

## Dean's Message



I am pleased to announce that **Associate Professor May Lwin**, Wee Kim Wee School of Communication and Information (WKWSCI), has been appointed Associate Dean (Graduate Education) of the College of Humanities, Arts, and Social Sciences (HASS). May will assume office from October 2012, at which time she will relinquish her current appointment as Associate Chair (Undergraduate Education), WKWSCI.

May's research interests are mainly in the areas of social and health communications, as well as in marketing communications. She works closely with various health authorities and agencies in Singapore and is currently involved in a number of public health projects in areas ranging from anti-obesity to nutrition and infectious diseases. Prior to joining NTU, May was with the NUS Business School where she received the Outstanding Educator Award. May also had extensive industry experience, having held senior positions at Ogilvy & Mather and Citibank. Please give May your full support as we work together to build an even stronger programme of graduate education at HASS!

At the same time, I would like to place on record our sincere thanks to **Professor Schubert Foo**, who has selflessly served in various leadership roles at HASS, including Associate Dean (Academic) and Associate Dean (Graduate Education), for the past six years. Without enumerating Schubert's many contributions, which have made a significant impact on the development of the College, let me simply ask you to join me in thanking him for a job well done! Schubert has been appointed Director of the new University Scholars Programme, which will be instrumental to attracting top students to HASS and NTU as a whole.

**Professor K.K. Luke** will continue to serve as Associate Dean (Research) of HASS; **Associate Professor Neil Murphy** will be re-appointed as Associate Dean (Undergraduate Education), with effect from 1 October 2012. I would like to thank both K.K. and Neil for their unflinching dedication; their contribution to the College has been enormous!

I would also like to take this opportunity to share with you several recent developments at the College. In this issue of Discover HASS, you will read about the new Centre for Contemporary Art (CCA) at Gillman Barracks, the ADM Gallery at the School of Art, Design and Media (ADM), the Chinese Creative Writing Programme at the School of Humanities and Social Sciences (HSS), the "Communication Cube" at HSS, and the "Newsplex" at WKWSCI. As the construction of the Learning Hub across from the HSS Building continues, traffic will be affected. So please do watch out for pedestrians if you drive.

Yours sincerely,  
Professor Alan K.L. Chan  
Dean  
College of Humanities, Arts, and Social Sciences

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## Installation of New Professors and Chair Reappointment

NTU has a really nice tradition of “installing” new professors; that is, presenting them to colleagues in a simple but meaningful ceremony. In the Professor Installation Ceremony held on 4 September 2012, three HASS colleagues were introduced to the university community.



**Professor Lim Chong Yah** was conferred the distinguished title of Professor Emeritus, in recognition of his outstanding contribution to both academia and public service contribution to research. The Emeritus Professorship is the highest accolade awarded to a professor at NTU. Professor Lim is only the third NTU academic to receive the title, and the only one to be Emeritus Professor at both NTU and NUS.



**Professor Randy J. LaPolla**, Linguistics and Multilingual Studies joined HSS in August 2012. Randy is a noted authority in the field of language documentation and has an amazing command of a range of Asian languages. The citation for his installation can be accessed here:

<http://www.ntu.edu.sg/PIC/2012/Pages/ProfRandy.aspx>



**Professor Charles Salmon** came on board at WKWSCI late last year and is now a familiar face to many colleagues across the College. Chuck has had an impressive career as an academic leader and scholar in several major universities prior to joining NTU – read his citation here:

<http://www.ntu.edu.sg/PIC/2012/Pages/ProfCharles.asp>

Professor Vibeke Sorensen has been reappointed as Chair of ADM for a second 3-year term in August 2012. Over the past three years, the still very young ADM has grown steadily and the recently established Centre for Contemporary Art at Gillman Barracks reflects the School's standing as well as commitment to developing the arts in Singapore.

Congratulations to all!

## Centre for Contemporary Art

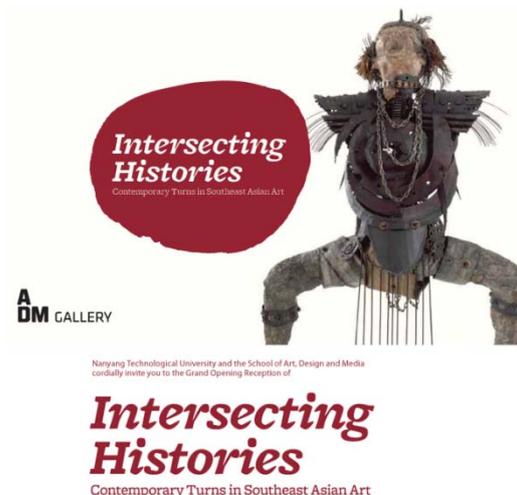
NTU, with support from the Singapore Economic Development Board (EDB), launched the Centre for Contemporary Art (CCA), on 14 September 2012. CCA is a university-level interdisciplinary research centre, with ADM playing a central role in charting its development. The Centre will offer many exciting opportunities for research, especially in art history and related areas, and mount an ambitious artist residency and exhibition programme. This is a truly exciting project; its impact will go beyond the university as it generates greater interest in and awareness of contemporary art in Singapore.



The CCA will be the focal point of Gillman Barracks, the new art hub in Singapore that is now home to 13 galleries from 10 countries, featuring some of the best contemporary art works by established and emerging artists.

CCA is well-placed to become a catalyst for the exchange of ideas and creative expressions among the best of contemporary art talents, both locally and internationally. I look forward to your support for the new Centre, to receiving your suggestions on potential research collaboration, and to inviting all of you to the Centre's official opening in 2013!

## Grand Opening of ADM Gallery



The new ADM Gallery will open officially on 27 September 2012, with an exhibition on “Intersecting Histories: Contemporary Turns in Southeast Asian Art.”

The Gallery has been fitted with advanced systems such as museum track lighting and climate-controls meeting today's high international museum standards, so that it can host exciting exhibitions by professional artists from Singapore, Southeast Asia, and beyond.

With the latest state-of-the-art audio and video equipment, ADM Gallery strives to become a creative hub where art, science and technology meet. The Gallery will be a source of inspiration for NTU faculty and students in their artistic pursuits. It will become not only a gathering place for art lovers but also a destination of choice for all visitors to NTU and Singapore!

## Chinese Creative Writing Programme

Following the success of the English Writers-in-Residence programme that was introduced jointly by NTU and the National Arts Council (NAC) in April last year, HSS will be partnering NAC once more in establishing a new Chinese Creative Writing Programme. To be hosted at the Chinese Division, HSS, the Programme will feature writer residencies as well as a strong educational component. Although the word “hub” has been overused, we do hope that HASS can become a hub for global Chinese literature. With both the English and Chinese creative writing programmes now

in place, there will be ample opportunity for cross-cultural literary exchange and experimentation.

In this connection, I am also delighted to update that HSS Division of English is playing host to two new Singapore Writers-in-Residence this academic year. Award-winning author Dave Chua started his residency last month, while accomplished playwright Ms Jean Tay will commence hers in January next year.

### Communication Cube



On 17 September 2012, the "Communication Cube," a new initiative of the Language and Communication Centre (LCC), HSS, has opened its doors to all NTU undergraduate students!

The Communication Cube, or Comm Cube as it is affectionately known, is dedicated to raising the standard of writing and communication among our students. It does not offer copy-editing service—it is not a writing "clinic" in that sense—but rather a facility for students to discuss their papers with trained peer tutors. Students will be able to reflect on the ways in which they formulate their ideas, marshal evidence, present their arguments, and draw their conclusions. The tutors will be mostly our PhD students, and the training they receive will be useful to their own scholarly development as well. Temporarily located on the 6th floor of the HSS Building, the Comm Cube will move to its permanent home in the South Spine Learning Hub when it is completed.

### Newsplex Asia

Newsplex Asia, the World Association of Newspapers and News Publishers' (WAN-IFRA) first such centre in Asia, will have its grand opening on 13 October 2012. Newsplex Asia, spanning over 160 square metres of space, is located within the WKWSCI building.

The new centre, dedicated to creative innovation, training and research for newsrooms, will have a prototype newsroom of the future, where new techniques and technologies can be tested and news organisations can tap for training purpose. The centre facilities will mirror editorial operations in leading news organisations in the world, where the rapidly changing media landscape is inspiring innovative multimedia newsroom development. Students and media professionals alike will get to develop their digital media and journalism skills in fresh and exciting ways.

This collaboration between WKWSCI and WAN-IFRA will also provide WKWSCI faculty access to WAN-IFRA's wide array of newspaper and news publishing conferences, training, seminars and research reports, as well as WAN-IFRA's global network of more than 18,000 publications, 15,000 online sites and over 3,000 companies in more than 120 countries.



The soon-to-be-launched Newsplex Asia, located at WKWSCI



The signing ceremony on 28 March 2012: Wan-IFRA's Thomas Jacob (front row, left) signed an MOU with NTU provost Freddy Boey (front row, right). (Back row, from left) WKWSCI chair Benjamin Detenber, NTU dean Alan Chan and SPH English and Malay Newspapers' editor-in-chief Patrick Daniel.

### International Summer School in China 2013

As I have updated in the last issue of *Discover HASS*, the College celebrated the successful conclusion of the inaugural run of the NTU International Summer School in China Programme last month. One of our international partners, Bryn Mawr College, has published a report on the summer school, which can be accessed from this link: <http://news.brynmawr.edu/2012/09/06/tianjin-summer-school/>



Faculty and staff from NTU, Bryn Mawr College, and Tianjin University, at the closing ceremony of Summer School 2012, 4 August 2012

HASS has started planning for the second edition of the Summer School, possibly with more universities participating. New courses will be needed as the programme expands. I would like to invite interested colleagues to please contact Ms. Seeto Wei Peng at the Dean's Office for details. I am happy to note that some of you have already contacted Wei Peng to explore possibilities for 2013.

## Associate Prof May Lwin's Aspirations



The new Associate Dean (Graduate), May Lwin, talks about her hopes and aspirations as she takes on her new role in the College.

### Broadly, how do you intend to grow HASS's graduate education going forward?

HASS's programmes are relatively very young and I believe there are many exciting growth opportunities ahead.

One area of growth could involve offerings that are jointly mounted by more than one HASS school. Similar to the undergraduate programme where we are offering more opportunities for students to take courses across the college, I do believe that our graduate offerings can be strengthened via intra-college collaboration.

Another area I foresee opportunities involves collaboration with overseas universities and institutes. This can be in the form of joint degree offerings, student exchange and bi-national courses. WKWSCI is mounting a new overseas initiative next semester for its MMC programme and I'll be closely monitoring its progress.

### What will your priority be in the first few months of your new appointment?

To get up to speed as soon as possible on all the programmes spanning the three colleges, followed by getting feedback and inputs from schools.

### In your view, how do you see a graduate education in the humanities, arts, and social sciences?

A research graduate education in HASS opens up opportunities for intellectual engagement between graduate students and leading scholars within the College. HASS is a place of intellectual excitement that promotes interdisciplinary research between ADM, HSS and WKWSCI, and even across Colleges, with engineering, science and business disciplines. A graduate education in humanities, arts, and social sciences nurtures students' ability to explore theories, question ideas, and develop new concepts. Research partnership projects with leading overseas universities allow students to work on research that has real-world impact, as well as employment beyond a graduate degree.

Our coursework programmes, too, are thoughtfully designed to give an edge to those who want to make a mark in industry. Graduate students nowadays are pragmatic and demanding in their programme choices – their perceived market value of the degree often influences their choices. Judging from the popularity of and positive feedback on our HSS and WKWSCI coursework programmes, I believe we are on the right path. HASS will continue to evolve and meet the changing demands of the industry.

### What are you looking forward to most in your new role?

I am looking forward to working with the HASS team, as well as the Associate Chairs and the teams from HSS and ADM and getting to know many facets of the college. I will miss working closely with my WKWSCI teams but hope to continue to contribute to the school from a different capacity. I am grateful for the support of Chair Ben Detenber and many wonderful colleagues.

### Tell us briefly about your research interest.

I have two very different areas of research:

#### (a) Health and Societal Issues in Communication

In this area my focus is mainly on public health communication (infectious diseases, myopia, HIV etc.) and health promotion of children and adolescents, specially focusing on obesity, nutrition and cyber and physical wellness.

#### (b) Sensory Communication

Most of my work here focuses on olfactory (scent) communication topics, and auditory and haptics (touch) cues.

## Prof Schubert Foo's Reminiscences



Following six years as the Associate Dean (Academic / Graduate Education) of HASS, Schubert's three terms of service has concluded on a high note. *Discover HASS* talks to Schubert about his experience at HASS and his plans after stepping down.

HASS has grown steadily and rapidly since its inception in 2006 with a team of five in the form of the Dean, Associate Dean, Manager and two support staff to the present structure of 16 to manage and support an increased level of autonomy and work scope. I had the honour and privilege to serve as the founding Associate Dean for three terms over six years alongside two very visionary and effective deans: Professors Lawrence Wong and Alan Chan. The academic work of the college expanded quickly and the college was eventually streamlined into three main areas of research, undergraduate and post graduate studies, each headed by an Associate Dean which was in line with other College setups. I am grateful for the opportunity to work and learn from many colleagues across the different disciplines in the three HASS Schools over this period of time. I sincerely acknowledge and thank my two Personal Assistants, Ms Eunice Chua and Chan Bee Kwang, my counterparts, Professors Neil Murphy and K.K. Luke, and my colleagues, whose names are too many to list, for their strong support, wonderful memories and friendships. After stepping down, I remain in the College and continue to serve in my capacity as Director of the Centre of Social Media Innovations for Communities (COSMIC), and Director of the University Scholars Programme (USP).

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