



Special guest appearance: Miss Tourism Queen Selangor 2009 Andrea Cheah (in white), and Miss Kuala Lumpur Tourism Queen 2007 second runner-up Justina Au Yong (far left) together with winners of the Mr and Miss Tourism Search, Jonathan Ong and Evelyn Yong.

A decade of success

WITH 40 years of academic excellence, Tunku Abdul Rahman College (TAR College) is committed to providing quality and affordable education to young Malaysians.

In line with this, its School of Social Science and Humanities (SSH) which was established in 1999 provides opportunities for students to further their studies in media, creative arts, social sciences and hospitality management.

From its initial offering of four Mass Communication programmes, namely journalism, public relations, advertising, and graphic design, the school has over the past decade rapidly expanded and introduced new programmes to keep pace with the latest developments both locally and globally.

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

Last December, the school commemorated its 10th Anniversary through a campaign organised by the Advanced Diploma in Mass Communication (public relations and media studies) students.

Themed "Simply Versatile", the campaign showcased the student-organisers' versatility in their own areas with insights into the various SSH courses – public talks by professionals from the journalism and advertising industry, graffiti demonstration by graphic design artists, health psychology demonstration, the "Green Screen" multimedia showcase, fashion show, "Mr & Miss Tourism Search" and the "Tastebud Testers" game.

Other highlights included the exhibition of a RM800,000 BL4S film camera lent by the National Film Department, and also a special appearance by Malaysian Idol Season 2 winner Daniel Lee, who presented his hit song – *Mimpi* – in both Chinese and Malay.

"The celebration of SSH's 10th Anniversary has shown that we have taken yet another step forward in advancing our commitment to produce well-rounded graduates who are employment-ready," said SSH head Lee Hwee Chui during the launch.

To provide international exposure to students and an opportunity for them to develop a global outlook, SSH offers flexible and affordable pathways to obtain an overseas degree from a choice of universities.

Its advanced diploma graduates have the option of spending 14 weeks in the UK to obtain a UK bachelor honours degree through the TAR College-Liverpool John Moores University (LJMU) collaborative degree conversion programme, or to gain direct entry into masters degree programmes offered by selected UK universities.

SSH diploma graduates also have the option of completing their bachelor degree in the US, UK or Australia with advanced standing.

Christy Choong, a TAR College Advanced Diploma in Mass Communication (Public Relations) graduate who completed the degree conversion programme, is currently a senior account manager of a UK-based conference management organisation.

"From graduating with a UK degree to travelling in Europe, and now working for a London-based international company, I'm glad that TAR College gave me an education foundation that has led me further and higher," said Choong.

Other successful TAR College alumni who have ventured into the dynamic and highly competitive media industry include *The Star* journalist Ivan Loh and Media Prima 8TV Mandarin News studio director Chow Yin Hon.

Loh, a TAR College Advanced Diploma in Mass Communication (Advertising) graduate, obtained the BA (Hons) in Mass Communication awarded by LJMU through the degree conversion programme.

Chow, on the other hand, is a TAR College Diploma in Journalism graduate who completed his bachelor degree in New Zealand.

> For details, visit TAR College Open Day at all its campuses from March 5-7 and March 12-28 (from 9.30am to 5pm). Alternatively, visit TAR College's booths at major education fairs held in the peninsula and East Malaysia.

You can also call 03-4145 0100/23 or visit www.tarc.edu.my.