need to be climbed along the walking journey which is inconvenient for elderly people and disabled people. Fortunately, the road was renovated and the Penang Sentral was built for passengers to relax themselves and have some food there as well," she adds.

The Broadcasting graduate, Tan Chu Yi who was originally from Pulau Langkawi, Kedah said that she uses the Penang ferry whenever she travels back to her hometown.

"In terms of the ticket price and the time needed to reach Pulau Langkawi, the direct ferry service is obviously more expensive but it saves a lot of time. It may take half a day to arrive at Pulau Langkawi if I am to get down at Butterworth ferry station as I have to board a bus to reach my home from the terminal", she briefly explained the differences between the ferry stations located at Butterworth and Pulau Langkawi.

Sharing a memorable moment from her ferry rides, Tang recounts an incident when she was on the ferry amidst a severe thunderstorm. The ferry, says



Yow Soo Huei said it was a magical moment for her when her father brought the family from Alor Setar, Kedah by car on the ferry to cross the channel to Penang when she was eight years old.

Tang, was wobbling because of the waves and forcing her to hold something solid to prevent any injuries.

"It was a tense moment because everyone was panicking and had no clue about what is supposed to happen during the thunderstorm. Thankfully, everything went well and I arrived in my hometown safely," she said about the nerve-wrecking incident.

The old ferries stopped operating effective January this year and they are temporarily being replaced by fast, passenger-only boats. These boats which take less than 10 minutes to ply the Penang Channel, are a temporary alternative until the ferry terminals are refitted to cater for high-tech water busses and vehicular ferries slated for June 2022.



| Photo by: Qaedi Shamsuddin

Celebrating Chinese New Year in the times of the pandemic

By Reinal Lauw

With the implementation of yet another round of Movement Control Order (MCO 2.0), most festivities, events, marathon, and concerts have been either postponed indefinitely or organised virtually.

Yet, festivities still symbolise joy and prosperity.

Chinese New Year celebrations abide by the Chinese calendar, which is based on lunar cycles, or phases of the moon. The festival traditionally begins on the first day of the lunar month in the Chinese calendar, which marks the beginning of a new year, and it lasts for 15 days. The 15th day marks the first full moon of the new year, and the last day of the celebration. Also known as Lunar New Year, Chinese New Year is celebrated during the period of January to February according to the Gregorian calendar that is used internationally.

Tan Zu Liang, a final year Diploma in Broadcast Journalism student, explains that during the pre-pandemic preparations of the Chinese New Year, his family would go grocery shopping to buy delicacies like soft drinks and snacks.



Tan Zu Liang looking forward to a holiday celebration.

"I would wake up early in the morning to visit my grandparents who are in Serdang, Kedah. After that, my parents and I would help them clean their house," Liang added as he described the typical preparations for Chinese New Year for him and his family.

What Liang used to enjoy before the pandemic was the opportunity to meet his relatives during Chinese New Year. He only gets to visit them twice a year. In addition to visiting close relatives, receiving red packets (angpao) from the elders would always bring a smile to his face.

Liang also adds that if he could choose to do so, he would prefer to visit his relatives again this year, or even have them come over to his place. But, with the global pandemic and the current

rate of infectivity in Malaysia, Zu Liang would rather ensure that everyone is safe and healthy instead of organising a family gathering.

Relying heavily on media applications as platforms for social interactions in light of the new normal can be troublesome. Pre-pandemic Chinese New Year celebrations are defined by gatherings and face-to-face conversations with loved ones.

Liang, however, offers an alternative perspective of Chinese New Year in the modern era.

"With the latest gadgets and technological advancements, people are more connected than ever, yet they usually spend their CNY on their mobile phones rather than chatting with each other. Moreover, celebrations have toned down, because people are not as interested in traditional festivals as they used to be," Liang said. Liang expresses his fondness of memories of celebrations he had enjoyed when he was younger.

For Han Chiang University College of Communication lecturer, Eric Ooi Boon Kheng, he planned to begin the Chinese New Year with a small family reunion dinner, on the eve of the festival.

Due to tighter regulations which have caused majority of Malaysians to put a hold on their travel plans, Ooi has decided to make an attempt to stay

healthy and enjoy a good meal together with the nuclear family on the eve of Chinese New Year.

Before the onslaught of the pandemic, Chinese New Year, like any other celebration, has always been about relatives and friends coming together for mass gatherings to spend meaningful time with each other.

"It is about the opportunity to gather with relatives and friends, and make up for lost time as we chat and mingle with food and drink," Ooi said.

Although major festivals would have to be celebrated on a smaller scale, Ooi added that he looked forward to a future where celebrations would resume to normal with the arrival of vaccines. He is slightly disappointed at not being able to visit other family members at this juncture.



Eric Ooi (seated) reminiscing the sweet memories of a multicultural Chinese New Year celebration with friends during the pre-Covid 19 days.

Unity in Diversity: Visiting Penang in the year 2021

Hi, I'm Chung Yee and I'm currently pursuing my Bachelor in Public Relations (Honours) at Han Chiang University College of Communication (HCUC) in Penang. I was born in Penang as well and I'm really proud to express how fortunate I am to be a Penangite. Planning and coordinating events are my personal interest but more to passion. Besides, I do play football and perform calisthenics workout on a regular basis.

Good food, good people, good places to visit

Before I proceed to share my experiences and knowledge as a 21-year-old Penangite, I would like to talk a little about my roots. I am really proud to be a Penangite as living in this beautiful city has given me a lot of priceless memories. I was born in Penang in the year 1999 at Lam Wah Ee Hospital. I feel lucky that I was born in the 90's as I personally experienced those good old days without the existence of modern technology.

My family and I once lived in Jelutong. Our house was located in the middle of a *kampung* (village). In those days, it was freezing every single time I took a shower as there was no heater at home. At night, I would hear cats chasing mice on top of the wooden roof. Besides that, there were times when a huge monitor lizard would appear out of nowhere right in front of us. It would appear either in the living room or kitchen as the old kampung house was long and had two entrances—the front and back door. Thinking back, I was quite a brave boy back then as I encountered these “terrifying moments”. When this incident happened in broad daylight, my mother had to get assistance from neighbours to get rid of this huge monitor lizard while my father was away at work.

During the rainy season, flash floods would happen due to the overflowing rivers beside my village. After the floods subsided, my family and I worked together and cleaned up the mess happily as there was always the sense of cooperation and family bond. We would wait for my father's return from work and greet him before having dinner together. In my own perspective, family bond was stronger without the presence of modern technology as we managed to spend time together and cherished every single moment. In this current sophisticated era, for example, when we eat outside at a restaurant, majority of the family members just stare at their mobile phone and there is no communication among each other. Everyone sitting at the table is scrolling and swiping their own phones. It is a sad reality to see how technology has replaced so much of the activities we had in the past.

My parents always tried to fulfil our needs and wants in terms of materialistic items. They showered my brother and me with love, which money can never buy. Once, my mother bought a lot of mini toy cars for us and we were so excited that my brother and I neglected breakfast, lunch, and dinner to play with the cars from morning until night! This might sound exaggerated. My mother definitely would not allow us to skip any meal to keep a healthy lifestyle. I can still recall the leisure time I spent with my brothers as we played with kites even though we were not good at it.

I always looked forward to the dismissal of school on weekdays as I would get to play with my neighbours and sweat like crazy. It was indeed fun as I had a lot of



A night scene of Penang, the Pearl of the Orient.

| Photo by: Christopher Montano

friends living in the neighbourhood. We played congkak, pick-up sticks, Pepsi Cola, and police and thief. Pepsi Cola refers to a traditional game where each player tries to protect their feet from getting stepped on. First, we have to gather everyone in a circle and assign numbers to each player. Then, we say in unison “Pepsi Cola” and jump back “1-2-3” times as far back as we can go. Everyone shouts their assigned number and tries to step on another player's foot in one leap. Anyone who gets stepped on is out of the game and an eventual winner will emerge. It was always exciting no matter how many times we played together as a team or as individuals. I believe children these days will never experience the life of a *kampung* boy and will never understand the ups and downs we had living in the village. Those fun times and moments will forever stick in my mind. I will definitely share them with my children in future days to enlighten them about moments that they will not be able to have.

“Penang is indeed one of the most precious cities in Malaysia as good food, good people, and good sights are guaranteed.”

When I was nine years old, we moved to an apartment near my old house in Jelutong. Things were obviously different as I no longer get to play with my neighbours after returning home from school anymore. As time passed by, we lost touch and even when we met outside, we could barely recognise each other. It was sad but we have to live in this reality as reality to mostly everyone seems to be awful and harsh in a way. Perhaps, this could be the consequences of growing up. There is a saying that when we enter a different phase

of life, “Friends may come and go, but true friends leave footprints in your heart.” On the contrary, lifestyle was indeed enhanced when my family and I moved to the new apartment which was equipped with various modern technology gadgets. Sometimes, I still reminisce about the good old days, like how we still enjoy living life to the full without technology.

Living in the year 2020, I still brag about the beauty of Penang and how grateful I am to be a Penangite to any tourist or traveller who visits Penang. Before I enrolled in HCUC, I worked at Marks and Spencer, Gurney Plaza as a sales advisor. In my role, we learnt to prioritize customer service satisfaction and product knowledge. We had to ensure every customer was attended to and assist them in every possible way. Honestly speaking, most of Marks and Spencer's target audience and regular customers were expatriates and tourists. After serving them, I always took the opportunity to enlighten them about how they made the right choice to visit Penang.

I would always suggest top places to visit in Penang, such as China House, one of the longest cafés in Penang Island which serves a variety of large slices of cake at affordable prices; Avatar Secret Garden, which has beautiful flowers and lights to replicate scenes from the Avatar movie (best visited at night) and Big Ben's breakfast at Penang Botanical Gardens, where hikers and joggers get to enjoy superb breakfast options. I also talk about the uniqueness of Penang in terms of culture, heritage sites, and the delicious variety of cuisines such as nasi lemak, char koay teow, roti canai, and many more. Celebrations such as Hari Raya Aidilfitri, Chinese New Year, and Deepavali are grandly celebrated by the majority races, Malay, Chinese, and Indian.

Penang is indeed one of the most precious cities in Malaysia as good food, good people, and good sights are guaranteed. Trust me, plan your next family trip to Penang for a greater experience instead of just listening to stories of Penang. Come to Penang and witness for yourself the festivals, performance arts, street art, historical museums, architecture and literature.

I can assure you, readers, you will love Penang!

The journey of a screenwriter

By Foo Ming Li

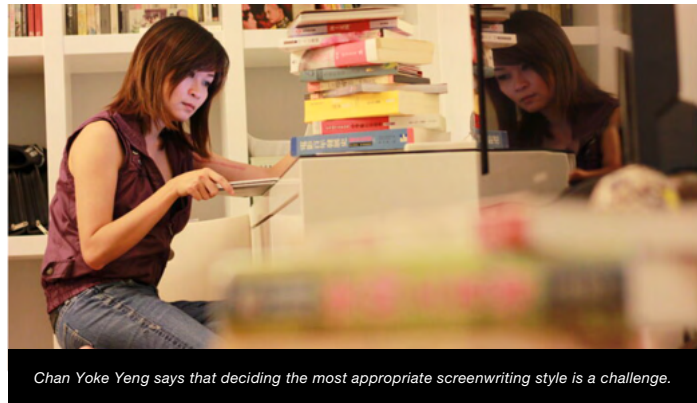
Creativity, expressed through the pens of scriptwriters and screenwriters, has become a source of wonder for an audience that seeks entertainment.

Scriptwriters are responsible for writing dialogues of the characters involved. On the other hand, screenwriting is a crucial component in filmmaking that dictates the flow, characterisation and what is staged in the frames of the video-camera.

Chan Yoke Yeng is a well-known local screenwriter who has written screenplays for several movies as well as teleseries. Her talent is recognised not only in Malaysia but also in other countries like Singapore, where she has won the Best Screenplay in the 25th Singapore Star Awards for *Mightiest Mother-in-Law*. Besides, she has also won the Best Screenplay in the ntv7 Golden Awards 2014 for *The Descendant*, and the Best Malaysia Screenplay for *The Promise 2020* in the Asian Academy Creative Awards.



Chan Yoke Yeng shares her experience as a script writer on HCUC News FB Live.



Chan Yoke Yeng says that deciding the most appropriate screenwriting style is a challenge.

After graduating from high school, Chan considered furthering her studies. She also wanted a job with flexible hours.

"I've seen how my mother, an office employee, seems tied to a rigid schedule. Therefore, I chose to enrol for broadcasting studies," Chan explained her decision on pursuing a Diploma in Broadcasting at a college in Selangor.

Upon completion of her diploma studies, she worked in a television production company. Though there were challenges and hardships, Chan found that her colleagues were supportive.

Despite her interest in broadcasting, Chan noticed that she was lagging behind her colleagues in her understanding of the broadcasting field. She decided to gain a novel perspective of the broadcasting industry by going abroad to further her studies in Taiwan.

"I had not experienced life overseas. I felt that it was important that I expose myself to different ways of living in my pursuit to be a great screenwriter in the broadcasting industry," she said.

Taking into consideration the financial situation her family was facing, Chan chose to pursue a Bachelor's Degree of Techniques in Script Writing at a university in Taiwan. Armed with a degree, she returned to Malaysia and worked in a production company briefly before applying for a screenwriter vacancy at Mediacorp Malaysia. Chan had felt unsure about her ability to produce a good screenplay. But she took the chance to apply for the vacancy and managed to ace the interview.

Today, Chan is certain that her screenwriting experience at Mediacorp Malaysia has been an excellent

opportunity to translate her theoretical knowledge into practice.

Chan draws from her own life experiences when it comes to writing a movie or television screenplay. She says that her understanding of the world, her family and herself is reflected in her writing.

As for screenplay themes, Chan aims to step out from her comfort zone of writing family-based screenplays and explore new themes. During the process of screenwriting, Chan discusses the plot of the story with respective crew members to brainstorm new ideas.

"I am an indecisive person. I have a hard time choosing the best screenplay for a story, as I tend to write multiple versions and drafts for a single story," says Chan.

Chan also has the habit of procrastinating and she begins the actual work of writing only when a deadline is around the corner. However, she is taking steps to improve her time management as this habit may create the bad impression that she takes too much time to finish a screenplay.

For those who want to pursue their dream of screenwriting for a living, Chan emphasises the need to strengthen one's language proficiency as screenwriters rely heavily on words to tell stories.

In addition, Chan maintains that it is important to build resilience in light of the Covid-19 pandemic that has brought the broadcasting industry to a halt.

Impact of MCO on the food and beverage industry

The cases of Covid-19 in Malaysia have risen during these few months, forcing the government to place several states in Peninsular Malaysia under the Conditional Movement Control Order (CMCO).

This move has caused grievance among Malaysians, affecting business owners especially those in the food and beverage business. However, the government has to make this decision to control the spread of the virus.

Most food and beverage (F&B) businesses have been negatively impacted by the recent MCO as many restaurants have been only allowed to adhere to the two-pax-per-table restriction. In addition, operation hours have been limited to the time frame of 6.00 am to 10.00 pm.

Tan Siew Bee, an hawker stall owner in Tanjung Bungah, Penang, said that her business earnings have dwindled by

almost 40 %. Nevertheless, she can still sustain operations as most of her customers who live in Tanjung Bungah have continued to keep her business afloat by resorting to meal takeaways.

"My customers comply with the SOPs by scanning the MySejahtera code and sanitizing their hands before entering my restaurant for dine-ins," she said.

While Tan is fortunate enough to maintain 60 per cent of her typical earnings, other restaurant owners are not that lucky.

Lim Fung Chee, an owner of Mustard Seed Restaurant in Tanjung Bungah complained that his earnings have diminished by almost 80 per cent compared with the profits he raked in before the MCO was implemented.

"My restaurant only has two to eight customers per day. Most of my customers are working from home and prefer to cook their own meals," he said.



People dining at a food stall during the Conditional Movement Control order at the end of 2020.

Photo by:
Yusof Mat Isa

Beverage stall owner Ong Mei Lan in Tanjung Bungah Market, Penang, said that lockdowns have impacted her business earnings which have decreased by 70 per cent.

"I think the pandemic has taught me to save for a rainy day. I will continue sell drinks and reduce the workdays of my staff to cut down on wage payments," she said.

"Everyone is having a hard time and feeling helpless about the situation at hand. What we can do is try to cut down on cost incurred. I hope that the

government can lend us a hand to recover from our business losses," Mustard Restaurant owner, Chee explained.

The pandemic has brought about hardship to businesses in Malaysia, and F&B business owners hope for a better tomorrow when the cases of Covid-19 are brought under control.

In March 2021, the Penang State Government has announced a one-off payment of RM500 for each licensed hawker in Penang. It is estimated that a total of 14,712 licensed hawkers will benefit from this one-off financial aid.