



INSIGHTS

A Peek Into The World Of Media, Business & Culture

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HCUC attains full accreditation for its new homegrown degree programmes



"What's next?" is often a question that looms over students who wish to pursue their tertiary education. Choosing a suitable course to pursue after having completed your pre-university studies is no easy task. With the mushrooming of higher education institutions across Malaysia and the diverse options offered by these institutions, students are spoilt for choice.

So if you have set your sights on pursuing tertiary education, Han Chiang University College of Communication (HCUC) could be your destination. Why HCUC, you may ask?

Programme Accreditation

All of HCUC's academic programmes including its new homegrown degree programmes have attained full accreditation by the Malaysian Qualifications Agency (MQA). But what does accreditation mean and why is it important? Accreditation is a formal recognition that an academic programme is conducted in compliance with the Malaysian Qualifications Framework (MQF) and has met the quality standards set by MQA.

Besides being a benchmark for quality, accreditation also has other benefits to students. "MQA-accredited programmes allow students to apply for loans from the National Higher Education Fund (PTPTN), pursue their postgraduate studies in higher educational institutions and seek employment in the public sector" says the External Examiner for HCUC's Bachelor of Communication (Media Production) (Honours) and Bachelor of Communication (New Media) (Honours), Dr Adrian Lee Yuen Beng.

"Apart from a quality-assured curriculum, HCUC's programmes are also recognised by the University of Southern Queensland (USQ), the no. 1 university in Australia with the highest graduate starting salary and a recognised leader in online and blended education," said Vice Chancellor of HCUC, Dr Beh Kok Hooi.

"HCUC has collaborated with USQ to offer dual awards in Communication and Media Studies, Multimedia and Logistics and Supply Chain Management. Students who sign up for dual awards will gain an internationally recognised degree with two testamurs at affordable fees as they pay in Ringgit Malaysia," said Dr Beh.

"The dual-award programme offered at HCUC has exposed me to an international syllabus that has provided me with a well-rounded education," says Foo Xin Li, a dual award programme student who is pursuing HCUC's Bachelor of Communication (New Media) (Honours) and USQ's Bachelor of Communication and Media (Journalism).

A peek into HCUC's Programmes

According to Dr Beh, HCUC currently offers one foundation, eight diploma and seven degree programmes, all of which are fully accredited. The new diploma and degree programmes which have recently attained full accreditation include Diploma in Visual Arts and Design, Bachelor of Communication (Advertising) (Honours), Bachelor of Communication (Media Production) (Honours), Bachelor of Communication (New Media) (Honours), Bachelor in Public Relations (Honours), Bachelor of Arts (Honours) in Logistics and Supply Chain Management, Bachelor of Arts (Honours) in Creative Multimedia and Bachelor of Arts (Honours) in Chinese Studies.

- **Bachelor of Communication (Advertising) (Honours)** offers a unique blend of advertising, branding, communication, marketing, design and multimedia, hence producing highly skilled and talented advertising practitioners for the digital advertising and creative industries.
- **Bachelor of Communication (Media Production) (Honours)** equips students with the knowledge and skills in media production by exposing them to audio and video recording, producing, editing, directing and writing for the various media platforms.
- **Bachelor of Communication (New Media) (Honours)** hones students' skills in utilising new media platforms and digital tools to create engaging multimedia content for the new media world.
- **Bachelor in Public Relations (Honours)** produces graduates who are adept in public relations, social media and event management for the digital age.
- **Bachelor of Arts (Honours) in Logistics and Supply Chain Management** prepares students for employment in logistics, supply chain management, warehousing, inventory monitoring, purchasing, transport and distribution.
- **Bachelor of Arts (Honours) in Creative Multimedia** equips students with theoretical knowledge and practical skills in creative multimedia such as digital animation, web development, interactive design and new media art.
- **Bachelor of Arts (Honours) in Chinese Studies** exposes students to the traditional core elements of Chinese Studies, and the significance of local expertise and knowledge like local Chinese literature, Malaysian literature and others.

To enhance the employability of its graduates, HCUC has embedded a four-month internship in the degree programmes.

PRIDES OF HCUC



Professor Teng Tjoon Tow heads HCUC's newly-set up CQIU.

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Life is a source of inspiration

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TALK OF THE TOWN



Visual impairment does not deter Low from pursuing his passion.

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Leaving no one behind: Mending the access to education in times of pandemic

Analysis on the multilayered effects of the universal pandemic of Covid-19 is manifold. Numerous scholars, health personnel and scientists all around the world are continuously discussing the arrays of severity and aftermath churning out from the pandemic ranging from economic downfall to pressing demands for socio-political stability. Along that line, the fundamental rights of every individual – education, and its access to the general public becomes a hotly debated topic among the masses.

As a non-profitable educational institution, Han Chiang University College finds the problems in two different arenas: accessibility to education; and interest in education. The pandemic has shifted the mode of teaching and learning to digital platforms

which is operational only with the access of a strong internet connectivity. Since the technologies produced are heavily concentrated in the urban areas, the students at the rural and semi-rural localities including the indigenous communities have major complications in accessing to these online platforms eventually left behind in gaining quality education.

Inaccessibility towards technology may be pivotal in gradual erosion of interest in education, especially when it gives an impression as if the non-urbanites plays an unimportant or limited role in the national development. Such mindset could be easily developed and perpetuated if appropriate measures of relaying, not only technology, but the knowledge as much as just economic redistribution are disregarded.

The distinction between the core and periphery of the society must be eliminated in order to build a fair society as envisioned by our founding fathers and mothers. With that, HCUC sees there are plenty of opportunities and resources to rectify the disparity as the 2021 budget has allocated a humongous amount of RM64.8 billion to the education sector. Being the largest recipient of the 2021 budget, we believe the dispersion will be assigned with the concerns of equity and needs-based.

While HCUC applauds the government's initiative of handing out laptops to 500 schools, the government must also emphasise for a balanced development since digital and internet connectivity in many rural and semi-rural areas remain a hurdle to overcome.

HCUC Webinar News: How to start writing short stories

By Teoh Yoong Shuen

Have you ever thought about writing a short story but you have no idea how to start?

According to the Manager of the Malaysian Writers' Society of Penang, Anna Tan, one has to start the actual work of writing regardless of whether or not one feels 'ready' to do so.

"You wouldn't know how good the story is until you begin to write it. It is useful to start with a writing prompt and this prompt could be anything," Tan explained.

"For instance, your writing prompt could be other stories that you have read, an object near you, photographs or images, conversations or even a challenge."

Tan, a local author said this during her online workshop organised by Han Chiang University College of Communication (HCUC) Centre for Languages on November 8, 2020. The workshop entitled *How to Start Writing Short Stories* attracted some 70 participants.

Tan began the workshop by giving participants a writing exercise in which

they were given five minutes to engage in free writing based on the given prompt – "It all started in Penang". She then encouraged the participants to come up with a title that would delimit the boundaries of the plot before beginning the process of writing.

Tan, an expert in fantasy genre has two books under her name – *Coexist* and *Dongeng*. She explained that character, time and setting are the basic ingredients of a story.

"Creating a character that is engaged in the pursuit of a particular goal, along with

the emergence of conflict or tension, would differentiate a short story from an exercise in mere description.

"There should be a protagonist who wants to achieve an objective in life and an antagonist who would impede the progress of the protagonist. The story ends when the protagonist gets what he or she wants or if the antagonist wins.

"To develop your story further, the characters are required to make choices that involve some form of action," Tan said.

HCUC
Insights
Meet The Team

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Centre for Languages

E-Book collections await HCUC students and staff at HCUC library's Penang Digital Library (PDL) Station

By Foo Ming Li

The Library of Han Chiang University College of Communication (HCUC) has recently installed the Penang Digital Library (PDL) Station at the library's reading area. The station allows students and staff to browse and borrow a wide variety of e-books and audiobooks offered by the PDL.

HCUC Chief Librarian, Mohd Jafri bin Abdul Wahab explained that the PDL Station is a HCUC-led initiative that has resulted in a collaboration between HCUC and PDL with the signing of the Memorandum of Understanding (MoU) on November 25, 2019. This collaborative partnership between HCUC and PDL is beneficial to HCUC students and staff.

The MoU enables HCUC students and staff to gain access to PDL's extensive collection of e-books and



Mohd Jafri and HCUC Librarian, Muhammad Asyraf showing off the PDL Station.

With the introduction of the PDL Station, students can browse latest ebooks and audiobooks during their free time.

audiobooks in the HCUC library. Jafri added that this initiative addresses the need for quality digital content specifically targeted to HCUC students and staff.

"Besides facilitating the students and staff to access information digitally, the MoU also aims at instilling a love for reading.

"Currently the library offers e-journals from Open Access Journal, Wanfang Data, EBSCOhost, Elsevier, and Emerald

Insight to students browsing for research materials when they are working on research papers and dissertations.

"With the introduction of the PDL Station, students can browse the latest ebooks and audiobooks during their free time," he said.

Jafri also said that the library is planning to increase the number of computers so that more students and staff can make use of the IT facilities in the library.

Fresh faces in the Student Representative Council

By Liew Zhi Ching

Han Chiang University College of Communication's (HCUC) Student Representative Council (SRC) recently carried out a new recruitment drive. Due to the Covid-19 pandemic, the recruitment drive was conducted through the Google Hangout Meet online platform.

There were two rounds of selection process. In the first round, students were required to introduce themselves. The students who were shortlisted will then have to go through a second round where their leadership and team skills were tested.

SRC Vice President, Low Yee Heng said that the requirements to become an SRC member included having a good attitude, good communication, leadership and team skills and the ability to solve problems during difficult situations. "Besides, the person has to have a focused work culture and able to think innovatively," she said.

"The mission of SRC is to provide a platform for the holistic development of students, as students take on

various responsibilities that develop their leadership skills, confidence, sensitivity and cultural awareness. Moreover, they are responsible for safeguarding the welfare of the students and upholding the reputation of Han Chiang University College of Communication (HCUC). They also ensure smooth communication between the management of the University College and the students.

"Prior to the Covid-19 pandemic, SRC has also organised activities such as fund-raising, Halloween Party, Campus Elections, Internal Project Bonding 1.0, Mooncake Celebration and Christmas Party for international students.

"By joining the SRC, I hope students are able to understand well about student welfare and at the same time learn how to think from different angles. I would like to encourage them to engage actively in events or societies that are available at HCUC. This will give them fond memories of their college life and help them gain



SRC President, Ng Hui Wen and SRC Vice President, Low Yee Heng.

experience, so that they can apply in their future career life." Low said.

Meanwhile, SRC President, Ng Hui Wen added that the committee members will strive to bring SRC to its peak. "I will do my

best to get the society to operate smoothly during this pandemic and expose our members to different activities," she said. She also added that students could fully trust the SRC to benefit them as well as the University College.

PYDC General Manager visits HCUC

By Foo Ming Li

The General Manager of the Penang Youth Development Corporation (PYDC), Dr Gwee Sai Ling visited Han Chiang University College of Communication (HCUC) for talks with the management on future collaborations between the two institutions.

PYDC is a Penang state government agency that helps to realise the collective vision of shaping the state of Penang as a developed and progressive society. The agency specifically targets its outreach at Penang youth, who fall within the age range of 15 to 30 years. The agency has been organising workshops and activities to enhance their self-development, social development, and economic development.

"Our workshops and activities are designed to build essential skills such as soft skills, time management, communication and interpersonal skills, basic graphic design skills, and python programming," Gwee said.

"Since 2016, PYDC has been organising the Penang Youth Assembly which acts as a platform for youth to discuss their opinions. Organising the Assembly emphasises the value of civic awareness, democracy and citizenship among youth, all of which are realised in a more practical form via discussions that simulate the Penang State Assembly.

"Around 10 participants, chosen based on their performance at the Penang Youth Assembly, will be given the



Dr Gwee Sai Ling (seated in the centre) posing for a group photograph with HCUC's team Jenny Khoo (seated right), Evelyn Lee (seated left), (standing from left) Dr Yeoh Kim Chuan, Low Saw San, Chuah Chin Guan and Cheah Wui Jia.

opportunity to witness live discussions in the Parliament.

"Currently, PYDC is organising a video competition entitled 'Youth Video Creative Contest: Drunk Driving', aimed at enhancing awareness on drunk-driving.

Interested youth may submit payment of RM50 as registration fee, and the production team should consist of five members aged between 18 to 30 years

who are based in Penang. The winner stands a chance of winning a RM5,000 cash prize and a certificate.

"The production team could create a video which is two to three minutes long, which employs any of the languages of Bahasa Malaysia, English, Mandarin, and Tamil. It is compulsory for subtitles to be in Bahasa Malaysia."

The organisers have also made it compulsory for videos to include the

logo of PYDC and the slogan, "Youth for Future" with a resolution of 1080p and mp4 format. Participants need to submit their videos by uploading the completed videos on Google Drive or Dropbox before 30 October 2020.

Gwee hopes that HCUC students from all Schools will consider participating in the drunk-driving awareness competition to understand the irresponsibility of drunk driving and its consequences.

HCUC sets up the Continuous Quality Improvement Unit (CQIU) to ensure quality of education

By Foo Ming Li

Han Chiang University College of Communication (HCUC) has set up the Continuous Quality Improvement Unit (CQIU) to ensure that the programmes offered maintain academic quality and are in sync with industry standards.

"CQIU serves as a monitoring unit to provide uncompromising high quality programmes alongside its aim of producing qualified students.

"It meets from time to time to discuss quality assurance matters and conduct programme audit on an annual basis.

"CQIU will audit the programmes based on programme quality, curriculum design and delivery, assessment of student learning, student selection,

academic staff, educational resources and continual quality improvement," HCUC Deputy Vice Chancellor (Corporate Development) and Chairperson of the Unit, Professor Teng Tjoon Tow said.

CQIU serves as a monitoring unit to provide uncompromising high quality programmes alongside its aim of producing quality students.

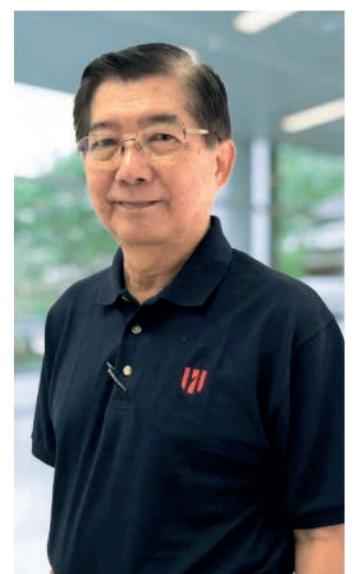
Teng said the new academic programmes have undergone full

accreditation audit by MQA recently. During this process, teaching staff and students of the respective programmes were interviewed by the MQA panel. The panel also visited the university college facilities.

"HCUC is continuously enhancing the quality of the programmes offered to ensure that we cultivate critical thinking skills among students, especially when it comes to setting of questions for the final examination," Teng said.

He said the University College is working on enhancing research activities.

"HCUC would like to source for reputable research journals and encourage more staff to conduct research papers," he said.



HCUC Deputy Vice Chancellor (Corporate Development) Professor Dato' Dr Teng Tjoon Tow chairs the Continuous Quality Improvement Unit (CQIU).

Life is a source of inspiration

By Teoh Yoong Shuen

The script "Is This Love?" has a scene where a child tells his mother he wants his parents to be happy. In reality, the scriptwriter Ng Wei Ying has mentioned these words to her mother because she wants her to be happy with whatever decision she makes.

"Is This Love?" depicted the marriage disputes of parents and their frequent arguments which not only impacted negatively on the couple's children but also strained their relationship with their parents.

The inspiration of "Is This Love?" came from the scriptwriter's personal experience and stories from the public about the struggles and grievances of parents in a loveless marriage and their impact on the children. Ng's script drives home the message that children do not necessarily need a complete family, but they need to be loved by their parents.

"Even if we change our status or identity, love is a continuous feeling because it is always there but there are many ways feelings can be connected with the feeling of love," Ng said.



Ng Wei Ying: Scriptwriting can help me to vent my emotions and express my sadness.

Ng, a final year broadcasting student from the School of Communication and Media in HCUC won an excellent award in the Short Film Scriptwriting category of the 13th USM Literature Competition Awards. The judges said the overall script was well-written with no unrealistic elements; the emotional portrayal of the characters was clear; the conversation between the characters was genuine; the script presented another perspective of how parents take care of their children after unwanted incidents happened.

Ng said that she was surprised and felt honoured to receive the award because it was her first time participating in a scriptwriting competition.

"This award means a lot to me because it is an affirmation to my creation and it also motivates me to continue writing," she said.

Ng revealed that scriptwriting is her interest. When she saw a Facebook post from "Wu Ben", a local movie magazine which posted the literature awards competition for scriptwriting, she boldly took the opportunity to participate in the competition.

Scriptwriting can release negative emotions

"Expressing certain situations or emotions verbally does allow other people to understand my feelings, so scriptwriting has become a way for me to vent my emotions".

"Whenever I have a deep feeling or thought, I will turn it into a script. Scriptwriting is an avenue for me to have a

conversation with myself to solve the troubles I have had for some time," Ng said.

She took one month to finish the script. When she finally completed the script, she felt her accumulated negative emotions had been released from her heart and she felt much more relaxed. When she was writing her script, it was a rough journey since one of the challenges that she faced was writing dialogues between the characters.

"I need more practice on not relying too much on dialogues to express the message as this will affect my script badly," Ng said. When she was asked whether she wanted her script to be made into a short movie, she was excited and hoped to obtain the organiser's permission to do so. However, she was worried that her lack of experience and capability in shooting short films might ruin the essence of the short films. Ng added she might write a script on the ambitions or the passion for film arts in the future.

"I remember reading an article from the second issue of "Wu Ben" which said 'we do not need movies' and this has inspired me. Director Charlotte Lim said there are no movies in many people's lives, but it is just that we have to take it seriously and make it complicated," she said.

Ng said a good script is able to deliver the desired message to the audiences. She encouraged people wanting to pursue scriptwriting to write their scripts without having to worry that their script is not good enough.



The USM Literature Award short film script writing category awards winners. (Source: USM Literature Award official Facebook page)

Inspiration can come from anywhere

By Foo Ming Li



Kim (right) said she admires the local scriptwriter, Chan Yoke Yeng (left), who wrote "The Journey" and "Ola Bola" as a role model to become a better scriptwriter.

Chan Chiang University College of Communication's (HCUC) Year 1 Semester 1 Bachelor of Arts (Honours) in Chinese Studies, Kim Rui Yu beat 194 participants to clinch the sole prize in the Xuan Original Story Scriptwriting Competition.

Kim, 20, received a cash prize of RM3000 for winning the competition which was organised by xuan.com.my, a Chinese entertainment website to provide an avenue for the public to try their hands in scriptwriting.

Kim said the competition was shared on Instagram by scriptwriter and judge of this competition, Cheryl Lee.

"I decided to participate in this competition as I want to try something new in my life and scriptwriting is my passion," Kim said.

Kim attributed her success to her lecturers who have constantly encouraged her and her course mates to participate in writing competitions.

"The organiser of the competition required participants to write stories based on the new world concept encompassing one or all three elements - friendship, love, science fiction and/or fantasy," she said.

"My script is based on a love story of the new generation with the absence of social media. I use social media as my inspiration because we need social media to survive in this digital age and I want people to wonder what would happen to us without social media.

"I also infused some elements of traditional folklore in the storyline to make it more interesting as it was set in the future.

"The judges' feedback that my script was creative, had a good flow and transition and the message was clear."

Kim said she had been interested in television shows since she was a child.

"I have always been curious about what goes on behind the screen especial in television drama production.

"Scriptwriters play an important role in screenplays because they are the ones who create scripts to pique the interest of the audience."

On her future plans, Kim said she would pursue her interest in scriptwriting.

She advised aspiring scriptwriters to read voraciously, watch television shows and movies and listen attentively to people's stories as inspiration can come from anywhere.

"At the same time, let your imagination go wild and be creative.

"Everyone's experience including our own can be transformed into a story but it has to be logical and creative," she added.



Kim Rui Yu could not believe that she had won the Original Story Scriptwriting Competition.

The boy from Jelutong village

By Foo Ming Li



Kang said he decided to participate in the MYWriters Penang writing competition after knowing the submission date had been extended.

Kang Chung Yee, a Year 1 Semester 2 Bachelor in Public Relations (Honours) student has been selected as one of the 22 writers to have their fiction stories, creative non-fiction stories or poems to be published in both print and digital platforms of MYWriters Penang's 5th anniversary anthology, 'Home Groan' which is expected to reach the audience in December 2020.

The competition organised by MYWriters Penang requires the participants to share their relationships with Penang, in which, they must be acknowledged as an honorary Penangite by the organisers.

It was his English lecturer, Cheah Wui Jia who encouraged him to participate in the competition. Initially he did not want to participate as the submission date was too close. Two weeks later, he, however decided to participate in the competition after being informed of the extension of the deadline to August 31, 2020.

"I told myself to give it a try since the submission deadline has been extended regardless of the outcome of participating in it," Kang said.

One fine day, I received an email from MYWriters Penang stating that my work has been selected for publication in the 'Home Groan' anthology for the December 2020 edition.

"I was thrilled that my first creative non-fiction work, 'The Jelutong Kampung Boy' was selected to be published in the anthology," said the debut writer, Kang.

'The Jelutong Kampung Boy' is a story about Kang's childhood experience of living in a village which became his source of inspiration for his short story because he finds that many children nowadays do not have the opportunity of living in a village.

"Sharing those memorable moments before technological advancement can overshadow our daily lives and present a different reality to the current generation to shed light on how people lived to the fullest back then without the presence of modern gadgets," Kang said.

As for the challenges Kang faced during his life in the village, he said he had gone through some terrifying moments when

huge monitor lizards would appear whenever there was a flood during the rainy season. He added that the bond between him and his family has helped him overcome the challenges.

"Even though there were sorrowful moments, I lived a contented life and had a strong bond with my family members. Reminiscing the good old days will help me to overcome the challenges in the future and my past has shaped me into who I am today," he added.

Lastly, Kang believes that everyone has the potential of writing a good story, only a little inspiration is needed for themselves to take the first step and they will accomplish it.



MYWriters Penang's 5th Anthology 'Home Groan' is an anthology of fiction stories, creative non-fiction stories and poems.

HCUC student Khooney Tan and diabolo are inseparable

Holding two sticks attached to a string, spinning the diabolo, throwing the diabolo in the air, catching, balancing and creating knots and loops are some of the tricks that a diabolo performer has to learn.

The diabolo which is often called the Chinese yo-yo is a juggling prop consisting of an axle and two discs which are spun with a string attached to two hand sticks.

HCUC's Foundation in Communication student, Khooney Tan who is also an assistant coach in the Penang MinYi Diabolo Team said that the diabolo can be played in a variety of ways.

"Apart from the traditional method, the diabolo can be also performed in a new way by playing different music to create different atmospheres. The current trend of the diabolo game is increasing the amount of diabolo bells played at once.

"The diabolo is not a game that can be easily mastered. Playing the diabolo requires a lot of time and patience and it becomes more challenging after learning the basics.

"Even if you have learnt all the tricks from the coach, there is always room to learn new tricks from other players or create your own tricks," Tan said.

"There are some international players who can play five diabolo bells at the same time and this requires a few months or years of practice before one can be that skilful.

"Regardless of the number of diabolo bells, the player needs to be very attentive in controlling every bell carefully. Allocating sufficient time to train oneself to master the diabolo is yet another challenge for diabolo players," he said.

Tan started playing the diabolo when he was in Standard Four. He had to join the Diabolo Club of his school instead of other societies and clubs as they were already full.

"After giving the diabolo a try, I fell in love with the game and now diabolo is part of my life. I spend most of my spare time enhancing my diabolo skills."

He relayed an unforgettable experience when he and his partner were filming a video for a diabolo competition. "We

made so many mistakes during the shooting that we had to reshoot over and over again until the wee hours of the morning.

The diabolo is not a game that can be easily mastered. Playing the diabolo requires a lot of time and patience and it becomes more challenging after learning the basics.

"It took me months to master the juggling acts of the diabolo game. During the process, I failed so many times that I almost gave up.

"However, with perseverance and patience, I finally succeeded in learning new tricks and the sense of accomplishment made me forget all my frustration. The time and

effort invested in the game made it worthwhile," Tan said.

After completing primary school, Tan joined the Penang MinYi Diabolo Team as his high school did not have a Diabolo Club. As a member of the team, he had the opportunity to perform and participate in local and international competitions.

Tan's first taste of competition was participating in the Diabolo Malaysia



Tan won third place in the local individual performance category during the Diabolo Malaysia Open Competition 2018.

Open Competition 2018 where he successfully clinched third place in the Local Individual male category. Winning third place gave him more self confidence and he once again participated in the competition in 2019. This time he secured sixth place in the International Individual Male Category.

Tan hoped that more people would support the diabolo culture so that it could be widely known throughout the country.

韩大与台湾元智大学合作 学生可修读MBA课程

新闻系学生何秉阳报道/照片由受访者提供



(槟城讯) 韩江传媒大学学院与台湾元智大学深化合作, 韩大学士学位毕业生将有机会修读台湾元智大学的工商管理硕士 (MBA) 课程。

韩大国际事务部主任杨捷博士说, 韩大与元智大学的合作关系始于2013年, 此次的深化合作是一种必然的举措。为了让韩大学生得到最好的求学机会, 韩大在与元智大学管理学院签署合作之初进行了多次的探讨, 最后为学生争取到最高可达两年学杂费全免的优厚奖学金。

他表示, 元智大学工商管理硕士课程为期两年, 学杂费共为3万令吉。如果学生可以在读书期间保持优异成绩, 即可通过此奖学金节省两

年总额3万令吉的学杂费开支, 这可减轻学生海外求学的经济负担。

他说, 学校同时期待未来跟元智大学展开更为深远的合作, 以让学生从中受惠, 并有助于他们未来的发展。

学士学位学生可在毕业后报读明年9月入学的课程, 截止日期是2021年4月。

早前, 韩大也与澳洲南昆士兰大学签署双学位合作备忘录, 并与中国阳光学院探讨合作方案, 如今与元智大学合作, 为韩大生提供更好的教育发展机会。

韩大举办线上研讨会 探讨疫情对教育的影响

新媒体系学生戴康泽报道



新冠肺炎病毒肆虐全球, 教育成为其中一个受疫情影响最大的领域。随着我国迎来第三波疫情, 全国大大小小的教育场所被迫再次关闭, 转战线上授课。在教育系统面临严重破坏的当儿, 教育工作者和学生必须面对充满挑战的教育困境。

韩江传媒大学学院于11月13日举办一场线上研讨会, 主题为《新冠疫情对教育领域的影响》, 主讲人为沙巴大学传播与媒体系高级讲师哈雅蒂博士和雪兰莪大学社会科学系讲师罗斯里博士, 主持人则为韩大传播与媒体学院讲师林师雄。

共有160人出席该研讨会, 除了我国各教育机构的行政人员和教职员, 也成功吸引来自海外, 如沙地阿拉伯、巴基斯坦、尼泊尔、印度等国家的参与者。

居家学习让学生面对身心压力

哈雅蒂近期的研究发现居家学习让生活和学业的界限变得模糊, 导致学生面对生理和心理压力。

“并不是每个住家环境都适合学习, 一些学生的家庭规模大且复杂, 行动管制期间所有

人都呆在家中, 吵杂又拥挤的周遭让学生很难专心上课和温习。”

她说, 很多乡区父母的思想依然保守, 误以为子女不必到校就代表是学校假期, 因此必须分担家务和帮补家用。在兼顾学业的同时, 有些女生还需要料理家人的一日三餐和做家务; 也有男生被要求和父亲到外割胶, 让他们陷入进退两难的处境中。

她的调查数据也显示, 大多数居家学习的学生都出现世界卫生组织所列出的“疫情疲劳”(Pandemic fatigue) 症状, 其中包括恐惧、失去兴致、体力透支和性情急躁。

此外, 罗斯里指出, 长时间面对电子屏幕不只让眼睛和大脑感到疲惫, 还会导致学生心理压力倍增及变得脾气暴躁, 是一种不良的现象。

他认为, 虽然居家办公也让教师的工作和生活失去了原有的平衡, 但为人师表的他们更需要确保自己有良好的身心状态, 才能在非常时期有效地给予学生鼓励和安慰。

“身为教师的我们应该学习站在学生的角度为他们着想, 体谅他们的处境, 并准备好扮演辅导员的角色, 让他们可以得到依靠。”



林师雄是线上研讨会的主持人。

悬殊的数位落差 造成严重教育差距

倘若如此严峻的疫情发生在网络不发达的20年前, 那么在校园关闭期间, 究竟该如何进行教育和教学活动呢? 疫情冲击教育的情况, 也提醒我国政府必须正视乡区缺乏发展的课题, 因为至今还有许多人的生活水平依然停留在20年前。

学生爬树上网考试、教师带队登山连线上网课、挨家挨户批改学生作业的新闻屡见不鲜。在沙巴大学执教多年的哈雅蒂遇过很多遭遇相同的学生, 可是他们的声音却很少被听见。

哈雅蒂说, 教育不平等往往是学生对学习失去兴趣的因素之一。

“我国的数位落差加剧原有的教育差距, 乡区学生必须比城市学生付出更多的精力和经费来获取教育咨询, 到头来他们都已筋疲力尽, 学习起来难免力不从心。”

她指出, 高等教育部宣布政府将津贴大学生50令吉援助金, 来购买上网数据的计划虽然可以减轻有些家庭的经济负担, 但对于很多居住在没有网络覆盖率地区的学生来说也是无济于事。

她认为, 尽管我国通讯及多媒体委员会自2012年开始进行乡区网络发展计划 (Kampung Tanpa Wayar), 但其成效有待加强。从疫情期间



哈雅蒂: 大多数居家学习的学生都出现“疫情疲劳”症状。

线上授课的可行性来看, 乡区网络渗透率不佳始终是居家学习未能达标的主要原因。

“没有人知道疫情什么时候会结束, 可是乡区网络欠缺发展并不只是疫情中的课题而已, 因此这个一再被忽视的隐忧迟早都必须得到解决。”

政府在2021年财政预算案中拨款74亿令吉拓展宽频服务, 尤其着重加强乡区的网络发展。

私人和学前教育机构 教育欠缺关注

罗斯里指出, 我国90%的学前教育中心和幼儿园都是私人机构, 可以和中小型企业归为一类。商家生意受创的现象人人皆知, 但许多人却忽略私人领域的教育工作者也面临资金不足的窘境。

除了在大学担任讲师, 他也是一所学前教育中心的创办人, 在该领域累积了15年的工作经验, 目



罗斯里: 长时间面对电子屏幕导致学生心理压力倍增及变得脾气暴躁。

前正在进行一项有关新冠疫情对我国学前教育机构带来的影响的研究工作。

“幼儿园和补习中心等私人教育机构的收入全都来自学生的学费。但有些家长会因为孩子无法到校上课而要求减少甚至拒付学费, 让我们的经济来源大受打击。”

他说, 在面对学生骤减的问题之余, 政府新制定的标准作业程序也加重了教育场所的负担。由于有限的空间让学生无法保持人身距离, 业者必须扩建或增加课堂, 还得聘请更多的教师。

“我理解家长担心孩子的安危, 因为群聚学习在教育中心是无法避免的, 不过我希望他们可以去了解和体恤我们所面对的经济困境, 和我们携手度过难关。”

他正请政府多关注私人教育机构, 拨款援助各种在行管令期间经济受创的幼儿园和其他教育中心。

金睿瑜获《XUAN原创故事投稿》奖

新闻系学生何秉阳报道/照片由受访者提供

《蓝庭日暖玉生烟》是一个结合了玄幻与科技的爱情故事，金睿瑜在剧本中定义了一段跨世纪的“新时代”，结合了她对现在社会发展规律的看法，并辅以中国民间故事和华人的信仰包装。

《蓝庭日暖玉生烟》的标题源自唐末李商隐《锦瑟》中的一句诗句——蓝田日暖玉生烟。这句诗句的表层意思是对美好景色的向往，而她也觉得标题和她想表达的故事契合。

“所以我就化用它之后改成蓝‘庭’日暖玉生烟。这标题形容的是我脑海里面对剧本中的内容和画面感。”

《蓝庭日暖玉生烟》的灵感来自于前阵子社交媒体瘫痪的那一天。她觉得社交媒体、手机、网络和科技给现代人带来的便利，让大家对科技产品产生依赖之感。因此，她就借着这个情景想象如果所有的科技忽然停滞、瘫痪，世道也不再往前发展时，那是否会给人们带来什么影响，或者会不会改变人与人之间的情感，写下了让她初试啼声的作品，一举抱走《XUAN原创故事投稿》的特



金睿瑜凭《蓝庭日暖玉生烟》晋级六强，并成功获得特等奖。

优秀奖，成为该比赛中唯一的得奖者，获得3000令吉的奖金。

就读于韩江传媒大学学院中华研究院的金睿瑜凭《蓝庭日暖玉生烟》从198分作品中脱颖而出。值得一提的是，其作品更会被拍成XUAN的网剧。

她表示，这是她第一次编写剧本。在这之前因为课业所需，所以有和老师借了一些影视文学或影视剧作类别的书籍，然后在写论文的过程中，老师也有提点她分析影视作品的技巧，再加上当时反复观看同一部作品很多遍，所以也在那个时候学到了一点点皮毛。

她认为，写剧本和一般的写作有着差别，但又有相似的地方。她说，编写剧本最与众不同的地方是你需要写一个初步的分场，看故事能不能衔接。

她说，编写剧本是个“大一统”，它结合了论文找资料、分析背景的基础功夫；又因为需要感动观众而需要写散文的抒情，所以两者需要平衡。

剧本要富有感情

她认为，一个好的剧本最重要的是感情，你需要用心去感受、去观察、去体会每一个你所经历的当下。另外，在生活中遇到的人事都可以化成剧本中的小事件，或者可以以某个人为原型人物，继续发展。

她说，一个好的剧本除了创意外，故事逻辑也极其重要。



写过多个剧本的本地编剧陈钰莹(左)是睿瑜的学习对象。

“自己不太喜欢太超乎现实的剧情，所以我觉得好的剧本就应该是要有逻辑的。”她也以本地电视剧，即郭福华导演和陈钰莹编剧的《守百年之约》为例。《守百年之约》虽然是穿越剧，但是男女主角在穿越之余有提到马来亚在二战时期的情况，让观众对比祖先的生活和现代人的生活。

她说，如果一部剧太牵强，只是为了符合影视理论而创作，那么这个作品就会显得生硬；太感性又会让观众觉得为了哭而哭。

“总之，写剧本是一个要学会拿捏好分寸的过程，而我自己也在平衡之中。”

她奉劝要尝试编写剧本的学弟学妹，一定要多看书和看剧。她说，看书能让你看到你看不到的世界，而你也可以从电视剧中参考该怎么衔接场次或画面，甚至还可以观察到那些台词如何牵动观众的情绪。

不过，她认为，如果要写剧本的话，还是看教科书或理论类的书籍会比较奏效。

“当然还是需要动手写剧本后才知道行不行。”



金睿瑜是唯一的得奖者。(照片取自XUAN TV面子书)

黄瀨莹：生活是创作的灵感泉源

新闻系学生张咏轩报道/受访者提供照片



黄瀨莹：写剧本可以抒发心里的压抑。

在《这就是爱吗?》的剧本里，其中有一段情节是孩子对妈妈说，他其实一直想要的是父母能够开心就好了。在现实生活中，这是作者黄瀨莹曾经对自己的妈妈说过的话。她说，不管父母做出什么决定，她都会支持他们，因为她只希望父母能够开心。

《这就是爱吗?》的灵感源于黄瀨莹自身的经历和身边人的故事，讲述父母在无奈婚姻之下的挣扎和痛苦，和带给孩子的影响。她想借这个作品传达孩子真正需要的或许不是一个完整的家庭，而是完整的爱的讯息。

“其实就算是换了一个身份，爱同样还是可以延续的，因为爱一直都在，只是连结的方式不一样而已。”

目前是韩江传媒大学学院大众传播系第三年生的黄瀨莹，凭借《这就是爱吗?》获得第十三届理大文学奖微电影剧本组优秀奖。评审在点评时表示，整个剧本没有逻辑问题；人物的心理刻画也很鲜明；人物和对话内容具有可信度；作品可以多呈现另一种视觉，那就是事件发生后父母如何看待孩子。

黄瀨莹受访时表示，她在得知自己获奖

时感到很惊讶，因为从未料到自己第一次参加剧本比赛就那么荣幸得奖。

“这个奖对我很重要，因为它是对我创作的肯定，也是我坚持下去的动力。”

她透露，写剧本是她的兴趣。她是在机缘巧合下看到一个本地电影杂志——《无本》的脸书转发理大文学奖的征稿帖子，不想错过任何机会的她勇敢地踏出第一步尝试参赛。

写剧本抒发负面情绪

“有时候一些事情和感受无法单靠言语让别人感同身受时，剧本就变成了我表达情感的桥梁。当我有一些比较深的感触或想法时都会把它转换成剧本。写剧本时其实是在与自己对话，并且可以直视潜藏在内心已久的问题。加上有时拍摄作业需要，我也会亲自下笔完成每一部作品的剧本。”

她用1个多月的时间来完成剧本的创作。当她完成剧本时，感觉到放下了心里一直堆积的负面情绪，让她抒发内心的压抑。

她在创作的路上也不是一帆风顺。其中，她在写作时面对的困难就是要避免过多的对白。

“我需要想办法让自己不要太过依靠对白来呈现剧本的讯息，因为这是我在写剧本时非常不好的缺点。”

当被问及作品是否会翻拍成微电影时，她说，如果获得主办单位的允许，她会很乐意翻拍。唯一让她担心的是，自己的能力和经验的不足，会不小心毁掉了

剧本的精华。她也提到，未来会尝试写关于对梦想或者电影艺术执念的剧本。

“我记得在第二刊的《无本》中的一篇文章内，有一段文字启发了我，就是‘我们根本不需要电影’。林丽娟导演说过，原来在很多人的生命当中并没有电影，根本是我们这些人把电影看得太重，所有东西都是我们附加重量上去的。”

她认为，只要剧本能传达编剧想要传达的讯息就属于好剧本。因此她鼓励向往这方面发展的人们放心地去创作，不要太执着于衡量自己的剧本是否属于好剧本。



理大文学奖微电影剧本组得奖名单。(照片取自理大文学奖官方面子书)

来自日落洞乡区的男孩——江仲义

新闻系学生林仪雯报道/照片由受访者提供

江仲义通过手上的笔，将自己在日落洞乡村度过的童年生活书写成文章，并在英文老师的鼓励下参加由MYWriters Penang举办的作品甄选赛，结果成功脱颖而出，其作品“The Jelutong Kampung Boy”将被纳入《Home Groan》5周年纪念选集里。

目前在韩江传媒大学学院修读公关系学士学位的江仲义表示，当他得知自己的文章将会在《Home Groan》刊登时，他感到非常开心和兴奋。

《Home Groan》选集将于12月出版，包含印刷及电子版，收入22名作家的文章，主要内容围绕在檳城地区的故事。



《Home Groan》的宣传海报。

江仲义的故事有关日落洞地区的童年回忆，叙述他在日落洞老房子度过的童年时光，其中是他遇过的恐怖经历，即每当雨季发生水灾时就会出现巨蟒。

他说，他与家人共同面对生活中的各种挑战，所以对他和他家人而言，那里是一个有意义并充满许多回忆的地方。

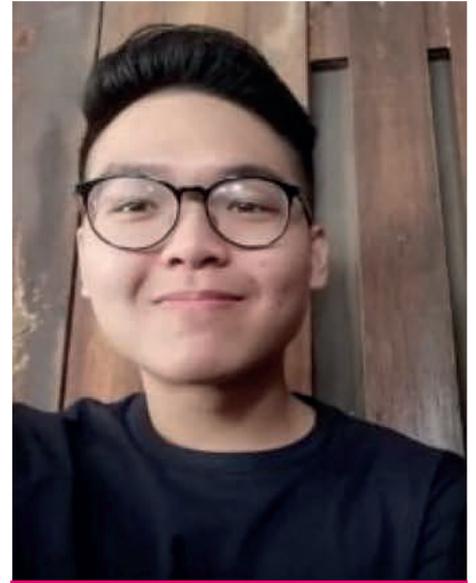
“在写这篇小说时，我会想起当年科技不是这么发达却很美好的时光。”

他一开始并没有参加比赛的念头，因为他对自己没有自信，认为自己不够出色，且无法在截止日期内写出一篇短篇小说。但，他的英文老师谢薇佳不断鼓励他，并特地通知学生作品的呈交期限将从7月31日延长至8月31日。

于是，他决定给自己一个尝试新事物的机会。他说，他希望通过这次的比赛为自己累积写短篇故事的经验。

他说，真正让他感到开心的不是自己的作品获奖，而是在自己的人生中获得了一个新的成就，所以感到无比自豪。

“每个人都有书写一个好故事的可能，只要有所启发并踏出第一步就能成就自己。”



江仲义将美好的童年时光写进作品里。

陈昆伟:生活离不开扯铃

新闻系学生张詠轩报道/照片由受访者提供

两根棍、一条绳、一支铃，在他灵巧地操控下，系在绳子上的铃就会快速转动。原本是无生气的铃成了可以腾上空中，又可以游走走在绳子上的“精灵”。

现年18岁的陈昆伟，已经拥有9年的扯铃经验。他是在小学四年级选择课外活动时接触到扯铃。他一开始并没有选择进入扯铃团体，而是因为原本选择的团体满人了才被老师安排到扯铃团体。于是，他抱着姑且一试的心态练起了扯铃。岂料，这一练就让他爱上了扯铃，还一路坚持到现在。扯铃已经是他生活的一部分，如今在韩江传媒大学学院就读传播系基础课程的他依然会在闲暇时练习扯铃，更曾在校园取景，拍摄了一支扯铃影片。

到底扯铃有着怎样的魔力，让他爱不释手呢？原来他曾对扯铃有着刻板印象，觉得扯铃是很“土”的传统游戏。后来接触扯铃一段时间后，他发现扯铃和舞蹈一样，经过多年的发展，已经延伸出很多种表演方式。除了有传统式的表演，也可以有现代化的表演方式，搭配不同的歌曲就能呈现出不同的感觉。扯铃的动作或表演招式都非常多样化，所以永远都学不完。这让他觉得扯铃是怎么玩都不会闷的好东西。

“就算你现在把教练教你的动作全部学会了，你还是可以从别的选手身上学习更多的东西，甚至可以自己发明新的招式。”

然而，扯铃不是越玩越上手的游戏。他说，很多玩家一开始接触扯铃时会觉得很容易上手，因此会有成就感，但随着玩家掌握的玩法越来越多，招式也会越变越复杂，需要花大量的时间和耐心去练好。

“练习扯铃的其中一个问题就是很难坚持下去。现在比较流行的趋势是增加铃的数量，比如外国就有些选手挑战五颗铃。那种就可能需要花几个月甚至几年的时间来训练。增加扯铃数量的玩法就必须要靠专注力，不管玩几颗都要很好地控制每颗铃。”

因此，扯铃选手面对的其中一个挑战就是要花很多时间坚持练习。陈昆伟最难忘的回忆就是有一次他和搭

档需要一起录制参赛影片，然而过程中不断有失误，因此他们从下午一路录制到凌晨三点。期间，他们只要有小失误就需要重头开始录过，这是他为扯铃做过最疯狂的一件事。

他说，让他失败后依然坚持再挑战的主要原因是成功那瞬间带来的成就感。

“很多时候，一个动作我练了很多个月，失败了几千次，甚至因为沮丧而几度想放弃，但最后只要我成功了一次，那一次的成就感就可以超越之前种种沮丧的感觉，让我觉得所有的付出都是值得的。”

除了不停地练习，选手们如果一直克服不了困难，就需要向其他选手或教练请教。小学毕业后，陈昆伟的中学就没有扯铃社了，因此他参加了校外团体——檳城民艺扯铃队。自那时候起，他就跟随团队练习、到处表演，累计至少数千场的表演经验，在扯铃界也开始大放异彩。他在2018年参加马来西亚国际扯铃竞赛，虽然是初次参与国际赛事，却出乎预料地夺下了国内个人舞台赛的季军。这对他而言无疑是很大的肯定，之后他也在2019马来西亚国际扯铃大赛获得国际男子个人舞台赛的第六名。

今天，他已经成为该团的其中一名助教，在檳州各小学、中学帮忙指导扯铃，让更多学生接触扯铃。从小学的姑且一试，到如今扛着传承扯铃文化的责任，间中讲究的就是坚持的精神。

他说，他本身练习扯铃时遇到的其中一个挑战就是比较难找搭档练习。

“如果练习扯铃的路上只有我一个人，可能早就放弃了吧！我很感激有固定的一群朋友和团体陪我练习。”

他希望未来无论有没有继续担任教练或表演者，扯铃都可以一直陪着他。自从接触扯铃后，他了解到文化传承是不简单的事。因此，他希望大家可以支持扯铃，让这个项目在我国继续发扬光大。



陈昆伟在扯铃界大放异彩，获得2018年马来西亚国际扯铃竞赛的季军奖。



陈昆伟希望透过扯铃表演，让扯铃走入更多人的生活。

吴玟伸——电台节目的幕后推手

新闻系学生张詠轩报道/照片由受访者提供



吴玟伸（右一）与林德荣（前排左起）、颜薇恩和赵洁莹（后排右二）在行动管制令结束后回到办公室。

在上班或上课的路途中，电台是我们的良伴，让我们可以听音乐、新闻、交通情报或最火热的时事课题。你是否知道，当电台DJ主持节目时，需要靠制作人在幕后操控与协调，才能确保每次的节目顺利进行？

吴玟伸是MY FM的电台制作人，也是韩江传媒大学学院的校友。他是广播系专业课程2009年的毕业生，过后前往台湾的世新大学修读广播电视电影学士学位课程。

在台湾念书时，他发现摄影和剪辑并不是自己的专长。不过，他发掘自己在口才领域的潜质，因此决定投身电台行业。在世新大学毕业回国后，吴玟伸在Astro任职两年的电视节目制作人，之后才当上MY FM的电台制作人。

回首过往，吴玟伸相信自己是因为幸运才获得这份工作。他说，电台招聘制作人是非常罕见的事，因为电台不像电视台般需要几名制作人，也有副制作人的职位。一般上，电台只需要一名制作人。

他说，电台制作人和电视台制作人的工作概念相同，其中就是要确保节目的质量，不同之处是平台不同，所需的技术层面也不同。因此，他能够很快地适应电台制作人的工作性质，主要是监督电台节目的安排和流程。

“电台制作人的责任是策划节目内容、确保节目素质良好、安排歌曲的播放等。”

他说，电台制作人需要和电台DJ一起为接下来一个星期的节目内容进行构思，以确保听众可以继续享受收听他们的电台。

“我们会搜寻面子书和Instagram了解有趣的课题或者是最新时事，以作为我们节目的讨论话题。关注晚间新闻也是提供我们节目灵感的方法。”

当一名电台制作人可谓是有经验的经验，但吴玟伸在说服电台DJ接受他提议的节目内容时还是面临了一些挑战。

“对于像资深DJ林德荣这样，已经是在这个行业打滚20年的前辈，为什么要相信像我这样的人？所以我必须证明自己的能力。”

当他被问到如何看待传统媒体逐渐被淘汰的问题时，他说，人们在改变，传统媒体须要有创意，并且适应最新的科技发展。

他说，电台目前拥有自己的脸书和IG专页，电台DJ会在那些社交网页上进行直播节目。

他希望就读广播系的学生可以受益于当今媒体给予的无限机会。他也提醒年轻人好好思考未来想投身的行业，和他们可以为社会带来的改变。



吴玟伸是韩大校友。

钟文逸：坚持到底一定会成功

传播与媒体系学生何俞祺报道/陈泰纶、郑何依摄影

告别中学生活，一名来自檳城的男孩决定朝着他的梦想前进，踏上广播之路。虽然在他要追逐梦想的一开始，遭到了家人及朋友的反对，但他勇往直前，义无反顾地选择广播系。如今，他已是一间影视制作公司的主管。

韩大校友钟文逸回忆说，“其实刚开始选择就读韩江学院地传播系时，我与家人发生了一些小插曲。”

他说，他的家人并不知道什么是传播媒体。那时候，他妈妈希望他去报读电子工业或者资讯系。此外，他中学地朋友也认为，他不应该根据自己的兴趣来报读科系，反之必须选择一个可以在毕业后获取高收入地课程，比如商业系。

当时，他并不顾家人及朋友的反对，毅然就读韩江传媒大学学院（当时是韩江学院的传播系）。他跟其他刚踏入大学生活的年轻人一样，都怀抱着一颗学习新知识的心。

他表示，他庆幸在他读书的时候修读许多新闻报道课程，比如高级采访与报道及初级采访与报道。

“那时候有很多老师都是退休的报馆主任，我还记得一位老师教了我们两句话——大胆怀疑，谨慎思考，从中训练我的思维模式，就是站在不同的角度看待事情。此外，在电影分析课里，讲师会在让我们看了一部电影后说出自己的感觉，这无形中训练了我们敢于表达自己的想法。”

他说，这句话在他的职业生涯里有着很大帮助，因为从事媒体及拍摄工作比较讲求创意，所以拥有自己的想法很重要。

他表示，在他求学时期很难找到实习的公司，因为当年的影视制作公司寥寥无几。但他获得幸运之神的眷顾，不只找到实习公司，还在2001年毕业后回到该公司打工。

5年后，他想要看看本身在市场的价值在那



学生在工作坊上与身为主讲人的钟文逸（后排右六）合照。

里，于是辞职当一名自由业者。在五、六年时间，他和不同领域或与不同行业的人合作。接着，他认为应该做出改变，于是成立自己的影视制作公司——Earth Picture Production。

他表示，公司在开始时主要接一些节目、婚礼的拍摄，但后来慢慢地接到比较大型的制作。

广播业不断地在变

已经在广播行业18年的他说，随着时代地变化，广播领域也不断出现新事物，而且还在持续地变化，其中时从以前的传统媒体到现在的网络媒体。

他说，当网络媒体出现，意味着影视的需求也高。自媒体地出现其实是一个趋势，每个人都可以是一个媒体，可以拍自己的内容，会出现百花齐放地现象，但也有可能会很乱。

“我可能会觉得说可能整个东西会很乱，可能需要一段时间慢慢地沉淀，他肯定会有一个模式出来。”

他表示，这种情况意味现在的学生在毕业后会有很多选择，因为以前需要影视制作公司才能去拍东西，而现在只要商家有一个网络平台，就需要有人拍摄和剪辑，所以学生的出路蛮多的。

他认为，学生刚投入媒体行业时应该抱持谦虚的态度，因为无论是电台或电视台都是一份艰辛的工作，所以，学生必须先磨练自己，不要奢望一进入该行业就可以身居最高职位。

“因此，根要扎得实一些，这样在登顶时才会更加稳固。此外，学生们也必须忍受过程的痛苦。我相信能留到最后的人都是赢家。如果他坚持二、三十年，他一定是成功的。”



钟文逸（右二）到访韩大时和传播与媒体系院长蔡振源（左起）、韩大校友陈丽亭及广播系主任李健伟进行交流。

崔美琪:韩大公关系紧随业界发展趋势

传播与媒体系学生何俞祺报道



2008年,崔美琪毕业于韩江传媒大学学院公关系,机缘巧合下获得前往香港工作的机会,在一家杂志出版社的市场部工作。2010年,她进入旅游公司工作。2年后,她加入TravMedia成为亚洲区域总监,直至2016年创办精品公关公司思美传讯,专注于饮食业、生活用品和旅游业。

目前人在香港的她表示,她的经历并不算是一个成功的故事,但她觉得本身目前的生活就像做梦般,因为从事公关工作一直以来是她的梦想,而她现在已经投身该行业。

“我非常庆幸,也希望未来有更好的机会。”

她来自怡保,回想当初在韩大求学的日子,她依然为自己的选择感到高兴,因为韩大的全部课程的确为她的未来职业做好准备。

她说,她在韩大学到很多知识,包括新闻采写、设计、平面设计、图像编辑等,而且有很多实践的培训,所以使她在刚开始成为公关时不会感到不知所措。

她表示,韩大公关系其中做得很好的一点是,尝试紧随业界的发展趋势,并不断尝试提升课程,以便让学生拥有业界所需的知识。

“如果想修读公关系和传播系,你必须有开放的思想,也要时刻提升自我,尽可能地吸收最新资讯。”

公关领域的发展趋势

她认为,无论是现在或未来,公关都是相当重要的领域。现在所有的东西已经数码化,很多人都会通过网络获取资讯,

因此良好的公关计划和策划可以帮助一个品牌或一间公司脱颖而出。

她表示,在现今的社会里,营销是非常重要的环节,更强调以品牌背后的故事来促销产品。所以,好的公关能够协助一个品牌,或一间公司发展。

“现在,无论是小品牌或大品牌,这肯定是非常重要的的一环。”

她很感恩的一件事是身为马来西亚人,让她掌握多种语言,使她能够应付公关的工作需要。另一个优势在多元种族的社会里成长,使她更加懂得跟不同的人相处,让她成为更好的专业公关和销售人才。

“我们在一个多元文、多种语言的社会成长。我们可以说英语,也可以说流利的国语和华语,或广东话、福建话等多种语言。这让我们可以发展得更全面,了解更多。”

Shake King 水果冰沙 食材新鲜用料十足

新闻系学生张咏轩报道/照片由受访者提供

最新鲜的水果、最便宜的价钱、最大杯的分量、最有料的冰沙。这就是Shake King的品牌信念。你可能没有预料到,其创办人夏靖康年仅24岁,且是2017年毕业于韩大公关与广告系的学生呢!年纪轻轻的他靠着坚定的信念和毅力,在新冠肺炎肆虐、局势不安的2020年,义无反顾地闯出事业的一片天。

夏靖康一直以来都对餐饮业有着浓厚的兴趣,希望可以创办自己的事业。由于不熟悉该行业,因此他决定从简单的饮料开始做起,而创业成本来自父母和好朋友。由于财力有限,因此他需要选择竞争比较小的饮料。

“当大家还在疯奶茶的时候,我就做水果冰沙,我相信只要抱着自己的信念和坚持,一定有人买单。Shake King的招牌是受到槟州州旗颜色的启发,就是想有朝一日,大家可以知道檳城也有引以为傲的冰沙。”

Shake King在2020年3月3日正式开始营业,主要以芒果冰沙打头阵,这是因为清爽香甜的芒果口味比较受欢迎。疫情之前,除了周一和周日休假以外,Shake King每日都在檳城各个夜市营业,一杯的售价只是6令吉90仙。

他想打破人们一般上认为好食物或好饮料一定很贵的刻板印象,所以Shake King的饮料价格较便宜,是多数人都负担得起的亲民价,且以量取胜,提供700毫升的冰沙。他们也提供外送服务,只要在檳

岛的范围,外送费用只需3令吉。因此,Shake King在价格、服务和量较占优势。

“我希望顾客喝了Shake King,可以开心地shaking。”

刚开始时,夏靖康碰到的问题是不稳定的销售量,导致他无法预估食材的数量。

“有时候太有空,有时候又忙得不可开交。所以生意好的时候常常会有食材不足的问题,导致顾客失望。还好我有一班朋友在我非常忙的时候牺牲周末的睡眠时间,帮我工作和一起面对困难。”



Shake King以用料十足的芒果冰沙打头阵。



每杯饮料都是夏靖康亲自用新鲜的水果打磨。

行管令期间重新规划生意

世事难料,他经营不久后就面对严峻的考验,就是在生意才刚有起色时,政府就开始实行行动管制令(MCO)。

那段期间,许多创业者都面临事业受创的危机,他则趁着市场脚步放缓的时期,重新审视自己的方向。

“在家的那几个月,我每天晚上都会和女友(老板娘)讨论要以怎样的形式经营事业。”

由于他一开始并没有特别规划生意,因此就趁MCO期间拟定计划,包括计算成本、收入等。为了确保饮料低价又品质高,他

花费很多时间上网、去菜市场 and 超市寻找供应商。最后,他成功找到批发价格的新鲜水果,让他得以顺利地在日后不断推出新口味。

他在马六甲念书时喝过当地的椰子冰沙,结果深深爱上这款饮料,于是决定研究其作法,希望日后有机会在檳城推广。难得的是,他在成立Shake King后不忘初衷,目前已经成功推出椰子冰沙,且成为顾客最喜爱的口味。但,他并不满足于现状,反之陆续推出更多口味的冰沙。

他并不喜欢带有酸味的水果,所以就让女友独自研发相关的口味,其中草莓冰沙就得到不少好评。就在大家都期待他们下一个会推出什么口味的冰沙时,他们却不按理出牌,一次过推出5种口味的冰沙,即花生、巧克力、牛油果、百香果和红毛榴莲。

他说,一些口味是他们的独家秘方,顾客只能在Shake King喝到。

他计划明年开一间属于Shake King的店面,并且加入小吃,让自己的生意多元化。

“我以Tealive的经营方式为目标,就是用低价格打入顾客的心。有朝一日,我希望全马的大街小巷都有Shake King的踪影。”

目前,Shake King只在周日休假,一周6天都接受顾客的订单。有兴趣者,可浏览Shake King官方面子书: www.facebook.com/Shake-King-106653764091995/。

庄妮芸：内外兼修才能散发个人特质

新媒体系学生戴康泽报道/照片由受访者提供

形象在每个人的生活中扮演了至关重要的角色。良好的人际关系、工作待遇都取决于良好的形象，它是反映个人内在品质和修养的窗口。形象塑造的重要性增加了形象顾问这个行业在我国的需求，也催生了许多形象培训中心。

庄妮芸博士是 Emage Academy Sdn Bhd 的创办人，是一名国内外著名的形象顾问兼导师，同时担任国际形象顾问协会的主要形象顾问。她曾获得 2017 东盟企业教育奖、2018 亚洲十大形象师 Golden Bauhinia Award 和 2018/19 Top ASEAN IN AWARD 个人品牌贡献大奖等荣誉。

庄妮芸除了是许多大马名人，如名模 Amber Chia、大马小姐 Su Wei、歌手友弟、艺人宋爱玲、主持人翠玲等的御用造型师，经由她点石成金的艺人也包括香港明星钟丽缇、中国明星赵薇以及马来西亚影后李心洁等。

自2005年创业至今，庄博士研发了自己专属的一套培训方针，曾受 Mary Kay、Fujifilm、麦当劳和余仁生各大国际财团和机构聘请开办员工培训和形象训练课程，间中也推出了《你就是品牌》和《魅力魔法》两本书。



庄妮芸是《你就是品牌》和《魅力魔法》的作者。



庄妮芸是一名国内外著名的形象顾问兼导师，同时也是国际形象顾问协会的主要形象顾问。

改善形象从对症下药开始

一个形象顾问兼导师的工作范围甚广，形象塑造的过程因人而异，因此庄妮芸认为最有效的方法就是对症下药。一个人须先认清自己的短处，才可以取长补短。

“除了找出自己的缺点，凸显自己的优点也非常重要，因为每个人都有属于自己的特别之处，只要将这些特质放大和加以发挥，就可以建立个人专属的形象。”

坚守使命最重要

庄妮芸自小热衷于演艺和舞台表演，立志要当一名电视主播，积极推动女性主义及提高女性在我国的社会地位。

她认为每个人来到这个世界都有属于他们自己的使命，她的使命就是靠传播

她说，形象培训的顾客群体并没有来自特定的年龄层或社会阶层。不只是经常面对群众的企业家、直销人员及微商，她也曾经为医生、会计师，甚至家庭主妇进行培训。

“形象学的应用无处不在，不管你来自各行各业，每个人都值得追求更完美的自己，把最好的自己呈现出来，才能在生命里更上一层楼。”

和教育的力量去改变和帮助其他有需要的人，尤其是缺乏自信的女性。

“成功进入大众传播系之后，我也曾经想要成为电影制作人并宣导女性主义，因为许多年前的大马女性在业

形象学不局限于外表的装扮

无论是应征工作的面试，甚至是步入职场后的商业交际，“形象”两个字通常都是决定成败的关键之一。相信大家都会在特定的重要场合特别打扮自己，为的就是给对方留下好印象。然而，打理好自己的形象只有穿好衣服那么简单吗？

庄妮芸指出，形象学非常多元化，它涵盖的不只是着重于外表的美学和色彩学，其中还包括了心理学和风水学等，才能达到身心灵的提升。

她说，一个人的心态、言行和姿态都和形象息息相关，要让对方留下好的印象和评价不只需要从外观着手，也讲究由内而外所散发的个人气质。

“形象顾问的工作并不只是教人家怎么穿衣服和打扮那么简单，我们还必须懂得如何激发和鼓舞人心，让他们能够打从内心找到自己的特质和价值。”



除了开办形象培训课程，庄妮芸（后排穿青衣者）也积极推动女性主义运动，希望可以帮助更多女性改变自己的人生。

界的地位相对比较低。”

她说，条条大路通罗马，即使没有成为电视主播或导演，她依然是在聚光灯前和讲台上传播知识和提供咨询的职业女性，更珍贵的是沿途上的风

景和领悟让她看到了更明确的目标。

她勉励即将步入社会的年轻一代必须认定自己的使命，坚持理想，不向现实低头。

丘淑霖——卸下法律袍的媒体人

新闻系学生何秉阳报道/照片由受访者提供



在法律界待了一年，丘淑霖毅然地卸下律师袍，转战广播媒体界。

“以后想做什么工作，大学就该念什么科系。”相信这是很多中学毕业生在选择大学科系时都会听到的一句话。不过在那懵懂的时期，很多毕业生根本无法确定自己未来的目标是什么，以致他们随心所欲地选择了大学科系，毕业后投入工作后才后悔本身选错科系。

其实每个人的兴趣及目标都会随着时间而改变，大学本科并不会决定你的未来职业，更不会决定你的未来。

现为马来西亚国家广播电台爱FM (AiFM) 主播、节目制作人、专业司仪及口才培训师的丘淑霖曾是执业律师，但在法律界待了短短一年后，毅然地卸下律师袍转战广播媒体界，使身边的亲人都感到很不理解，甚至是讶异，因为她修读的科系和职业没有一丁点的关联。

她在上韩大新闻面子书直播节目《大学本科决定未来职业?》时表示，她赞成中学毕业后，要根据本身的理想职业来选择大学学科的说法。不过她指出，问题是很多时候学生都不知道自己理想职业是什么，也不知道自己的方向是什么，所以才没有办法真正决定要念什么科系。

“如果你真的很确定了，当然就直接念本科，我觉得就是更早地让你汲取该科系的相关知识，也算是半只脚踏进了这个领域，可以比别人提前地了解这份行业，包括行业里边的人。”

她说，身边的同事大部分都是本科生，当初他们都是很确定要走媒体路线。因此上大学时，他们已开始认识该圈子的人，毕业之后找工作也方便得多。

她表示，也有一部分同事不是本科生，比如修读动物学和理科。她指出，在电台访问的嘉宾当中，也曾遇过那些表示自己从未想过有一天可以成为工程师或企业家。

小学时，丘淑霖的父亲身体状况不好，结果遭到公司解雇，使家庭经济状况倍受影响，甚至还遭到官司缠身。所以，当时她父亲的大部分时间都在打官司，也一直和律师有一些接洽，因此她对律师这份职业有很粗浅的概念。

中学时展现口才才能

上了中学，丘淑霖喜欢上了演讲、朗诵、辩论等语言类的项目，师长也说口才好的她很适合当律师，再加上中学毕业后，她获得法律系的奖学金，让她决定好好珍惜机会，顺势拿着奖学金去修读法律系。

她也提醒学生们，家庭经济状况不理想非绝路，因为现在有很多的管道可以申请奖学金或贷学金，就看学生愿意下多少功夫去找援助的资料。

“无论家里的状况如何，你都是有机会升学的。”

在法律界只待了短短一年的丘淑霖经历了很多事情，也带给她很多感触。那段期间，她也到妇女醒觉中心为一些面临家暴问题，需要援助的妇女提供法律咨询服。

“我为她们提供帮助的同时也感到非常揪心，因为在帮助妇女们处理好咨询的事情后，我觉得自己的出现太迟了，接收案件时为时已晚。所以，我是不是应该做些什么事情，才能让这些事情不再发生。”

她希望用另一种方式让更多人知道，大家可以一起做些什么事情去建立一个更健全的社会，以减少这些社会事件的发生。

“那时候其实有把媒体的领域当做自己的选项。既然有想过从事媒体行业，倒不如就借由这样的一个平台去做一些的宣传。”

当时爱FM招聘电台主持人时，丘淑霖瞒着家人去面试，并且在成功录取后才告知家人。虽然家人们都表示反对，甚至还和她冷战了一段时间，不过家人们却象征式地开了一个条件，要她在媒体业打滚一年后，再回归律师行业。

虽然在当DJ的过程中，她并没有尽力地去说服家人接受她的选择，但是她用自身的努力，做出成绩给人看。在爱FM培训两个月后，她顺利地成为爱FM电台主持人。

“如果你真的是可以和家人沟通，就让他们了解你的想法。我还是认为沟通是很重要的。”

开创全马第一个法律清谈节目

丘淑霖在担任制作人和电台主持人的过程中把法律系的知识学以致用，也算是不枉费她所苦读法律的知识，其中是在几年前开创了全马唯一的电台法律清谈节目。

不过，她觉得最大的帮助在于思辨能力，让她能更加周全地看待一些事情。

针对毕业后没有从事本科就是浪费资源的说法，她认为，假设是从学科的知识这方面来探讨，如果毕业后没有在这领域发展，的确是浪费资源。

她认为，东方的教育应该提前让学生们接触多元的教育，让他们去探索和讨论生涯的规划。

不过，假设不是从学科知识的传播方面进行探讨的话，那就不浪费资源了。因为她认为，大学不只是学习学科的知识而已，而是塑造多元能力，即学习、创新及社交能力等的一个地方。

“大学是个培育人才的地方，而不是只灌输学科知识的地方。我认为只要你出来社会工作，发挥最大的才能就是在贡献社会，哪怕你做的东西跟你的学科是没有关系的。”

做任何事都要全力以赴

她奉劝每一个人必须要了解自己的特质和方向，走一条属于自己的路，因为没有谁的经验是可以被复制的。

她回忆道，自己在电台已经服务6年了，也看到一些法律系，甚至不是本科生的毕业生前来参加面试。

“我们来到了很不一样的年代，以前的人做一份工就做一辈子，反而现在的年代有很多的选择。”

她说，无论你在什么岗位上，她认为都应该全力以赴，这样你才知道自己到底适不适合、有没有能力做得到。

“如果你做了很多东西，但每一件事都敷衍了事或带着尝试的心态，虽然说尝试很重要，但也要全力以赴去试，全力以赴之后的结果无论是好或不好，成果都会给你一个反馈，让你思考自己到底合不合适。”

“如果没有全力以赴，你可能不知自己的能力可以到什么程度。”



丘淑霖已连续四年主持《大马百强卓越企业金鹰奖》，右为八度空间新闻主播叶剑锋。



丘淑霖(右)接受韩大学生戴康泽的直播访问。



丘淑霖学以致用，开创全马唯一的电台法律清谈节目。



丘淑霖：每个人都走一条属于自己的路。

冲绳之旅：让Valyn好好面对自己

新闻系学生张咏轩报道/照片由受访者、韩大新闻脸书专业提供



Valyn的足迹踏遍35个国家。

多数人对旅行持有的刻板印象就是假期时，与家人或朋友去异国看看景点、吃吃美食吧！那你是否想过在旅行途中可以睡在陌生人家里的沙发、从事临时工作换取食物、融入当地生活以及搭乘风车等等呢？

来自檳城的部落客Valyn Lim，就独自用了90天的时间赴一趟充满未知的冒险旅行。她在日本冲绳岛体验沙发冲浪、打工换宿、搭便车等，并且将这些浪漫的回想、沿途的风景、亲善的朋友，还有那些奇妙的际遇——收录在《我在冲绳慢慢旅行》这本书里。

喜欢深度旅行的她至今已游走近35个国家，包括古巴、冰岛、南非、埃及和印度等。每一次的旅行，她都践行着探索的精神，并且用文字在部落格阐释那些生命的感动。

Valyn在接受韩大新闻的直播专访时说，旅行在每个人生阶段都有不同的意义。同一个地点，在不同人的相伴，或是带着不同的心情亲临时都会有不同的感

受。对现阶段的她来说，旅行的意义是让自己面对最害怕的事物，同时克服内心的恐惧。

一个人前往冲绳旅行

她回顾2006年在伦敦上班时，感受到腿部越来越酸痛。直到有一天起床时，她根本无法行动，于是在家人劝导下回来马来西亚求医。她患上了腰椎凸出症，需要动手术，从治疗到痊愈的过程足足花上了3年的时间。

那段期间，她规划了痊愈后要去的方，以此鼓励自己积极康复。当时，她也更频繁地撰写部落格——《It's all about Valyn》。这是她在英伦留学期间就创立的部落格，开始时纯粹是因为身在异国难免寂寞，就想记录一些人事物，还可以交到很多网友。未料到，养病时期的频繁撰写让她从2010年至2015年，荣获6届新马部落格大奖。她为此感到惊讶，也认为痊愈后是自己人生高峰的开始。

她表示，部落格的经营需要建立在内容

好的基础上。好的内容要符合三个条件，也就是让人增广见闻的资讯、娱乐观众，就是让人看了开心，会分享给其他人，且让人有所启发或者改变他人的想法。每次撰写部落格时，她都会考虑如何以不同的角度切入，让人们印象深刻，赋予文章值得推广的价值。

2014年，一场车祸再次让她躺在病床上。这次，她并没有动手术，而是通过自然疗愈的方式让自己痊愈。在治疗的过程中，她发现自己一直以来都不敢一个人面对挑战。所以，她心想要在痊愈后尝试一个人到冲绳岛旅行，挑战自己内心的恐惧。她说，最难克服的就是敞开心胸去接受不同文化背景的人，并且踏出舒适圈与他们交流。

“人们最害怕的就是未知，我们往往对未知感到不安。这时我们可以做一些能疗愈自己的事情来安抚自己的情绪，同时也可以策划未来想做的事，将它们

写下来。等时机到了就去实践，毕竟只有想是不可能完成那些梦想的。”

阅读可提高精神层次

她表示，疫情期间，我们可以做到的就是精神上的“旅行”，也就是遨游书海。

“现代人往往忽略了文字的力量，多阅读文字可以改变一个人的想法和观念；还可以提高精神层次，让人们可以有独立思考和分析的能力。”

她希望透过《我在冲绳慢慢旅行》这本书的文字，将她在冲绳旅行时感受到的温暖传递给读者，让读者拥有行动的勇气。

《我在冲绳慢慢旅行》由12位香港、新加坡及大马作家、媒体人、名家共同推荐为本年度最具有温度和勇气的旅游书。有兴趣的话，可到<https://bit.ly/2LMJTp7>订购。



Valyn作客韩大新闻的直播访谈节目。

江康维：好故事要能引起共鸣

大众传播系学生温佩镁报道/照片由受访者提供

很多人在进行剧本创作或用文字表达内容时可能会遇到瓶颈，怀疑自己写得不好，而观众又能否明白想要传递的内容呢？那到底写好一个故事需要具备什么样的条件？我们又该如何写好故事呢？

Taco江康维是Story Art Studio和《好故事》Saya Stories的创办人之一，曾拍过本地纪录片，如《拼凑记忆》、《美丽生活节》、《情牵新马》等，和出版生活杂志《好故事》。《好故事》是一本记载马来西亚在地故事的生活杂志，目的是想分享美好生活给观众。

当初创办《好故事》是因为江康维与其他两位伙伴，都对马来西亚在地人的故事非常感兴趣，认为除了电视，也可以通过其他媒介比如杂志，来让更多人知道马来西亚的在地故事。

一直在从事制作纪录片的他表示，纪录片和杂志在表达故事的方式上非常不同。前者是通过画面告诉观众故事，可以用影像、音乐等来呈现故事，整体的包装设计非常丰富。

他说，杂志是平面的，观众无法去听或观看画面，但观众可以在阅读时，慢慢细品写作者要表达的东西，所以在这个层面上可以让观众去想象。

他表示，影像是制作人为观众提供画面，而杂志是透过文字提供观众想象空间。



江康维：创作时必须清楚自己要表达什么故事。

创作要融入情感

他说，在创作之前，创作者一定要理解和清楚要本身要表达什么故事，然后去思考故事是要给观众带来什么信息，那就是整个故事线的核心。

他认为创作是很感性的，所以在创作时必须融入情感，但在制作时却需要很理性地把这些内容组织起来，以让更多的人知道创作人要表达的故事。

他认为，创作的前期工作非常重要，无论是拍摄或写文字之前，一定要先设定好目的和主题，之后再深入去调查和考察，收集好齐全的资料才开始创作。

“我们也要对身边的事情有一定的敏感度，观察能力要很强，这也能帮助我们在创作时更能得心应手。”

一个好的故事是可以让观众或读者在看时会有融入感，它能让你去感受到创作人要表达的感受。因此，江康维说，创作者一定要跟个案做好连接，这样才能把内容套用进故事。

他补充道，共鸣感也很重要，创作人一定要知道观众群是谁再对症下药，这样所创作出来的故事才会吸引到受众。

创作难免都会围绕在亲情、爱情、悬疑等元素，虽然这些元素会让人觉得老套，但他说“桥段不怕旧”。

“在内容上，我们可以靠自己的创意去表现出来，在细节或其他制作过程也是，但要如何变得很创意，是创作者必须要去修的一门功课。”

他把作品比喻成一道菜，在制作和内容组合上，要加配料和美化它，最后才能端上去给观众欣赏。

他鼓励年轻人勇敢去尝试，不要一直怀疑和担心自己做得不好，即使面对无论是好还是不好的批评，都是一种推动力。



《好故事》让更多人知道马来西亚的在地故事。

The challenges of an assistant director

By Foo Ming Li

The word “director” may bring to mind the assumption that the director’s job is confined to uttering the orders of “Action!”, “Cut!” and “That’s a wrap!” The reality is, however, far from that.

Gary Gan, a Diploma in Mass Communication graduate from Han Chiang College has worked as a television programme assistant director for five years at ASTRO, and he is currently working as an Astro Go Shop producer.

“When an interviewer at Astro asked me if I mind working as a producer or assistant director, I answered that either one would be fine. A week later, I was surprised to



Gary and his broadcasting teammates are getting ready to have a live broadcast of the 14th General Election in 2018.

receive a letter of appointment from Astro stating that I would be working as an assistant director with them. I didn’t know what I’m required to do as an assistant director,” Gan hilariously commented about his interview session and how he landed in the job.

As an assistant director, Gan is responsible for multiple tasks ranging from arranging or setting the camera at the proper shooting position when shooting outside the television studio, and understanding the rules and flow of the games planned in the television programme.

“An assistant director needs to be aware of the intricate details of shooting. For example, when the television host or guest arrives, a crew member and I will wear name tags to simulate the television host and guest and walk around or position ourselves at certain places of the shooting venue to enable the camera crew to take the footages,” the 2011 HCC graduate said.

“The task of a production project is usually not complete when the shooting ends. I have to ensure a smooth flow of the editing process until the television show is broadcast. When we encounter a problem, I have to be quick in suggesting solutions to prevent the production from slowing its pace.

“There was one time where one of the cameras lost the close-up shot of the guest. I quickly suggested the solution of cropping a wide angle shot of the guest as a replacement and it turned out great,” Gan narrated one of the problems he faced while shooting.

He added that it was hard to have a balanced life as an assistant director. There were many occasions where he had to turn down lunch meet-ups with his friends and family as last-minute tasks would pop-up unexpectedly.



Gary and the Astro production crew members are shooting the Astro Bang Du Du Chinese New Year album.

Even the weather could pose a challenge for Gan during his shooting. Sometimes, the shooting has to be delayed until the rain stops. This may take up some time and he will discuss with the director on which part of the segment that needs to be shortened in order to complete the necessary scene for the day.

“It is no use to blame the bad weather or wait until the weather becomes better. We need to be efficient by discussing with the director to shorten some scenes to finish the work for the day,” he said.

One of the toughest projects he has done is the live broadcast of the Astro Classic Golden Melody singing competition which took three hours. He said it was his first time doing a live broadcast as an assistant producer and had tremendous pressure placed on him to ensure the live broadcast went well.

“I need to talk to every crew member using the talk-back headset to cue the crew members, for instance, when to turn on the lighting effects or change the colours of the lights according to different participants,” Gan said.

It was indeed a tough job but Gan finds himself satisfied with his past achievements despite the hardship.

He advised fresh graduates who are interested to enter the broadcasting field to improve their skills in editing, shooting, and speaking. He noticed that some of the fresh graduates do not demonstrate good editing skills during the process of editing the television programme.

“When there is a new crew member talking impolitely to another crew member, the senior crew members including myself will not help that new crew member,” Gan commented when relaying the importance of being polite during interpersonal communication.

“Though it may appear as workplace bullying, this is an effective method of grooming new talents in adapting to the work life and the society,” Gan said.

He also advised everyone to have the eagerness to learn new skills from other people as there are many things that are not found in textbooks.

Making her mark in Public Relations in Hong Kong

By Tang Pei Yi

Met Maggie Chooi, the founder and Managing Director of Spice Marketing Asia, a comprehensive public relations company consultancy in Hong Kong who is also an alumna of Han Chiang College.

Chooi, who is currently based in Hong Kong, said she is living her dream by working in the public relations industry. It all started when she chose to pursue her studies in public relations and advertising at Han Chiang College in 2015.

“I am grateful to the College who has not only instilled my interest in public relations but has also carved out my public relations career,” said Chooi.

After graduating from Han Chiang College in 2007, Chooi was given an opportunity to move to Hong Kong where she was offered a marketing and event management position at Eight Custom Media, a major magazine publishing house.

In 2010, she joined the travel industry, first handling the marketing activities in CI Events at Flight Centre which is a major

international travel company. While working at Flight Centre, Chooi was offered a marketing role at regional level at Turkish Airlines’ Greater China office, where she was responsible for promoting the airline’s corporate products in Asia.

In 2016, Maggie founded Spice Marketing, a comprehensive public relations and destination marketing agency, whose clients include Tourico Holidays, Dining Concepts, Gagfare flight booking app among others.

Chooi said choosing to study in Han Chiang College was the first of many great decisions she has made over these few years. She pursued her studies under the School of Communication and Media majoring in Public Relations and Advertising.

“The curriculum of the programme helped me greatly for the future of her job. I got to learn about news writing, designing and using graphics including Photoshop. The strong foundation and well-designed syllabus offered by HCUC helped her a lot when I started work.

“I am really impressed by HCUC with the approach to constantly be in touch with the industries and also continuously updating their syllabus to meet the current market needs.

She praised that this will actually help all the graduates, including herself to be more prepared for the job market and to be part of the communication world. This is important, especially in public relations, as it is essential to be open minded and constantly moving ahead along with the developments in the industry.

“I think if you decide to become a public relations practitioner one day and you choose to study at HCUC, be prepared to acquire as much knowledge as you can and always be more engaging and knowing what’s going on in the world.

“A good public relations practitioner will be able to help the brand of a company irrespective of whether it is a small brand or big brand.

“I think the future of public relations is more crucial because everything is digitised now, everything is online and I think everyone has a lot of access to online information now,” Chooi added.

She thinks that with the support of technology and seeing everyone on Facebook, Instagram and all sorts of social media and digital news daily can help a brand to become integrated and also to be



Chooi has come to HCUC to share her journey of success with the students.

more visible to create a success story. The media also needs a person with comprehensive media talent. As a Malaysian with good language skills, Chooi has excelled greatly in her career. She has also mastered four languages to date.

Chooi is grateful for growing up in a multicultural environment which has prepared her to become a well-rounded person to have a better understanding about what’s going on in the world.

The life of a Radio Producer

By Foo Ming Li

Radio is one of the oldest traditional forms of media that has evolved together with the advancements of technology. Radio remains our best companion while we are driving to work or at home, as we listen to our favourite music, news and traffic updates or tune in to the current issues that are being hotly debated.

Did you know, however, that it takes the coordinated efforts of a producer to ensure that the radio programme runs smoothly while the host is on-air?

Wincent Goh, a radio producer at MY FM, is an alumnus of Han Chiang College. He graduated in the year 2009 from the School of Communication and Media, majoring in Broadcasting. Eventually, he moved to Taiwan to further his studies at Shih Hsin University, where he pursued a degree specialisation in the field of radio, television and film.

During his stay in Taiwan, he noticed that his filming and editing skills were not his forte. However, he realised he was skilled at oral speaking, so he decided to pursue a career in the radio industry.

After graduating from Shih Hsin University, Goh came back to Malaysia to work as a television producer in Astro for two years, before becoming a radio producer for MY FM.

Today, as Goh reflects on the opportunity that he gained to work at MY FM, he believed it was luck that landed him this

job. He said that it was rare for radio stations to hire radio producers, because a radio station would only require the contribution of one producer. Television stations, on the other hand, require the combined energies of various television producers and multiple levels of assistant producers and producers.

Goh said he has managed to adapt to the challenge of transitioning from television producer to radio producer, thanks to the tangible similarities of both industries, although the concepts he has internalised would need different methods of application. It is his duty to monitor arrangement and flow of on-air radio programmes.

"The radio producer is responsible for arrangement of radio programmes and sequencing of song playlists," says Goh. Other than that, radio producers and radio hosts brainstorm potential topics of discussion to be lined up for the week. Their job is to ensure that listeners continue to enjoy tuning in to their radio station.

"We surf Facebook and Instagram for ideas on interesting topics or the latest news updates for discussion on our radio programmes. Keeping informed of the evening news also provides us with ideas for the show," explains Goh.

While being a radio producer can be an interesting experience, Goh faced some challenges in convincing radio hosts to accept his proposed topics for radio programmes. However, his persuasive



Wincent Goh (first from right back row) and the radio DJ (front row from left: Jack Lim and Gan Mei Yan; back row from left: Tha Jie Ying) are taking a group photo together in the office after the MCO.

skills helped him to cope with these challenges.

"I need to prove my capabilities as a good radio producer. For a veteran like Jack Lim, who has been in the industry for 20 years, it would be difficult for him to believe in someone like me who is new to this industry," explains Goh.

When asked to comment on the decline of traditional media, Goh says that people need to be creative in transforming the traditional media and adapt to the latest technological developments.

He said that the radio station had its own social media page on Facebook and Instagram, and the radio host would occasionally broadcast live programmes on the social media pages.

He hoped that students in the broadcasting field would appreciate and maximise the possibilities that today's digital media has to offer. He would like to remind the youth of today to consider their future careers in the media industry, and the change that they can bring to the industry.

HCUC alumna wins 'Love in Malaysia' one-minute video competition

By Foo Ming Li

HCUC Diploma in Broadcast Journalism graduate Priscilla Ho has won the third prize, worth RM800, in the 'Love in Malaysia' creative short film contest organised by Mari Malai Home and Happy Angel Charity Association. The short film contest required participants to create a 30-second to one-minute patriotic video that features the theme of national unity in Malaysia.

Freshly graduated in the year of 2020, Ho had chanced upon the creative short film competition on Facebook.

"Initially, I thought I did not have enough time to participate in this competition. I was very busy. I also did not give much consideration to the idea of shooting a video in light of the limited restrictions to movement associated with safety guidelines following the pandemic outbreak. But on the day before the submission deadline, I suddenly decided to give the competition a shot," she said.

Love you, Malaysia, a short film directed by Ho, is about a Malaysian Chinese girl named Ling Ling who introduced to the viewers some of the most popular Malaysian dishes such as satay, nasi lemak and ais kacang. The main character also talked about her interracial friendships, citing unity and national cohesion as important outcomes of mutual appreciation and respect for cultural differences.

"As we stay indoors for the sake of our health and safety during the pandemic, we are all united in the fight against the pandemic, and we are all Malaysians. Moreover, Malaysia is composed of a variety of rich and colourful cultures, and the diversity of Malaysia is something I wanted to feature strongly in my video," she said.

Ho became interested in filmmaking when she first learnt the procedure of creating a video from scratch. This creative process is



Priscilla Ho, a HCUC Diploma in Broadcast Journalism student, was initially hesitant to participate in the 'Love in Malaysia' creative short film contest. Fortunately, she decided to give the contest a shot, and she won the third prize in the contest.

thoroughly enjoyable for Ho, as she relishes the process of expressing her ideas via filmmaking.

"I still feel considerably challenged by the film production process, as I think I lack experience. But I always feel a sense of achievement after overcoming obstacles that may stand in my way," she said.

Ho said she finds inspiration from watching short films produced by her seniors, and other short films that she sources from the Internet. She adds that making a short film is an interesting task because she truly enjoys challenging her limits as a creative filmmaker.

In future, Ho would like to make more short films and she already has a few ideas lined up for potential projects, even as she continues to master the nuances of filmmaking and editing.

"With the rise of the new media, I would like to continue making short films. Filmmaking is a platform for me to share my ideas on social issues that matter," she said.

A visually-challenged YouTuber who works with his heart

By Foo Ming Li

Bahamian clergyman Myles Munroe once said that the greatest gift God ever gave man is not the gift of sight but the gift of vision. Sight is a function of the eyes but vision is a function of the heart.

This holds true for Low Wee Keong, 44, a former aircraft mechanical engineer who lost his eyesight in accident while repairing an aircraft. However, the accident did not dash his spirits. Instead, he overcame his loss of sight by creating a vision for his life through making cooking videos on his YouTube channel which he named 'Blind in the Kitchen'. This quick-witted name is reflective of his jovial nature.

Low developed his interest in cooking from the days he used to help his mother in the kitchen. He cut the ingredients or cooked a few dishes when he was merely 11 years old. The practice at home aided him and his roommates when he was studying and working overseas much later.

He graduated with a Degree in Aeronautical Engineering at University of Adelaide, Australia. Then, he underwent apprenticeship at Cathay Pacific after a Cathay Pacific representative was amazed by his excellent results. He worked at Cathay Pacific from 1998 to 2000, then decided to move to Singapore and work as an aircraft mechanical engineer in Singapore Airlines.

However, a dreadful accident happened during his work in July 2007 causing Low to lose his sight when he was trying to resolve some flaws with the front door of a plane which was scheduled to take off in a few hours.



Low confidently cutting the chicken into smaller pieces for cooking the black fungus chicken.

He opened the door to examine the cause of the problem but the cabin pressure pushed him out and left him hanging five metres above the ground. Desperate for help, Low called for help while trying to pull himself up to the 747 aircraft with his safety harness. As worse as it could get, the pulling force of the safety harness broke the hydraulic pipe of the door spilling the chemical fluids into his eyes, mouth and nostrils.

Upon hearing his scream for help, his colleagues rushed to the staff emergency department and at the same time Low fainted while still waiting for the medical team to arrive. After waking up in the staff clinic, he felt a stinging sensation in his eyes, nostrils, and throat from the spilled fluids. He went to a hospital to have an X-ray and the hospital doctor gave him two weeks medical leave to recover.

After the two weeks of medical leave, Low began to notice there were problems with his eyesight. He said that he saw shadows when there were no people or objects within his area of vision.

He went to an ophthalmologist to examine the problem and was informed that he had a few holes on his retina rod and underwent laser eye surgery. A few months later, the same

problem occurred and he visited another ophthalmologist. However, this time it was much more severe due to the retina rod not only having holes but it began to rot.

When Low heard the news of his eyesight, he began to feel desperate and searched for other ophthalmologists in India and China with the hope of recovering his eyesight.

"I went to Mumbai and Guangzhou after seeking advice from my friends, but the doctors also said the same thing," he said

After hearing the disappointing news, Low began to prepare himself before completely losing his sight by resigning from his job in Singapore Airlines and moving back to Penang. In December 2007, he completely lost his sight when he admitted himself to the hospital for his eye examination.

Throughout 2008, Low was in a depressive state and lost confidence to meet his relatives and friends. However, after participating in a podcast programme in August 2008, he slowly regained his confidence to meet and interact with new people.

In 2019, a friend encouraged him to start a YouTube channel based on his hobby of cooking. He was hesitant about the idea but he told his friend he needed six months to prepare for the YouTube channel. After the planning and preparation, he uploaded his first video on his YouTube channel named 'Blind in the Kitchen' on December 24, 2019.

He had participated in the Online Discovery Chef competition organised by Oriental Cuisine Magazine to search for chefs across Malaysia that are talented in cooking and have a talent of describing the taste of the food to the judges through the video. He won fourth place in the competition and was thrilled about it.

"I told the organiser about my condition but they still allowed me to participate in the competition because it would be a discrimination towards disabled individuals for not allowing them to participate the competition," he said

He is planning to participate in MasterChef UK after knowing Christine Hà, the winner of Season 3 MasterChef US who also has a vision disability but is able to cook authentic Asian foods using Western ingredients. However, the plan was put on hold due to the pandemic.

Low's goal is to be able to work as a chef for an airline company hoping everyone can have a taste of his food when the passengers are flying on the airplane.

He hopes everyone, no matter if they are visually impaired or not, can do a task successfully when they put their heart and soul into completing it.



Low won fourth place in the Online Discovery Chef competition organised by Oriental Cuisine Magazine.

Urban farm in the house

By Foo Ming Li

Penang Chief Minister Chow Kon Yeow launched Kebun Kita(r), a self-sustaining community urban farm in Penang Digital Library 1 on 14 September 2020. Kebun Kita(r) is a pilot project initiated by the Penang government to provide organic vegetables that are free from chemical pesticides and fertilisers to Penangites in line with the vision of Penang2030 – a smarter, greener, and intelligent Penang.

The urban farm of less than 2,000sq ft area is now being utilised to grow several types



The aquaponics towers are used to plant bok choy and the vegetables get its nutrients from the water circulation from the fish tanks.

of vegetables such as red spinach, bok choy (pak choy), cabbage, eggplants, and long beans. Sixty percent of the vegetables are given to the B40 household income groups while the remaining 40 percent are sold commercially for profit.

The urban farm is a collaboration between Chief Minister Incorporated (CMI), Universiti Pendidikan Sultan Idris (UPSI), and Think City. The Faculty of Arts, Computing, and Creative Industry, UPSI provided the Internet of Things (IoT) sensors, while Think City funded RM35,000 for the project.

Penang Digital Library Administrative Officer, Nurul Hasliza Binti Hasanuddin said the community urban farm consisted of 10 raised beds, 16 aquaponic towers, one saltwater tilapia tank, and one fresh water tilapia tank. Hasliza added the IoT sensors were used to monitor the water pH level and the ammonia level in the fish tanks, and set the water sprinkler timer to water the vegetables.

"There are some manual work required in the urban farm such as loosening the soil and harvesting the vegetables, but the use of IoT sensors can reduce some of the manual work. For instance, the timer for the water sprinkler to water the vegetables and also monitor the pH as well as ammonia level of the water in the fish tanks could be set via the sensor technology," she said.

On their future plans, Hasliza said she hoped to organise a volunteer programme every week for people who are interested and keen to contribute their time to the community urban community farm. To the

newbies, there is a seminar to train them on using the IoT sensors to manage their farms.

"Although the self-sustaining urban farm is a pilot project, it has already received many invitations for collaboration to develop new community urban farms while some are asking about the volunteering programme for the urban farm," she said.

Meanwhile, Consumer Association of Penang (CAP) Education Officer, N.V. Subbarow said the association encourages the public to practise growing their own vegetables for various reasons.

"During the MCO, vulnerable groups of people such as the elderly are unable to buy vegetables since they are not allowed to come out of the house as they are in the Covid-19 high risk group.

"As for the younger generation, they are facing problems when buying groceries as they don't know which vegetables to buy for their family," Subbarow explained the dynamics of the issues at hand.

So, he started an online class teaching the volunteers, guiding them on how to grow their vegetables in their home using basic household items like plastic milk bottles.

Subbarow said the community farm built by the government enabled the younger generation to gain some knowledge on agriculture when they visited the urban farm. He also added that the community urban farm could help foster closer relationships among the volunteers of the urban farm.



The Chief Minister Incorporated staff are giving out the vegetables to the Jalan Kedah flat residents.



Consumer Association of Penang (CAP) Education Officer, N.V. Subbarow.

Penang Chief Minister officiates the installation of PAD in Seh Tek Tong Cheah Kongs



Penang Chief Minister, Chow Kon Yeow (second from right) handing the Automated External Defibrillator (AED) to Seh Tek Tong Cheah Kongs Chairman, Alan Cheah (far right).

The Penang State Government has launched the Public Access Defibrillator (PAD) in Seh Tek Tong Cheah Kongs which is the first Chinese clan house to have installed the defibrillator on 23 October 2020.

Seh Tek Tong Cheah Kongs Chairman, Alan Cheah said the clan house has 620 members and 40 percent of them are senior citizens. Cheah is worried that cardiac arrest is affecting not only the

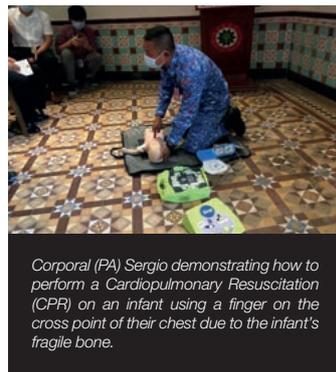
senior citizens but almost everyone from any age group nowadays.

"The unhealthy lifestyle practised by the public and lack of exercise are among the major contributors towards the risks of cardiac arrest and other sorts of chronic illnesses," he explained.

Cheah said Cardiopulmonary Resuscitation (CPR) is a priority learning for everyone. He said the clan house trustee and clan

members are taking proactive measures to install a PAD in the clan house premise to prepare for such an event.

Back in 2015, the Penang government launched the Heart Safe Programme, an initiative to make Penang become a safer state. During the same year, the state government had organised the first Mass CPR Carnival Event that was held in Han Chiang High School.



Corporal (PA) Sergio demonstrating how to perform a Cardiopulmonary Resuscitation (CPR) on an infant using a finger on the cross point of their chest due to the infant's fragile bone.

"The purpose of the Mass CPR programme was to teach the public the basics of CPR and the correct method of using the Automated External Defibrillator (AED) machine to save a person suffering from sudden cardiac arrest while waiting for professional medical help to arrive," said Penang Chief Minister, YAB Chow Kon Yeow.

Chow added there were over 100 PADs installed in public places such as schools, public parks, Penang Hill, government and private buildings across Penang island and mainland.

He hoped other clan houses could emulate Seh Tek Tong Cheah Kongs by installing the PAD in its premises and train the clan members in CPR skills from time-to-time to ensure the safety of the other clan members, public individuals, and tourists.

Also present were the State Tourism and Creative Economy Committee Chairman Yeoh Soon Hin, KOMTAR Assemblyman Teh Lai Heng and Georgetown World Heritage Incorporated (GTWHI) General Manager Dr Ang Ming Chee.

Kedah: The paddy field kingdom

By Chow Jing Yi

Most people think that Kedah has nothing special to offer apart from its beautiful paddy fields and rice. However, other than paddy fields, Kedah is also famous for its limestone hills, beautiful islands, mountains and amazing food; this is Kedah, a wonderful state in Peninsular Malaysia, known as the 'rice bowl' of Malaysia.

Sungai Petani, a quiet and peaceful town

Lee Yuan Run, a student of HCUC who is pursuing his Diploma in Mass Communication, is from Sungai Petani, Kedah. He explains that Kedah is the ideal destination for those who love nature, or tourists who support ecotourism, as the state boasts beautiful natural wonders. Lee recommends visiting Mount Jerai, locally known as 'Gunung Jerai', because you can enjoy the best view of the sea and paddy fields. In addition, the fresh and clean air can help visitors to relieve their stress.

Famous restaurants in Kedah

Koo On Tong, a Jit Sin student who is currently in Form Six, is from Padang Serai, Kedah. Her favourite restaurant is Restaurant Teong Eong, a restaurant owned by her family. Restaurant Teong Eong is a small eatery located opposite the police station in Padang Serai.

Koo explains that her family-owned restaurant sells a variety of local food such as Koay Teow Soup and dry noodles. However, her favourite dish is braised meat which is prepared by her grandmother. She says that this dish is the most popular dish among local customers, because the meat is perfectly cooked, juicy and crumbly, especially when you sink your teeth into the flavourful meat which has been braised for hours.

Besides, Koo says her favourite restaurant for lunch is Restaurant Tar Kuow, also known to locals as 'Lao Li De'.

Although the restaurant operates from the humble confines of a small hut, it is always crowded during lunchtime. What makes this restaurant a beloved destination of locals is the traditionally prepared dishes, cooked using charcoal instead of gas stove.

In addition, the dishes which are prepared using local methods, are reasonably priced. Koo describes her favourite dish, the deep fried black pomfret with soy sauce, as perfectly fried fish with a crispy layer that coats the soft flesh of fish. The special, home-made sauce is poured all over the fried fish, and sprinkled with some fresh chilies to enhance the flavour.

The green town of Kulim

Mah Xuan Ni, a local university student from Kulim, Kedah explained that the favourite food of locals is the Laksa at Kelang Lama. This particular variant of Laksa has an authentic taste, and the soup is rich in flavour, sour yet not too spicy. Besides, the prawn crackers, served together with the Laksa, are delicious. Customers are permitted to consume as many prawn crackers as they want, and pay for their meals when they have finished enjoying their food.

Mah says that Kedah is a sleepy state, where the lifestyle here is simpler, compared to other booming states like Penang or Kuala Lumpur. Kedah is definitely the best destination for retirement.

Besides that, she says that those who seek a place to relax, could choose to visit Kulim Putra Lake, located in the heart of Kulim, Kedah. The lake was once a tin mining area that dates back to the 1850s. Mah explains that locals like to visit the lake in the morning or evening to go jogging or fishing.

Kedah is not a tourist-heavy state, but if you need to retreat somewhere to unwind and relax, Kedah is the number one destination for you.



The deep fried black pomfret with soy sauce, a favourite of the locals and recommended by Koo.



The famous laksa at Kelang Lama, served with prawn crackers.

Good stories must resonate with audiences

By Chua Qin Yi

Many people may encounter writer's block when writing fresh scripts or expressing themselves literally. Some may even be doubtful whether they are good enough to convey their ideas to the audience. Thus, what is required before writing a story? How do we write good stories?

Taco Hong is one of the founders of Story Art Studio and Sa ya Stories. He has filmed local documentaries and published a lifestyle magazine called "Sa ya Stories". His work records local stories in Malaysia with the purpose of sharing rejuvenating experiences in life.

As he and his two other partners are interested in the stories of Malaysians, they feel magazines could provide an excellent platform to reach out to the masses.

Documentaries versus magazines

Taco Hong is involved in the production of documentaries. According to him, documentaries tell the audience stories through the screen, and use images and music to present the stories in which the overall packaging design could appear rich.

Magazines are nevertheless flat, and the audience cannot really listen to or feel the sense of the pictures. However, the audience can slowly refine what the writer wants to express while reading by stimulating their imagination to capture the stories.

He said the producer provides the audience pictures when telling a story through videos, while the magazines provide the audience imagination through text.

Creation needs sense

Hong said before creating a product, one must understand and have clarity with the story he/she wishes to express.

Then, one should think about what kind of information the story should bring to the audiences. That is the core of the whole storyline.

He believes that every creation is emotional. When we create, we not only have to integrate emotions and build relationships with the objects, but we also need to organise the contents rationally during production to let more people know the story that we want to express.

In addition, he also believes that the preliminary work is crucial, whether it is shooting or writing a script. It is important for us to first set the purpose and theme, and then conduct a research on a topic, collect all the information, then only start creating.

"We also need to be sensitive to the things around us, and have strong observation skills, which can also help us to be able to create smoothly," Hong said.



Good Stories magazine focuses on local stories.



Taco Hong: The preliminary work is very important.

"A good story can make the audience or readers feel immersed when watching it, and it allows us to experience the feelings of the creator's product."

He added that the sense of resonance is also important. The creator must know who the audience is, so that the story created will be more focused and suits the target audience.

The creation will inevitably focus on family affection, love, suspense and other elements. Although many people think these elements are very old-fashioned, he said that we can use different ways to express them, or add creativity in the scenes, so the creators must do a lot of research.

Hong said production is like a dish, it is necessary to add ingredients and beautify it before serving it to the audiences.

He encouraged young people to be brave to try, not to always doubt and worry about the outcomes, just try to get comments from different people, no matter good or bad, it is the motivation to strive forward.

The coronavirus and the invisibility of its impact on the environment

By Teh Kang Ze

While the deadly COVID-19 has caused more than 613,000 deaths globally, saving human lives seems to be a more pressing priority than saving the environment. However, the consequences of forgoing emphasis on green matters could be yet another concern that would haunt the future.

The pandemic has led to a surge in mask purchase. While everyone is trying to protect themselves and ensure their safety, unfortunately, they have forgotten about keeping their surroundings safe.

It is hard to not see your friends posting about takeouts and delivered meal boxes on their social media feeds since people are staying at home more often than before.

The extremely high demands of takeaways and food delivery services are also contributing to the escalating usage of non-recyclable food packaging, especially plastic and polystyrene.

As the founder of a Penang leading waste management startup called Riicycle Tech, Chew Chin Huat has expressed his concern about how the pandemic could affect efforts at environmental protection as people tend to neglect the latter when they are facing more seemingly pressing issues.

"The problem with waste is not waste itself, but the lack of public awareness and an effective system to reduce these unwanted products," he said.

Chew said that 'reducing' should be the very first approach to be practised, in line with the 3Rs, (reduce, reuse and recycle), through a prioritisation of what matters.

"Food delivery applications now have the option to not include plastic cutleries in the order as they are certainly not needed if you are eating at home."

Some may think that it is unlikely for reusable containers to be employed in food delivery services, though this practice has been carried out in several ways, where one such practice would be the nostalgic doorstep milk delivery in glass bottles during the old days in the UK.

Chew mentioned that an organisation called Loop has introduced a similar approach in promoting zero-waste and reusable packaging in Europe. The



The pandemic has brought new threats to the environment.

zero-waste and reusability practice would entail a circular economy model that organisations in other countries should look up to.

Nevertheless, it is not exactly the best timing for local authorities to look into implementing zero-waste and reusability initiatives in the midst of fighting against the virus outbreak.

"We always think that the green matters can wait," said Chew.

Non-reusable cutleries in food outlets

As the coordinator of Tzu Chi Recycling Education Centre in Lumba Kuda, Khoo Keat Yau has found it challenging to maintain a balance between protecting ourselves and protecting the environment.

Although dine-ins are partially allowed under the Recovery Movement Control Order (RMCO), restaurants and hawkers are still encouraged to use one-time disposable cutleries as reusing them would increase the risk of virus transmission.

Khoo stated that hawkers and restaurants are encouraged to opt for biodegradable, one-time cutleries made of plant starches such as corn and bamboo, but these environmentally friendly options could be more pricey. According to the

Australian Academy of Science, biodegradable cutleries can be two to 10 times more expensive than non-degradable ones.

"Anyhow, it could be tough for business operators to fork out an amount of money for recyclable or environmental-friendly cutleries, especially when the economy is in a recession," said Khoo.

Medical waste turned into domestic waste

If one were to take a quick look around the local neighbourhood, the plastic bags that usually clog the drains are having new "company" – facial masks, which were designed with the purpose of good instead of harm.

Josephine Tan, the General Manager of Penang Green Council, said that the sudden increase in personal protective equipment (PPE) such as medical masks and plastic face shields is another problem to be worried about.

"They are all one-time disposable and non-recyclable, yet inevitable to produce during the pandemic," said Tan.

On top of that, frontliners are not the only ones who use PPE. These items were originally medical waste that required special treatment, yet they have become domestic waste in every household while people live under the 'new normal'.

With schools and other private institutions reopening, it is expected that production of more facial masks and plastic shields will increase. If these protective equipment are thrown into a household dustbin or a community dumpster, the non-recyclable materials usually end up in landfills.

Tan said that the spike in waste is not the only concern, but also the method of discarding them in the least possible harmful way, because used masks, most likely contaminated, are capable of becoming potent sources of infection.

"It is heartbreaking to see used facial masks being strewn on the street," said Tan.

Besides working alongside the state government to introduce more initiatives, Tan also revealed that her team is currently working on educating the public about how to dispose of household PPE properly.



Chew Chin Huat, Founder of Riicycle Tech.



The General Manager of Penang Green Council, Josephine Tan.

To ensure the safety of the public, Penang Green Council has cancelled every physical or in-person campaign and switched their platform of outreach to that of online campaigns via the Internet to ensure the sustainability of their cause.

"It could be difficult for the government to reinforce new laws during these difficult times. However, the efforts in environmental protection should always begin with individuals," said Tan.

Old fashioned tradition attracts new interest from the younger generation

By Foo Ming Li

Teocheu opera is considered as one of the many ageing traditional cultures loved and appreciated predominantly by the older generation. This tradition, nevertheless, is losing its spark among the younger generation of today.

For Willie Chew, it is a different story altogether. The HCUC alumnus who graduated from School of Business and Management began fulfilling his interest in Teocheu opera performances back in 2014 by joining a Teocheu cultural club.

Chew said his interest in the Teocheu opera grew when he was still a child. It piqued his curious mind to further explore the Teocheu opera, and the cultural club became the platform for him to learn more about it.

Another reason for his interest in the opera performance is because of the meanings in

the opera script which contains good values which everyone can learn from the performance to become a better person.

"When an artiste chooses a character to play, there are several factors that require careful attention like the performer's voice tone. For instance, if the performer's voice is generally soft, then the performer will most probably cast for characters with softer voices too. The Teocheu cultural club is responsible to assign characters that best fits the members based on two prerequisites: their facial features and height," he says.

"This is due to every club member having different facial features and the make-up must look good on them or the character's clothes should be comfortable for the actors, which means some adjustments have to be made before the performance.

Sometimes there are female members playing male characters and vice-versa," Chew said.

He felt fortunate being able to meet fellow opera performers from Thailand and for the opportunity of watching them perform and discussing the implicit meanings of their opera performance that were often abstract.

Chew said the memory he cherished the most was when their Teocheu cultural club performed for an event at Universiti Sains Malaysia (USM) to a packed house.

"It was nerve-wrecking for us to perform for two to three hours for such a large audience, but it was fun and a great experience to remember," Chew said.

He said he had the full support of his family in pursuing his interest in Teocheu opera. His parents are proud of him, especially his



Chew dressing as Hou Yi to add shades of colours to Penang Beach Street during the Mid-Autumn Festival in 2018.

mother who consistently speaks highly about his involvement in the opera to her fellow friends, neighbours and family members.

He encouraged the younger generation not to be shy of having interest in the opera performance or wanting to participate in the cultural club to learn more about it.

"Feel free to message me on my Facebook, Willie Chew, to know more about the Teocheu opera performance or wanting to join the Teocheu cultural club," Chew said.