

Synthesis

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SPECIAL HIGHLIGHT

Malay
Heritage Museum

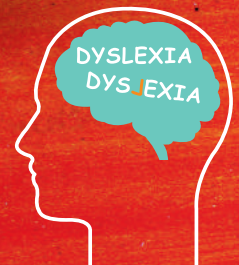


Language, Communication and Culture

Research Personality

Assoc. Prof. Dr. Siti Zobidah Omar

REACHING
OUT



DYSLEXIA KNOWLEDGE
TRANSFER PROGRAMME

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 - Interaksi Sosial dalam Penyampaian Cerita Rakyat Melayu



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COMMUNICATION has existed since the beginning of mankind, but it was not until the 20th century that people began to study the process. Language is central within a cultural system, shapes speakers' different assumptions and world views, and is key to communication. It is no doubt that communication plays a very important role in everyone's life as it can act as a source of information, help people to socialise, and alter an individual's attitude. Communication and other social sciences researchers draw on each other's works to study language and culture. During the European Middle Ages and Renaissance period, grammar, rhetoric, and logic constituted the entire trivium, which is the base of the system of classical learning in Europe. The use of various research methods and theoretical frameworks has also resulted in a rich interdisciplinary nature of the work. Therefore, the main goal of this issue is to sketch the negotiations of the areas, and the study of language and culture in the communication disciplines among our researchers.

The articles in this issue are divided into nine sections and dealing with the relationships between language, communication and culture. Discussion on Communication highlights media studies and campaign. The Cover Story features the Malaysia-Europe media negotiation on the palm oil crisis. Despite the enormous benefits of palm oil industry in Europe, several issues are being portrayed negatively in the media with significant impact on the development of the industry. The issues include, health, biodiversity, carbon emission, deforestation, price instability, smear campaign from importing countries, tariff and non-tariff trade barriers, and competition from other palm oil-producing countries. Therefore, identifying specific communication strategies and contents are crucial in disseminating our arguments in Europe to penetrate their media, non-governmental organisations, government bodies and politicians, and to make our case on palm oil heard, loud and clear.

The language studies section highlights great 'innovations' to cater for special needs derived from language-related studies. Lajur Ampuh Membaca Bahasa Melayu (LAMB) is an innovative teaching aid for the basic learning in the Malay language. LAMB was created and produced to solve the inability to read in the Malay language among students. Learning the Malay language is also made fun

and interesting for dyslexic children through a special mobile application called DyslexiaBelajar. This learning style employs the learners' visual, auditory, and kinesthetic sensory experiences and improves their mind-mapping abilities. Another successfully commercialised innovation is "Star Kit: Storytelling Augmented Reality Kit". It is an interactive package to help children tell stories for a holistic development of a child. It comprises of printed books, paper figurines and printed board with trackers and grid for Augmented Reality (AR) app to be displayed and recorded on tablets or smartphones. Images of children story-telling can then be transmitted to computer screens, tablets and smartphone.

Universiti Putra Malaysia (UPM) is also 'Reaching Out' to the society by spreading language awareness and transferring knowledge, as through a language carnival conducted in the Sultan Alam Shah School in Putrajaya and also a program called "Transformasi Ilmu Disleksia" which was conducted in Sepang. Read on to find out more.

This issue also highlights interesting coverage on cultural initiatives and innovation. The element of Islamic culture is successfully integrated into architecture designs by Warisan Alam Budaya & Reka Bentuk Islam (WARIS), a Research Group that focus specifically on the culture and heritage of Islamic design. WARIS was founded in 2013. It is responsible to systematically document, analyse and disseminate the intrinsic quality of our authentic culture and fragile heritage as a lesson to be reconstructed in our modern and contemporary culture and community. Another interesting heritage documentation is featured in the 'Special Highlights' section, the Museum Warisan Melayu. It features the uniqueness of the Malay heritage with its outstanding collection of textiles, apparel, weapons and household equipments. The museum, located within the compounds of UPM, also has four traditional Malay houses aged about 100 years old, which allows visitors to explore and learn about Malay craftsmanship and architecture.

Our culture, our traditions, our languages are the foundations upon which we build our identity. We hope everyone enjoyed reading this edition, as much as we enjoyed bringing this edition to fruition. Read on and enjoy the journey through language, communication and culture.

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Enhancing Market Access of Malaysian Palm Oil Exports *through* Advocacy and Communication Strategies

Malaysia is the second biggest producer of palm oil and palm oil products in the world and the country's economy is heavily dependent on this industry. Despite its impressive performance, the palm oil industry is facing several problems and challenges that will affect its global market position. The challenges at the international level, among others, are market penetration and restriction due to the health concern, environmental issues, climate change, export competitiveness, price instability, and tariff and non-tariff trade barriers.

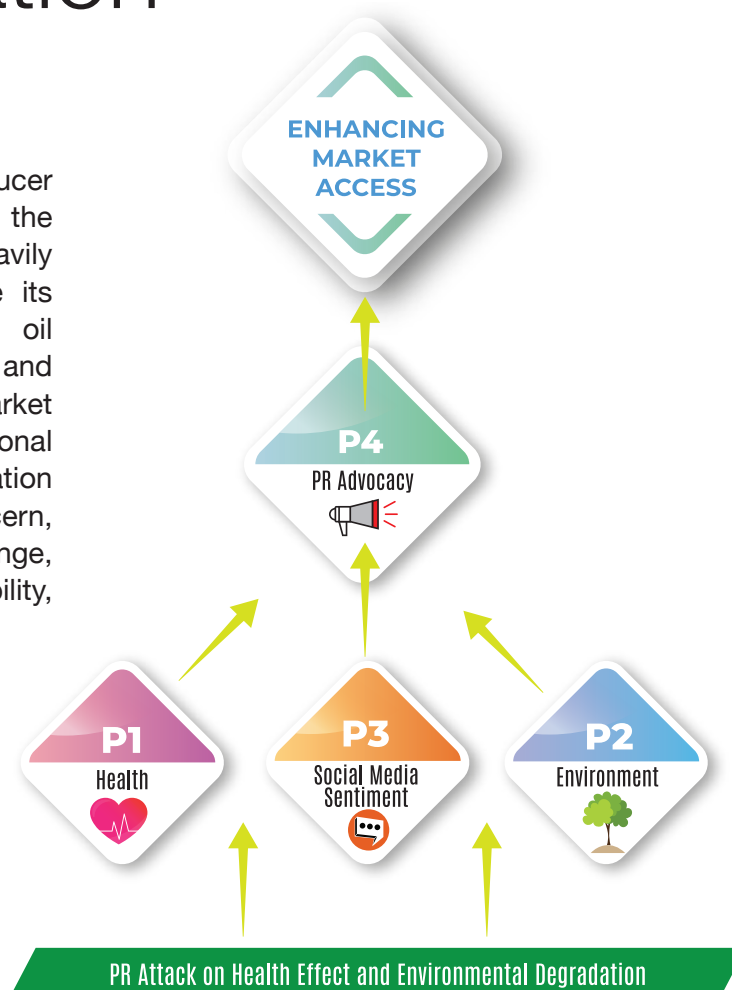
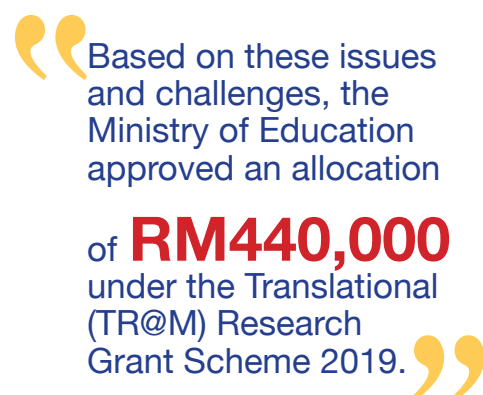


Figure 1 Proposed Research Program and Projects



Based on these issues and challenges, the Ministry of Education approved an allocation of RM440,000 under the Translational (TR@M) Research Grant Scheme 2019. The research program entitled “Enhancing Market Access of Malaysian Palm Oil through Advocacy and Communication Strategies” is to identify and determine issues and advocating communication strategies in enhancing the market access of palm oil. The expected

The research programme is led by Prof. Datuk Dr. Mad Nasir Shamsudin. This project was conducted from July to December 2019, and consists of four projects to address the above issues as shown in Figure 1.

Cover Story



1. **Project 1:** Neuroprotection and Nutrigenomic Basis of Palm Oil Intake among Middle to Aged Malaysians. Allocation: RM60,000. Leader: Prof. Dr. Maznah Ismail from Universiti Putra Malaysia
2. **Project 2:** Improving Consumers' Knowledge and Perception of Sustainable Palm Oil Production for Biodiversity Conservation. Allocation: RM200,000. Leader: Prof. Dr. Shahrul Anuar Mohd Sah from Universiti Sains Malaysia
3. **Project 3:** Predictive Analytics using Sentiment Analysis in Social Media: A Big Data Approach to Persuasive Communications in Social Media Intelligence of Palm Oil. Allocation: RM80,000. Leader: Prof. Dr. Khong Kok Wei from Taylor's University
4. **Project 4:** Strategies on Public Relation Advocacy on Global Palm Oil Challenges. Allocation: RM100,000. Leader: Dr Rosmiza Bidin from Universiti Putra Malaysia.

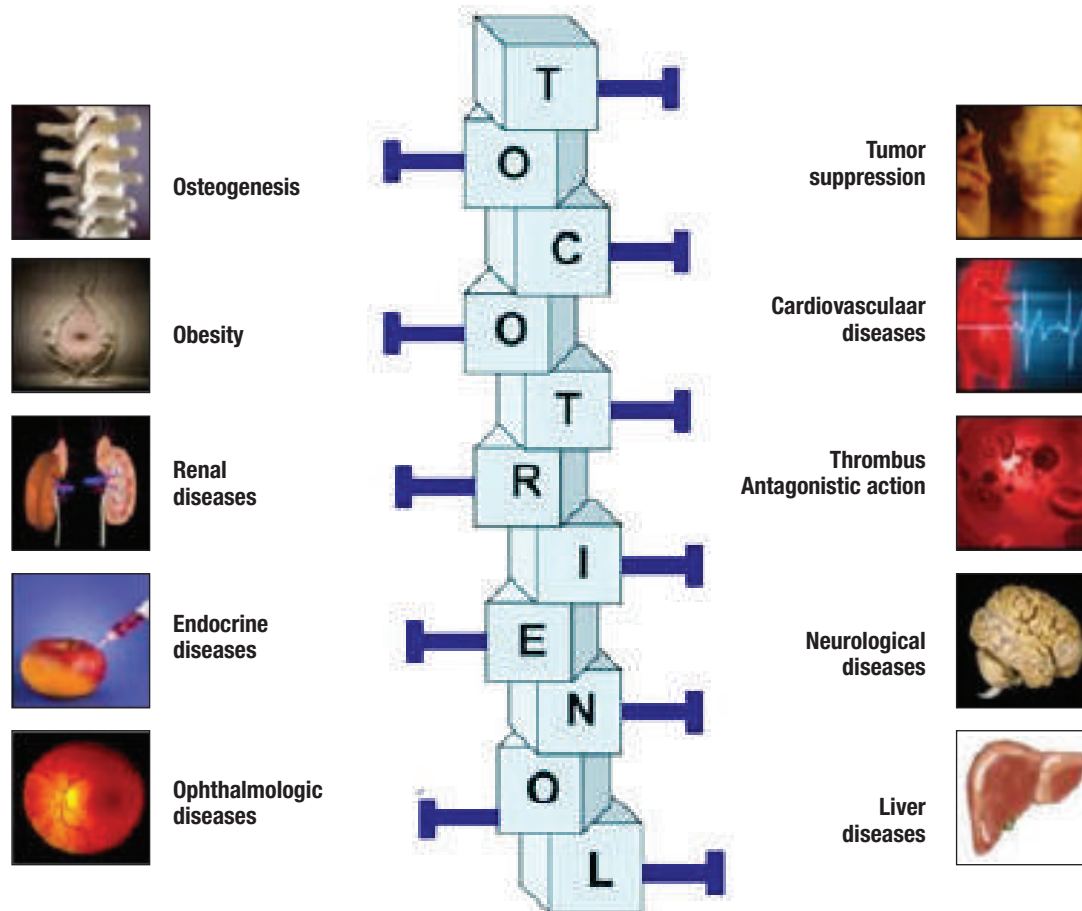
“A thematic based sentiment analysis mechanism, knowledge in using the hybrid approach where subject-matter and contextual-matter are applied in addition to the statistical approaches to best classify textual information for the sentiment, Social media intelligence of palm oil-based products.”

To achieve the objectives, two projects to enhance consumers' awareness, understanding and perception of 1) palm oil health benefits; and 2) sustainable palm oil production for biological conservation were conducted. This would result in the right advocacy communication content strategy. The third sub-project systematically analyse the perceptions on the prospect of using palm oil in their daily lives. These public perceptions can be modelled and predicted via the use of sentiment analysis, where significant behavioural influences of sentiments which can help companies and government agencies formulate strategies and policies. The last project, Project 4, used the outputs of the preceding three projects in addition to the stakeholder analysis to formulate advocating communication strategies to counter the PR attacks and to enhance the market access of the Malaysian palm oil exports.

Data were collected from a systematic literature review to identify relevant literature from the sentiment analysis of social media, quantitative surveys and from the qualitative interviews and focus group discussions conducted in Paris, Vienna and Amsterdam. The planned outcomes of this study are:

Ten academic publications in ISI indexed journals, Video for consumer awareness which series of 3-4-minute films and posters to raise awareness for public distribution through social media, as well as local and international broadcasting partners, especially targeted towards an international audience in countries that currently propose boycotting palm oil.





Pharmacological effects of tocotrienols in various pathophysiological disorders

Aggarwal, B. B., Sundaram, C., Prasad, S., & Kannapan, R. (2010).
 Tocotrienols, the vitamin E of the 21st century: Its potential against cancer and other chronic diseases.
 Biochemical pharmacology, 80(11), 1613-1631.

Posters for consumer awareness, Colloquium, a set of geospatial databases on temporal data and land-use changes of forested area into oil palm plantation. Emissions estimates on CO₂, NO_x and VOCs from oil palm plantation.

A comprehensive and updated spatial analysis on land use and land cover change due to oil palm that will be highlighted in the media campaign and published as an ISI article.

A thematic based sentiment analysis mechanism, knowledge in using the hybrid approach where subject-matter and contextual-matter are applied in addition to the

statistical approaches to best classify textual information for the sentiment, Social media intelligence of palm oil-based products.

Comparisons of prior and subsequent sentiments of palm oil. Comparable sentiments of palm oil to soybean oil, The Pre-Implementation Plan, which consists of training modules and sessions for local as well as international advocates, Communication Implementation Plan, which consists of a detailed media plan, pre-action plan, and evaluation plan.



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 Prof. Dr. Maznah Ismail

Warisan Alam Budaya & Reka Bentuk Islam



WARIS Research Group was established in 2013 by a group of academicians who have the passion to work and research on preserving the built environmental heritage. They named themselves as the Cultural and Heritage Research Groups (CHRG). This research group initially involved two lecturers from the Department of Architecture and three lecturers from the Landscape Architecture Department in the Faculty of Design and Architecture, Universiti Putra Malaysia. CHRG is among the pioneers to actively stimulate research and knowledge management on Malaysian Culture and Heritage in UPM. In 2015, this group underwent a re-branding and strategising effort, with bigger responsibilities and excitement to move forward in the local and international level.

This fresh and innovative re-branding process also welcomes another two new members from the Department of Industrial Design, FRSB. A total of seven multi-disciplinary members are now proud to be known as the member of WARIS Research Group. WARIS is the acronym of “Warisan Alam Budaya dan Rekabentuk Islam”, reflecting our passion and motivation in culture and heritage studies. WARIS Research Group is responsible to systematically document, analyse and disseminate the intrinsic quality of

the authentic culture and fragile heritage as a lesson to be reconstructed in the modern and contemporary culture and community.

The International ISI & Scopus Index Conference on Science, Engineering and Built Environment (ICSEBS) 2014 in Denpasar, Bali was the event that brought these seven researchers to work together until today. The collaboration and working spirit between FRSB UPM and The Universiti Negeri Maulana Malik Malang, Indonesia encouraged WARIS to continue with the effort of curating the ICSEBS 2015. This conference was organised in Malang, Indonesia with more collaborators from universities in Malaysia and Indonesia. 2016 had been great with the 3rd synergy of organising ICSEBS2016 in Bandung, Indonesia. This time, WARIS was approached by the University of TELKOM, Bandung to organise ICSEBS2016 when they learned about the success of the two previous ICSEBS. In total, ICSEBS had been successful in publishing more than 500 ISI and Scopus papers for their participants over the past three years.

The spirit of working together motivated the seven researchers to obtain more research grants from the Malaysian Education Ministry and UPM, making them the largest recipients of research grant amounting to RM2 million. The group published 170 ISI and Scopus papers and 6 books up until 2019. These research grants are on the Malay Heritage and Conservation Studies, Traditional and Vernacular Architecture, Cultural Landscape, Islamic Design, Bamboo Design and Furniture, Cultural Textile

and Industrial Design themes. With these research grants and other funding facilities, WARIS has nurtured approximately 70 postgraduate students to date.

A few of the WARIS Alumni are now academicians in the International Islamic University of Malaysia (UIAM), Universiti Pendidikan Sultan Idris (UPSI), and Universiti Malaysia Kelantan (UMK). Some went back to their home universities and become respected researchers. Some highlights of the success of WARIS members; Assoc. Prof. Dr. Nangkula Utaberta, as the recipient of Anugerah Akademik Negara in 2015 and 2016 for Book Publication. Dr. Mohd Yazid Mohd Yunos, the recipient of Anugerah Akademik UPM in 2017 for Research Excellence. Five of WARIS Research Projects won the prestigious Malaysia Landscape Architecture Award (Research Category) in 2014, 2015, 2016, 2017 and 2018.



member of the Architecture and Landscape Committee of the Jabatan Warisan Negara Malaysia. Assoc. Prof. LAR Dr. Nor Atiah Ismail, Dr. Mohd Yazid Mohd Yunos, and Assoc. Dr. Noor Fazamimah Mohd Ariffin and Assoc. Prof. Dr. Nangkula Utaberta represented Malaysia for the IFLA-ICOMOS at the International level. Prof. Dr. Khairul Aidil Azlin Abd. Rahman is the Malaysian Association of Industrial Designers (PEREKA) President of Malaysia and Assoc. Prof. Dr. Sumarni Ismail is currently elected as the Secretary-General of Yayasan Ikhlas of Malaysia. Dr. Nazliana Shaari has won numbers of prestigious awards nationally and internationally with her work on cultural textile innovation.

At the same time, WARIS is greatly involved in community projects that connect them to communities of all ages. Between 2015 to 2018, WARIS introduced the Free Design Projects to help the public to build mosques, schools and houses. The Bah Kuning 2014 in Kelantan projects drove WARIS closer, and to give back to the community. Currently, WARIS is in close collaboration with the Perak State Park Corporation, the Perak Tourism, Art and Culture, and City council Ipoh, working towards the Community Capacity Building at Royal Belum, Forest Reserve, Perak (prior to Royal Belum being recognised by UNESCO as a World Heritage Site). WARIS believed that education is the beacon of a community, and education shapes social values, cultural heritage. Ultimately, education helped to shape a sustainable living

Professionally, WARIS members are the members of the International Federation of Landscape Architects (IFLA), with Assoc. Prof. LAR Dr. Nor Atiah Ismail representing Malaysia in the IFLA World Council meeting. She is also the Vice President of the Institute of Landscape Architects Malaysia from 2018 to 2020. She has recently been appointed as the



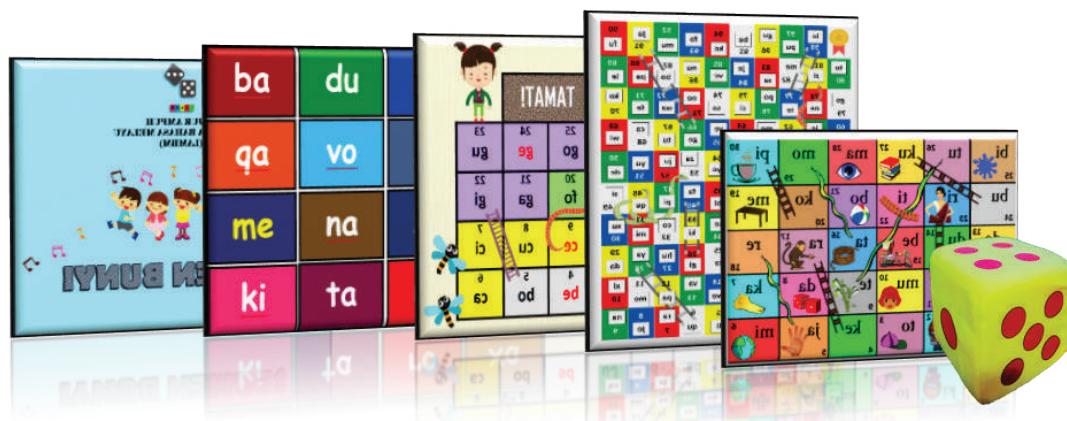
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LAJUR AMPUH

Membaca Bahasa Melayu (LAMBM): Innovative approach to facilitate the learning of Malay Language



“*Lajur Ampuh Membaca Bahasa Melayu*” (LAMBM) was invented to help students, especially pre-school pupils in mastering the 3M skills in learning (pronounce, spell and read) the Malay language with ease. The product was invented due to the rising rate of illiteracy and the difficulties faced by pupils to read in Malay. The process of implementing and shaping this innovation was supported by the Design and Development Research (DDR) approach, QAIT Model by Slavin (1994) and ARCS Motivation Model by Keller (1988).

This syllabus-based learning approach comprises of five learning techniques in the form of games as teaching aids, namely sound segments, syllabus cards, syllabus basic board, syllabus reinforcement boards and syllabic posters. Each instrument has a level of reading mastery starting with the introduction of consonants and vowel letters, the pronunciation of letters, reading the syllables, forming a combination of two syllables, syllable recovery, syllable strengthening and syllable enrichment. LAMBM products were created through the existing knowledge elements in the form of games and have a reward system that allows students to actively engage until LAMBM becomes user-friendly. This product has been through several trial phases in several schools and among

Malay language subject teachers. Furthermore, the experimental use of LAMBM in schools represents an innovation in the teaching and learning process of the 21st century. Overall, interviews and teachers' feedback indicate that LAMBM innovation can improve students' individual and group engagement levels so that weaker students are more actively involved in the game while also improving their learning skills. Throughout the development of this innovative product, the researchers have actively participated in research and development exhibition and competitions to further establish this product. The product has won awards, namely 4-Star Innovation Award at Selangor Innovation Awards (AINS), silver and bronze medals for other exhibitions. LAMBM is expected to be marketed to government and private schools, preschools and public and private universities. At the moment, LAMBM is in the packaging and design process for commercialisation.



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Dyslexiabelajar: Malay Language Mobile App for Dyslexic Children

According to the International Dyslexia Association, dyslexia occurs in at least one in 10 people, putting more than 700 million children and adults worldwide at risk of life-long illiteracy and social exclusion. Children with dyslexia are found to have significant difficulty in language processing skills that affects reading, writing, speaking and listening. They have problems processing the information they see when looking at a word.

Children require multisensory learning stimulus that involves the use of visual, auditory, and kinesthetic-tactile pathways simultaneously to enhance memory and learning of written language. Often, children rely heavily on teacher's support as they need one-on-one help so that they can move forward at their own pace. Also, children in rural and remote regions are reported to have limited access to educational resources. Thus, teaching children with dyslexia is a complex, challenging and demanding



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task. Therefore, we have developed DisleksiaBelajar application using state of the art technologies that include mobile ubiquitous cloud, embodied interaction, augmented reality and machine learning for children with dyslexia (aged 7 – 12 years) in primary schools to learn the Malay language. The Malay language is one of the core subjects in the Malaysian primary education syllabus. Good grasp of the language is crucial as a basis to achieve success in other learning processes. The work is carried out using a user-centred design approach that involves higher participation from the students, teachers, and experts to identify the requirements that fit the Malaysian context. As a result, DisleksiaBelajar aims to improve the learning engagement and experience for the children. This is done by implementing dyslexia-friendly and interactive user interface design, integration of various multimodality and assisting the children on an as-needed basis, and increase the level of accessibility.

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- Assoc. Prof. Dr. Sa'adah Hassan
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- Dr. Noridayu Manshor
- Chan Kai Fung
- Siti Nurliana Jamali
- Siti Suhaila Abdul Hamid
- Muhamad Sufri Muhammad

Star Kit: Storytelling Augmented REALITY KIT



Story Telling Augment Reality (STAR) Kit is an interactive package to help children tell stories for the holistic development of a child. Design is based on a copyrighted theoretical NormaTM Engagement Multimedia Design (NEMD) Model. STAR Kit in a box comprises of printed books, paper figurines and printed board with trackers and grid for Augmented Reality (AR) app to be displayed and recorded on tablets or smartphones. Images of children storytelling can be transmitted to computer screens, tablets, and smartphones.

The main objective of this product is to inculcate moral values from interactive and immersive storytelling activities. This product includes the elements of gamification that children need in their learning materials and helps them improve their communication skills, language as well as to highlight their creativity and thinking skills.

All features in this kit will enable children to express themselves confidently in a scenario created by them

and their parents and teachers. This is to instil bonding sessions lacking in today's immersive technology which only promote solidarity play.

STAR KIT is a hybrid technology, a combination of paper-based and augmented reality technology. The design of the STAR KIT enables users to use the kit with or without technology. This product is an educational kit that can be adapted to any constraint, and both environmental and technological limitation. Due to this, STAR kit can be used as an educational tool in both urban and rural settings.



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Assoc. Prof. Dr. Siti Zobidah Omar

Her journey begins in 2001 when she became a senior lecturer in the Department of Communication at the Faculty of Modern Languages and Communication, UPM after receiving her PhD in the same year at the University of Birmingham, United Kingdom. Dr. Siti Zobidah did her degree in Mass Communication (Journalism) at the Universiti Teknologi MARA in 1986 and her Master of Arts (Communication Technology and Policy) at Macquarie University Sydney, Australia in 1992. After six years of working at the department as a senior lecturer, she was later appointed as the head of the Department of Communication at the Faculty of Modern Languages and Communication.



Three years after that in 2001, she became the head of the Laboratory of Cyber Generation at the Institute for Social Science Studies (IPSAS), UPM. Later in 2016, she was appointed the Deputy Director at IPSAS, UPM. Currently, she is the Deputy Dean for Graduates and Internationalisation at the Faculty of Modern Languages and Communication since September 2019.

With almost two decades of teaching and research experiences, Assoc. Prof. Dr. Siti Zobidah is an expert in the field of Mass Communication with a focus on Information and Communications Technology (ICT) usage. She is currently into cyber awareness and securities research. She is also interested in the New Media Technology, media communication, culture, gender and qualitative research.

How would you describe yourself as a researcher and what motivates you?

As a researcher, my passion in conducting research is what really motivates me, I really enjoy doing research, particularly in my area, media communication, specifically on ICT usage.

I have interest in the various issues on ICT usage, such as ICT usage among youth in rural area, rural development, women, health education, well being and currently my research is on cyber awareness and security among the user, particularly youths.

I would like to see how youths in the rural area in general, use the ICT, how they make use of this ICT to communicate, what are the things that they communicated, how does ICT transform their life, how does ICT contributed to the positive development of youths and so on.

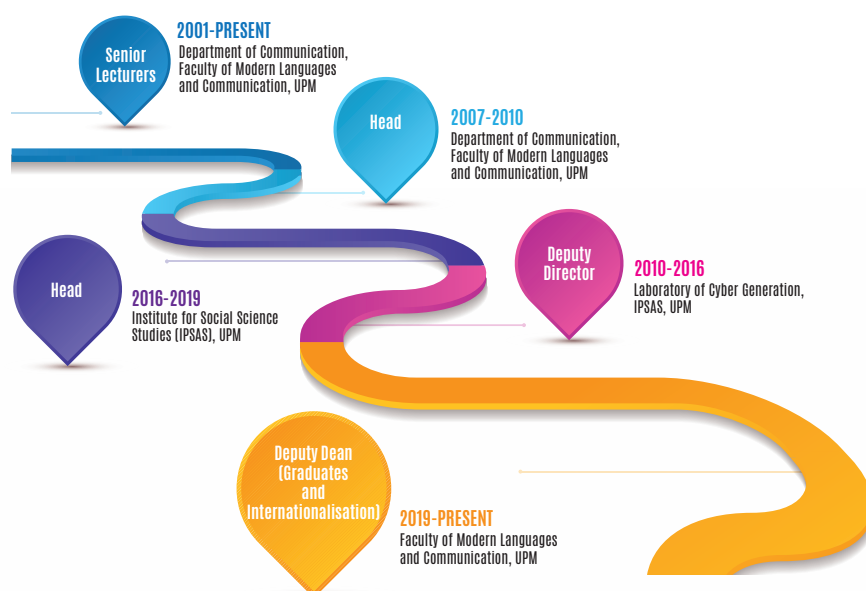
Nowadays, ICT is one of the contributing factors to the economic growth, especially for the young generation. The younger generation is very technology savvy. They can transform themselves into a well-known or established successful businessman or businesswoman. If given the right push, they are more adventurous and creative in using this technology. They make use of this technology to increase their knowledge, awareness, and to share their ideas with other members in the family and peer group and transform this information for benefit of the community and business. Apart from that, what happen around me, also motivates me to do more research in this field.

What is the most significant contribution you made to the UPM in terms of research and innovation?

We have managed to have collaborations with



Research Personality



who had graduated, they still keep in touch with me, to develop further research collaboration either at local or international levels.

Most challenging/toughest situation

My challenge is to get a grant where you need to compete with others. You worked so hard in preparing your proposal that sometimes you could not predict whether you can get it or not. Further, handling a large research group could be another challenge especially with deadlines to meet. However, these challenges could be overcome when you have a good communication with members in a group.

From your perspective, what are the problems you see working in this field?

From my perspective, one's attitude is the most important things in handling problems or challenges, especially in perceiving certain problems and task. Sometimes problem is change into an opportunity. If we see the problem as something negative, we will be sending a negative vibe to our circle.

In fact, from my experience, everywhere you go, problem will always be there. The most important thing is how you could manage the problem, set up your priority and be positive, especially when it come working in a group or in a team. In a way, it teaches you how to be a leader, how to manage people and time, and this is where you have to apply your communication skill to tackle the situation.

What kinds of expectation do you have for academicians pursuing a career in this field?

To me as an academicians pursuing a career in this field, I have to know my

local and international companies. For example, we have made collaboration with *Amanah Ikhtiar Malaysia* (AIM), Malaysia Digital Economy Corporation (MDEC), Government of Selangor (SUK), and *Yayasan Basmi Kemiskinan* (YBK) and others. At international level, we are collaborating with Qualcomm, a company based in the United States, collaboration with Korean Youth Development center and others. Apart from that, we managed to patent an instrument on measuring an index of individual well-being.

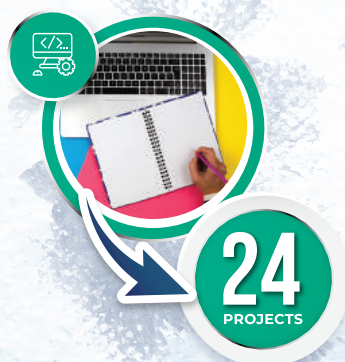
What is your most recent research project? How many projects you've successfully managed and which project you find interesting?

My recent project is on cyber security awareness among youth in Malaysia. This project is funded by the Ministry of Education's Fundamental Research Grant Scheme. The project began on January 2019 and now we are at the stage of data collection. Another

new project is under Long Term Research Grant Scheme (LRGS), and I am a sub project leader of the big project amounting RM3.2 million. This project is looking at the creating a drug free community, and my responsibility is looking at the function of media communication in creating drug free community. The leader of the project is from The National University Malaysia . The project has started on 1st December , for a period of 3 years, and we are looking forward to this project. Basically, I have managed more than thirty projects. The project that I find interesting is looking at how young married women use ICT.

What part of this field do you personally find most satisfying?

My most satisfying experience is when my research is being shared with the public. You share not only in terms of journal publications with others, but gain experience and exposure to the particular issue that you are investigating. You feel satisfied when you get feedbacks from other potential collaboration at local and international level, asking more details of your research and getting potential graduate students who would like you to be their supervisor. At one point, your research could contribute or help others to solve or as a guidance in solving their problems. Apart from that, people starts to value and recognized your expertise in your field. With my postgraduate student



responsibility as a lecturer, researcher, supervisor, building networking and also contribute to the society. In UPM you have been given the flexibility to manage your work. To me, the expectation you need to know is first, to focus in your area, secondly is to nourish your profession, you need to be firm and persistence in what you are doing, especially in your expert area because that you are building because it will be a reference for others. Apart from that networking is a very important in your career development as sometimes it helps in securing research grant.

What do you find unique about your career field?

From my perspective, the uniqueness about my career field is that you will get to know more about the reason why people are so attached with the ICT usage, especially the women. It gives you more freedom to explore new things, building networking, going into places that you never been, experience new cultures based on the data collections that you are

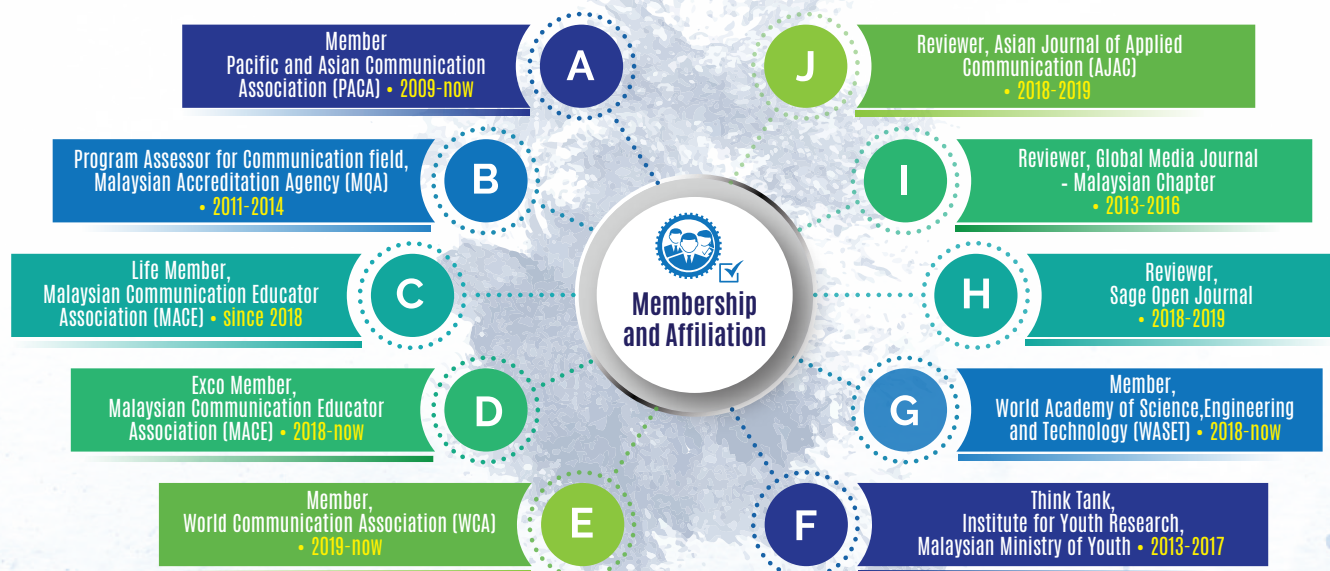


conducting and sometimes you will get an unexpected result.

What personal qualities do you see as important for success in this field?

You must be hardworking, consistent, patient and persistent in doing your work. It will take time for you to build

you name in your area. It is normal that people won't recognize you at the beginning, however, if you do it persistently, and be consistent with your work, then people will know you later. After all, challenges are part of the parcels in your life journey. People will see your qualities, characters through your behavior.



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**Journal**

Studies in Educational Evaluation

AuthorsN. Asiah Razak, Habibah Ab. Jalil,
Steven Eric Krauss, Nor Aniza Ahmad**Volume**

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Successful implementation of information and communication technology integration in Malaysian public schools: An activity systems analysis approach

Malaysia has one of the highest expenditures on education in the Southeast Asian region. The Malaysian government has allocated more than RM6 billion for Information and Communication Technology (ICT) initiatives in education. These expenses have been put to use through many phases in ICT integration programmes since the 1980's. Despite a tremendous amount of capital spent on the programmes, it is pertinent to investigate why there has been a low level of ICT integration in Malaysian schools.

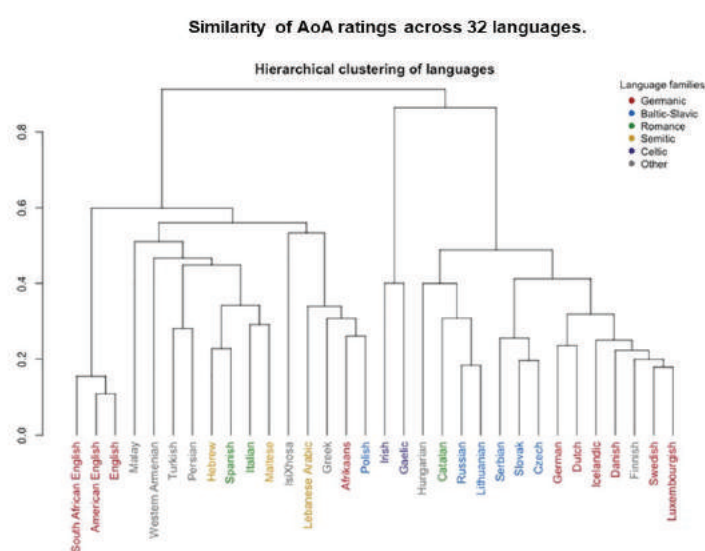
Malaysia's Educational Technology Division (ETD) has endorsed a list of schools with different levels of ICT integration, ranging from 1-star (lowest) to 5-star (highest) to portray the implementation of ICT integration in each school based on Smart School Qualification Standards (SSQS). In November 2016, only a handful of schools received the 5-star recognition. Therefore, it is imperative to explore why certain schools are more successful than others in ICT integration in teaching. Drawing on Engeström's (1987) activity theory (AT), the current study seeks to understand the conditions and systematic contradictions that facilitate successful ICT integration in schools.

In conjunction with Engeström's (1987) activity theory (AT), even though tension existed within and between activity systems, the findings indicate that school stakeholders must work together to resolve the tensions introduced by systemic contradictions in the different activity systems, which shape school ICT culture. In this sense, all school stakeholders must know their respective roles in working to achieve successful ICT integration in schools. The actions taken by the principals were also important for the success of ICT integration. Good organizational practices can shape activities to ensure that each stakeholder is playing their role effectively. An organization should also identify its tensions to successful ICT integration from the grassroots. Without positive changes to organizational practice, no such culture can be formed.

Our study points to several important implications for policymakers, school administrators, and teachers in terms of shared ownership in addressing systemic contradictions in different activity systems that lead to success ICT integration. Teachers' integration of ICT into teaching is not without its own set of tensions. Wherever and whenever issues arise, efforts from the schools' community, including alumni and local business owners, can provide strong social and financial support. Our study aims to enrich the discourse on ICT integration by assisting school stakeholders to reflect on their ICT integration strategies.

Age of acquisition of 299 words in seven languages: American English, Czech, Gaelic, Lebanese Arabic, Malay, Persian and Western Armenian

The article resulted from collaborative research effort brought together by Dr. Ewa Haman and Dr. Magdalena Łuniewska from the University of Warsaw, Poland. The paper presents a new set of subjective Age of Acquisition (AoA) ratings for 299 words (158 nouns, 141 verbs) in seven languages from various language families and cultural settings: American English, Czech, Scottish Gaelic, Lebanese Arabic, Malaysian Malay, Persian, and Western Armenian. As the same method of data collection was applied as in the previous study conducted on 25 languages, a database of fully comparable AoA ratings of 299 words in 32 languages was created. It was found that in the seven languages not included in the previous study, the words are estimated to be acquired at roughly the same age as in the previously reported languages, i.e. mostly between the ages of 1 and 7 years. The order of word acquisition was found to be moderately to highly correlated across all 32 languages which extends the conclusion made with 25 languages to the existing pool of 32 languages that early words are acquired in similar order across a wide range of languages and cultures. The pattern of correlations was consistent across all 32 languages: the languages close in terms of family had the highest correlation coefficients (American English vs. British English: .92, vs. South African English: .89; Czech vs. Slovak: .94, vs. Polish: .89, all being West Slavic languages; Lebanese vs. Maltese: .87, both being Semitic Languages; Gaelic vs. Irish: .88, both being Celtic languages), while Malay (a language from an Austronesian family not closely related to any other languages in the sample) had relatively low correlation coefficients (mean: .69). These patterns were mostly confirmed with the hierarchical clustering.



Łuniewska M, Wodniecka Z, Miller CA, Smolk F, Butcher M, et al. (2019) Age of acquisition of 299 words in seven languages: American English, Czech, Gaelic, Lebanese Arabic, Malay, Persian and Western Armenian. PLOS ONE 14(8): e0220611. <https://doi.org/10.1371/journal.pone.0220611>
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0220611>



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Journal

PLoS One

Authors

Magdalena Łuniewska, Zofia Wodniecka, Carol A. Miller, Filip Smolík, Morna Butcher, Vasiliki Chondrogianni, Edith Kouba Hreich, Camille Messarra, Rogayah A. Razak, Jeanine Treffers-Daller, Ngee Thai Yap, Loyal Abboud, Ali Talebi, Maribel Gureghian, Laurice Tuller, Ewa Haman

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Language Carnival: A Collaboration Between UPM and Sultan Alam Shah (SAS) School Putrajaya

Faculty of Modern Languages and Communication (FBMK), UPM was again invited to collaborate for the second time in organising the Language Carnival held at the Sultan Alam Shah (SAS) school, Putrajaya. The program was held for a week from July 29 to August 3, 2019 involving 36 lecturers from various language departments such as Malay, English, Arabic, Chinese, French, Spanish, Japanese and Communication, as well as a cameraman.

According to the program chair, Dr. Salina Husain, the main objective of the program was to provide an opportunity for the SAS students to interact in foreign languages confidently through various interactive language activities. This joint effort of UPM students-lecturers was welcomed by the organiser, SAS as this will improve the SAS students' language skills.

Apart from Sultan Alam Shah (SAS), the program also involved several public boarding schools including Sri Putri School (SSP), Kajang Federal Religious Secondary School (SMAP) and Tuanku Munawir Science Secondary School (SASER). During the activity sessions, the students were excited to show their skills in communicating in different languages. Among the activities planned by the school and UPM lecturers were language workshops, cooking classes, news reading slot, language exhibitions, and karaoke competitions in many languages. All activities required the students to interact in Malay, English, Chinese, Arabic, French or Japanese.

Activities conducted not only boosted the students' confidence to communicate but also strengthened their language skills. The students had the opportunities

to interact in the language that they learned, and this indirectly allowed the students to practice the knowledge gained in the classroom. In addition, this program further strengthens the relationship between UPM lecturers and the local community, while promoting the faculty expertise at a broader level.

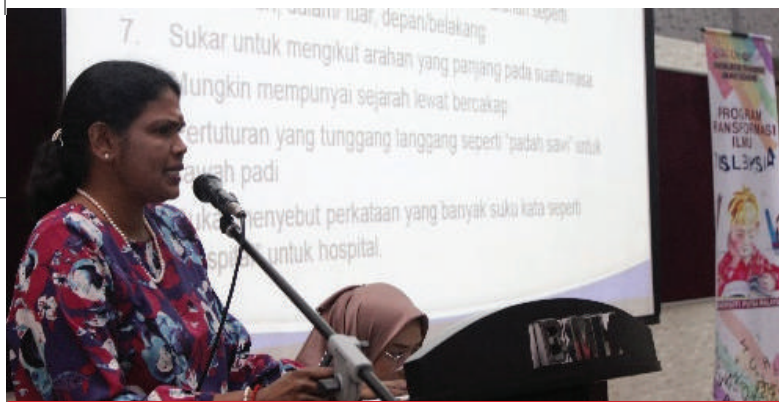


Carnival team

- Prof. Madya Dr. Hazlina Abdul Halim
- Prof. Madya Dr. Ab Halim Mohamad
- Prof. Madya Dr. Abdul Rauf Hassan
- Prof. Madya Dr. Mohd Azidan Abdul Jabar
- Prof. Madya Dr. Lim Choon Bee
- Prof. Madya Dr. Ang Lay Hoon
- Prof. Madya Dr. Roslina Mamat
- Prof. Madya Dr. Norazlina Mohd Kiram
- Prof. Madya Dr. Chong Fah Hing
- Dr. Chin Mooi San
- Dr. Zaid Mohd Zin
- Dr. Wan Muhammad Wan Sulong
- Dr. Muhd Zulkifli Ismail
- Dr. Muhammad Alif Redzuan Abdullah
- Dr. Ng Boon Sim
- Dr. Ng Chwee Fang
- Dr. Nik Farhan Mustapha
- Dr. Omrah Hassan@Hussin
- Dr. Pabiyah Hajimaming
- Dr. Salina Husain
- Dr. Ser Wue Hiong
- Dr. Syed Nurulakla Syed Abdullah
- Dr. Wong Ling Yann
- Dr. Zuraini Jusoh
- Dr. Zalina Mohd Kasim
- Dr. Ilyana Jalaluddin
- Dr. Akmar Hayati Ahmad Ghazali
- Dr. Julia Wirza Mohd Zawawi
- Dr. Hameed Omar
- Dr. Afida Mohamad Ali
- Dr. Ramiza Darmi
- Dr. Sanimah Hussin
- YM Tenku Mazuwana T. Mansor
- Pn Nur Sharydatul Elyza Saharudin
- En Rohimmi Noor
- En Looi Tze Chien
- En Nasrul Izam Zamaruddin



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“Program Pemindahan Ilmu Disleksia”- Dyslexia Knowledge Transfer Programme

Background

Dyslexia is a specific language learning difficulty, particularly in the reading and writing process of learning. A study in the form of a 4-course programme was carried out by Professor Dr. Vijayaletchumy Subramaniam (2018) in a collaboration between the Department of Malay Language and University Community Transfer Centre and the Sepang District Education Office, Ministry of Education. The community-based programme was led by Prof. Dr. S. Vijayaletchumy and her team of five postgraduate students under the “Knowledge Transfer Grant Scheme: Community and Industry” grant.

Establishment

“Program Pemindahan Ilmu Disleksia” was implemented through 4 courses with defined objectives and outcomes. A total of 70 school teachers teaching the Malay language subject participated in this programme. The teachers comprise of both pre-school and Year One levels from national schools (SK), Tamil vernacular schools (SJKT) and Chinese vernacular schools (SJKC). Apart from school teachers, the programme also involved 4 officers from the Sepang District Education Office.

The purpose of this research programme was to transform knowledge regarding dyslexia as a specific learning disability to teachers as it is absolutely vital that school teachers are aware and introduced to the basic knowledge needed on dyslexia. This would, in return, ensure that dyslexic children are not left behind in their studies and given the proper intervention needed.

Objectives

- To **expose** the public to the general and basic knowledge on dyslexia, its history, characteristics and causes of dyslexia.
- To **explain** the types and dyslexia symptoms so teachers would be able to identify symptoms shown in children.
- To **clarify** the many types of reading problems, both in spelling and reading based on the Levinson Theory



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- To **educate** the methods and techniques of learning effectively for dyslexic children.

Future-planning

Professor Dr. Vijayaletchumy aims to reach out to more teachers and districts in ensuring all teachers receive the basic dyslexia knowledge needed. This outreach will involve further collaboration with officials from the State and District Education offices under the Ministry of Education Malaysia.

Empowerment

After the research program was completed, a post-assessment was implemented. This post-assessment aimed to see how well the dyslexia knowledge provided to teachers during the PPID programme was utilised in schools. The post-assessment was carried out at two primary schools in the district of Sepang, namely Bukit Bangkong National School (A) and Sungai Pelek National School. From the assessment, it was concluded that teachers from these two schools have successfully transferred their knowledge on dyslexia gained from the research program to their fellow teachers at the schools independently without any involvement from Universiti Putra Malaysia.

Awards

The program received three awards at the Industry and Community Appreciation Awards Ceremony (ICAN) 2019 on April 10, 2019, namely:

- High Impact Community Project 2018
- Best Community Network Project (Academic Staff Category)
- Gold Medal in Poster Exhibition (Community Project)

Conclusion

In short, the “Program Pemindahan Ilmu Disleksia” has increased awareness among teachers in schools that basic knowledge on dyslexia is vital. The program has also changed teachers’ perception of school children that not all students are weak in learning due to their own lazy ways of learning. However, there are those who actually have dyslexia which causes them to face difficulties in learning. Therefore, with the knowledge of dyslexia conveyed to teachers, they would be able to identify students with dyslexia through classroom observations. In addition, teachers can also implement new and effective interventions in the learning process with dyslexic students.





Tracing the Wisdom of the Malay History with Museum *Warisan Melayu*, UPM

“Tak kenal maka tak cinta” (to know is to love) is a Malay proverb used to describe the beauty of the Malay Heritage Museum, a name that is not foreign to Universiti Putra Malaysia (UPM) and now an attraction for visitors from within and beyond Malaysia. The effort of preserving the Malay heritage puts Universiti Putra Malaysia in the same standing as other higher education institutions in the study of heritage and culture through the establishment of the Malay Heritage Museum. This museum was officially built in early January 2013 and was initiated by the 7th Vice-Chancellor of UPM, Yang Berbahagia Prof. Dato’ Dr. Mohd Fauzi bin Ramlan, proving how serious UPM is in uniting the effort to preserve and conserve the Malay heritage in this country. The foundation of a museum is an appropriate approach as a museum has the role as an informal learning institution, which does not only educate the public but also builds a relationship with people from the various community through suitable simulative activities.

Establishing a museum without an objective is like building a house without its pillars. The objective of this museum is to organise activities such as researching, collecting, recording, and documenting the collections of Malay heritage. In addition, the Malay Heritage Museum is a product of Edu-



Tourism in UPM which showcases the country’s historical artefacts for the purpose of educating the society towards identity development and nation-building.

Being a member of the International Council of Museum (ICOM), Asia-Europe Museum Network (ASEMUS) and Committee of Museums and Galleries for Malaysian Public Universities (MYMUSE), helps the museum to keep up in the museology field and compete with other museums. The approach taken is a little different from others because they focus to function as an informal learning institute, either through an organised guide, academic research or even programs and activities to educate the community on the Malay heritage. Nowadays, a visit to the

Malay Heritage Museum becomes a mandatory agenda to UPM students pursuing Islamic and Asian Civilization Studies (TITAS), Malaysian Nationhood as well as Heritage Tourism.

The beauty of the Malay heritage tradition is not only reflected on good manners but also on the art produced. The exhibitions at the Malay Heritage Museum was specifically planned to give a full picture of a traditional Malay living environment. There are two parts of the exhibitions which are based on an open concept and hands-on - the interior gallery and the exterior gallery. The interior gallery focuses on chosen artefacts with four divided segments comprising of Malay textile and costume, manuscripts, weapons, and household items.



On the other hand, the exterior gallery was built to reflect the Malay traditional architecture. There are four houses showcased, Negeri Sembilan traditional house, Perak traditional house, Terengganu traditional house, and Pahang traditional house. These four heritage buildings were taken from their respective hometown and rebuilt at UPM grounds. Visitors can enjoy and appreciate the pristine and unique Malay traditional architecture

from the outside and inside of the house.

Moreover, one of the reasons why this museum becomes an attraction to visitors is the services offered such as guided tours, 'makan bersila' in the Malay traditional houses, and set rentals for filming and photoshoot. Laman Warisan also provides services for activities, such as folk sports, family day, or wedding ceremonies.

For visitors interested in visiting this museum, a fee of RM2.00/entry and RM6.00/entry will be charged to students and adults, respectively.

In order to ensure the preservation of the Malay heritage, a number of activities were organised by the museum this year, such as Recognising Malay Fashion Workshop, Education Talk: Malay Secret Cruise, Education Talk: Malay First Wandering the World: Commander Awang @ Enrique De Malacca: Reality or Illusion, and a food festival.

As a museum cognizant with the development of modern technology, the Malay Heritage Museum UPM is always up-to-date on social media platforms, such as Facebook and Instagram. Furthermore, the director of the Malay Heritage Museum, Puan Rahimah Hamdan, the Museum Director made a plan to implement the use of QR Code on every caption of the artefact in the museum that can be accessed using smartphones. With this implementation, this museum hopes that the undiminished Malay heritage will continue to receive attention from all quarters of ethnicity. The Malay Heritage Museum will continue to thrive along with modernisation on par with museums from other countries.



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Curator of Warisan Melayu Museum:

- Cik Siti Noor Aisyah binti Nazarrudin





Sarawak True Model of Malaysian Unity

10 October 2019 - Sarawak reflects the true colours of Malaysian Unity, exemplified in many fields of governance by its multi-ethnic characters, says Prof. Dr. Jayum Jawan (left picture). He said being an important region in Malaysia, Sarawak has successfully maintained the characters of its multi-ethnic society, whether in people's daily lives or the administration of state governments.

There is much more that can be shared by Sarawak, in terms of quantity there is a good number of involvements from various communities. At all levels of Sarawak bureaucracy – from the ministerial, permanent secretary, down to Residents and district officers, you have all the colours of Sarawak ethnic groups. Though Malaysia was founded 56 years ago, Prof. Jayum personally believes that the 56 years of being together did not really bring people together as a country in terms of the process of nation building.

Prof. Jayum, who is a professor of Politics and Development in the Department of Government and Civilisation Studies, Faculty of Human Ecology, Universiti Putra Malaysia; emphasised the values of commolation, cooperation, and give and take, which are the values of sharing, where some people get more, and some people get less but everybody gets something.

Rural Entrepreneur Development Project Carnival

4 August 2019 - As part of the Innovative ICT-based Marketing Programme, Faculty of Computer Science and Information Technology (FSKTM) and Panchor Malay Rural Community Centre organises the Rural Entrepreneur Development Project which began in 2017. The project connects the community and aims to disseminate information to the community about effective online marketing for rural products, in Panchor, Muar.

The project focuses on using ICT particularly through social media for product branding and marketing strategies. Since the rural community produces a variety of quality goods, it is important to promote these products and take them to wider market.

The project gained the attention of the Ministry of Education under the Section of Higher Learning Institution which offered a two-year University Community Transformation Centre (UCTC) Fund Scheme – National Blue Ocean Strategy (NBOS). Since its inception, 30 participants had



participated in the programme. Feedback from the local community was positive and encouraging, which had led our group from the Faculty of Computer Science and Information Technology (FSKTM), UPM, to head to Muar to participate in the carnival. UPM and JKKM Jorak collaborated to manage the carnival including setting up the booths, organising the carnival and creating the event programme.

UPM UCTC Director, Prof. Dr. Mansor Abu Talib, said that the community programme as such was able to strengthen the relationships between local universities and communities involved, and to know the demands and needs of the local community better, while at the same time offering the university expertise to them.

'Skyridder', an innovation by Langit Putra to facilitate campaign against illegal lamppost advertisements

19 August 2019 - Universiti Putra Malaysia's (UPM) 'Green and Innovation' campaign using an innovative tool, Skyridder, to rid illegal lamp post advertisements has helped the Taman Sinaran neighborhood watch (KRT) community to eradicate illegal advertisements from being installed on neighborhood lamp posts. In 2018, the Skyridder technology venture, founded by the Innovative and Creative Group (KIK), Langit Putra from Putra Science Park and the Deputy Vice Chancellor's Office for Research and Innovation (TNCPI), UPM, began addressing the problems of rusted wires and wood splitters from banners and buntings left on lamp posts around UPM.

Skyridder, produced using recycle materials, helped to overcome the difficulties in removing old wires and wood splinters on lamp posts after the outdoor advertisements were taken down. The project group leader, Asrizam Esam, said SkyridderTM could help more than 8,000 KRT communities in Malaysia in ridding illegal advertisements once it is commercialised. *Majlis Perbandaran Serdang Jaya* (MPSJ) recorded over 290,000 illegal advertisements in 2015.

Chairperson of KRT Taman Sinaran, Yusoff Masburi, said he felt fortunate when UPM suggested a collaboration between the neighbourhood community and the university through its community service programme which could also increase the awareness on the green initiative.



Director of the programme, Nor Liyana Kamarudin, said the green initiative campaign was implemented internally in UPM through the organisation of the wire-free programme a year ago. During the national level Awareness Project 2019 (Mid/centre & South zones): Usage of Recycled Papers.

Also present were KRT committee members and members of Langit Putra group, Asrizam Esam, Norliyana, Hafiza, Norazlin, Mohd Mas'ataillah and Mohd Hisham from PSP, Mohd Izzat from the TNCPI office and Shahrman Hashim, who acted as the facilitator.

Diving World Champion, Jun Hoong earns a Bachelor of Communication after 10 years

SERDANG, Nov 16 – Despite the hardship of juggling studies and sports, Malaysia's first diver who won the 10 m platform event at the 2017 World Aquatics

Championships, Cheong Jun Hoong, has successfully earned a Bachelor of Communication at the 43rd Universiti Putra Malaysia (UPM) Convocation Ceremony here.



"This is a sweet moment in my education throughout my career as a national athlete in diving sports," said Jun Hoong in excitement despite spending 10 years to graduate.

She said that she had to face multiple challenges in chasing her dreams; the most challenging was to defer her studies for up to three years due to her involvement in the international championships and training routines. She has been a full time at UPM since 2009 and intends to further her studies at a master's level in the same field while spending more time to enhance her performance for the diving sports championships in the future.

She expressed her appreciation to UPM for easing her studies and for being understanding about her career throughout her studies at UPM

CanMERDEKA Career Carnival Helps to Provide Employment Opportunities for Cancer Survivors



21 August 2019 - The Faculty of Medicine and Health Sciences (FPSK), Universiti Putra Malaysia (UPM), in collaboration with JobsMalaysia, Cancer Resource and Education Centre (CaRE, UPM), and Cancerfly Cancer Prevention Association will organise the CanMERDEKA Career Carnival Programme to provide cancer survivors with employment opportunities.

The 'CanMERDEKA' initiative aims to give victims of cancer and their family members financial freedom. The program took place at FPSK, UPM on 1 October 2019. Cancer patients will have the opportunity to meet with representatives from different companies and apply for jobs during the carnival. Cancer survivors are cordially invited to pursue job opportunities in this career carnival.

Research has found that an estimated 50% of cancer patients face financial difficulties in the first year of contracting cancer. Some of the leading causes of these financial difficulties are loss of income, dismissal from work and high cost of treatment. JobsMalaysia will play a role in bringing forward employers who are keen to offer cancer survivors with job opportunities.

Loss of work not only affects the patients but also their family members in terms of financial difficulties and also brings about negative impact on the nation's productivity. According to statistics published by the World Health Organisation (WHO), it is estimated that 106,262 people suffered from cancer in Malaysia in 2018. Cancer cases in Malaysia increased from 32,000 new cases in 2008 to 37,400 in 2012. The number is expected to increase to 56,932 by 2025.

UPM joins the Commonwealth Asia Region Senior Officials for Youth Meeting

29 August 2019 - The Deputy Dean (Research and Postgraduate Studies), Faculty of Educational Studies, Universiti Putra Malaysia (UPM), Associate Professor Dr. Ismi Arif Ismail and a senior lecturer from the Department of Professional Development and Continuing Education, Associate Professor Dr. Siti Raba'ah Hamzah, were invited to join the Senior Officials' Meeting (SOM) – Commonwealth Asia Region Senior Officials for Youth Meeting here.

The regional meeting was organized by the Commonwealth Secretariat in collaboration with Brunei Darussalam's government on 27-29 August following a discussion and policy recommendations at CHOGM and the 9th Commonwealth Youth Ministers Meeting (9CYMM).

The meeting brought together senior officials in charge of youth in this field, national youth leaders, youth staff, and key stakeholders. The conference focused on new areas and the youth development environment, as well as identifying action goals. UPM has been involved in the Commonwealth Youth Programme (CYP) since 1998 and acted as a consultant in the youth development agenda.



The Senior Officials' Meeting had given the opportunity for the representatives of the member countries and other key stakeholders in youth development, including the South Asian Association for Regional Cooperation (SAARC), ASEAN, Asian Development Bank (ADB), and representatives from the United Nations, to discuss and prioritise policy issues on the youth development agenda in this region.

Malaysian Literature

Poem as an Identity Shaper

“

*Sepohon budi tumbuh di laman nurani
benih semaian warisan ayah bonda
bertunas di usia muda
menjadi pohon peribadi jati diri*



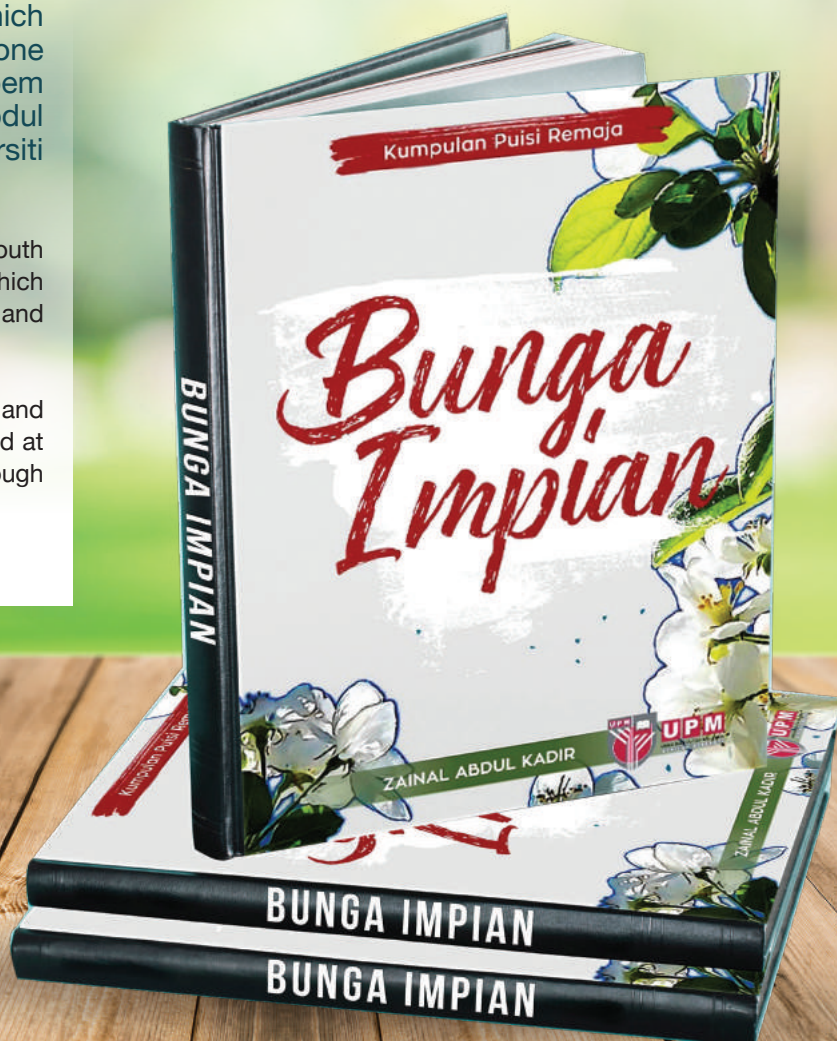
Descriptions:

Row	meaning
Row 1	Kindness arise from the pure heart.
Row 2	Kindness is nurtured throughout our upbringing, and is an everlasting gift from our parents.
Row 3	Once it is seeded in our budding self.
Row 4	Honour and respect it may command, these are the pillars of strength that shape a person's resilience and character.

Verse of the poem above is the first verse in 'Budi Bahasa' poem which contains four verses. This poem is one of the 51 poems in *Bunga Impian*, a poem book written for youth by Mr. Zainal Abdul Kadir. This book is published by Universiti Putra Malaysia Press in 2018.

'Budi Bahasa' contains messages that requests youth to become a man that owns good behaviour which should always be nurtured and devoted to family and the nation.

To read the full verses of 'Budi Bahasa' poem and other beautiful poems, the book can be purchased at Kedai Buku Penerbit UPM Press book store or through online: <https://www.upmpress.com.my/>.



Title: Kumpulan Puisi Remaja: Bunga Impian

Author: Zainal Abdul Kadir

ISBN: 978-967-344-803-6

Price: RM20.00

Publisher: Penerbit Universiti Putra

Book Highlight

A BASIC GUIDE & DYSLEXIA SYMPTOMS INTERVENTION

Buku *Panduan Asas & Intervensi Simptom Disleksia* written by Prof. Dr. Vijayaletchumy Subramaniam and Kavenia Kunasegran of Universiti Putra Malaysia was published in October 2019 by UPM Press. This book aims to help school teachers and parents in dealing with dyslexia, being a major learning difficulty. To prep parents and teachers to further understand dyslexia, this book provides the basic knowledge needed for them to move forward in identifying dyslexia in children. Most importantly, this book also provides the opportunity for teachers and parents to identify dyslexia using the Dyslexia Symptoms Preliminary Intervention (*Saringan Intervensi Simptom Disleksia*). The process of identifying

dyslexia is absolutely vital so that early intervention can be carried out to help children with dyslexia. The symptoms are listed by categories identified through a research done at Malaysia Dyslexia Association. The sample studied by the researchers have been clinically diagnosed with dyslexia. It was then developed into a checklist form which is given in this book. The checklist is able to serve as a reference for psychologists, psychiatrists and medical doctors in the process of diagnosing dyslexia. It is strongly believed that this book will help school teachers, parents and medical experts in ensuring that dyslexic children are given the proper intervention needed to help them holistically.

Authors: Vijayaletchumy Subramaniam & Kavenia Kunasegran
ISBN: 978-967-344-956-9
Price: RM16.00
Order and enquiries: Penerbit Universiti Putra Malaysia



HANG TUAH: CATATAN OKINAWA

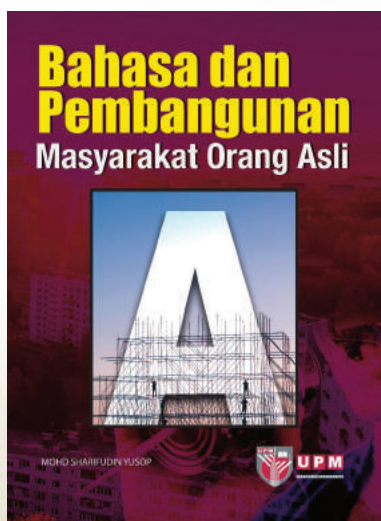
This book discusses the character of Hang Tuah in terms of the question of whether this character existed in history or simply as a result of creative literary fairy tale character, traditional Malay symbolizes the grandeur of the Malacca Sultanate in the 15th century. Debates were made about how to prove the existence of a character in history, and to prove that Hang Tuah's character did exist in history. Storytelling about Hang Tuah in literature Hikayat Hang Tuah, a narrative epic grandeur of the Malays, society and nation, the backbone of the power of a bloody sea admiral Bugis Malay community to all around the world. This work is written in prose is of the works of classical Malay longest (146,000 words, 491 pages transliteration romanization version published by Dewan Bahasa dan Pustaka), which was adopted by UNESCO's Memory of the World Program International Register in 2001.

Authors: Hashim Musa & Rohaidah Kamaruddin
ISBN: 978-967-344-477-9
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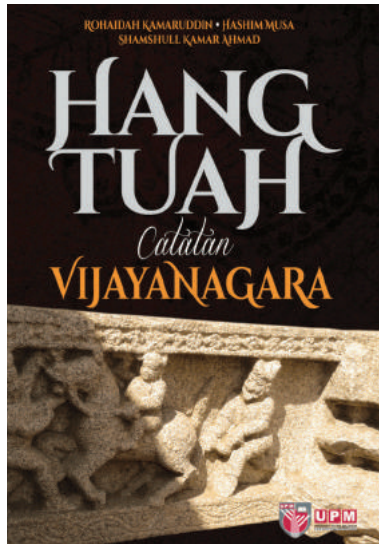
BAHASA DAN PEMBANGUNAN MASYARAKAT ORANG ASLI

The Malaysian indigenous people (Orang Asli), is minority community with a population of only 178,197 people (Strategic Plan for Aboriginal Development Department 2016-2020: 2016). The small numbers have made them an interesting subject for study. Many studies have been and are being conducted mainly by foreign researchers on them. As early as 1865, a priest named Rev. Favre has begun to address the concerns of this community in his book of travel journals across the southern part of Peninsular Malaysia (from Johor to Sungai Ujung), Negeri Sembilan; An Account of the Wild Tribes Inhabiting the Malayan Peninsula. In 1906, Skeat and Blagden began to assess the social, socioeconomic and even sociocultural concerns of the Native people through their book Pagan Races of the Malay Peninsula.

Author: Mohd Sharifudin Yusop
ISBN: 978-967-344-817-3
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INTERAKSI SOSIAL DALAM PENYAMPAIAN CERITA RAKYAT MELAYU



HANG TUAH: CATATAN VIJAYANAGARA

This book is a continuation of Hang Tuah: Catatan Okinawa to prove the existence of Hang Tuah in the history of the Malay Archipelago. To further prove the existence of the character of the admiral of Malacca, the author went to Vijayanagara, India as recorded in the book Hikayat Hang Tuah. Hikayat Hang Tuah records that the Admiral had gone to Vijayanagara to serve under the Indian Emperor in Vijayanagara. The area studied is Hampi, the ruins of the Vijayanagara colony, located about 320 km from the Indian city of Goa. In Hampi, there is a building carved with pictures of castrated men on horseback. Hang Tuah's story tells how Admiral Hang Tuah went to Vijayanagara and among the duties given by Emperor Vijayanagara was to tame his noble horse.

Authors: Rohaidah Kamaruddin, Hashim Musa & Shamsull Kamar Ahmad

ISBN: 978-967-344-706-0

Price: RM54.00

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The community is rich with a diverse customs and cultures. Various advice and lessons are provided through both behavioral and oral. One method is through the telling of Malay folk tales that are part of folk literature handed down from generation to generation. Usually this folklore is told by a so-called adventurer. Generally Malay folklore serves as a container spreader and vehicle entertainment and information relay. Folklore Festival also serves to spread and preserve the culture, provide teaching and counseling to individuals as the basis of life. To deliver the Malay folklore, storyteller always be new ideas and applying underarm delivery to be

delivered to the story becomes even more interesting. This book is suitable as a reading and reference materials to students, researchers, lovers of culture and is also suitable for those who are interested to know and understand what the letter and spirit of Malay folklore.

Authors: Roslina Abu Bakar

ISBN: 978-967-344-416-8

Price: RM30.00

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BIJAK IMBUHAN: AWALAN MEN- & PEN-



Bijak Imbuan: meN- & peN- prefixes was developed through a research. The book was published to help teachers and students studying Malay as a second language. It focuses on the morphophonology control, particularly these two prefixes, meN- and peN-. The usage knowledge of prefixes meN- and peN- should be emphasized as it plays an important role in comprehension and writing in Malay language. One of the advantages of this book is that it

focuses on meN- and peN- and explains its' use specifically. In addition to that, examples based on user experience are also provided. In addition, this book also covers situations of exceptions in Malay language. Furthermore, language activities and level-based assessments are also included in this book. This book aims to improve the knowledge of meN- and peN- prefixes among users learning to master the Malay language.

Authors: Vijayaletchumy Subramaniam & Ooi Chwee Hwa

ISBN: 978-967-344-802-9

Price: RM24.80

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*“If you talk to a man
in a language he understands,
that goes to his head.
If you talk to him in his language,
that goes to his heart.”*

- NELSON MANDELA

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