

City in a college

IT was the first time the National Film Department lent a RM800,000 BL4S film camera to a college.

The occasion was the 10th anniversary of Tunku Abdul Rahman College (TARC) School of Social Science and Humanities (SSH).

Some 80 students from the Advanced Diploma in Mass Communication (Public Relations and Media Studies) programme organised a show-and-tell with the camera, which has a 25-250mm zoom lens, at the event themed Simply Versatile. In addition to the broadcast communication exhibition booth, there were 12 more stands for each of the other programmes offered by SSH.

Malaysian Idol Season 2 winner Daniel Lee sang his hit, *Mimpi*, in both Chinese and Malay.

The celebration featured a SSH City with a fashion boutique, broadcast studio, art gallery, advertising house,

psychological "prison", publication gallery, hotel and restaurant.

It was organised in fulfilment of the students' practical-based Public Relations Campaign Planning and Management course, which tests their organising, leadership, human resource, and management skills.

It also marked the union of TARC College's Extra Mural Studies Department (EMSD) with SSH, making the latter the largest school in the tertiary institution in terms of faculty size.

Both SSH and EMSD will complement one another academically in programmes that include Mass Communication, Creative Arts, Multimedia Design, Hospitality Management, Social Science and Languages.

To get a behind-the-scenes view, visit www.sshturns10.blogspot.com and SSH10Bday on Facebook and Twitter.



A National Film Department employee (second from right) explaining the functions of the BL4S film camera.



TARC officials celebrate the event with a cake-cutting ceremony.



Daniel Lee joins in the fun.