FOR Joshua Chay Jing Cheng, his work is his passion. As the co-founder of The Spacemen, a production house specialising in videos, photography, and content services, Chay credits UCSI for shaping who he is today.

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

He recalls a project where he adapted a Hollywood film into a condensed short film. It gave him a lot of room to explore different scenes and was his first short film. Chay learned most of his skills through freelancing but it was at UCSI that he was able to channel those skills.

"Thanks to my lecturers and classes, I learned to focus more on my strengths," he says.

FoSSLA is strongly committed 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 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 the field.

Year 2 involves students gaining deeper knowledge through their course and choosing electives that are relevant to their pathway while Year 3 is separated into three main pathways – film and television, journalism and marketing communications.

The three-year curriculum has been designed to expose students to the many elements in the field and guide them in choosing their major.

While FoSSLA’s well-designed curriculum structure is certainly noteworthy, it is the lecturers who have extensive industrial experience who contribute greatly to the success of students.

For example, Nazvi Careem has more than 25 years of industry experience in journalism and keeps his classes fun, interactive and informal while being committed to equipping his students with the right knowledge and skills.

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

Careem’s classes are popular among the mass communications students at the university, one of them being Chay.

"It was more about using your own methods to achieve your goal in Careem’s classes. Careem created an environment for us to learn independently but the lessons were structured to ensure that we learn something at the end of the day," says Chay.

At FoSSLA, students are given the avenues 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 see 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