

# Helping students find their niche

**J**OSHUA Chay Jing Cheng's work is his passion. "People don't go into production because it makes them millionaires. They do it because they're passionate about it," he says.

As the co-founder of The Spacemen, a production house that specialises in videos, photography and content services, Chay credits his alma mater for shaping him into who he is today.

"UCSI University was great because the lecturers were really good. I'm grateful that they understood what I was trying to do and encouraged me to express myself freely," says Chay, a mass communications graduate from the university's Faculty of Social Science and Liberal Arts (FoSSLA).

Chay fondly recalls a project that called for him to adapt a Hollywood film into a short film – his very first short film. He describes the project as amazing as it gave him plenty of room to explore different scenes. And despite learning most of his skills on his own and through freelancing, it was at UCSI that he learned to channel those skills.

Chay credits his lecturers and their classes for helping him focus on his strengths. His testimony serves as a testament to FoSSLA's strong commitment to creating an environment

where students can excel in their intellectual pursuits. The faculty also acknowledges the individual talents of its students and ensures they hone in on their niche. In their first year, mass communications students are introduced to courses such as written discourse, public speaking, advertising, public relations and journalism, where they learn the basics of each field.

The second year sees them gaining deeper knowledge in various courses and choosing electives that are relevant to their career paths, while Year 3 is separated into three routes: film and television, journalism and marketing communications.

The three-year curriculum has been designed so that students are exposed to many elements in the field and are able to make the right decision when it is time to choose their major.

FoSSLA boasts a team of highly qualified academicians with many of them possessing extensive industrial experience. One example is Nazvi Careem, who has more than 25 years of industry experience in journalism.

While keeping his classes fun, interactive and informal, Careem is resolute in his commitment in ensuring that

his students are equipped with the right knowledge and skills before graduation.

He ventured into teaching because he wanted students to immediately put what they learned at university into practice at their workplace.

"I know what a student needs in order to be a good journalist and an 'A' will mean nothing unless they can write a good article," he says.

Careem's classes are popular among the mass communications students at the university and Chay, who was a student in his class, is appreciative of what he has learned as it was very focused on achieving a student's goals.

"It was more about using your own methods to get to the goal. He created an environment for us to learn on our own but at the same time, there was still some structure enabling us to learn something at the end of the day," Chay says.

At FoSSLA, students are encouraged to think creatively, give shape to their ideas and communicate those ideas under the tutelage of experienced lecturers.

FoSSLA is a faculty that strives to make a difference in the lives of its students and is keen on seeing its students become creative and confident individuals who are passionate about what they do.

■ For more information, call 03-9101 8882 or visit [www.ucsiuniversity.edu.my/onlineenquiry](http://www.ucsiuniversity.edu.my/onlineenquiry)



Joshua Chay (front row, second from right), UCISI alumni and the co-founder of The Spacemen, a production house, celebrating the end of his final presentation for his bachelor's degree with classmates.