

Go places with TARC mass comm diplomas



'Simply Versatile' student-organisers and academic staff posing with Malaysian Idol Danell Lee (back row centre).

TUNKU Abdul Rahman College's (TARC) School of Social Science and Humanities (SSH) celebrated a decade of excellence via a campaign organised by the advanced diploma in mass communication students in December.

From its initial offering of four mass communication programmes, namely journalism, public relations, advertising, and graphic design, the school rapidly expanded and introduced new programmes in keeping tabs with the latest developments locally and globally.

Today, the school offers an array of programmes, including media studies, broadcast communication, multimedia design, fashion design, counselling, psychology, hotel management, tourism and food service.

The campaign, themed "Simply Versatile" showcased the student cum organisers' versatility in their own areas with insights into the various SSH courses through public talks by industry professionals, graffiti demonstration by graphic design artists, health psychology demonstration,

the "Green Screen" multimedia showcase, fashion show, Mr and Miss Tourism Search and the "Taste-bud Testers" game.

Other highlights included the exhibition of a RM800,000 BL4S film camera lent by the National Film Department and a special appearance by Malaysian Idol Season 2 winner Danell Lee who sang *Mimpi* (Dream) in Chinese and Malay.

SSH head Lee Hwee Chuin said the school's 10th anniversary celebration showed the college was taking a step forward in advancing its commitment to producing well-rounded graduates who are employment-ready.

SSH has been paving the way for many students to obtain an overseas degree from a choice of universities.

Its advanced diploma graduates have the option of spending 14 weeks in the United Kingdom to obtain a bachelor's degree (hons) through the TARC-Liverpool John Moores University (LJMU) collaborative degree conversion programme.

They could also gain direct

entry into the master's degree programmes offered by selected British universities.

SSH diploma graduates, on the other hand, have the option of completing their bachelor's degrees in the US, UK or Australia with advanced standing.

Christy Choong, an advanced diploma in mass communication (public relations) graduate, who completed the degree conversion programme, says she has come a long way from TARC to graduating with a degree and working in a London-based international company.

Choong is currently employed as a senior account manager of a UK-based conference management organisation.

Other successful TARC alumni who have ventured into the media industry include journalist Ivan Loh and Media Prima 8TV Mandarin news studio director Chow Yin Hon.

For information, call 03-4145 0100/23. TARC's open day is ongoing at all its campuses until March 28 or visit www.tarc.edu.my