



**KENNETH**  
**LEE TZE WUI**

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#### PROFESSIONAL SUMMARY

Kenneth believes that education is a powerful tool to change the world. He favours a learning approach that is driven by understanding rather than rote-memorisation.

#### AREAS OF EXPERTISE/INTEREST

Media Nation Building  
Ethnicity Studies

#### HIGHLIGHTS OF MODULES TAUGHT

UAPS2013	Culture and Communication	MMC2201	Media and Society
UAMA1043	Interpersonal Communication	CGD4200	Digital Media
UAMG1004	Introduction to Mass Communication	UJMC2324	Media Relations
		RES1101	Introduction to Communication Research
MMC2201	Communication Theories	UJSJ2133	Interactive Reporting

#### EDUCATION

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

Master of Communication  
Universiti Tunku Abdul Rahman

Bachelor of Communication (1<sup>st</sup> Class Hons) Journalism  
Universiti Tunku Abdul Rahman

#### PROFESSIONAL EXPERIENCE

Full-time 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, *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, *UTARRF*, RM65230.00 (vote account 6544/000), August 2020 - January 2021
4. Malaysia Moving Forward: Recovery, Reconciliation and Resilience, *UTARRF*, RM40,550 (vote account 6546/000), August 2020 - November 2020
5. Social Media Uses and Gratifications Among Young Adults in Klang Valley, Malaysia, *UTARRF*, RM5,000.00 (vote account 6200/C47), January 2012 - January 2013

### Fundings Not In UTAR/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 number 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 number 1131/UN3.14/LT/2019), August 2019 - December 2019

### Consultancies

1. Consultant for "Interfaith Forum on Ecology", Federation of Taoist Associations Malaysia, RM0.00, 3 September 2023
2. Consultant for "Perlantikan Pemerhati bagi Pilihan Raya Umum Dewan Undangan Negeri (PRU DUN) Ke-15", Consultant Election Commission of Malaysia, RM0.00, 29 July 2023 – 13 August 2023

3. Consultant for "A Study of Voters' Perceptions", Malaysian Chinese Association via Institute of Postgraduate Studies & Research, RM36,000, 21 October 2021 – 05 November 2022

#### Publications & Presentations

##### *Journal Articles*

1. Kenneth Lee Tze Wui, Eng May Chuen, Tan Yang Sheng, & Liong Mei Yin. (2023). Transcending Information Delivery: How Malaysian Online News Portals Report on COVID-19 Crisis Response. *Media Asia*.  
<https://doi.org/10.1080/01296612.2023.2263237>
2. Kenneth Lee Tze Wui, Chin Yee Mun, Eng May Chuen, Lee Jenn Yuan, & Phua Yeong Nan. (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>
3. Kenneth Lee Tze Wui, & Chin Yee Mun. (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](https://www.malaysian-chinese.net/book_shop/booksmag/journal/10657.html)
4. Kenneth Lee Tze Wui, & Wong Win Wei. (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. Kenneth Lee Tze Wui, Chin Yee Mun, Eng May Chuen, Lee Jenn Yuan, & Phua Yeong Nan. (2021). "Chinese Philanthropic Response to COVID-19 in the Malaysian Context.", *UCLA Asia Pacific Center: Working Paper Series*, UCLA Asia Pacific Center, 2021. <https://escholarship.org/uc/item/30g7n9bh>
2. Kenneth Lee Tze Wui, & Chin Yee Mun. "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, 2021. (Hardcopy)

##### *Conference Proceedings*

1. Eng May Chuen, Nur Zahrawaani Jasmin, Kenneth Lee Tze Wui, & Bazlin Darina Ahmad Tajudin. (2023). A Discourse Analysis on Facebook Comments Towards Loh Siew Hong Court Case in Malaysia. *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. Kenneth Lee Tze Wui. (2014). *Wanderful Odyssey*. Teak Sing Enterprise. (ISBN: 9789671266700)

### *Book Chapters*

1. Kenneth Lee Tze Wui, & Angeline Wong Wei Wei. (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)
2. Kenneth Lee Tze Wui, & Angeline Wong Wei Wei. (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. Ethno-religious divide remains stumbling block in New Malaysia, 2019. <https://m.aliran.com/thinking-allowed-online/ethno-religious-divide-remains-stumbling-block-to-nation-building-in-new-nalaysia>
2. Three ways to encourage youths to go beyond mother-tongue comfort zones, 2019. <https://m.aliran.com/thinking-allowed-online/three-ways-to-encourage-youths-to-go-beyond-mother-tongue-comfort-zones>
3. Single-use plastic ban at government events: Sort out practical implications, 2019. <https://m.aliran.com/thinking-allowed-online/single-use-plastic-ban-at-government-events-sort-out-practical-implications-first>
4. The "Salad Bowl" of Multicultural Diversity, 2021. <https://ceritarakyatproject.com/2021/09/16/the-salad-bowl-of-multicultural-diversity/>

### *Academic Presentations*

1. **回归到华人传统宗教的信众：定性分析**  
Buddhism And Traditional Chinese Religion: The Road Ahead  
**佛教与华人传统信仰：前路在何方**  
Organised by *Yayasan Belia Buddhist Malaysia & Tun Tan Cheng Lock Centre for Social and Policy Studies*  
Nov 05, 2023
2. Spotlight On Malaysia: Crafting A Global Image Through Media Narratives (Keynote)  
The 2nd China-ASEAN Media and Communication Education International Academic Conference  
Organised by *Guangxi University, China*  
Oct 14, 2023
3. Bringing Together Diverse Beliefs for A Greener Tomorrow  
Interfaith Forum on Religion and Ecology

- Organised by *Penang Harmony Corporation (Harmonico)*  
Sep 03, 2023
4. How to More Effectively Promote Taoist Culture  
Sharing Session on "How to More Effectively Promote Taoist Culture"  
Organised by *檳城三清道观 Penang*  
Sep 02, 2023
  5. 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  
Organised by *Federation of Taoist Associations Malaysia & Universiti Tunku Abdul Rahman*  
Aug 06, 2023
  6. Maintaining Siamese Identity: A Case Study of Wat Phikulthong Vararam Community of Kelantan, Malaysia  
International Online Short Course "Sustainable Cities and Communities"  
Organised by *Universitas Muhammadiyah Sidoarjo*  
Jul 17, 2023 - Jul 27, 2023
  7. A Discourse Analysis on Facebook Comments Towards Loh Siew Hong Court Case in Malaysia  
4th International Conference on Business, Technology, Tourism, Education, Engineering, Health, Social Science & Humanities and Supply Chain 2023 (Bytes23)  
Organised by *Academia Industry Networks*  
Mar 29, 2023
  8. Media As a Form of Aid: How Malaysian News Portals Report COVID-19 Humanitarian Response  
The 9<sup>th</sup> International Conference on Arts and Humanities (ICOAH 2022): "Technological Transformations"  
Organised by *The International Institute of Knowledge Management*  
Sep 15, 2022 - Sep 16, 2022
  9. Role of Social Media in Tourism Marketing  
International Fellowship Program "The Role of Media and The Resurgence of Tourism After the Pandemic"  
Organised by *Universitas Muhammadiyah Sidoarjo*  
Jul 05, 2022
  10. 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  
2021 ISSCO Asia Pacific Regional Conference  
Organised by *International Society for The Study of Chinese Overseas*  
Dec 04, 2021 - Dec 05, 2021

11. COVID-19 Sinophobia Outbreak: Some Observations in Malaysia Through the Lens of Social Structural Strain Theory  
2021 ISSCO Asia Pacific Regional Conference  
Organised by *International Society for The Study of Chinese Overseas*  
Dec 04, 2021 - Dec 05, 2021
12. How Chinese Malaysian Youths Are Coping with The Covid-19 Pandemic  
2021 ISSCO Asia Pacific Regional Conference  
Organised by *International Society for The Study of Chinese Overseas*  
Dec 04, 2021 - Dec 05, 2021
13. COVID-19 Pandemic in Malaysia: Development, Management, And Implications  
Tun Tan Cheng Lock Centre for Social and Policy Studies Webinar  
Organised by *Tun Tan Cheng Lock Centre for Social and Policy Studies*  
Oct 12, 2021
14. Malaysian College and University Students' Psychological Well-Being During the COVID-19 Pandemic  
Tun Tan Cheng Lock Centre for Social and Policy Studies Talk Series  
Organised by *Tun Tan Cheng Lock Centre for Social and Policy Studies*  
Oct 11, 2021
15. Persepsi Belia Melayu Dan Cina Terhadap Perkahwinan Dan Saiz Keluarga  
Kolokium Penyelidikan: Belia Dan Keluarga  
Organised by *Pusat Islam Kontemporari of UiTM Perlis & Tun Tan Cheng Lock Centre for Social and Policy Studies*  
Jul 14, 2021
16. Chinese Philanthropic Response to COVID-19 Crisis in The Malaysian Context  
International Symposium on Global Chinese Philanthropy  
Organised by *The UCLA Asia Pacific Center*  
Mar 19, 2021 - Mar 20, 2021
17. Impact Of COVID-19 On the Chinese Community in Malaysia  
UTAR Research & Design Colloquium 2020  
Organised by *Institute of Postgraduate Studies & Research, Universiti Tunku Abdul Rahman*  
Nov 21, 2020
18. Jawi Writing Implementation in Vernacular Schools: How Malaysian Chinese Newspapers Frame the Controversy  
*Tun Tan Cheng Lock Centre of Social and Policy Studies* Talk Series

Organised by *Tun Tan Cheng Lock Centre of Social and Policy Studies*

May 15, 2020

19. 2019-Ncov-Sinophobia Panic Outbreak: Some Observations in Malaysia Through the Lenses of Social Structural-Strain Theory  
Tun Tan Cheng Lock Centre of Social and Policy Studies Talk Series

Organised by *Tun Tan Cheng Lock Centre of Social and Policy Studies*

Feb 19, 2020

20. The Thai Buddhists of Kelantan and Their Identity in Nation-Building Context

Interdisciplinary Dialogue Symposium 2019

Organised by *Tun Tan Cheng Lock Centre of Social and Policy Studies & Centre for Chinese Studies, Postgraduate Chinese Studies Society*

Dec 14, 2019





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### ABOUT KENNETH

Born in Kuching, Sarawak, on the north coast of Borneo, KENNETH LEE is a dynamic individual with a passion for travelling.

Kenneth received his secondary education at the reputable SMK Green Road in Kuching before pursuing his tertiary education at Universiti Tunku Abdul Rahman (UTAR) in Peninsular Malaysia. He graduated with a Bachelor of Communication (1st Class Hons) in Journalism. Later, he pursued his postgraduate degree and was subsequently awarded a Master of Communication by research.

Kenneth briefly worked at Malaysia's largest English daily, *The Star*. Subsequently, he has since dedicated himself to the education industry. He served in the Faculty of Arts and Social Science at UTAR (Kampar campus) for approximately two years before joining the Legenda Education Group (LEG). At LEG, he held the positions of Programme Coordinator and Head of Department from 2012 to 2015.

In 2015, Kenneth took a break from work to travel Asia and ended up securing a teaching job in Chumphon, Thailand, where he met his future wife, Mai.

After two wonderful years in Thailand, in 2017, Kenneth returned to the higher education sector and became the Head of Programme for the Diploma in Mass Communication at INTI International College Penang.

Currently, Kenneth Lee serves as the Head of Department of Mass Communication in the Faculty of Creative Industries at UTAR's Sungai Long campus. He is also an active member and researcher at the Tun Tan Cheng Lock Centre for Social and Policy Studies of UTAR.