



KENNETH LEE TZE WUI

H +6018-2954-622
leetw@utar.edu.my
mrdefinite.wordpress.com

PROFESSIONAL SUMMARY

Kenneth believes that education holds the transformative power to shape societies. He advocates for a learning approach grounded in deep understanding, rather than mere rote memorization.

AREAS OF EXPERTISE/INTEREST

Media	Nation-Building
Digital Communication	Identity Construction

HIGHLIGHTS OF COURSES TAUGHT

Culture and Communication
Interpersonal Communication
Introduction to Mass Communication
Communication Theories
Media and Society
Digital Media
Media Relations
Introduction to Communication Research
Interactive Reporting

EDUCATION

Doctor of Philosophy (Social Science) [Currently pursuing]
Universiti Tunku Abdul Rahman

Master of Communication
Universiti Tunku Abdul Rahman

Bachelor of Communication (1st Class Hons) Journalism
Universiti Tunku Abdul Rahman

PROFESSIONAL EXPERIENCE

Full-time Senior Lecturer cum Head of Programme
Department of Mass Communication
Universiti Tunku Abdul Rahman, Sungai Long, Selangor
January 2019 – Present

Full-time Lecturer cum Head of Programme
For Diploma in Mass Communication
INTI International College Penang (INTI), Bayan Lepas, Pulau Pinang
August 2017 – January 2019

Part-time Lecturer
Department of Mass Communication
INTI International College Penang (INTI), Bayan Lepas, Pulau Pinang
April 2017 – August 2017

Full-time Teacher
Sahakornprachanukool School, Chumphon, Thailand
June 2015 – March 2017

Full-time Lecturer cum Head of Department
For Foundation Studies of Academy of Architecture and Visual Art
Jati Institute (Legenda Education Group [LEG]), Mantin, Negeri Sembilan
December 2013 – March 2015

Full-time Lecturer cum Programme Coordinator
For Foundation Studies of Academy of Architecture and Visual Art
Linton University College (LEG), Mantin, Negeri Sembilan
February 2012 – November 2013

Full-time Lecturer
Foundation Studies of Academy of Architecture and Visual Art
Linton University College (LEG), Mantin, Negeri Sembilan
Dec 2010 – January 2012

Full-time Tutor
Department of Advertising
Universiti Tunku Abdul Rahman, Kampar, Perak
Sep 2009 – Dec 2010

Part-time Tutor
Department of Advertising
Universiti Tunku Abdul Rahman, Kampar, Perak
Jun 2009 – Sep 2009

Journalist
The Star, Star Publications (M) Bhd, Petaling Jaya, Selangor
Jun 2007 – Sep 2007

Tuition Teacher
Wawasan Pro, Kuching, Sarawak
Jan 2005 – Aug 2005

Reporter
Malaysian Today, Kuching, Sarawak
Nov 2001 – Jan 2002

PROFESSIONAL AFFILIATION

Persatuan Aliran Kesedaran Negara (Aliran)
Southeast Asian Media Studies Association (Seamsa)

ACADEMIC PROFILE

Fundings In UTAR

1. Assimilation and Dual Identity Negotiation of the Kelantanese Thais.
Universiti Tunku Abdul Rahman Research Fund (UTARRF).
RM5,700 (Vote Account: 6550/2K02)
December 2021 – December 2022
2. A Study on Chinese Traditional Religions and Conversion in Malaysia.
Yayasan Belia Buddhist Malaysia through UTARRF. RM34,700.00
(Vote Account: 8131/0001)
November 2021 – October 2022
3. Malaysians and Their Perceptions of UTAR.
Universiti Tunku Abdul Rahman Research Fund (UTARRF).
RM65,230.00 (Vote Account: 6544/000)
August 2020 – January 2021
4. Malaysia Moving Forward: Recovery, Reconciliation and Resilience.
Universiti Tunku Abdul Rahman Research Fund (UTARRF).
RM40,550 (Vote Account: 6546/000)
August 2020 – November 2020
5. Social Media Uses and Gratifications Among Young Adults in Klang Valley, Malaysia.
Universiti Tunku Abdul Rahman Research Fund (UTARRF).
RM5,000.00 (Vote Account: 6200/C47)
January 2012 – January 2013

External Fundings/Not Funded

1. Understanding Public Awareness, Perception, and Expectations Regarding "Fraud Parks": A Comprehensive Survey.
Tun Tan Cheng Lock Centre for Social and Policy Studies.
[Unfunded]
October 2023 – November 2023
2. Kajian Lapangan bagi Kajian Indeks Perpaduan Nasional (Field Study for National Unity Index) [IPNAS] 2022.
Ministry of National Unity. RM50,000.00 (Project No. S210206)
January 2022 – March 2022
3. Supporting Livelihoods During the COVID-19 Crisis: An Analysis of News Coverage in Malaysian Newspapers.
[Self-funded]
June 2021 – March 2022
4. Chinese Philanthropic Response to COVID-19 in Malaysia.
[Self-funded]
November 2020 – May 2021
5. Jawi-Khat Introduction in Chinese Vernacular Schools: Malaysian Chinese Newspapers' Coverage.
[Self-funded]
September 2019 – March 2020

6. Beauty Transgression and Instagram Celebrities (*Working Title*). Universitas Airlangga. RM14,716.00 (Project No. 1131/UN3.14/LT/2019) August 2019 – December 2019

Professional Consultancies

1. Panelist for *Co-Existing with Intelligent Machines: Philosophical Reflections on Creativity, Belonging, and Our Future* (Panel Discussion) at the 12th International Conference on Arts and Humanities 2025. Invited by The International Institute of Knowledge Management. 4–5 Sept 2025.
2. Trainer for International Young Leaders Summer Programme (IYLS) 2025. Invited by the Division of Student Affairs, UTAR. 25 Aug 2025.
3. Keynote Speaker for Optimization of Interview, Reporting, and Research Skills as an Effort to Improve the Quality of Student Journalistic Products (Seminar). Invited by the Student Press Organization "Tegalboto" of the University of Jember. 21 Jun 2025.
4. Trainer for *Workshop on the Bus* at International Study Excursion 2025. Invited by Universitas Muhammadiyah Sidoarjo. 22–26 Apr 2025.
5. Speaker for *Digital Society Issue: Navigating Ethical Communication Skills in Digital Society* as part of the International Virtual Short Course 2025. Invited by Universitas Muhammadiyah Sidoarjo. 16 Jan 2025.
6. Plenary Speaker for the 11th International Conference on Arts and Humanities 2024. Invited by The International Institute of Knowledge Management. 5–6 Sept 2024.
7. Keynote Speaker & Trainer at International Student Excursion 2024. Invited by Universitas Muhammadiyah Sidoarjo. 19–25 May 2024.
8. Speaker for Interfaith Forum on Ecology. Invited by the Federation of Taoist Associations Malaysia. 3 Sept 2023.
9. Perlantikan Pemerhati bagi Pilihan Raya Umum Dewan Undangan Negeri (PRU DUN) Ke-15. Invited by the Election Commission of Malaysia. 29 July – 13 Aug 2023.
10. Appointed researcher for *A Study of Voters' Perceptions*. Commissioned by the Malaysian Chinese Association via Institute of Postgraduate Studies & Research. RM36,000. 21 Oct 2021 – 5 Nov 2022.

Publications & Presentations

Journal Articles

1. Rozi, R. F., Lee, K. T. W., & Wardani, L. D. P. (2025). Transforming cinema on YouTube: An integrative review of aesthetics, commodification, and socio-economic shifts. *Dewaruci: Journal of Arts and Design*, 20(1).
<https://doi.org/10.33153/dewaruci.v20i1.6496>

2. Zara, A. S., Abadi, T. W., Febriana, P., & Lee, K. T. W. (2025). Electability of presidential and vice presidential candidates among Gen Z in the 2024 Indonesian presidential election. *Communicatus: Jurnal Ilmu Komunikasi*, 8(2), 159–180. <https://doi.org/10.15575/cjik.v8i2.40732>
3. Lee, K. T. W., Eng, M. C., Tan, Y. S., & Liong, M. Y. (2023). Transcending information delivery: How Malaysian online news portals report on COVID-19 crisis response. *Media Asia*, 51(2), 257–281. <https://doi.org/10.1080/01296612.2023.2263237>
4. Lee, K. T. W., Chin, Y. M., Eng, M. C., Lee, J. Y., & Phua, Y. N. (2022). Chinese philanthropic response to COVID-19 in Malaysia. *Taiwan Journal of Southeast Asian Studies*, 17(1), 193–232. <https://www.airitilibrary.com/Article/Detail?DocID=18115713-N202302130001-00006>
5. Lee, K. T. W., & Chin, Y. M. (2020). Jawi-Khat introduction in vernacular schools: Malaysian Chinese newspapers' coverage. *Journal of Malaysian Chinese Studies*, 24, 67–96. https://www.malaysian-chinese.net/book_shop/booksmag/journal/10657.html
6. Lee, K. T. W., & Wong, W. W. (2020). Framing Jawi-Khat move: A comparative analysis of Chinese, English and Malay-language newspapers in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 26(4), 194–210. <https://doi.org/10.17576/JKMJC-2020-3604-12>

Working Papers

1. Lee, K. T. W., Chin, Y. M., Eng, M. C., Lee, J. Y., & Phua, Y. N. (2021). *Chinese philanthropic response to COVID-19 in the Malaysian context* (UCLA Asia Pacific Center Working Paper Series). UCLA Asia Pacific Center. <https://escholarship.org/uc/item/30g7n9bh>
2. Lee, K. T. W., & Chin, Y. M. (2021). *Jawi writing implementation in vernacular schools: How Malaysian Chinese newspapers frame the controversy* (TCLC Working Papers: 2021 Issue 1). Tun Tan Cheng Lock Centre for Social and Policy Studies. [Hardcopy]

Conference Proceedings

1. Eng, M. C., Nur Zahrawani, J., Lee, K. T. W., & Ahmad Tajudin, B. D. (2023). A discourse analysis on Facebook comments towards Loh Siew Hong court case in Malaysia. In *Proceedings of the 4th International Conference on Business, Technology, Tourism, Education, Engineering, Health, Social Science & Humanities and Supply Chain 2023 (BYTES23)* (ISBN: 978-967-2963-44-8).

Book

1. Lee, K. T. W. (2014). *Wanderful odyssey*. Teak Sing Enterprise. (ISBN: 9789671266700)

Book Chapters

1. Lee, K. T. W. (2025). Malaysia's media freedom: A new dawn under Anwar Ibrahim or history repeating? In P. V. Kien, D. A. Duc,

- N. T. T. Hang, & N. K. Nga (Eds.), *Digital convergence in media: Vietnam and transnational perspectives* (pp. 447–470). Nomos Publishing. <https://doi.org/10.5771/9783748954286> (Print ISBN: 978-3-7560-3086-6; Online ISBN: 978-3-7489-5428-6)
2. Lee, K. T. W., & Toh, C. C. (2024). Flowering (2005–2012). In S. I. Ting, L. L. Chen, D. Nadason, Y. H. Beh, & N. Abdullah (Eds.), *Blossoming and fruiting: 50th anniversary of diplomatic relations between Malaysia and China* (pp. 115–168). Sin Chew Daily. (ISBN: 978-983-3703-91-3)
 3. Lee, K. T. W., & Wong, A. W. W. (2023). Returning to traditional Chinese religions: A qualitative analysis. In Y. M. Chin (Ed.), *A study of traditional Chinese religions in Malaysia: The decline and the path towards revitalization* (pp. 42–54). Yayasan Belia Buddhist Malaysia. (ISBN: 9786299692454)
 4. Lee, K. T. W., & Wong, A. W. W. (2023). 回归到华人传统宗教的信众：定性分析 (J. Y. Lee, Trans.). Yayasan Belia Buddhist Malaysia. (Original work published 2023). (ISBN: 9786299692447)

Newspaper Articles

1. Lee, K. T. W. (2019, September 12). *Ethno-religious divide remains stumbling block in New Malaysia*. Aliran. <https://m.aliran.com/thinking-allowed-online/ethno-religious-divide-remains-stumbling-block-to-nation-building-in-new-malaysia>
2. Lee, K. T. W. (2019, September 30). *Three ways to encourage youths to go beyond mother-tongue comfort zones*. Aliran. <https://m.aliran.com/thinking-allowed-online/three-ways-to-encourage-youths-to-go-beyond-mother-tongue-comfort-zones>
3. Lee, K. T. W. (2019, August 5). *Single-use plastic ban at government events: Sort out practical implications*. Aliran. <https://m.aliran.com/thinking-allowed-online/single-use-plastic-ban-at-government-events-sort-out-practical-implications-first>
4. Lee, K. T. W. (2021, September 16). *The "salad bowl" of multicultural diversity*. Cerita Rakyat Project. <https://ceritarakyatproject.com/2021/09/16/the-salad-bowl-of-multicultural-diversity>

Academic Presentations

2025

- *Truth & Trust in the Age of AI*. AKEMI Group of Institutes International Webinar. Organised by AKEMI Group of Institutes, Online. 18 Nov 2025.
- *Shared Future from the Ground Up: Adaptive Integration of the Siamese Minority in Kelantan, Malaysia*. ASEAN–China Dynamics in Building a Shared Future. Organised by UTAR ASEAN Research Centre for a Community with Shared Future, Ibis Kuala Lumpur City Centre. 15 Nov 2025.

- Co-Existing with Intelligent Machines: Philosophical Reflections on Creativity, Belonging, and Our Future (Panel Discussion). The 12th International Conference on Arts and Humanities (ICOAH 2025), Ambassador Hotel, Bangkok. 4–5 Sep 2025.
- *From WhatsApp to Deepfakes: The War on Truth in Asia's Information Landscape* (Keynote). Optimization of Interview, Reporting, and Research Skills as an Effort to Improve the Quality of Student Journalistic Products, Organised by Student Press Organization "Tegalboto" of the University of Jember, Online. 21 Jun 2025.
- *The Invisible Wars: How Mis/Disinformation Is Shaping Asia's Future* (Keynote). International Conference of Emerging New Media and Social Science, Organised by Muhammadiyah University of Sidoarjo, Harris Hotel & Conventions Denpasar, Bali, Indonesia. 23 Apr 2025.
- *Beyond Fake News: The Battle Against Mis/Disinformation*. 2025 International Virtual Short Course (IVSC 2025), Organised by Universitas Muhammadiyah Sidoarjo, Zoom. 16 Jan 2025.

2024

- *Talent Cultivation Trends and Needs in Developing Countries* (Roundtable). Conference on Collaborative Development of Cities and Transportation in Developing Countries: Opportunities and Talent Cultivation, Beijing Jiaotong University Science Hall, China. 13 Oct 2024.
- *Media Freedom in Asia: An Overview with a Focus on Malaysia* (Plenary). The 11th International Conference on Arts and Humanities (ICOAH 2024), Taj Samudra, Colombo, Sri Lanka. 5–6 Sep 2024.
- *Over-The-Top Movie Content: The Transformation of Cinema on YouTube's Digital Platform*. International and Interdisciplinary Conference on Arts Creation and Studies, Institut Seni Indonesia (ISI) Surakarta, Indonesia. 29 Aug 2024.
- *New Media, Governance, and Trust* (Keynote). International Conference of Emerging New Media and Social Science, Universitas Muhammadiyah Sidoarjo, Quest Hotel Kuta, Bali, Indonesia. 22 May 2024.

2023

- *回归到华人传统宗教的信众：定性分析*. Buddhism and Traditional Chinese Religion: The Road Ahead, Yayasan Belia Buddhist Malaysia & Tun Tan Cheng Lock Centre. 5 Nov 2023.
- *Spotlight on Malaysia: Crafting a Global Image Through Media Narratives* (Keynote). 2nd China-ASEAN Media and Communication Education International Academic Conference, Guangxi University, China. 14 Oct 2023.
- *Bringing Together Diverse Beliefs for a Greener Tomorrow* (Roundtable). Interfaith Forum on Religion and Ecology, Penang Harmony Corporation (Harmonico). 3 Sep 2023.
- *How to More Effectively Promote Taoist Culture*. Sharing Session, Penang San Qing Dao Guan. 2 Sep 2023.

- *华人宗教的现状与出路：对比华人宗教领袖与信仰公众之观点*. FTAM-UTAR Colloquium: Taoism—Past, Present and Future, Federation of Taoist Associations Malaysia & UTAR. 6 Aug 2023.
- *Maintaining Siamese Identity: A Case Study of Wat Phikulthong Vararam Community of Kelantan, Malaysia*. International Online Short Course "Sustainable Cities and Communities", Universitas Muhammadiyah Sidoarjo. 17–27 Jul 2023.
- *A Discourse Analysis on Facebook Comments Towards Loh Siew Hong Court Case in Malaysia*. BYTES23 Conference, Academia Industry Networks. 29 Mar 2023.

2022

- *Media as a Form of Aid: How Malaysian News Portals Report COVID-19 Humanitarian Response*. 9th International Conference on Arts and Humanities (ICOAH 2022), The International Institute of Knowledge Management. 15–16 Sep 2022.
- *Role of Social Media in Tourism Marketing*. International Fellowship Program, Universitas Muhammadiyah Sidoarjo. 5 Jul 2022.

2021

- *疫情是否推动人口增长 -- 华裔青年婚姻、家庭价值观的考察与研究*. ISSCO Asia Pacific Regional Conference. 4–5 Dec 2021.
- *COVID-19 Sinophobia Outbreak: Some Observations in Malaysia Through the Lens of Social Structural Strain Theory*. ISSCO Asia Pacific Regional Conference. 4–5 Dec 2021.
- *How Chinese Malaysian Youths Are Coping with the COVID-19 Pandemic*. ISSCO Asia Pacific Regional Conference. 4–5 Dec 2021.
- *COVID-19 Pandemic in Malaysia: Development, Management, and Implications*. Tun Tan Cheng Lock Centre Webinar. 12 Oct 2021.
- *Malaysian College and University Students' Psychological Well-Being During the COVID-19 Pandemic*. Tun Tan Cheng Lock Centre Talk Series. 11 Oct 2021.
- *Persepsi Belia Melayu dan Cina Terhadap Perkahwinan dan Saiz Keluarga*. Kolokium Penyelidikan: Belia dan Keluarga, UiTM Perlis & Tun Tan Cheng Lock Centre. 14 Jul 2021.
- *Chinese Philanthropic Response to COVID-19 Crisis in the Malaysian Context*. International Symposium on Global Chinese Philanthropy, UCLA Asia Pacific Center. 19–20 Mar 2021.

2020

- *Impact of COVID-19 on the Chinese Community in Malaysia*. UTAR Research & Design Colloquium, Institute of Postgraduate Studies & Research. 21 Nov 2020.
- *Jawi Writing Implementation in Vernacular Schools: How Malaysian Chinese Newspapers Frame the Controversy*. Tun Tan Cheng Lock Centre Talk Series. 15 May 2020.

- *2019-nCoV Sinophobia Panic Outbreak: Some Observations in Malaysia Through the Lenses of Social Structural-Strain Theory*. Tun Tan Cheng Lock Centre Talk Series. 19 Feb 2020.

2019

- *The Thai Buddhists of Kelantan and Their Identity in Nation-Building Context*. Interdisciplinary Dialogue Symposium, Tun Tan Cheng Lock Centre & Centre for Chinese Studies, Postgraduate Chinese Studies Society. 14 Dec 2019.

Academic Service and Engagement

- Head of Department, Department of Mass Communication, UTAR (2022–Present)
- Faculty Academic Development and Curriculum Committee (2023–Present)
- Editorial Board Member, *Central Asian Journal of Social Science and History* (2025–Present)
- Reviewer, *KANAL: Jurnal Ilmu Komunikasi* (2024–Present)
- Reviewer, *Southeast Asian Media Studies Journal (SEAMSJ)* (2023–2024)
- Academic Partner and Abstract Reviewer, International Conference on Arts and Humanities (2024–2025)
- External Examiner, Universitas Muhammadiyah Sidoarjo (2024)
- Committee Member, Federation of Taoist Associations Malaysia–UTAR Colloquium on Taoism (2023)
- Country Coordinator, 10th International Conference on Arts and Humanities (2023)
- Visiting Fellow & Speaker, International Fellowship Program, Universitas Muhammadiyah Sidoarjo (2022)
- Researcher, Chinese Traditional Religions Project (2021–2023)
- Social Media Ambassador, International Conference on Arts and Humanities (2022)
- UTAR 10-Year Strategic Plan Sub-Committee (2020–2022)
- UTARRF Research Committees for "Malaysians and Their Perceptions of UTAR" and "Malaysia Moving Forward"
- Organiser and panelist/judge for final-year events and postgraduate defences (2019–2024)
- Faculty Strategic Branding Sub-Committee (2019–2020)
- Accreditation and self-assessment panels for communication programmes (2019, 2021)
- Curator, Student Work Gallery, UTAR Open Days (2019)
- Advisor, De Mass Culture Club, INTI International College Penang (2017–2019)
- Advisor, Community Service Society (2010)



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ABOUT KENNETH

Born in Kuching, Sarawak, on the north coast of Borneo, Kenneth Lee Tze Wui is an academic and researcher in communication studies, with a focus on media, digital communication, identity construction, and nation-building. As a Senior Lecturer and Head of the Department of Mass Communication at the Faculty of Creative Industries, Universiti Tunku Abdul Rahman (UTAR), Malaysia, he is involved in teaching, research, and programme management.

His scholarly work examines media framing, misinformation and disinformation, political discourse, and crisis response reporting, particularly in Malaysia and Southeast Asia. In recent years, his research has expanded to the Malaysian Siamese minority, exploring its identity negotiation and representation within the nation-building framework.

Kenneth's work has been published in journals, conference proceedings, and book chapters. As an active member of UTAR's Tun Tan Cheng Lock Research Institute, he contributes to research on social issues and policy development, aiming to bridge academic inquiry with real-world impact.

Beyond research, he regularly participates in academic conferences, symposiums, and workshops, engaging in discussions on media freedom, misinformation, political discourse, ethnic representation, and digital communication. His involvement includes keynote addresses, panel discussions, and interdisciplinary dialogues, reflecting his dedication to fostering meaningful conversations on media and societal change.

As an educator, he has taught courses on media, communication, culture, and society, equipping students with critical perspectives on media's evolving role. He is also affiliated with Persatuan Aliran Kesedaran Negara (Aliran) and the Southeast Asian Media Studies Association (SEAMSA), maintaining strong connections with scholars and professionals in his field.