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UTAR CAMPUSES

Petaling Jaya Campus

(KPT/JPS/DFT/US/B07)

13 Jalan 13/6

46200 Petaling Jaya
Selangor Darul Ehsan

Kuala Lumpur Campus

(KPT/JPS/DFT/US/W05)

Jalan Genting Kelang
53300 Kuala Lumpur

Sungai Long Campus

(KPT/JPS/DFT/US/B12)

Lot PT 21144

Jalan Sungai Long
Bandar Sg. Long
Cheras, 43000 Kajang

Perak Campus

(KPT/JPS/DFT/US/A04)

Jalan Universiti
Bandar Barat
31900 Kampar

www.utar.edu.my

RM1.25 Million Boost for R&D in Civil Engineering



Prof. Chuah (second from left) exchanging the agreement with Mohd. Hassan Zakaria (second from right). Watching on are (from left) Dr. Tan, Tan Sri Lau, Dato' Dr. Ir. Gan, and Goh.

UTAR established an endowed chair in civil engineering with an annual contribution of RM250,000 for five years from Brunsfield Engineering Sdn Bhd. The agreement between the two parties was sealed at a signing ceremony held on 18 March 2010 at the University's Petaling Jaya Campus.

The agreement was signed by UTAR President Ir. Professor Dato' Dr. Chuah Hean Teik and Brunsfield Director, Mohd Hassan Zakaria. Witnesses for the agreement were UTAR Registrar Dr. Tan Kee Kong and Brunsfield Director, Goh Siew Chin.

Also present at this momentous event were UTAR Education Foundation Board of Trustees Chairman Tan Sri Dato' Lau Yin Pin, Brunsfield Group Managing Director Dato' Dr. Ir. Gan Thian Leong, and members of UTAR Education Foundation Board of Trustees.

Another RM1.25 Million Boost for R&D at UTAR

Another benevolent contributor has stepped forward in support of UTAR's efforts to achieve excellence in teaching and research by contributing RM250,000 annually for five years for the establishment of an endowed chair in economics.

David Chua signed an agreement with the University to make the contribution to establish the endowed chair in honour of his parents at a meeting with UTAR President Ir. Professor Dato' Dr. Chuah Hean Teik on 18 March 2010.

The Chair, known as 'Mr. and Mrs. Chua Chai Leng Professor of Economics', will be set up at the Faculty of Accountancy and Management in UTAR Sungai Long Campus. The academic Chair serves the primary aim of achieving excellence in research, development, education and training in the economics field.

The Chair, named 'Brunsfield Professor of Civil Engineering', would be set up at the Faculty of Engineering and Science in UTAR Kuala Lumpur Campus with the appointment of a Professor to hold the Chair to conduct research and development activities in civil engineering.

On Brunsfield's collaboration with UTAR, Prof. Chuah said, "It shows that the industry has confidence in UTAR and that UTAR is collaborating with the industry to ensure that our degree programmes and our syllabi are in line with what the industry needs."

Brunsfield Group Managing Director Dato' Dr. Ir. Gan, in his speech, said, "Brunsfield is indeed proud to be a partner with UTAR to be part of the team for advancing engineering education and research excellence."

In addition, the Chair aims to establish and complement a stronger pool of expertise consisting of both academia and industrial representatives in the economics field to provide consultancy.

The University will appoint a Professor to hold the Chair to conduct research and development in economics.

With this latest contribution, UTAR has received over RM8 million to establish seven academic chairs in various fields covering banking and finance, environmental engineering and green technology, creative industries, construction management, civil engineering, medicine and economics.

Support has come from leading industry players and benevolent individuals who support UTAR's pursuit of excellence in R&D and higher education provisions.

'CREATIVITY' - A PROFESSIONAL FILMMAKER'S PERSPECTIVES

Broadcasting students from UTAR gained a wider understanding of 'creativity' and its necessity in making films when they attended a talk by the university's External Examiner for Broadcasting, Prof. Erik Knudsen from the University of Salford, UK, on 4 March 2010 at the Petaling Jaya Campus.

During his dynamic talk titled 'Creativity', Prof. Knudsen shared with the students on what it means to be creative, reasons that drive people to 'create' and consequences of not being able to create.

He explained, "People create because they have an impulsive feeling of wanting to bring out something that was in their mind that they feel was necessary to create."

"This feeling can be transferred into an action. In the film industry, the person who creates would do so by transferring his/her thoughts into moving images," he said.

He emphasised that in the film industry, it is important for one to produce films that would bring his/her audience as close as possible to the thought that

he/she had intended to share in the first place.

He encouraged the students to be creative by associating two elements in their lives that they usually deem unrelated whenever they look for ideas for their films. He advised, "When we were growing up, we were taught to think in a certain way. To be creative, you must learn to challenge your normal way of thinking and allow yourself to link things that your rational mind is not taught to do."

Through observation done on the works of UTAR Broadcasting students, he found that many of them came up with interesting and quality films that have great potential if brought forth into the broadcasting world.

He said, "UTAR students are a great bunch who are passionate about the film industry, talented and always willing to learn. The University also has a pool of dedicated teaching staff who are willing to share their knowledge, making it possible for the students to become potential successful filmmakers."



Prof. Knudsen sharing his views on creativity with UTAR students.

EXTERNAL EXAMINER SHEDS LIGHT ON CUSTOMER EXPERIENCE

Professor Dr. Charles H. Patti, External Examiner for UTAR Advertising programme, presented a talk titled 'Customer Experience Meets Advertising' during his three-day working visit to UTAR Perak Campus on 16 March 2010.

Prof. Patti is Professor and Director of the Integrated Marketing Communication (IMC) Program at the University of Denver, USA. His research and consultancy expertise are on marketing and marketing communication strategy; expert witness assignments; and corporate training and development.

During the talk, Prof. Patti explained, "Customers receive some kind of experience, ranging from positive to negative, during the course of buying goods and services. Customer experience refers to the total experience a customer has with a provider of goods or services that will 'build or break' a brand. Marketers have increasingly recognised the importance of managing their customers' experience. To win the hearts of customers, marketers aim at delighting their

customers with a memorable customer experience."

He further emphasised, "Brands win by making the right emotional connection with customers. Positive emotional connection will create meaningful and relevant differentiation for a product or service that inspires customer loyalty to its brand and ultimately translates into profits."

He revealed that there are four dimensions of customer experience. From the perspective of marketers, these four dimensions relate to how well the marketers function, how the marketers look and feel, what the marketers say, and the quality and culture of the people.

On how to build customer experience via advertising, the UTAR External Examiner said, "Instead of highlighting the features of the products, marketers can focus on the good feeling generated by the products through emotional advertisement. For example, a Gel Writer can be promoted as an expression of prestige. The key idea is to deliver the right experience for the target market."



Prof. Patti holding the attention of his 'knowledge customers'.

UTAR'S INTERNATIONALISATION EXPANDS

UTAR through its Faculty of Information and Communication Technology (FICT) sealed a Memorandum of Understanding with the Faculty of Engineering of University of Strathclyde, United Kingdom, at a signing ceremony held at UTAR Perak Campus on 25 March 2010.

Signatories to the MoU were Associate Professor Dr. Liew Soung Yue, Dean of Information and Communication Technology and Professor Ivan Andonovic, representing Professor Scott MacGregor, Dean of Engineering, University of Strathclyde.

Among the initiatives proposed in the collaborative effort between the two faculties included developing joint research projects and sharing expertise, facilitating academic development exchanges, organising study visits and student exchanges, and facilitating applications from candidates for relevant postgraduate research and taught courses.

It also aims to encourage academic innovation through the development of new teaching and learning technologies, and to organise and participate in joint academic activities such as conferences, workshops, publications, and seminars.

Speaking at the signing ceremony, Dr. Liew said, "This collaboration marks a significant milestone for two universities and two faculties. We hope for more research projects to be formulated. University of Strathclyde is among QS Top 500 universities and UTAR as a young university has much to learn from the University of Strathclyde."

Prof. Andonovic said, "I believe this collaboration will serve as a platform for great talents in both universities to work together in various areas of research and development. Teamwork and relationship will bring us forward."

Prof. Andonovic also gave a talk on the evolution and applications of wireless sensor networks to UTAR staff and students during his visit.

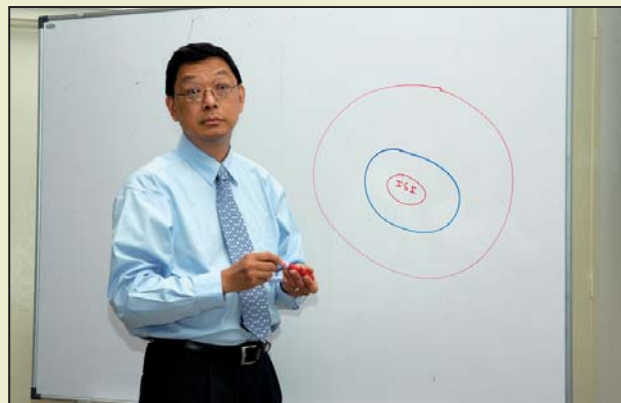


(From left) Dr. Liew and Prof. Andonovic exchanging documents.

ISI-RANKED JOURNALS: STRATEGIES TO GET PUBLISHED

Publishing in ISI (Institute for Scientific Information) - ranked journals is a challenging feat. Only selected quality peer reviewed manuscripts are destined to become journal articles in ISI-ranked journals. To shed light on the publication strategy, Prof. Dr. Lin Binshan, External Examiner for UTAR Bachelor of Business Administration programme, shared his extensive experience with UTAR academics during his working visit to UTAR Perak Campus on 31 March 2010.

Prof. Lin is the BellSouth Corporation Professor at Louisiana State University in Shreveport, Louisiana, USA. He has published over 220 articles in refereed journals, and currently serves as Editor-in-Chief of several academic journals including two top ISI-ranked journals namely, *Industrial Management and Data System* and the *Journal of Computer and Information Systems*.



Prof. Lin highlighting strategies of producing excellent academic publication.

During his talk, Prof. Lin stressed that the actors in the process of journal publication involved authors, reviewers, editors, publisher and readers. He explained, "When you submit a manuscript to an academic journal, you have two sets of audience to satisfy: first the editor and reviewers, and then the journal readers. You need to satisfy the first group so that you can have the opportunity to appeal to the second."

Highlighting the importance of quality English writing, Prof. Lin elaborated, "Being accepted for peer review requires presentation in error-free language and a polished style. Best journals are frequently overburdened with article submissions leading to out-of-hand rejection of manuscripts for researchers."

Associate Professor Dr. Ooi Keng Boon, Dean of Business and Finance, commented, "We have learnt a lot from the talk and it will surely spur the faculty members further to produce more papers in quality journals. It is very inspiring and publication in quality journals is good for both the university and our personal development."

Budding Accountants Visit to KPMG

With the aim of learning beyond classroom, a group of 45 students from UTAR Perak Campus Accounting Society embarked on a corporate visit to one of the Big Four accountancy firms, KPMG, on 9 April 2010.

KPMG is a global network of professional firms providing audit, tax and advisory services. Upon arrival, the students were briefed on the history of the organisation as well as career and internship opportunities at KPMG. They were then taken on a tour of the office which was located in Petaling Jaya.

Organising Chairperson, Liew Hong Leong said, "This corporate visit aims to provide students with a comprehensive understanding about KPMG and it allows students to obtain first-hand information from the industry practitioners."

Many of the students stated that such visit complemented their theoretical learning and motivated

them to study harder to achieve their dreams. One of the participants, Chong Suk Kuin, shared, "This is a golden opportunity for us to have a glimpse into a large professional firm and it prepares us for challenges in the working world."



Group photo of the students during their visit.

PRACTICAL APPROACH TO EFFECTIVE RECORDS MANAGEMENT

From 31 March - 1 April 2010, UTAR staff attended a training titled 'Effective Records Management' at UTAR Petaling Jaya Campus to help them gain a better understanding on records management.

The training was facilitated by Irene Choong, an experienced trainer in the area of records management capacities. The training imparted practical ways to improve current records management systems as well as the ways to implement new records management systems to offices.

Choong emphasised, "The goal of the records management system is to provide the right record to the right person at the right time at the lowest possible cost." She added that misfiling records can cost a company a lot of funds; hence, implementing a good records management system is vital to prevent unnecessary losses.

During the training, the participants were briefed on the record life cycle, filing classifications and procedures as well as record retention and destruction techniques.

Group discussions and activities were held for the participants to compare the different filing systems used in the various departments of UTAR. They were also asked to compare the problems that often occur within each filing system and brainstorm the possible solutions to the problems.

In addressing the challenges in records management, Choong advised, "In records management, there is no room for us to put aside a document when it actually needs to be filed. Although it may seem not urgent to file the document immediately, our tendency to misplace the document may increase when we delay filing the document." She added that file managers must communicate effectively with those who borrow the files so that files may be returned promptly after use.

'Fishy' Green Initiative at Perak Campus

In line with the commitment towards promoting an environmentally sustainable campus, the University adopts earth-friendly practices to achieve environmental stewardship. One of these green initiatives is the use of grass carp fish as a biological control of aquatic vegetation in the lakes of UTAR Perak Campus.



Prof. Lee (left) and Dr. Lim releasing the carp into the lake.

On 25 March 2010, Professor Dr. Lee Sze Wei, UTAR Vice President and Associate Professor Dr. Lim Tuck Meng, Dean, Faculty of Science, officiated the ceremony of releasing the initial batch of 200 grass carp fish into the lakes of UTAR Perak Campus. The simple ceremony was attended by UTAR staff, Green Campus committee members, and a representative from Student Representative Committee.

Dr. Lim expressed, "The University would like to thank Madam Cheong Siew Lan for donating RM2,500 to defray the cost of carp fish. Compared to other control methods, the use of grass carp fish is more practical, cost-effective and environmentally sustainable."

Cheung Fong Wai, Head of Perak Campus Department of General Services said, "The grass carp fish or 'ikan kap rumput' is reputed to be the most efficient plant eating fish known and is inexpensive in the control of aquatic vegetation. In the following months, we will be releasing batches of carp fish of 5-6 inches in size into the various locations of the lakes at UTAR Perak Campus."

SPREADING PEACE MESSAGE

To spread the message of peace and raise awareness towards the abolition of nuclear weapons or any weapon of mass destruction, UTAR Perak Campus Chemistry Society and the Perak Branch of Soka Gakkai Malaysia jointly held an exhibition titled 'From A Culture of Violence to A Culture of Peace: Transforming the Human Spirit' at UTAR Perak Campus from 29 March - 2 April 2010.

The exhibition panels highlighted the harsh realities of nuclear weapons and the pitfalls of a culture of violence. Accompanying the exhibits was a DVD screening on testimonies by Hiroshima and Nagasaki atomic bomb survivors, which showed a glimpse on the horrors of war and the cries for peace. It emphasised the core issues of human security and nuclear disarmament for the general public, showing the hopeful role citizens around the world can play in creating a culture of peace today.

Goh Chang Foo, Secretary of Perak Branch Soka Gakkai Malaysia, in his speech called for the abolition of nuclear weapons at the exhibition's opening ceremony, which was attended by UTAR staff and students. He said, "The exhibition was created in 2007 to commemorate the 50th anniversary of Josei Toda's Declaration Against Nuclear Weapons. Toda was the second President of Soka Gakkai at the time he made the declaration in 1957. Soka Gakkai believes that within each human being lies the potential to change one's circumstances through life without violence."

In conjunction with the anti-nuclear campaign, two talks promoting the culture of peace were conducted by Chiok Phaik Fern, Deputy Dean of Faculty of Arts and Social Science of the University and Steven Nah from the Service Civil International Malaysia.

The event is part of many efforts of the University to spread its educational philosophies which include harmony and humanitarianism to the community members and the public.



Goh (in batik shirt) touring the exhibition.

'Biosolutions' to Global Crises

Our world is facing three major crises – food, energy and environmental. Tian Kian Wee from Faculty of Science explained how microalgae biotechnology can play a crucial role in providing solutions to these crises at a scientific talk series held on 13 April 2010 at UTAR Perak Campus.

Tian said, "In the search for replacement to oil, biofuel has attained great demand. However, the use of crops as fuel source has given rise to controversy. For example, current fuel sources such as corn, soybeans and canola are said to have led to rising food prices and reduction of food supply, and have impact on environment, energy and land use. Thus, alternatives such as algae biofuel have been look into."



Tian explaining the benefits of microalgae to the audience.

"Microalgae absorbs carbon dioxide and releases oxygen, does not require arable land to grow and it is a fast growing single cell microorganism with doubling time of about 1-5 days. Certain species of microalgae can be used to produce biofuel, lipids, protein and pharmaceutical products. It is reported that over USD\$1 billion has been invested into microalgae industry in the last three years," he added.

According to Tian, several successful microalgae cultivation systems can be seen in the US, Germany and UK. Comparatively, Malaysia has advantages over other countries in terms of availability of water, sunlight and favourable weather for microalgae cultivation. Currently the difficulties facing microalgae cultivation are to maintain pure species in large scale and at low cost as well as growing microalgae quickly and at the same time producing target biochemical product. Therefore, Tian and his research team at UTAR aims at researching ways to cultivate purely fast growing, oil producing microalgae species in large scale at low cost and to commercialise microalgae products in the future.

UTAR PROMOTES EYE HEALTH

Some 200 students and staff from UTAR gained better awareness on their eye health and on ways to maintain good eye health when they participated in the Mobile SightFirst project held on 29 March 2010 in UTAR Petaling Jaya Campus.

The Mobile SightFirst project is a project by Lions Club and supported by UTAR, Pusat Pakar Mata Centre for Sight and CIBA VISION to provide the community with free eye screening for eye conditions and early detection for low vision and sight related problems.

Participants of the project were given complimentary eye screenings to help them detect potential vision impairment such as low vision as well as glaucoma and cataract.

Habibah Dahali, UTAR administrator from the Department of Safety and Security found the project useful as it helped her to be aware of eye health and motivated her to get her eyes checked. She admitted, "I have never gotten my eyes checked before this. This project encouraged me to go for the eye screening as it was free and held conveniently at my workplace."

Too Wai Yuen, a Foundation in Science student who also got his eyes checked for the first time said, "Without good vision, life will not be the same." He commented that the project was a good initiative to help raise students' awareness on the importance of maintaining good eye health.

In addition to the eye screenings, a talk by Dr. Fauzi Md. Sharif, an established ophthalmologist/vitreoretinal surgeon from Pusat Pakar Mata Centre for Sight, was held. Dr. Fauzi briefed the participants of his talk on the diseases of the inner layer of the eye. In his presentation, he covered topics like early detection of the eye diseases, eye treatment alternatives as well as limitations of the eye treatments. He also emphasised the importance of having regular eye check-ups and maintaining a healthy diet to prevent vision loss.



A UTAR staff getting his eyes checked during the event.

CRITICAL THINKING TALK

"Critical thinking involves careful analysis and interpretation of information to determine the meaning and significance of an observation, claim or argument, and subsequently use it to determine whether there is adequate justification to reach an acceptable conclusion," enthused Dr. Roy van den Brink-Budgen as he took the audience through the skills that are needed for effective critical thinking at his talk titled 'Creativity of Critical Thinking' held at UTAR Perak Campus on 9 March 2010.

Dr. Roy is a consultant in Critical Thinking to Brunel University's Able Children's Education Centre, and he has been providing service and resources of critical thinking in the UK and other countries for over twenty years.

"A critical thinker is characterised as a person who is inquisitive, well-informed, trustful of reason, open-minded, flexible, fair-minded, honest in facing personal biases, prudent in making judgments, willing to reconsider, clear about issues, orderly in complex matters, waiting to find relevant information, focused in inquiry and persistent in seeking results," explained Dr. Roy.

Dr. Roy further stated that there are different categories of claims, namely, *evidence-claim*, *prediction-claim* and *principle-claim*. Critical thinking calls for a persistent effort to examine any belief or claim based on the evidence that supports it and the further conclusions to which it tends. Claims supported by explanations will create significance and thus lead



Tun Dr. Ling presenting a token of appreciation to Dr. Roy.

to inference. Claims with further evidence can also draw an inference. To illustrate his point, Dr. Roy presented a few examples on how we can draw well-reasoned conclusions by raising questions and problems in a thoughtful way and formulating them clearly and precisely using methods of logical inquiry and reasoning.

Dr. Roy emphasised that the key to critical thinking is to persistently ask questions that stimulate thinking essential to the construction of knowledge. He closed the talk with a quote by Peter Abelard who said, "By doubting we come to inquiry; and through inquiry we perceive truth".

Organized by the UTAR Centre for Extension Education in collaboration with the Malaysia Mental Literacy Movement (MMLM), the talk was attended by more than 600. Tun Dr. Ling Liong Sik, UTAR Council Chairman and founder of MMLM, presented a token of appreciation to Dr. Roy at the end of the talk.

AGRICULTURE TECHNOLOGY SEMINAR SERIES

The first series of the Agriculture Technology Seminar titled 'Boosting Crop Yield' was held on 17 April 2010 at UTAR Perak Campus.

The seminar series also included talks on 'Horticultural Carbon', 'Fertiliser Management' and 'Keeping Pests and Diseases at Bay', in addition to stimulating discussions on all things agricultural. The expert panel was led by Professor Emeritus Dr. Yong Hoi Sen from the Institute of Biological Sciences, University of Malaya.

The Agriculture Technology Seminar Series, organised by UTAR Centre for Biodiversity Research and UTAR Institute of Postgraduate Studies and Research, brought together experts from both the industry and academia. It aimed to be a platform for agricultural experts to share their views on alternative planting materials, fertiliser use and the management of pests and disease.

The panel of speakers were Dr. Francis Ng S.P., who described his experiences using a form of granulated charcoal (horticarbon) as a soil amendment for growing plants, including trees, herbs and flowers and cacti; Dr. Tan Swee Lian, who explained the role of major and minor nutrients and gave some guidelines on optimum fertiliser rates for selected crops; and Chung Gait Fee, who introduced the Integrated Pest Management (IPM) system for the control of pests and diseases in his talk.

Fun for Business Students

The night of glitz and glamour saw students and staff of the Faculty of Business and Finance (FBF) dressed to the nines at the FBF Night 2010 held at Heritage Hall, Perak Campus on 9 April 2010.

Gracing the event was Professor Dr. Ewe Hong Tat, UTAR Vice President representing UTAR President.

Associate Professor Dr. Ooi Keng Boon, Dean of the Faculty of Business and Finance said, "I am very happy to see the leadership quality and organising capabilities shown by the committee members for this event. I am surprised by so many hidden talents in UTAR. This is the time to showcase your talents and to show that we are not only good in academic but also we know how to have fun!"

Performances were lined up for the night. The evening started with the Chinese Orchestra serenading the crowd with melodious renditions, followed by a combination of stomp, hip hop dance and beat boxing that injected life into the crowd with pulsating beats.

On the faculty night, organising chairperson Nelson Leong shared, "This is the very first time FBF is hosting such an event. The theme '1 UTAR 1 FBF' leads us to a more comprehensive notion - UTAR gives us the dream, FBF leads us to success. It serves not only as an occasion to strengthen the relationship among FBF students, but also as a pre-graduation get-together for the third year students."

A Night of Splendour at UTAR Ball 2010

UTAR students and alumni were enthralled by a night of splendour when they attended the UTAR Ball 2010 on 7 March 2010 at the Palace of the Golden Horses, Seri Kembangan, Selangor.

Themed 'Verziere', Italian for 'garden', the ball was exquisitely fashioned to create a romantic, grand and elegant ambience for the students. Some 600 students and alumni attended the ball. The students were from all four UTAR campuses.

Adorned in their finest suits and gowns to suit the 'Verziere' theme, they mingled with one another and relished the night-long activities and performances.

Alluring contemporary and classical songs were played and sung by UTAR students to amplify the enchanted atmosphere of the ball. Along with these performances were a string of beautifully rehearsed dance performances featuring talented UTAR students who danced to a number of classical and contemporary beats. A bonus to the charming occasion was the sumptuous food served.

As the night began to heighten up, the students received a big surprise when they discovered

that they were being spied on by anonymous photographers throughout the ball. A sudden announcement by the MC jolted them from their seats, followed by the screening of candid photos of eight students who had been selected as the 'best dressed' among the crowd at the ball.



Students beaming with excitement at the ball.

Following this, the selected students were invited on stage to answer a few questions about themselves and to perform several challenges including an impromptu catwalk in front of the audience to battle it out to become the UTAR Ball 2010 Best Dressed Male and Female.

Choy Yee Wa, a first year student from the Biomedical Engineering programme, was named the Best

Dressed Female while Arminster Singh, a final year student from the Electronic and Communications Engineering programme, was named the Best Dressed Male. They each received a hamper and a goody bag for their victory.

The magnificent UTAR Ball 2010 included a special video presentation and the opening of the dance floor, whereby the students danced the night away.

UTAR Celebrates its 10th Convocation Ceremony

UTAR held its 10th Convocation Ceremony on 13 and 14 March 2010 at Dewan San Choon, Wisma MCA, Jalan Ampang, Kuala Lumpur.

For this Convocation, 2,014 graduands from eight Master's and 35 Bachelor degree programmes received their scrolls. The Convocation also marked the graduation of UTAR's pioneer batch of students for two Master's and three Bachelor degrees. They were: Master of Engineering Science, Master of Mathematical Sciences, Bachelor of Engineering (Honours) Civil Engineering, Bachelor of Arts (Honours) Graphic Design and Multimedia, and Bachelor of Finance (Honours).

The Guests of Honour for session one, two, three and four were Datuk Seri Dr. Chua Soi Lek; Dato' Sri Ong Tee Keat, Minister of Transport Malaysia; Tan Sri Dato' Dr. Sak Cheng Lum, Member, Board of Trustees UTAR Education Foundation; and Mr. Cheng Hooi Paul Geh, Member, Board of Trustees UTAR Education Foundation respectively.

With this Convocation, UTAR now has a total of 18,494 graduates.



Final-Year Student Project to Reduce Body Sores

Three Mechanical Engineering students of Universiti Tunku Abdul Rahman (UTAR) got more than grades for successfully completing their final-year project in designing and building a unique wheelchair to reduce body sores of a disabled individual confined to a wheelchair.

Wong Lu Liuh, Wong Liang Chuan and Wong Hock Kei got to apply the knowledge and skills acquired at the University to tailor-made a wheelchair to help someone with special needs.

After almost a year of toil on the project which began in mid-2009, the trio completed the prototype of their “sore reducing wheelchair”.

The uniqueness of the “prototype” chair is that its seat is shaped to follow closely the contours and curves of the body of an anonymous patient of Facioscapulohumeral Muscular Dystrophy (FSHD). With a body-hugging seat designed to meet her special requirements, she will be relieved of many of the sores she has from using a wheelchair with a normal seat.

On why they took up the challenge to design and build the chair, Hock Kei puts it very succinctly, “We just want to help this patient.”



(From left) Wong Hock Kei, Wong Lu Liuh, and Wong Liang Chuan with their prototype.

Before designing and fabricating the chair, they visited the eventual beneficiary of their efforts and recipient of the “sore reducing chair”, at her residence to get the necessary information to tailor-make the chair.

Mr. Wong Hong Mun, the students’ lecturer and supervisor, said, “The design and fabrication of the prototype is done in-house, in UTAR’s mechanical workshop. Basically the job requires welding, cutting, drilling, sheet metal forming, manual milling and turning as well as CNC milling.”

On the relevance of the project, Associate Professor Dr. Wang Chan Chin, Dean of the Faculty of Engineering and Science of UTAR, said, “We are very supportive of student projects that are in line with the university’s commitment to contributing back to society”.

Speaking up for Earth Hour

UTAR community members are doing their bit to raise awareness of Earth Hour. On 23 March 2010, seven speakers from Perak Campus spoke on the Earth Hour at the weekly Speaker Corner activities held in conjunction with the upcoming third Earth Hour event. This activity was coordinated by the Department of Soft Skills Competency (Perak Campus).

The event kicked off with a brief introduction of Earth Hour. This was followed by the speakers contributing ideas, points of views, experiences and information related to the topic of the day.

There was a Q&A session after the speakers had spoken. During the Q&A session, some members of the audience posed questions to the speakers about the actions which could be taken by the UTAR’s students in order to promote the campaign.

When asked for her view on the effect of darkness due to Earth Hour, Mythali Tiakaras, one of the speakers, expressed her concern about security. She said that people should also be concerned of the

possibilities of crimes and emergency cases as well instead of just focusing on switching off lights and being supportive to the campaign. Three assistant lecturers joined the event to provide some feedback on the performance of the speakers.

With the emphasis on the significance and impact of the global warming, people are asked to turn off their lights for one hour from 8:30pm to 9:30pm on 27 March 2010. The campaign is to raise awareness about the need to take action on the climate change.

Earth Hour 2010 is a WWF initiative and is expected to be the largest climate event in history. Over one billion people in 88 countries have been inspired to switch off their lights once a year

for Earth Hour. In 2009, an estimated 611 megawatts-hours (MWH) of electricity was conserved, which is like shutting down 12 coal-fired power plants for an hour. On its third year, Earth Hour hopes to gain more participation to turn off lights for an hour in recognition of the event’s environmental advocacy towards a sustainable future.



The participants of the Speaker Corner activities and their supporters.

STUDENTS BRIEFED ON ACCOUNTANCY AND TAXATION PROFESSION

On 7 April 2010, over 110 Accounting students attended a two-hour informative talk on the career paths to accountancy and taxation profession by representatives from Malaysian Institute of Accountants (MIA) and Chartered Tax Institute of Malaysia (CTIM) at UTAR Perak Campus.

Organised by Perak Campus Accounting Society, the talk saw Lam Weng Keat, the Perak Branch Chairman of MIA, and Loo Thin Tuck, the Perak Branch Chairman of CTIM, sharing their expert knowledge.

In his briefing, Lam said, "In Malaysia, the word 'accountant' is protected as provided for under the provisions of the Sections 22 and 23 of the Accountants Act, 1967. It states that no one can hold himself out or practice as an accountant unless he is registered as a member of MIA."

MIA is a statutory body established to regulate and develop the accountancy profession in Malaysia and currently MIA has over 26,620 members.

Established on 1 October 1991, CTIM aims to advance the status and interest of the taxation profession. Sharing his vast experience in taxation, management, and accounting, Loo enthused, "Taxation is interesting because it is a mixture of law, economics and accountancy and it draws on a wide range of skills."

Aspiring accountant Chan Chei Mei expressed, "This talk provides insights on options available upon graduation and it has deepened my understanding on how to achieve my ambition."

AGILENT TECHNOLOGIES TALKS ON CAREER DEVELOPMENT

UTAR students looking for industrial training or career opportunity at a global company had every reason to smile when a representative from the world's premier measurement company, Agilent Technologies, visited UTAR Perak Campus to give a career development talk on 24 March 2010.

Organised by the Faculty of Engineering and Green Technology, the talk attracted a good turnout from engineering students. Lyne Lee from the Department of Human Resources of Agilent Technologies briefed the students on the history, working environment, culture and values of the organisation to provide them a picture of what it would be like to work there.

Lee elaborated, "For fresh graduates, we will consider their industrial training as working

experience. Students can join us for industrial training. It also provides opportunity for us to train and identify students for future hire."

The interactive talk ended with students posing numerous career-related questions in the Q&A session.

Agilent Technologies Malaysia (ATM) began its manufacturing operations in 1972. Today, ATM is based in Bayan Lepas Free Industrial Zone, Penang and has more than 3,000 employees.

ATM has expanded its responsibilities to include R&D, marketing and providing business services and support for worldwide functions such as global finance, Asia Pacific human resource, commercial services and supply chain management.

Keeping Abreast with the Latest FPGA Technology

The University's Faculty of Engineering and Green Technology (FEGT) organised a talk on Field Programmable Gate Arrays (FPGA) technology at UTAR Perak Campus on 14 April 2010 to keep students abreast with the latest technology within the field.

Liew Tong Sen, Manager of IP Design Engineering from Altera Corporation Penang, gave the students an overview of the technology milestones at Altera as well as challenges and future technology trend.

Liew explained, "FPGAs are reprogrammable silicon chips. Historically, FPGAs have been slower, less energy efficient and generally achieved less functionality than their fixed Application-Specific Integrated Circuit (ASIC) counterparts. However, a combination of volume, fabrication improvements, research and development, have largely closed the performance gap between ASICs and FPGAs. Currently the adoption of FPGA has increased dramatically due to its top five benefits – higher performance, shorter time-to-market, lower cost, higher reliability and better long-term maintenance."

Dr. Lee Sheng Chyan, Deputy Dean (R&D and Postgraduate Programmes) of FEGT, commented, "The objective of this seminar series by industry players is to give opportunity to staff and students to know more about the development in the industry related to their field of study. Moreover, it also serves as a platform for communications between the staff, the students, and the industry. I hope students benefit greatly from the talk. It would help them to understand the needs of the industry and how to relate it to their study."

Money Matters for University Students

Do you know that we need to become millionaires? This was the question posed to the students at the Cash @ Campus Seminar jointly organised by the Faculty of Business and Finance of the University at Perak Campus and the Securities Industry Development Corporation (SIDC) on 10 March 2010.

“As a matter of fact, we all need to become millionaires,” emphasised Ooi Kok Hwa, investment advisor and managing partner of MRR Consulting. He is also a regular columnist in ‘Personal Investing’ in *The Star* newspaper, touching on all the fundamental issues related to stock market investment.

He further explained, “We need to have cash reserves of about RM1 million to be able to maintain our current lifestyle 20 years after retirement.” This led to the next question - how do we accumulate enough money for our retirement?

Illustrating the magic of compounding interest, Ooi encouraged students to be more prudent with their money. They are advised to cut down on unnecessary expenses and save more to achieve financial freedom earlier.

Ooi reiterated, “To retire early, we need to invest at a young age. Firstly, we have to identify our investment objectives - know how much we need for retirement, set ourselves to be debt-free, and aim for financial freedom.”

The second section saw Mohd Azril Bahaman from SIDC sharing strategies for managing money. He highlighted that more than 50% of the people below the age of 30 became bankrupt because of credit card. Therefore, it is essential that students learn to manage their money better so that campus life will be more financially pleasant.

Students need to set their financial goals and conduct yearly budgeting while making their financial planning.

Final year Accounting student Tan Wei Tat commented, “I find the series of talk on financial matters beneficial. I learnt a lot of practical knowledge such as how to invest, how to calculate the interest in real value and when can we retire if we start investing now.”



Mohd Azril sharing with the students strategies of managing money.

Success Tips from a Young Entrepreneur

Nicholas Chan, a Singapore-based entrepreneur turned venture capitalist, gave an inspiring talk on his battle in the business field at UTAR Perak Campus on 5 April 2010. Organised by the Faculty of Information and Communication Technology, the talk aimed at spurring the spirit of entrepreneurship among students.

Chan started working at the age of 12 and when he was 17, Chan started his first company, an IT solutions firm with S\$500 in seed capital. It achieved half a million dollar turnover within the second year. In 2005, he started his second successful company, iFoundries, and then the third setup, Azione Capital, in 2006. In 2007, he established his fourth company specialising in high tech research and development in the maritime sector.

Having found success with his start-ups, Chan is now embarking on a mission to assist budding entrepreneurs to turn their start-up ideas into reality. Chan is also the co-founder of Project: Senso Ltd, a non-profit entrepreneur volunteer organisation that encourages entrepreneurs to contribute their valuable creation skills, personal connections and wealth to enable budding entrepreneurs and social enterprises to better serve the community by empowering them with the spirit of enterprise.

On what led him to his success, Chan said, “My environment actually helped spur my desire to succeed. Growing up, I was ostracised for being ugly, from a working class family, and stupid as I was from the GCE N Level 5. In the 1990s, I discovered that my technical skills sets were in great demand, the profit margins were good and at the same time my parents were going through a rough patch financially. I needed to do something for myself and my family so it has been more of a necessity to survive and timely opportunity that pressed me to work hard.”

He emphasised that an entrepreneur should start with a clear purpose and is a doer who thrives on challenges.

“Too many of us are not living our dreams because we are still living our fears. If there is no possibility of failure, the victory is meaningless,” Chan concluded.



Chan imparting useful advice for success.

From Waste to Wealth

Dr. Lisa Ong Gaik Ai from the Department of Biological Science, Faculty of Science, gave a talk titled 'Waste to Wealth' at a Scientific Talk series held at UTAR Perak Campus on 16 March 2010. The series of scientific talks serves as a platform for sharing scientific knowledge among UTAR staff and students.

Dr. Ong explained, "Waste is unwanted or unusable materials."

Agricultural waste such as rice straw, rice husk, coconut fibre, empty fruit bunch, palm fibre and palm kernel cake, have potential as biomass. This waste can be used as feedstock to produce value-added products such as enzymes, organic acids, mushroom cultivation component and biofuel through fermentation.

Dr. Ong added, "Fermentation is any large-scale microbial process occurring with or without air, for instance, in the production of yoghurt drink, alcoholic drink and tempeh. Fermentation can be classified into submerged fermentation and solid state fermentation (SSF). Solid state fermentation can have higher productivity compare to submerged fermentation. Thus, nowadays, research is more focused on solid state fermentation although till now submerged fermentation is still widely used."

Through SSF, agriculture waste can be used to produce enzymes which can be used in textile industry for fibre treatment, and in the production and processing of detergents, oils, fats and dairy products. Furthermore, it can be used to produce organic acids such as citric acid and lactic acid which are used as acidulant and preservative in cheese, meat, jelly and beer. Various types of mushrooms and biofuel can also be produced by SSF.

Overseas Internship Opportunity

With a Memorandum of Understanding signed between UTAR and Sheffield Hallam University (SHU), both institutions embarked on several initiatives to enhance academic, research and student development. One of the initiatives is the UTAR-SHU International Work Experience Programme. On 13 April 2010, Daniel Chi, Director and Chief Representative of SHU for South East Asia universities, briefed students on the programme at UTAR Perak Campus.

Founded in 1843, SHU is one of United Kingdom's top modern universities with more than 30,000 students including 3000 international students. SHU offers over 650 courses and it is located at Sheffield, UK.

Chi strongly encouraged students to consider undergoing internships overseas. He said, "Students joining this programme will have the opportunity to work and travel in the UK and Europe, enhance international outlook and work experience as well as gain wider cultural and social experience. Most importantly, this overseas internship can enhance their international career prospects and employability."

There are a few vacancies specially allocated for UTAR students. Currently, SHU has six vacancies at various departments and locations that include SHU Regional Office at Beijing, China; International Office, SHU; Biomedical Research Centre, SHU; Faculty of Health and Wellbeing, SHU; Business School, SHU and the Marketing Department, SHU.

Students were also briefed on details such as accommodation, air fare, and living expenses. The duration of the programme is 10-12 weeks and expenses could run up to RM10,000 for the internship in UK and between RM12,000-RM23,500 in China.

A Prom Evening to Remember

On 26 March 2010 the Psychology Society at UTAR Perak Campus organized a masquerade prom evening themed *L'énigme de la vie* (The mystery of life) that saw participants donning colourful and glittering masks to give the prom evening an aura of mystique.

Chiok Phaik Fern, the Deputy Dean (Academic Development and Undergraduate Programme) of Faculty of Arts and Social Science, was present to launch the event. The mesmerising evening showcased some dazzling performances that included a mixed dance by H2O group, Bollywood duet dance by Satvinderjit Sandhu and Pravin Vishnu, hip hop dance by Zero, Raagidhasakti, and a delightful dance by Chan Kai Sing and Sheena Joanne.

The audience was also entertained by the melodious singing of a few talented groups. The crowd's favourite, *Bani and Friends*, performed seven songs which included one Chinese song. The English songs included *Stand By Me*, *Beautiful Girl*, *Perfect*, *Zombie*, *Behind This Hazel Eyes*, *I Love You*, and *Happy Ending*. The music and songs at the prom got a few lecturers getting up from the seats and dancing to the beat of the rhythm of the night.

Judged for their attire, personality and popularity, Tan Shu Pin, a Financial Economics student, was crowned the Prom King and Lee Ee Chin, a Foundation student, won the Prom Queen title.

Organising Chairperson, Lee Jun Keong, who was delighted with the good turnout for the event said, "It is indeed an evening to remember. I would like to thank my committee members for their hard work and our advisor, Dr. Lee Mah Ngee, for her guidance."

台湾儿童文学传教士 应邀到拉曼大学开讲

拉曼大学创意产业学院中文系于2010年3月4日下午四时许，举办了一场有关儿童文学的讲座，并且邀请了素有“台湾儿童文学界传教士”之称的林文宝教授前来主讲。这场题为“台湾儿童文学的历史与记忆”的讲座由我校中文系教授林水椽博士主持。

儿童文学，顾名思义，就是儿童的文学。林教授表示，儿童文学的产生，是源于教育儿童的需要。儿童文学可分为两个部类，那就是“以儿童为本位”与“非儿童本位”。这两类又可再分为四个层次：幼儿文学（3至6岁）、童年文学（6至12岁）、少年文学（12至15岁）和青少年文学（15至18岁）。

他说，考各国的儿童文学源头有三，即：口传文学、古代典籍和历代启蒙教材。对于台湾儿童文学的发展，林教授认为是缓慢而闭锁的。除了口述源头外，台湾的儿童文学尚受中国、日本两国的儿童文学和其他外来翻译作品影响。

同时，台湾的师范体系有关“儿童文学”课程的转变影响了该国儿童文学的发展。他解释道，1960年始，台湾地区的师范院校开设“儿童文学课程”。后来，师范学校陆续改制成师范专科学校。然而，师专时期的“儿童文学研究”并非必修课程。后师专再改制为师范学院，“儿童文学”一课才从选修课转为必修课（国校师资科语文组）。林教授称这段时期的“儿童文学”是从边缘课程升为核心必修课程。

从1960年算起，台湾的儿童文学发展至今已有近半世纪的时间。台东国立大学（前身为台东师范学院）于1996年设立的两岸三地唯一一所儿童文学研究所，林教授便是最大功臣。洪文瓊在《台湾儿童文学手册》一书中，更表示此研究所的设立象征了台湾儿童文学新典范的形成。在这领域深耕超过30年的林教授在讲座上笑着说道，从事儿童文学的工作是个荣耀。

此外，林教授也盘点了历来在台湾儿童文学的演进中，重要的出版社、杂志、事件、人物和奖项等，让与会者对台湾的儿童文学有更深入的了解。

林教授是次不远千里来到我国，为本校学生及对儿童文学有兴趣的公众人士带来了两场精彩的讲座。“台湾儿童文学的历史与记忆”讲座亦是林文宝教授在我国的第一场讲座；而第二场题为“对儿童文学应有的认识”讲座则在第二日晚，即3月5日于我校B座讲堂进行。该场讲座是我校中文系、中华研究中心、马来西亚留台联合总会和《星洲日报》联合举办，并由我国著名儿童文学家爱薇女士主持。林教授在该讲座中为来宾们讲授了儿童文学的意义、文体和分类以及其艺术价值等。正如其讲座题目一样，通过这场演讲，出席者对儿童文学有了应有的认识。



林文宝教授（左）与主持人林水椽教授（右）摄于“台湾儿童文学的历史与记忆”讲座上。

拉曼大学办音乐会 追念陈蕾士教授

2010年3月21日晚上七时许，拉曼大学资讯与通讯科技学院的礼堂扬起了悦耳的琴声与筝声。在这里，一场由我校中华研究中心主催，芥子福传中心和音扬艺术中心联办，中马中化校友会协办的音乐会正进行着。音乐会以追念已故陈蕾士教授——一位驰誉国际的古筝演奏大师兼中国音乐历史研究学家为目的，邀请了来自香港、台湾和马来西亚数位与陈教授素有渊源的演奏家参与，演出多首由陈教授传谱或移植改编的乐曲。

这场题为“二四绝续：忆故人”的音乐会总共演出了13首曲子。首先由台湾中国文化大学中国音乐学系系主任樊慰慈教授“打头阵”，以一首古筝曲“汉宫秋月”掀开序幕。他曾是陈教授门下学生，于1977年至78年间向陈教授学习。他回忆当时的学习情况表示：“向陈老师学琴必须十分专心，因为陈老师是以口授心传的方式教导学生。”较后，他演奏了古筝曲“醉渔唱晚”及“雨打芭蕉”。

香港著名的古琴、古筝演奏家，同时亦是唐氏艺苑中心创办人的唐健垣博士呈献了古琴曲“潇湘水云”、潮州筝曲“南正宫”和粤曲的南音弹唱。唐博士是陈教授任教于香港中文大学时的同事兼好友。他俩也曾同住一起逾四、五年。晚会中，唐博士与出席者分享了他与陈教授相处时的点滴趣事。

台湾国立艺术大学中国音乐学系讲师兼古筝演奏家陈雯不仅担任是晚纪念会的主持人，还呈献了古琴曲“空山忆故人”和弹唱曲“阳关三迭”。“阳关三迭”为送别之曲。她边弹边唱，幽幽的歌声和悠扬的琴声，加上舞台两侧投放的陈教授生前影像，使纪念会更添诀别之愁绪。

我国古筝演奏家陈国兴为与会者演奏了三首古筝曲，分别是：“春思”、“饿马摇铃”和“昭君怨”。同时，两位筝坛的后起之秀，张梦意和程呈小妹妹也展现她们的才华，在大师前毫不怯场地呈献古筝曲“妆台秋思”和“蝶恋花”二重奏。

虽然当日老天不作美，下起了倾盆大雨，但大雨浇不灭各界知音人士的兴致，以及缅怀陈教授的心情。这场免费索票的音乐会吸引了数百位公众人士参与，偌大的礼堂座无虚席。是故，每当一曲奏毕，响起的掌声只能以响彻云霄形容。值得一提的是，陈蕾士教授的家人，女儿、孙女和曾孙女也相偕出席了音乐会。

当晚的安可曲目为唐健垣博士呈献的粤曲——再世红梅记。至此，历时逾两小时半的音乐会在该曲唱毕后便正式宣告结束。其后，各位演奏家亦偕同陈蕾士教授家属上台，在唐健垣博士的带领下，面向屏幕上的陈教授影像，鞠躬致敬。

当晚的演奏者之一，樊慰慈教授。



当晚的演奏者之一，樊慰慈教授。

拉曼大学设就业展

拉曼大学在2010年3月30日、4月2日和7日分别在双溪龙镇校区、八打灵再也校区和吉隆坡校区举行了就业展，协助已毕业和即将毕业的学生寻求工作机会。这项由校友联系与就业辅导部负责主办的就业展吸引了逾90家企业机构参展，包括永旺集团、联昌国际集团、IFCA MSC公司、Robert Bosch有限公司等等。

由于往年只在八打灵再也校区举办一次性的两日就业展，因此就读于其他校区的学生便须花费一番功夫才能参加。同时，因各个类型的企业机构只能在同一场地设展，这对不同学系的学生来说要寻找适合自己的公司也不容易。有鉴于此，校方自去年八月开始便将属同类型的机构集中在一起，安排他们到特定校区举办就业展。这样一来，不但规模更大，各机构单位更容易寻得合意人选，学生们也勿须舟车劳顿，可谓一举三得。

除了设立资讯处，主办单位也准备地方供参展单位即场面试学生。另外，他们也安排了数场讲座，并由参展机构的高层人员主讲，让学生对该机构有更深层的了解。

目前正在修读通讯与网络系最后一年的曾建邦表示这是他第二次参加就业展。他补充道：“大致参观了一遍，觉得整体上还不错，只是网络公司比较少。我已经把自己的履历表交给属意的公司，希望可以快些找到工作，减轻家庭的财政负担。”

另一位准毕业生，刘凯恒是我校的资讯系统工程系学生。他在受访前接受了银湖系统有限公司（Silverlake System Sdn.Bhd）的面试。谈及面试的情况，刘同学表示：“这是我第一次面试，所以有一点害怕。面试者问了我许多问题。”他坦诚说道，由于担心毕业等于失业，因此前来参观这项就业展，先视察情况及找些必要的资料。积极的他除了参加我就业展，也已将履历表寄给外界机构。



职业展吸引许多学生前来，现场人头汹涌。

在这个大学生失业率高企的年头，如何避免学生甫毕业即成为失业大军的一员，想必是让许多办校者头痛的问题。是故，拉曼大学创立这些年来，便时刻与各企业机构保持紧密的关系，务求其课程符合业界要求，所培育出来的学生能够迎合职场需要。根据往年的记录，我校毕业生能够在短时间内便觅得工作，证明了拉大在这方面的努力并没有白费。

“女性和男性更年期”讲座

有关女性更年期的课题在报章、杂志甚至电台都时而可闻。但许多人可能不知道，原来男性也有更年期。为让大家更为了解女性与男性的更年期特点，拉曼大学继续教育中心在2010年4月3日（星期六）上午，举办了一场“女性与男性更年期健”讲座。我校理事会成员之一暨妇产科医生林少华是当天的主讲人。

林医生将此讲座分成三个部分，分别是：第一、女性更年期；第二、男性更年期；及第三、女性与男性更年期的比较。

会上，林医生解释了女性更年期的定义，即女性卵巢功能逐渐衰退至不再排卵，绝经前后的一段期间。女性进入更年期的明显标志是绝经。当一位女性持续一年没有来经，那便意味着她已停经。停经的发生可分为四类：自然绝经、早熟绝经、外科停经和药物性停经。

在更年期，由于女性体内的荷尔蒙会产生变化，因此一些器官和身体部位如心脏、骨头、牙齿等会受到影响，出现一些临床症状。林医生举例表示，精神方面，会出现忧郁、焦虑、失眠等倾向。同时，停经妇女罹患骨质疏松症、心血管疾病和中风的机会也较停经前高，乳癌的发生率也会增加。此外，停经妇女的皮肤会失去弹性，也可能面对尿失禁的问题。及后，林医生讲解了目前医学界为更年期妇女进行的治疗方法和它们的副作用。

女性更年期最明显，也最容易辨识的特征便是生殖期结束，但男性不同。由于他们的生殖能力可持续一生，因

此许多人，尤其是男性都不知道什么时候才算是步入更年期。男性更年期多发生于老年男性，但程度的轻重不同。男性更年期的症状很容易被忽略，多数人甚至会把它当作老化的正常现象。林医生表示，较常见的症状是注意力不集中、急躁、情绪低落、记忆力衰退、失眠、性能力减弱或出现障碍等。他补充道，不论是男性还是女性，更年期体内的性激素水平都会降低。

这场讲座获得马来西亚更年期学会的支持，该学会主席何春梅医生及荣誉会员Mrs. Jagjeet是当日的座上宾之一。许多公众人士亦前来捧场，现场座无虚席。问答环节中，林医生和何医生专业地解答与会者的提问，而Mrs. Jagjeet则和众人分享了她的亲身体会。是场讲座于正午12时许结束。



林少华医生（站者）摄于讲座中。

拉曼大学邀瑞籍学者谈写作出版与隐喻之使用



Anders Örténblat博士摄于研讨

拉曼大学高等教育与研究所以于2010年3月26日在八打灵再也校区举办了一项与研究有关的研讨会。研讨会共分为两场。首场题为“写作出版 (*Writing for Publishing*)”的讨论会于上午11时开始，而第二场“隐喻在研究与教学里的功能 (*Metaphors as tools for Research and Education*)”则从下午2时30分开始，每场约两个小时。来自瑞典的Anders Örténblat博士担任该研讨会的主讲人。

Anders Örténblat博士在研究、教学等领域拥有逾20年的经验。他曾经在多所大学任教，也多次在世界顶尖的学术杂志发表学术作品。同时，他也是多份学术刊物的编辑成员。是故，他的经验可说是我校教员和研究员最好的借鉴。

会上，Anders Örténblat博士与众人分享了他过去经历的艰难时期，并以“在热带雨林里跑马拉松”来形容。其后，他要求与会者仔细思考在发表论文时所遇到的障碍。聆听了与会者的意见后，他也提出了其他可能的原因，并给予他们建议。他也针对哪里发表、何时发表、如何提升论文质量以获得编辑人员青睐等方面给予了相当详尽的解说。他在总结时表示：“以专业的、使人信服的方式，来发表那些你认为是正确的，并且能引起他人兴趣的作品。”

在第二场研讨会中，Anders Örténblat博士为出席者解析了隐喻的定义、类别、使用原因与方法、功能及其可带来的效果等。他认为，使用隐喻最主要的目的，是协助我们表达个人的信念和情绪。而由于语言的差异，因此使用的隐喻也会有所分别。另外，他举了许多例子，以让出席者对隐喻有更多的了解，进而在教学和研究上活用它。

研讨会在问答环节后，于下午4时许左右结束。

拉曼大学办中国象棋赛

57位选手一较高下

拉曼大学霹靂校区中国象棋社于2010年4月10日在该校区举办了一场中国象棋竞赛。这项比赛共设六个轮次，吸引了57位来自不同学系的学生参赛。

经过激烈的角逐，梅容彬（译音）以六连胜之姿，荣膺冠军；亚军则由就读基础课程的李仕汉（译音）夺得。

梅同学赛后表示：“我12岁的时候，哥哥即教我下中国象棋。之后，我也常和中学同学切磋棋艺。我曾多次参加中国象棋比赛，并在中学时夺过冠军；在学院时期则得过季军。”

中国象棋竞赛筹委会主席黄苏同（译音）说：“这是我们首次举办类似的比赛。可喜的是，这场比赛得到很多象棋爱好者的热烈反响。”身兼赛会总裁判一技的他补充：“比赛乃遵从亚洲象棋联合会制定的条规。中国象棋是一项健康的休闲活动，年轻一代应该将此渊博的中华文化传承下去。同时，象棋也可提升我们的思考能力，训练我们的批判性思维。此外，古语有云‘棋如人生’，在棋局里，我们所作的每个决定，都将影响最后的结果。因此，命运实际上操纵在我们手上，要获得成功，就必须作出最明智的决定。”



中国象棋赛吸引了许多学生参加。

拉曼大学将办国际学术研讨会

马来西亚拉曼大学中华研究中心及厦门大学南洋研究院，拟于2010年7月16至17日一连两天，在拉曼大学八打灵再也校区举行一项“马中关系——挑战与机遇”国际学术研讨会，合作伙伴为亚洲媒体研究中心。为此，拉曼大学于2010年4月16日上午11时许特别召开了一场记者招待会，宣布这项消息。

举办这项研讨会最主要的目的不仅是探讨马中两国文化交流所带来的影响和改变，也期望可促进两国和国际间的学术交流，及推广和促进区域研究与发展中的马中研究。



李仕伟教授在记者会上宣布举办研讨会。

拉曼大学副校长（研究与商品化）李仕伟教授表示：“马来西亚和中国在1974年建立邦交。在过去的36年里，国家领导人定期互访，双边贸易与投资部门的代表团进行频密交流，亦有大量游客互访。由此可见文化交流对促进两国关系与谅解已更形重要。”

该研讨会的子题有四，即：（一）马中文化交流：回顾与展望、（二）马中关系：区域和平与安全、（三）马中关系：经济挑战与机遇，及（四）马中关系与全球经济危机：冲击与回应。

李教授也说：“将在这项研讨会发表论文的学者来自多个国家，如中国、香港、台湾、日本和新加坡，可谓相当国际化。同时知名学者王赓武教授将担任主题演讲嘉宾。”

马来西亚是东盟成员国中，与中国建立互动关系最积极的国家。通过这项研讨会，不仅可让许多人对马中关系有更深的了解，也可集合多国学者不同的见解和看法。最后，李教授希望这项研讨会可带来丰硕的成果。

拉曼大学辩论队获第12届全辩总决赛亚军

拉曼大学辩论队获第12届全国华语大专辩论会（全辩）亚军！这项以“江山代有才人出，辩醒世耳探真理”的辩论赛由马来西亚华文学会和《星洲日报》联办，并且获我国高等教育部拨款支持。

从今年2月26日开始掀开序幕的全辩赛云集了来自全国各大专院校共16支队伍，一同争夺赛会的最高荣耀——全辩冠军杯。拉曼大学辩论队一路过五关斩六将，成功闯进复赛。在一番唇枪舌剑后，我校辩论队更以新秀之姿击败上届亚军国油大学，首度挺进总决赛。全辩总决赛在2010年3月15日晚于马来西亚东姑大礼堂举行。我国高教部副部长何国忠博士也出席了当晚的比赛主持闭幕典礼，并颁发奖项。

总决赛的辩题是“我国实现两线制，关键在于政党/人民”，我校辩论队伍为正方，而马大华语辩论队则为反方。四位代表本校的辩手分别是第一辩古俊龙、第二辩丁祖贤、第三辩罗国权和第四辩陈沛文。

该队教练陈文辉说：“我想，在全辩赛的所有辩论队伍中，拉曼大学的辩论队应该是最人丁单薄的。因此，这次出征全辩的几个人，确实是“一个都不能少”，少了任何一个人都不可能走得下去。另外，整支辩论队更是一个“远距离结合”。由于四位辩手分属不同校区（八打灵再也、双溪龙镇和吉隆坡）。每次讨论都得‘长途跋涉’才能聚在一起，现在回想起来也觉得有点不可思议。不过，我想这对于未来的辩论队或是其他活动来说，或许是一个很正面的经验。”

他补充道：“从初赛到决赛，最明显的进步就是他们渐渐地找到了自己的定位。从备战、练习赛到正式的初赛、复赛，队形虽在不断地调整着，但却是逐步地趋向稳定。一直到了半决赛，大家才真正有了共识和默契，四个截然不同的辩手才真正组成了一支辩论队。从寻找自己的位置，到对各自的位置建立信心，再到最后一心想着如何在‘自己’的位置上发挥最大的团队效果，我想这是我们走向成熟的一个标志。”

谈到决赛的表现，陈教练遗憾地表示：“决赛当天，无论在内容上还是呈现技巧上，大家都比较拘谨，和平时练习或之前的比赛都颇有差异。决赛的压力固然有影响，但比较主要

的原因恐怕是当天的行程太折腾人了，加上他们刚熬过期中考试和功课和决赛前的备赛。到正式比赛的时候，我想大家都很难在较好的状态下去享受这场难得的决赛。这也是我觉得比较可惜的一点。”

与冠军宝座擦肩而过，四位辩手都觉得有些可惜和失望。第一辩手古俊龙同学表示：“是有点遗憾，但很高兴可以和实力这么强的队伍比赛。从他们身上学到很多东西。可能当时我们都碰上期中考试，所以准备的时间不太充裕。而且，其实我们还有许多待加强的地方。无论如何，能在全辩赛走这么远（进入总决赛），也是我们意想不到的。”第三辩罗国权同学亦认为，能够闯进全辩总决赛，已是个“奇迹”。因此能够摘下亚军，不管是对自己抑或对学校也算是有个交代，正如他说的：“不枉此行”。第二辩手丁祖贤同学说道：“马大辩论队的实力在我国辩坛上数一数二的。我们技不如人，准备不足，输了固然失望，但我们已经尽力了。”第四辩陈沛文同学附和道：“当晚我们确实不在最佳状态，因此没有发挥出应有的水准。”

四位辩士自中学起便已是校队辩论员，资历深厚。他们当中或曾夺得全国冠军，或夺全州冠军，个个都是身经百战的好手。投身辩论这个领域，他们都认为是百利而无一害的。古同学指出：“辩论提升了我的思考能力，让我学会从多方面的角度去看待事情。我本来不太关心时事政局，但因为全辩赛的题目多和这些课题有关，因此在查找、阅读及整合相关资料的过程中，增加了我对这方面的了解，现在对这些也比较感兴趣了。”罗同学赞同表示：“辩论让我学会客观地看待每件事。”

由于他们都即将毕业，因此我校辩论队恐“后继无人”。对此，陈同学表示：“其实，我们希望通过这次的比赛，可以吸引更多学生参加辩论。若校方允许，我个人是非常愿意回来指导我校后辈。”

无论如何，虽然四位辩手最终还是无法撼倒马大辩论队卫冕冠军，但对于首次参与全辩总决赛的他们而言，相信此役将成为宝贵的经验。

拉曼大学邀中资企业协会会长谈

经过10年努力，中国—东盟自由贸易区于2010年1月1日正式建成启动。这不仅体现了国际经济格局变动，也标志着由中国和东盟十国组成，近万亿美元的生产总值和贸易额区域，开始步入零关税时代。在自贸区不断推进的过程中，双方企业可望获取难得的发展机遇。配合此自贸区的建成，拉曼大学于2010年4月于16日中午12时许，在八打灵再也校区B座第三视听室举行一场有关此自贸区带来的新纪元、新机遇、和新挑战的讲座。当天，马来西亚中资企业协会会长暨马来西亚中国银行执行总裁郑经伯先生亲临出席，和与会者分享他对中国—东盟自贸区的一些观点。

郑经伯先生于2008年始出任中资企业协会会长，在2007年出任马来西亚中国银行执行总裁。他曾先后在国际结算、投资、信托等部门，以及在中银香港、中国银行曼谷分行担任要职，在金融业工作的资历超过30年。

他在会上指出，零关税使域内逾90%商品处在同一起跑线上，因此错位竞争更趋明显。他强调，在这过程中，互补性必须超越竞争性，让区内的经济效益得以提高，促进产业转移和产业分工的速度。

作为“世界第三大经济体”的中国—东盟自贸区涵盖月19亿人口及1400万平方公里的土地。随着自贸区的建立，中国和东盟成员国之间的相互投资和经贸势必增加，致使贸易和资本流动更便利和高效。由于许多产品实现零关税，这将直接促使企业经营成本的降低，进而达到货物贸易、服务贸易及相互投资互利共赢的境地。这样一来，消费者将成为最终的得益者。同时，更多商机的产生将推动双方经济发展，对世界经济产生积极的影响。此外，自贸区的建成也促使中国—东盟国的金融合作走向纵深发展。双边货币互换协议、跨境贸易人民币结算试点已开始推动区内的金融合作逐步走向纵深。

中国—东盟自贸区的机遇与挑战

谈及自贸区的挑战与困难，郑先生指出：“自贸区建成以来，曾出现一些反对的声音。许多人担心，此区或将出现非关税壁垒或隐形壁垒，借以保护本国民族工业，以及设立消费税或奢侈品税，变相提高进口商品价格。”

另一方面，他认为中国和东盟国皆属发展中国家，许多产业有重叠现象。同时，许多企业还没有真正地作好准备去应对挑战，因此若他们盲目地“走出去”，将引发恶性战争。他以多年前中国摩托车进军越南市场，最终失败的案子为例，指出恶性的竞争只会造成恶劣的后果。

他总结表示，有机遇就有挑战，两者是可以共存的。自贸区的进程纵然充满风雨和挑战，但机遇处处可见。虽然各贸易体各自为政，需要长时间的协调和融合，但懂得抓住机会的商家，将成为最大的赢家。



（左起）李仕伟教授颁发纪念品给郑先生。右为主持人谢爱萍副教授。