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The Institute of Chinese Studies (ICS) Sinology Unit hosted a ‘Seminar Intellectual Melayu-Cina-Java and the Malaysian-Khmerian Kajian Manuskrip dan Batu Bersurat Sebelum 1500 Masihi’ (Malay-Chinese-Indian Intellectual Seminar based on research on Manuscripts and Inscription Stone before 1500CE) on 1 December 2015. Present at the opening ceremony were Deputy Minister of Women, Family, and Community Development Senator Datin Paduka Chew Mei Fun, Deputy Dean for Student Development Dr Pok Wei Fong, and lecturers Dr Wong Chau and Dr Aye Aye Khin. Also present were Advisor and Founding President of SMEJS Teh Kee Sin, over 40 members of SMEJS, and members of the media.

The goal of the MoU was to strengthen mutual relationship and collaborations, including student-industry communication to expose opportunities for students to research on the challenges facing SMEs. FAM will collaborate with SMEJS to conduct economic and community studies, perception studies on SMEs, as well as surveys on the economic situation in South Johor.

Six German students under the international student exchange programme arrived in UTAR for semester studies in early October 2015. They are Tobias Siegfried Walbrunn, Eugen Knoll, Wiebke Steffen, Arja Filbrandt, Julia Annemarie Winkler, and Christiane Koenig. All of them are taking semester courses in the Faculty of Business and Finance, UTAR Kampar Campus. When asked about the reasons they chose UTAR, they cited various reasons.

“It’s a once-in-a-lifetime opportunity to live in Southeast Asia for the semester. UTAR made an effort to maintain good communication via emails to facilitate our studies here and finally we are here,” mentioned Filbrandt.

“I’ve been looking for a university in Asia on exchange and I am glad to have found UTAR. I like the new experience but the weather is way too hot compared to Germany,” said Walbrunn.

“The fact that UTAR offers courses for both Psychology and Business Administration disciplines caught my attention,” replied Koenig.

When prompted with the question of what they hope to learn from this exchange, they shared similar thoughts.

“I wish to learn a few words from each of the Malaysian languages, learn about the cultures and traditions, and interesting inputs from the lecturers,” mused Winkler.

“I hope to gain new cultural experiences,” answered Knoll.

Their first impression of Malaysia is that they found Malaysia to be really hospitable and friendly.

“People here are very nice, caring and welcoming. The landscape is beautiful with lots of jungles and lots of livelihood as this agricultural industry does not exist in Singapore. I had also gained valuable friendships with people on the trip. I would like to thank UTAR for organising such a valuable programme.”

The seminar was divided into two. The latter session entailed discussions on ‘Batu-batu Bersurat Melayu Sebelum1400 TM by Dr Kumaran Subramanian, Pengarangan Semula Epik India di Tangan Pengarang Java dan Melayu Masa Silam by Prof Dr Ding Choo Ming, and Sumbangan Kitab Arthashastra Karangan Kaulitya (Kuran Ke-4 Masehi) Di Dalam Pengurusan Sumber Manusa Alam Melayu’ by Dr Balairishnan Muniapan.

SMEJS — Sinology Unit UTAR signed a memorandum of understanding (MoU) with the SME Association of South Johor (SMEJS) on 22 January 2016 at Ponderosa Golf and Country Club, Johor Bahru.

Signing the MoU on behalf of SMEJS was its president, James Tan Tien Chong, while UTAR was represented by Vice President for R&D and Commercialisation Prof Ir Dr Lee Sze Wei. Invited as the guest of honour was Member of Parliament for Tebrau YB Senator Khoo Soo Seang.

In addition to Prof Lee, representatives from UTAR’s Faculty of Accountancy and Management (FAM) present were Dean Dr Sia Bee Chuan, Deputy Dean for Student Development and Industrial Training Dr Chong Shyue Chuan, Deputy Dean for R&D and Postgraduate Programmes Dr Kevin Low Lok Teng, Centre for Sustainable Development and Corporate Social Responsibility in Business Chairperson Dr Mohammad Falahat Nejadmahani, Head of Programme on Corporate Governance (Corporate Governance), and MBA (Building Management) Dr Pok Wei Fong, and lecturers Dr Wong Chau and Dr Aye Aye Khin. Also present were Advisor and Founding President of SMEJS Teh Kee Sin, over 40 members of SMEJS, and members of the media.

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“The fact that UTAR offers courses for both Psychology and Business Administration disciplines caught my attention,” replied Koenig.

When prompted with the question of what they hope to learn from this exchange, they shared similar thoughts.

“I wish to learn a few words from each of the Malaysian languages, learn about the cultures and traditions, and interesting inputs from the lecturers,” mused Winkler.

“I hope to gain a lot of new experiences about student life in Malaysia especially a huge university like UTAR as my home university is really small,” said Steffen.

“Through this stay in Malaysia, I hope to improve my English, and gain new cultural experiences,” answered Knoll.

Their first impression of Malaysia is that they found Malaysia to be really hospitable and friendly.

“People here are very nice, caring and welcoming. The landscape is beautiful with lots of jungles and lots of palm trees and the spicy food is delicious,” replied both Koenig and Steffen.
Fourteen students from UTAR Kamper Campus experienced a study tour to Manuel S. Enverga University Foundation (MSEUF) in Lucone City, Philippines from 4 to 10 January 2016. The week-long cultural learning and exploration tour was jointly organised by UTAR and MSEUF following their strong collaborative ties since 2013. On hand to receive the delegates were MSEUF Vice President for Academic Affairs Prof Benilda N. Villenas and Dean of College of Business and Accountancy Assoc Prof Dr Paz L. Bobadmila.

Throughout the week, the UTARians were introduced to a series of city and campus sightseeing tours, short lectures, workshops, as well as other educational activities. The sightseeing tours included the historical Manila Cathedral built in 1571, where the students learnt about its rich history, ornate architecture, and the religious sculptures installed within.

The delegates were also taken on a guided tour around the campus where they were given a glimpse of how tutorial classes are conducted in MSEUF and the opportunity to speak to the academic staff as well as students in classes.

While in the university, the UTAR delegates were also invited to join in an academic research seminar and soft skills training which effectively启发了 the academic sharing and intellectual discussions. The UTAR delegates also had their horizons broadened further during excursions to the Department of Agriculture’s Philippine Fisheries Development Authority where they were briefed on the framework and system of fish distribution in the country. The Central Bank of the Philippines was another place of interest for the delegation where they were accompanied by Dr Paz and learnt about its background, the Philippine peso, its operation, and its role in the country’s economy. The study tour also provided the students with insight into the stimulation and business growth in rural SMEs through a visit to a shoe factory in Liliw, Laguna.

The UTAR students were also accompanied by Dr Paz and learnt about the prevalence of free online content. "I believe that they can access credible and reliable information which often has led to inaccuracies and confusion among readers. Hence, students must be aware that they can access credible and reliable sources like E-papers for valid news, despite the prevalence of free online content," said the lecturer from UiTM Seri Iskandar, who also advised the participants on how to properly enrich their knowledge as they will be assuming the roles of educators in due course.

During the closing ceremony, adjudicator Indrani Sathasivam Pillay complimented the participants for being resourceful and able to present ideas professionally despite the level of difficulty of certain debate topics. "I believe this has been an enriching experience for all. The past two days have certainly made you realise and learn about the importance of teamwork," said the lecturer from UiTM Seri Iskandar, who also advised the participants on how to properly enrich their knowledge as they will be assuming the roles of educators in due course.

Sin Chew E-paper Car Crew visited UTAR Sungai Long Campus for two consecutive Wednesdays on 25 November and 2 December 2015 respectively. Competition head and crew member Vincent Tee Yeu Chinn from Sin Chew Media Corporation Berhad said, “The purpose of our visit to UTAR is to inform our readers, especially the younger generation, about Sin Chew E-paper which allows them to read up and keep updated on current issues using electronic devices.” Comparing the E-paper with news on social media, he explained, “E-paper encompasses reliable and complete news with wide coverage, whereas the latter only entails briefs on selected news.”

The crew’s first visit drew a huge crowd in the campus, leading the crew to revisit UTAR the subsequent week to reach more UTAR students and staff. Goodie bags and prizes such as vouchers and entrance ticket were given away to UTARians who joined in the games and activities.

UTAR President Dr FAS Head of Department of Languages and Linguistics Christina Ong Sook Beng, Assistant Directors of Teacher Education Division (Bahanan Pendidikan Guru, BPG) Azzarina binti Anor Basah, and Rossheta binti Abd Rahman.

The UTAR students were also taken on a guided tour around the campus where they were given a glimpse of how tutorial classes are conducted in MSEUF and the opportunity to speak to the academic staff as well as students in classes.

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Visit to MSEUF study tour

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Visit by Education Bureau of Guizhou

Delegates from the Education Bureau of Guizhou Provincial Government visited UTAR Sungai Long Campus on 14 January 2016. On behalf of the education bureau, they were its Deputy Director Dai Qiping, Director of Technology and Postgraduate Studies Department Xiong Xiong, and Director of Higher Education Department Qiu Jangtao. The visitors also consisted of representatives from Guizhou higher learning institutions: Tongren University President Prof Hou Changlin, Guiyang University Vice President Prof Jiao Yan, and Guizhou Nationalities University Vice President Prof Wei Wei. They were accompanied by China (Guizhou) Malaysia Education Service Centre Head Liu Shujuan, and Malaysia Chinese Association People’s Republic of China Affairs Committee Deputy Secretary General Low Joo Hiap.

The objectives of the visit were to inform UTAR about research and educational development in Guizhou province, as well as the forthcoming China-ASEAN Education Cooperation Week. The visit was also set to foster mutual ties with UTAR through discussions on its founding history, academic features, and development as a non-for-profit university. In view of boosting international academic exchange, it was also held to explore prospective opportunities for exchange programmes, joint research, and postgraduate studies. Besides that, Prof Chuah officially invited Prof Chuan to attend the Ninth China-ASEAN Education Cooperation Week as an initiative to boost effective collaborations with UTAR.

UTAR always seeks to provide quality education to our students from multiple aspects through exchange programmes to broaden their global perspectives and to learn from international peers. This year, we target to expand the international learning platforms by mobilising one thousand students inbound and outbound, respectively.” Prof Chuan announced. In conjunction with the visit, UTAR signed Memoranda of Understanding (MoUs) with Tongren University, Guiyang University, and Guizhou Nationalities University.

Visit by Guin University of Technology

UTAR cordially welcomed delegates from Guin University of Technology (GUT) at the Sungai Long Campus on 8 January 2016. The purpose of the visit was to hold a general discussion for possible collaborations between GUT and UTAR in the future.

The delegates from GUT consisted of Vice President Prof Zeng Fannrong, Faculty of Civil Engineering and Architecture Dean Assoc Prof Xiong Ying, Publicity Department Head Assoc Prof Ye Hao, Student Affairs Director Tang Zhuanlong, and International Office Programme Manager Li Caiyun.

Welcoming them were UTAR Vice President for Internationalisation and Academic Development Prof Dr Ewe Hong Tat, UTAR Institute of Chinese Studies (ICS) Dean Dr Chong Siou Wei, ICS Adjunct Professor Lim Chooi Kwa, and renowned Chinese Calligrapher Prof Zhao Lifin from Shandong Agriculture University, China who is a visiting professor of ICS.

Dato’ Hou emphasised that, “Chinese cultural heritage is a form of soft power that boosts international relations through cultural influence. Practising Chinese calligraphy helps to relieve stress and gives great aesthetic pleasure.” Puan Siti Chelsia Cheng enthused, “It is our pleasure to organise such a meaningful event to encourage admiration of the beauty of Chinese calligraphy.”

“I was very intrigued and captivated by the beauty of calligraphy when I first learnt about the art. I have practised calligraphy for two and a half years in Malaysia and I am very moved by Malaysians’ persistent efforts in promoting calligraphy and their passion towards the culture,” said Urabe Kazuki from Japan.

The top five winners from each category will be invited to attend a four-day calligraphy workshop and awards presentation ceremony at Tsinghua University in Beijing, China in April 2016.
Elsevier Most Cited Article

A research paper by Faculty of Business and Finance (FBF) Senior Lecturers Sim Jia Jia and Garry Tan Wei Han was recently awarded as ‘Most Cited Article’ by the world-leading academic publishing company, Elsevier (USA)’s Telematics and Informatics Journal.

Titled ‘Understanding and Predicting the Motivators of Mobile Music Acceptance - A Multi-stage MRA-Artificial Neural Network Approach’, the paper co-authored with Prof Dr Ooi Keng Boon of UCSI University, Jessica Wong Chew Jia of Linton University College, and Hew Teck Soon of University of Malaya was given the acknowledgement based on the number of Scopus citations from 2010 to 2015.

“The music industry is constantly changing. Our study explains the behaviour of consumers and how they affect the growth of the mobile music industry. We are delighted to have received this recognition and also to contribute to the mobile innovation diffusion process and adoption,” explained Tan.

Telematics and Informatics Journal is currently indexed with Thomson Reuters (ISI); Social Science Citation Index (SSCI); JCR-2014, IF = 1.12.

UTAR President and Council Member awarded

UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Tek and UTAR Council Member Senator Dato’ Dr Hou Kok Chung were awarded the ‘Taiwan Ministry of Education 2nd Class Professional Education Medal’ (台灣教育部二等教學專業獎章) in Taiwan on 20 January 2016.

Dato’ Hou and Prof Chuah together with the former President of Federation of Alumni Association of Taiwan Universities in Malaysia, Yao Teck Kong, were the only three Malaysians selected to receive the award. They were awarded by Taiwan Education Minister Dr Wu Se-Hwa accompanied by Taiwan Ministry of Education Political Deputy Minister Dr Lucila S. Lin. Also present at the award ceremony were former Taiwan Education Ministers Dr Ovid Tseng and Dr Huang Jong-Taun.

The trio was applauded for their immense contribution in stimulating education growth as well as academic ties between Malaysia and Taiwan.

Prof Chuah’s unyielding and proactive efforts in spearheading the communication with the Malaysian Qualifications Agency have been essential in the materialisation of the mutual recognition of joint degrees.

During Dato’ Hou’s tenure as the Deputy Minister of Higher Education, great emphasis was placed on the improvement of Malaysian students affairs management in Taiwan. Dato’ Hou has also been very committed in developing and enhancing the academic collaborations between Malaysia and Taiwan.

According to Taipei Economic and Cultural Office in Malaysia Education Division Director Chu To-Ming, the ‘Taiwan Ministry of Education Professional Education Medal’ is mainly awarded to individuals who have outstanding contribution in promoting and enhancing the development of Taiwan education. Chu added that the medals are only awarded on special occasions and first-time awardees are usually only awarded with a “3rd Class Medal”.

UTAR has had a long standing relationship with over 30 universities in Taiwan. The close ties forged with these reputable universities over the years have spurred a wide spectrum of enriching activities which include staff and students exchanges, joint researches, new village collaborative projects and others.

Recipient of Excellence

Champion at the Surface Artspslosion Challenge

With much delight, Architecture student Yong Song Zhe was crowned champion at the Surface Artspslosion Challenge organized by Microsoft Malaysia at Limkokwing University of Creative Technology from 21 to 26 October 2015. Yong walked away with a Microsoft Surface 3 set, including a Surface pen, and a type cover worth over RM 3,000.

The challenge, open for all undergraduates nationwide, was to design the best tumbler sleeve. Around 80 undergraduates from all around Malaysia took part in the challenge, designing the sleeve based on their own creativity.

The concept of Yong’s design was that though Microsoft is operating in a highly competitive sea, it has proven to be a formidable brand despite the thunderstorms. Yong came up with the concept in a mere 20 minutes.

“I would like to thank Microsoft for awarding me the first prize and I feel truly blessed and fortunate for grabbing this opportunity. Let us strengthen our abilities to make them our talents!” mentioned Yong in sheer delight.

PECIPTA 2015

Their project titled ‘Amphibious Bambo/ Lightweight-Concrete Inflatable Buoyant System to Support Heavy Constructions over Thick Soft Subsoil for Terrestrial Use as well as under and above Water as a Floating Platform for Waterborne Application’ was highly ranked by the judge panel and they were awarded a Silver Medal. The project was also selected to be exhibited at the International Conference and Exposition on Inventions by Institutions of Higher Learning (PECIPTA 2015). Prof Goi and his team won a silver medal for the project titled ‘Bio-Crypto Authentication Solution’. Besides, Dr Low and Dr Tioh also bagged a silver medal with their project titled ‘Amphibious Bamboo/ Lightweight-Concrete Inflatable Buoyant System to Support Heavy Constructions over Thick Soft Subsoil for Terrestrial Use as well as under and above Water as a Floating Platform for Waterborne Application’.
The CNY carnival was officially launched by the Deputy Education Minister of Malaysia Senator Chong Sin Woon, UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik, Sin Chew Media Corp Berhad Chief Operations Officer Tan Chee Yuen, National Kidney Foundation Representative Stephanie Wee, UTAR Vice President for Internationalisation and Academic Development Prof Ir Dr Ewe Hong Tat, and UTAR Vice President for Student Development and Alumni Relations Dr Teh Chee Seng. Also present at the launch were the MY FM crew, and Public Bank representatives Emily Choo and Yip Lin Hoh.

Senator Chong remarked, “Students should develop analytical skills and social awareness through activities such as this in the university to learn soft skills such as leadership, event planning, management, interpersonal communication, and emotional intelligence. These are crucial aptitudes that will enhance your personal development in preparation for career later on.”

Prof Chuah applauded the organising committee’s efforts and said, “As a university in the Sungai Long community, UTAR constantly seeks beacons to boost the spirit of communal harmony. It is truly heartening to know that our students have walked the extra mile to reach out to the communities through community engagements such as this carnival. I am also very proud of our students as they have embraced the Year of the Monkey with such a meaningful gesture of raising charity funds in support of the National Kidney Foundation of Malaysia.”

“The Monsomeness CNY Carnival 2016 is the first UTAR CNY celebration since the consolidation of the UTAR Klang Valley Campuses. I am happy that all the students from the various faculties have now come together under one roof and have worked to make this carnival the most heart-warming celebration of the year. There were many students who volunteered their assistance and I am grateful for their time and efforts,” said Foo Yi Rou, the organising chairperson.

From 4pm to 11pm, a wide array of events were held all around the campus with a fusion of traditional and modern performances including a bazaar. Adding to the festive spirit were demos on Chinese creative arts such as Chinese yo-yo by UTAR Diabolo Team, Chinese Orchestra by the UTAR Music Club, LED Dragon Dance by Persatuan Sukan dan Kebudayaan Ma Ching Ipoh, and the ancient Chinese dramatic art of face mask changing by MRGJC Quest. There were also performances by Yang Wu Martial Arts and Lion Dance, UTAR 24 Festive Drums, World Taekwondo Federation practitioners, and UTAR Wushu Club.

There were also stage performances from Outbac Phoenix, HIM, Fubumomo, Sam Lee, Nerdy Duet, UTAR Sungai Long Dance Club, and T. Bag Band. The visitors to the carnival were also entertained by local celebrities including M-Girls, Chen Han Wei and KidO, Rejuvenate Dance Crew, and Shawn Lee.
Top eight in national Mountain Dew challenge

U TAR students Rishon Shun and Chong Jia Ying emerged as winners of two out of three titles in the Miss Malaysia Tourism Pageant 2015 grand finale held at Shaftsbury Astana, iKASAAS iTech Tower, Cyberjaya on 17 October 2015. Following her crowning as Miss Perak Tourism 2015, Rishon continued to prove her mettle by successfully clinching the Miss Malaysia Tourism Queen of the Year 2015 title. Chong, on the other hand, went on from being Miss Perak Tourism 2015’s Top 5 finalist to the titleholder of Miss Malaysia Tourism Metropolitan 2015.

When asked about what made her stand out in the competition, Rishon, an English Language undergraduate, shared that it was her ability to communicate effectively in English and the confidence to carry herself well. To the 21-year-old, her determination and perseverance throughout the competition may have also been the factors that made her a winner. “It was a good opportunity for all of us to improve our skills,” enthused Yong.

“It was an enjoyable and fun moment for all of us. We didn’t expect that we could manage to reach the final round as we found that there were a lot more skilful players who took part in the competition. Even though we lost in the qualifier round yet we felt proud to be in the top eight among the top 20 teams,” said another participant, Chai.

Mountain Dew’s Challenge 2015 is a digital gaming challenge. The Challenge comprises two games, namely Dota2 for teams of five and Hearthstone for individuals. The RM180,000 pool of prizes given away was the combination of RM150,000 cash prizes for Mountain Dew Dota2 Challenge and RM30,000 cash prizes for Mountain Dew Hearthstone Challenge.

Duo shine in Miss Malaysia Tourism Pageant 2015

According to the duo, while people may perceive the contestants to be enemies with one another, in reality it was the contrary. During the competition, both Rishon and Chong were constantly rooting for each other and looked after each other like twin sisters, reflecting the spirit and bond of UTARians.

Journey to the top 100

Leading speaker inspires at UTAR

Tony Christiansen, a world-leading motivational and inspirational speaker who lost both his legs from a horrific train accident at the tender age of nine presented a talk titled “Your Altitude Determines Your Altitude in Life” on 3 December 2015 at Kampar Campus. Christiansen, 57, was here to share his secrets to overcoming challenges and achieving success. He said, “People should not wait for something to go wrong to decide to make their life the best it could be. I am fortunate, I know so many people that are far worse off than I am but I know many able-bodied people that are far more disabled than I’ll ever be, just based on their attitudes.”

“It’s not what happens to you, it’s what you do about it that makes the difference. Everybody asks me, ‘don’t you have down days?’ My answer to that is, ‘I had a down day, it was in 1972 and it lasted 10 minutes.’ I have a choice when I wake up in the morning where I can have a great day or I can have a crappy day. I choose to have a great day.”

“I actually think that if losing my legs is the worst thing that’s going to happen to me, the rest of my life is going to be great,” he said.

Christiansen was initially not expected to live past the age of 20 as doctors did not believe he could deal with the pressures of life. Instead, he defied all odds with his ever positive attitude and continued to achieve remarkable feats. Among these achievements include being a best-selling author, a world-class athlete and medalist, a motor racing champion, a qualified pilot, a lifeguard, a successful businessman, and even earning a black belt in Taekwondo and climbing Mount Kilimanjaro.
Welcome to our new students

UTAR welcomed more than 800 new students of the 2016 January Intake during orientation which commenced on 10 January 2016.

At the mass call held during orientation, UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik welcomed the new students and inspired them to be diligent in their studies. He encouraged them to participate in the various sports and student club activities for a more meaningful university life. The students were also welcomed by their respective Deans and Heads of Departments.

During orientation, the students were briefed on university policies, rules, procedures, and personal safety. Information on financial assistance including PTPTN loans was also explained. Various briefings on the university’s facilities, curriculum, clubs and societies, events, and others were also held.

Among the activities in the orientation programme are a city tour, a New Village tour, several ice-breaking and team-match activities, a blood donation and healthy lifestyle campaign, a community service project and various talks on adjusting to campus life, study skills and soft skills careers.

“UTAR has established collaborations with many reputable universities and companies which will provide me with international exchange opportunities and internships. The university is also well known and its qualifications are well recognised in the industry. Hence, I chose to study in UTAR,” said Nicholas Phua Cheng Hann who hails from Johor. He is taking a degree in Construction Management.

Foundation in Science student, Wong Mei Keng said, “It is a brand new start for me and I hope to adapt to the new environment and make new friends. There are so many clubs and societies. I hope to participate and gain experiences to learn valuable soft skills as personal development in preparation for my career later on.”

Motivated by the resounding success of former Public Relations (PR) Volunteerism Campaigns held since 2011, 251 UTAR PR undergraduates are reliving their forebears’ volunteerism spirit and legacy with the Grand Opening Ceremony of the PR Campaign 2015/2016: Volunteerism V at UTAR Kampar Campus on 1 February 2016.

Invited to grace the opening ceremony was Deputy Minister of International Trade and Industry YB Senator Dato’ Lee Chee Leong. On hand to receive him were UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik, MPhils, Davrara Kampar (MDkpr) Secretary Nor Amir Yang Ghazali representing Council President Khairul Amir Mohamad Zubir, Dean of Faculty of Arts and Social Science Dr Ali Azalee, and PR Campaign Volunteerism V Main Director Alex Leong Kay Yin.

This year’s campaign constituted of five groups with each championing a sub-theme namely, Depression (D), Recycle (R), Technology Escapism (E), Animal Protection (A), and Malaysian Culture (M), which are collectively known as ‘D.R.E.A.M.’

Prof Chuah remarked, “I am always proud of the past and present PR Campaigns for their effort in benefitting the university students in different ways.” Citing the exemplary achievement by the previous year’s PR Campaign in bagging the much-coveted Bronze Award in the Malaysia PR Awards (MPRA) 2014/2015 for the first time, Prof Chuah encouraged the current campaign’s organising committee to take that as an encouragement for continuous improvement.

Buoyed by UTAR’s commitment to educational excellence over the years, Dato’ Lee said, “I believe UTAR has since gained an excellent momentum in educating its students on the importance of volunteerism, social responsibility, and not to forget event management through the execution of this campaign.”

It was organised by current Second and Third Year Public Relations students. Initiated in 2011, the PR Campaign has since gained a significant annual event at UTAR Kampar Campus.

UTAR Journalism in Chinese Media (JCM) students in the Faculty of Creative Industries launched the official UTAR Chinese news portal ‘U-click’, on 20 January 2016 at the Sunan Long Campus. Present at the U-click news portal launching ceremony were Sin Chew Daily Executive Editor-in-Chief Kukh Cheng Kang, Cari.com.my Daily Executive Editor Tan Soon Kooi, 8TV news anchor Owen Yap, UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik, UTAR Vice President for R&D and Commercialisation Ir Prof Dr Lee Sze Wei, Faculty of Creative Industries Dean Dr Chin Yee Mun, and U-Click Launching Ceremony Organising Chairperson Thong Li Min.

In his speech, Prof Chuah remarked, “The JCM programme was set up in 2011. UTAR is the first private university in Malaysia which offers the Bachelor of Arts (Hons) Journalism in Chinese Media. The university aims to educate our students to be professional and journalist professionals.”

“The U-Click news portal is wholly managed by the JCM students and it is an important learning platform for them to further develop their skills in journalism and ethics. We welcome support from the students, and feedbacks for improvements,” said Wong Chen Vun, the U-Click News portal advisor.

The launch also featured a special dialogue session by guests from three different media platforms; namely, Kuik from printed news, Tan from online news, and Yap from telecast/TV news.

“News must remain unbiased regardless of the journalist’s opinions or personal beliefs. Online media platforms allow two-way communication and encourage more interactions with the audience. Therefore, U-Click journalists can collect information from its readers without bias. The views presented should be fairly comprehensive in reflecting the actual scenarios.”

UTAR welcomed more than 800 new students of the 2016 January Intake during orientation which commenced on 10 January 2016.

At the mass call held during orientation, UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik welcomed the new students and inspired them to be diligent in their studies. He encouraged them to participate in the various sports and student club activities for a more meaningful university life. The students were also welcomed by their respective Deans and Heads of Departments.

During orientation, the students were briefed on university policies, rules, procedures, and personal safety. Information on financial assistance including PTPTN loans was also explained. Various briefings on the university’s facilities, curriculum, clubs and societies, events, and others were also held.

Among the activities in the orientation programme are a city tour, a New Village tour, several ice-breaking and team-match activities, a blood donation and healthy lifestyle campaign, a community service project and various talks on adjusting to campus life, study skills and soft skills careers.

“UTAR has established collaborations with many reputable universities and companies which will provide me with international exchange opportunities and internships. The university is also well known and its qualifications are well recognised in the industry. Hence, I chose to study in UTAR,” said Nicholas Phua Cheng Hann who hails from Johor. He is taking a degree in Construction Management.

Foundation in Science student, Wong Mei Keng said, “It is a brand new start for me and I hope to adapt to the new environment and make new friends. There are so many clubs and societies. I hope to participate and gain experiences to learn valuable soft skills as personal development in preparation for my career later on.”

Motivated by the resounding success of former Public Relations (PR) Volunteerism Campaigns held since 2011, 251 UTAR PR undergraduates are reliving their forebears’ volunteerism spirit and legacy with the Grand Opening Ceremony of the PR Campaign 2015/2016: Volunteerism V at UTAR Kampar Campus on 1 February 2016.

Invited to grace the opening ceremony was Deputy Minister of International Trade and Industry YB Senator Dato’ Lee Chee Leong. On hand to receive him were UTAR President Ir Prof Academician Dato’ Dr Chuah Hean Teik, MPhils, Davrara Kampar (MDkpr) Secretary Nor Amir Yang Ghazali representing Council President Khairul Amir Mohamad Zubir, Dean of Faculty of Arts and Social Science Dr Ali Azalee, and PR Campaign Volunteerism V Main Director Alex Leong Kay Yin.

This year’s campaign constituted of five groups with each championing a sub-theme namely, Depression (D), Recycle (R), Technology Escapism (E), Animal Protection (A), and Malaysian Culture (M), which are collectively known as ‘D.R.E.A.M.’

Prof Chuah remarked, “I am always proud of the past and present PR Campaigns for their effort in benefitting the university students in different ways.” Citing the exemplary achievement by the previous year’s PR Campaign in bagging the much-coveted Bronze Award in the Malaysia PR Awards (MPRA) 2014/2015 for the first time, Prof Chuah encouraged the current campaign’s organising committee to take that as an encouragement for continuous improvement.

Buoyed by UTAR’s commitment to educational excellence over the years, Dato’ Lee said, “I believe UTAR has since gained an excellent momentum in educating its students on the importance of volunteerism, social responsibility, and not to forget event management through the execution of this campaign.”

It was organised by current Second and Third Year Public Relations students. Initiated in 2011, the PR Campaign has since gained a significant annual event at UTAR Kampar Campus.

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NEWS DELIVERED. ACTION TAKEN.
THERE were four workshops on Chinese calligraphy wood carving conducted by the Institute of Chinese Studies (ICS) in SMJK Hua Lian, Taiping on 3 October, Posuad Khidmat Masyarakat Kuala Sepetang, Taiping on 4 October, SMJK Phei Yuan, Kampar on 18 November, and SMJK Choong Hua, Bidor on 21 November 2015.

The workshops, conducted by ICS Deputy Dean for Student Development and Industrial Training Dr Lim Chee Men, aimed to promote the artistry of Chinese calligraphy wood carving and to nurture the talent of the participants through the uniqueness of the art.

Chinese Studies student Tan Jia Ling said, "Dr Lim taught me a lot and I learned different methods of wood carving. I learned to be patient and how to interact with participants from various ages when assisting Dr Lim in wood carving sessions. All these have encouraged me to move forward on my wood carving journey.

Goh Ming Tauey, one of the senior assistants of the workshops, said, "It is a very good opportunity for us to enhance our carving skills and teach participants. The workshops have provided an opportunity for people from all walks of life to learn about the beauty of Chinese traditional arts, which can also cultivate their mindfulness. I hope that such events can be held more often so that Chinese calligraphy wood carving can be promoted to the younger generations."

Lee Jia Ying, another Chinese Studies student, hoped to learn a new skill through participating in the workshop. "After seeing my seniors’ work, I can better appreciate the beauty of the traditional arts. The combination of skillful craftsmanship and the natural beauty of wood breathe new life into the wood. Every single carving, design, and colour imparts a special significance to the wood. It is so amazing!"

The Division of Examinations, Awards and Scholarships (DEAS) in UTAR, held a luncheon for UTAR Scholarship recipients on 28 January 2016 at its Kampar Campus.

A total of 37 scholarship recipients from Kampar Campus, comprising 53 UTAR-UEC Scholarships and four Scholarships for Students from Secondary Schools in Pulau Ketam and other disadvantaged areas, joined the luncheon held in the presence of UTAR Council Chairman Tun Dr Ling Liong Sik.

"Today is a celebration of your achievements in school; you understand that education is the way forward in today’s highly globalised world. UTAR is proud to reward you for your tireless effort, with hopes that you will contribute to society with the knowledge you gain here," said Tun Ling.

During his speech, Tun Ling encouraged and urged all the students to master English as it is an important language of knowledge. He added, "English is an important language for your career development. It will enhance your competencies in many areas." He also shared his own experiences of being non-conversant in Mandarin which led him to proactively learn how to speak the language in order to better communicate with the community during his tenure as the Malaysian Chinese Association (MCA) president.

In his speech, Prof Chuah encouraged the students to study hard to live up to the expectation of the donors and to soar high. He also advised the students to seek knowledge and be analytical in their approach so that they could use the skills and knowledge learnt in their careers. He also cited the example of some alumni being successfully hired by Huawei UAE for their bilingualism and communication skills.

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As of December 2015, the university has awarded UTAR-UEC Scholarship for Top Achievers, UTAR Sports and Talent Scholarship, UTAR-Nanyang Education Scholarship, UTAR-Sin Chew Daily Scholarship, UTAR-The Star Education Fund Scholarship, UTAR-Teach For Malaysia Scholarship, UTAR-Royal Military College Scholarship and many others including sponsorships by organisations.

Also present at the luncheon session were UTAR representatives comprising Planning and Development Committee Advisor Tan Sri Hew See Tong, Vice President for Internationalisation and Academic Development Prof Ir Dr Ewe Hong Tat, Vice President for R&D and Commercialisation Prof Ir Dr Lee Sze Wei, Vice President for Student Development and Alumni Relations Assoc Prof Dr Teh Chee Seng, Deans, Head of Departments, staff, and students.

Since its inception, UTAR has set up scholarships and interest-free student loans as financial assistance to deserving students.

The following are more scholarships offered by UTAR to needy students: UTAR Scholarship for Top Achievers, UTAR Sports and Talent Scholarship, UTAR-Nanyang Education Scholarship, UTAR-Sin Chew Daily Scholarship, UTAR-The Star Education Fund Scholarship, UTAR-Teach For Malaysia Scholarship, UTAR-Royal Military College Scholarship and many others including sponsorships by organisations.
拉曼大学中华研究院于2016年2月24日在金宝校区举办了一场别开生面的“中国茶文艺品茗交流会”，吸引了逾40师生的踊跃参与。

这项品茗交流会由中华研究院、中茶国际以及竹林缘茶馆联合举办，中华研究院负责安排及提供场地、中茶负责提供茶及竹林缘茶馆负责提供茶具。现场更有中茶国际茶业公司茶艺师符一飞、竹林缘茶馆东主林建雄以及中华研究院副院长黄文斌副教授为与会者示范沏茶。三位示范者分别沏了普洱茶、铁观音和六堡茶，供与会者品茗。

中华研究院院长张晓威副教授致词时表示，“茶可吃也可喝，对身体也起了很好的保健作用，更重要的是好的茶，就像品质好的咖啡，不需要添加任何的糖、奶等物，就已经非常适合饮用。”借助于师生们对品茗交流会的热烈反应，他呼吁有志者们一同成立茶艺社，让品茗文化在拉曼大学发展开来。

黄副院长致词时表示，“大马常年如夏，恒温恒湿的稳定状态非常符合藏茶的绝佳条件，而全马收集普洱茶最好的地方恰好也是霹雳州，寄望有山有水的金宝在未来也能够成为收藏普洱茶的好地方。”他补充，“中茶更到访金马仑进行了茶叶化验，化验结果显示金马仑的茶叶非常有潜质发展成红茶。以人民的健康及推展区域的经济前提出发，培植茶叶的确是个可行的计划。”

茶艺师符一飞为与会者进行了中茶简介、茶在中国的历史背景，以及如何区分绿、黄、白、青、红、黑六大茶类。她也为与会者一一解说生、熟、老茶的特征、功能、收藏方法等，让众人受益匪浅。

在随后的沏茶环节中，符一飞在沏普洱茶时，逐一讲解与示范茶叶的量取、温壶、温杯、置茶、洗茶等。林建雄在沏泡铁观音茶的时候，也为与会者讲解了铁观音茶的性质以及沏茶所用之水质的重要性。最后，轮到黄副院长沏泡的六堡茶登场。他讲述了六堡茶在霹雳州盛行的渊源，以及六堡茶的清热、解暑保健功能。沏茶师们和与会者边饮茶边交流，让众人对品茗文化有更深入的了解。

赵立新谈中国书法和绘画之共性

自中国的著名书法家赵立新教授于2016年1月22日应拉曼大学中华研究中心之邀到拉曼大学金宝校区，为拉曼大学的师生主讲了以“中国书法与绘画之共性”为题的讲座。赵教授目前也是拉曼大学中华研究院的客座教授。

席间嘉宾有拉曼大学校长拿督蔡贤德高级院士、中华研究院院长张晓威副教授、副院长黄文斌副教授、林志敏博士、客卿教授拿督林水ᐡ教授、会馆和学校代表、书法爱好者、中华研究院和其他院系的教职员等。

主持人黄文斌副院长在为主讲人进行简介的时候，赞扬赵教授是个“通”很多的人，“赵教授擅长各种书法体，如草、隶、甲骨、金文、小篆、行书，书体全面、精到，各具特色。”

赵教授为与会者讲解了“书画同源”和两者之间的密切关系。另外，他也通过(一) 中国书法与绘画同质、(二) 异形同质、(三) 相同的经营位置原则、(四) 相同的审美意象以及(五) 相同的审美意象以及(六) 相同的审美意象六个方面来让与会者对中国书法与绘画的共性有更进一步的了解，他强调，“中国书法作品，不仅仅是一种视觉的美，更是作者心灵的幻化，承载着作者的思想和审美意象。”

随后的交流环节中，赵教授和与会者交流甚欢，一同探讨了文化书法、意象、气韵的内涵，以及书法的实用性等话题。演讲后，赵教授为与会者签名留念，并展示了他的书法作品，非常受与会者欢迎。
Seramai 207 orang pelajar UTAR dari Kampus Kampar telah menganjurkan sebuah aktiviti tahunan bertajuk, Malam Kebudayaan Antarabangsa bertempat di Kampung Baru Timah pada 22 November 2015.

Bertemakan ‘Every Magical Momentz International Cultural Night 2015’, malam tersebut merupakan satu acara yang menyeronokkan dalam sambutan serta persembahan kebudayaan bagi mereka. Dihadiri lebih kurang 150 orang tetamu, malam kebudayaan tersebut diakhiri dengan pelbagai persembahan kebudayaan oleh pelajar-pelajar UTAR. Malam kebudayaan tersebut bermula dengan sejumlah persembahan khas oleh pelajar-pelajar UTAR.

Dianjurkan oleh pelajar-pelajar yang mengambil mata pelajaran ko-kurikulum, projek Kesenian dan Persembahan Kebudayaan di bawah naungan Jabatan Kemahiran Insaniah Kompetensi UTAR, projek ini bertujuan untuk mendedahkan pelbagai tradisi dan pengaruh budaya Malaysia yang berlainan kepada komuniti UTAR serta para penduduk di sekitar kampung-kampung baru. Selain aspek kepelbagaian budaya di Malaysia, malam kebudayaan ini juga bermula dengan menyembah pengetahuan tradisi dan kebudayaan negara lain melalui persembahan yang disampaikan oleh pelajar-pelajar antarabangsa UTAR yang datang dari negara-negara yang lain.

Timbalan Menteri Perdagangan Antarabangsa dan Industri Senator Dato’ Lee Chee Long, memberikan ucapan pembukaan beliau yang menekankan prinsip dan visi UTAR yang ingin membuka perubahan dan tradisi global secara terbuka kepada pelajar-pelajar, pihak fakulti, masyarakat serta ekonomi. Manakala, Pengerusi Penganjur Tan Zhi Yin pula menyampaikan ucapan terima kasih kepada para tetamu yang suki hadir serta sokongan yang diberikan.

Pelajar-program pengajian Sains Pertanian itu juga memperkenalkan matlamat program kebudayaan tersebut dengan menyatakan bahawa ia bertujuan memupuk semangat perpaduan serta menggalakkan kepelbagaian budaya masyarakat Malaysia dan negara lain.

Aktiviti malam kebudayaan tersebut juga dihadiri oleh Naib Presiden UTAR (Pembangunan Pelajar dan Hubungan Alumni) Prof Madya Dr Teh Chee Seng, Pengerusi MCA Cawangan Kampung Timah Tham Cheng Soon, Guru Besar SJK (C) Kampung Timah Lee Fong Foon, kakitangan UTAR, para pelajar dan orang awam.

Malam yang meriah tersebut mempersembahkan lebih 20 persembahan kebudayaan. Sebagai tanda kenangan, pelajar-pelajar UTAR juga telah melakarkan sebahagian ukiran mural yang menerangkan konsep 1Malaysia di salah sebuah bangunan SJK (C) Kampung Timah.