

Highlights about a UNESCO chair in Communication Faits saillants sur une chaire UNESCO en communication Aspectos destacados de una cátedra UNESCO de Comunicación

Mensaje en Francés, Inglés y Español
Message en Français, Anglais et Espagnol
Message in French, English and Spanish

English

Orbicom has just launched the "Highlights about a UNESCO chair in Communication" project. Regularly, we want to present a UNESCO research chair in communication by describing its activities.

This month, it is our pleasure to introduce you the UNESCO Chair on Social Practices in Intercultural Communication and Social Cohesion, located in Bangi (Selangor state), in Malaysia.

The Research Chair "Social Practices in Intercultural Communication and Social Cohesion" is located at the National University of Malaysia (Universiti Kebangsaan Malaysia), Malaysia. As a goal, the chair sees to generate a scientifically informed narrative on the state of social cohesion in Malaysia for the benefit of the general public and as a foundation for public policy. Various information can be consulted on [the chair's Website](#).

Français

Orbicom vient de lancer le projet de "Faits saillants sur une chaire UNESCO en communication". Régulièrement, nous désirons présenter une chaire de recherche UNESCO en communication en décrivant ses activités.

Ce mois-ci, il nous fait plaisir de vous présenter la Chaire UNESCO sur les pratiques sociales en communication interculturelle et cohésion sociale, située à Bangi, (état de Selangor), en Malaisie.

La chaire de recherche "Pratiques sociales en communication interculturelle et cohésion sociale" est située à l'Université Nationale de Malaisie (Universiti Kebangsaan Malaysia), en Malaisie. Comme objectif, la chaire voit à générer un récit scientifiquement informé sur l'état de la cohésion sociale en Malaisie au profit du grand public et en tant que fondement de la politique publique. Diverses informations peuvent être consultées sur [le site Web de la chaire](#).

Español

Orbicom acaba de lanzar el proyecto "Aspectos destacados de una cátedra UNESCO en Comunicación". Regularmente, queremos presentar una cátedra de investigación de la UNESCO en comunicación describiendo sus actividades.

Este mes, es un placer presentarles la Cátedra UNESCO de Prácticas Sociales en Comunicación Intercultural y Cohesión Social, ubicada en Bangi (estado de Selangor), en Malaisia.

La Cátedra de Investigación de "Prácticas Sociales en Comunicación Intercultural y Cohesión Social" está ubicada en la Universidad Nacional de Malasia (Universiti Kebangsaan Malaysia), Malaisia. Como objetivo, el presidente busca generar una narrativa científicamente informada sobre el estado de la cohesión social en Malasia para el beneficio del público en general y como base para la política pública. En [la web de la cátedra](#) se puede consultar diversa información.

Cátedra UNESCO de Prácticas Sociales en Comunicación Intercultural y Cohesión Social Bangi (Selangor state), in Malaysia

- 1) **Recherches réalisées, en cours de réalisation et projetées dans un proche futur**
(Research carried out, in progress and planned for the near future / Investigaciones realizadas, en curso y previstas para un futuro próximo)
 - 1.1) Programmes de recherche actifs au cours de la première période biennale
 - 2019-2021 : Recherche pour la préparation de documents politiques sur l'unité nationale et la cohésion sociale pour le gouvernement malaisien :
 - Politique d'unité nationale,
 - Plan directeur pour l'unité nationale.
 - Plan d'action pour l'unité nationale : stratégie et mise en œuvre.
 - Indice d'unité nationale 2.0, 2021-2022
 - 2019-2021 : Achèvement de la plateforme en ligne d'éducation alimentaire « Ulam School », coparrainée par la Fondation Toyota et la Commission nationale malaisienne de l'UNESCO.
 - 2019-2021 : Documentation vidéo et ethnographique des rituels et des offrandes alimentaires des « aliments sacrés » associés au festival Wangkang de la communauté peranakan-chinoise de Melaka, en Malaisie.
 - 2020-2021 : Achèvement de l'enquête d'évaluation de l'impact social de l'étude de faisabilité et du plan de mise en œuvre pour le développement du pôle logistique, aérospatial et manufacturier de Sidam dans la région économique du Corridor Nord.

1.2) Programmes de recherche actifs au cours de la seconde période biennale

Development of Framework on Intercultural Musical Mobilities of Malaysian Popular Music (1970s to 1990s).

A History of Integration, a Future of Unity: Developing a Framework on Interethnic Unisonance in Malaysian Patriotic Music

Developing Framework of Historical Institutionalism Approach for Socio-Political Structure in Malaysia

Kids, Komiks and Crisis: Empowering Malaysian children with a lifelong learning programme within a Covid-19 pandemic situation

Advancing indigenous wild gardens for healthy and biodiverse food systems in Asia: A transboundary and transdisciplinary platform for science and ethnic minority collaboration

2) **Publications réalisées, en cours de rédaction (articles, livres, chapitres de livres, etc.)**

(Publications produced, in the process of being written (articles, books, book chapters, etc.) / Publicaciones producidas, en proceso de redacción (artículos, libros, capítulos de libros, etc.))

2.1) À venir (premier trimestre 2023)

L'expérience touristique à l'ère numérique. Conceptualisation du parcours de consommation d'une application mobile pour voyageur solo. *Journal tic&société. Numéro spécial « Transformation Numérique et Durable des Mobilités. »* Olmedo, E. Feraille, M., Definah A. H. *et al.* Accepted for Publication. Issue released in November 2022.

2.2) Publié (cycle chaire 2019-2022)

Shamsul Amri Baharuddin. 2022. Conceptualizing the Malay World: Colonialism and Pan-Malay Identity in Malaya by Naoki Soda (review). *Sojourn: Journal of Social Issues in Southeast Asia* 37(3): 550-553

Shamsul Amri Baharuddin. 2021. Identity, nationhood and state-building in Malaysia by KJ Ratnam. *SOJOURN: Journal of Social Issues in Southeast Asia* 36(1): 182 – 184

Kartini Aboo Talib @ Khalid & Shamsul Amri Baharuddin. 2020. Cultural diversity in Malaysia and the reconciliation for integration. *Jebat: Malaysian Journal of History, Politics & Strategic Studies* 47(3): 308 – 331

Shamsul Amri Baharuddin. 2019. Remembering Dr Kosaku Yoshino. *Nations and Nationalism* 25: 1127 – 1130

Identity Experiments in works by two Female Photographers of Yemeni Women, *Akademika, Journal of Southeast Asia Social Sciences and Humanities*, Vol. 90, (3), 2020, 3: 13. *Shada Bokir (main author), Ruzy Suliza Hashim, Anita Harris Satkunanathan, Eric Olmedo.*

The Halal Canopy: Social Inclusiveness and Discrimination in Greater Kuala Lumpur, in Yves Théorêt & Walter Neira Bronttis (eds), Communication, City and Public Space, *Le Réseau International des Chaires UNESCO en Communication ORBICOM*, Paris: Editions l'Immatériel, April 2019, 378:402. Co-authored with Anisha Chai.

Shamsul Amri Baharuddin. 2019. Enhancing Inter Ethnic Relations in Malaysia: Personal Observations on the 'Inter-ethnic Module' in Public Universities. IAIS Occasional Paper Series 5. Kuala Lumpur: International Institute of Advanced Islamic Studies

Livres et chapitres de livres :

Olmedo E. (2021), *Indigeneity and Food: Politics, Transnationalism & Social Inclusion*, Bangi: The National University of Malaysia Press. In Press. May 2021. Co-edited with Rachel Chan Suet Kay: http://ukmpress.ukm.my/index.php?route=product/product&path=93&product_id=1265

Eco-anthropological tools to improve food self-sufficiency through the use of wild edible plants in Schübel, H. & Wallimann-Helmer (EDS.), 2021, Justice and Food Security in a Changing Climate, Wageningen (NE): Wageningen Academic Publishers, pp. 164-169.

Doi: https://www.wageningenacademic.com/doi/abs/10.3920/978-90-8686-915-2_0

“Transecting Ayurveda: Testing the Appeal of Alternative Food Medicine to Combat Lifestyle Disorders in Malaysia”, in Eric Olmedo & Rachel Suet Kay (eds.), *Indigeneity and Food: Politics, Transnationalism & Social Inclusion*, Bangi: The National University of Malaysia Press. February 2021.

“Cultural Embeddedness and Informal Hospitality as Strategies to Promote National Cuisine: Lessons from Georgia”, in *Proceedings of the Second International Conference on Food and Society*. Bangi: KITA-UKM Press, March 2019, pp. 333-343.

3) **Conférences passées et à venir**

(Past and upcoming conferences / Conferencias pasadas y futuras)

3.1) À venir

ORBICOM Conference : "[Digitizing Intercultural Communication: Alienation versus Humanism in Social Spaces and Media. 7-9 June 2023 at Miri, Sarawak, Malaysia](#)"

3.2 Passées

Shamsul Amri Baharuddin. 2021. Embracing new diversity and the challenges for global society. Virtual Forum, Society 5.0 Conference. Switzerland, 22-24 June 2021

Eric Olmedo. Eco-anthropological tools to improve food self-sufficiency through the use of wild edible plants. EurSafe 2021, Fribourg, Switzerland (*Online*); co-presented with Ms. Lucie Benoit.

Shamsul Amri Baharuddin. 2021. Sociological imagination and the empowering of community. International Conference of Social Sciences and Management, UPM, Bintulu, 22 June 2021

Eric Olmedo. March 2019: Being Peranakan: State of Research and State of Affairs. 3rd Food and Society Conference, La Sorbonne University, Paris, France.

Eric Olmedo & Shamsul Amri Baharuddin. May 2018: The Halal Canopy: Social Inclusiveness & Discrimination in Greater Kuala Lumpur. 7th International Meeting of UNESCO Chairs in Communication (ORBICOM), Universidad de Lima, Lima, Peru.

4) **Articles d'opinion publiés dans les médias grand public**

(Opinion articles published in mainstream media / Artículos de opinión publicados en los principales medios de comunicación)

Shamsul Amri Baharuddin. 2020. Urgent task of new National Unity Ministry. News Straits Times. <https://www.nst.com.my/opinion/columnists/2020/04/587896/urgent-task-new-national-unity-ministry>

Shamsul Amri Baharuddin. 2020. Change simplistic understanding of unity Appreciate independence. BERNAMA. <https://www.bernama.com/en/news.php?id=1868664>

Shamsul Amri Baharuddin. 2020. Change your understanding of unity: Professor

Shamsul Amri Baharuddin. 2020. National Unity in the time of pandemic. The Star. <https://www.thestar.com.my/opinion/columnists/its-just-politics/2020/04/26/national-unity-in-the-time-of-pandemic>

Shamsul Amri Baharuddin. 2020. Harmony, Unity Among Malaysian Intact Due to Rukun Negara. Borneo Post Online. <https://www.theborneopost.com/2020/06/23/harmony-unity-among-malaysians-intact-due-to-rukun-negara/>

Shamsul Amri Baharuddin. 2019. Experts: reforms at the constitutional and societal level needed to improve national unity. Star Online

Shamsul Amri Baharuddin. 2019. Government Spent Millions Promoting Unity, says academic. The Malaysian Insight. <https://www.themalaysianinsight.com/s/172764>

Shamsul Amri Baharuddin. 2019. One country three histories. The Star Online. <https://www.thestar.com.my/opinion/columnists/its-just-politics/2019/08/25/one-country-three-histories>

Shamsul Amri Baharuddin. 2019. Census data fuels racial politics, says don. FreeMalaysiaToday (FMT) News. <https://www.freemalaysiatoday.com/category/nation/2019/08/27/census-data-fuels-racial-politics-says-don/>

5) **Formations dispensées (2019-2022)**

(Training provided / Entrenamiento incluido)

BENIN – February 2021 to December 2022:

Eric Olmedo. Training and Curriculum development Engineer. 14 month-consultancy contract funded by **the World Bank**. Development of a portfolio of training programs accessible through continuing education in Tourism, Hospitality, and Food & Beverage as well as capacity building for 686 industry professionals currently in employment. 6 fieldworks scheduled throughout the assignment. **Deliverables:** (1) Core Competencies Guidelines, (2) Portfolio of courses; (3); Delivering training in Hygiene and Food Safety for Hospitality industry professionals.

VIETNAM: 2022 - On-going (since 2015):

Eric Olmedo. Project Manager. Jointly-designed the vocational training pathway from Diploma to bachelor's degree, based on TVET framework, at Ho Chi Minh City University of Technology (HUTECH), Saigon, Vietnam. Co-managing a bachelor's degree in culinary arts and restaurant management, delocalized by CY Cergy-Paris University, France, at Ho Chi Minh City University of Technology (HUTECH), Saigon, Vietnam. First intake took place in September 2016.

LESOTHO – December 2020 to July 2021:

Eric Olmedo. Principal Consultant and Team Leader. 8 month-consultancy-contract funded by the African Development Bank. Curriculum Development of Hospitality and Tourism Programs for the Government of Lesotho; part of the Economic Diversification Support Project funded by the **African Development Bank**. One (1) fieldwork has been scheduled throughout the 4 months' contract for data collection. **Deliverables:** (1) Curriculum design and development of vocational courses (Diploma/Higher Diploma) based on TVET framework in hospitality and tourism as well as short courses for lifelong learning market.

LESOTHO – September 2019 to November 2020:

Eric Olmedo. Principal Consultant, Trainer and Team Leader. 14 month-consultancy-contract funded by the African Development Bank. Transaction Advisor for Tourism and Hospitality facilities to the Government of Lesotho; part of the Economic Diversification Support Project funded by the **African Development Bank**. Six (6) fieldworks have been scheduled throughout the 8 months' contract for data collection. **Deliverables:** Feasibility Study for a National Training Centre of Excellence for Hospitality and Tourism sectors; (2) Implementation Plan.

6) **Autres événements et réalisations**
(Other events and achievements / Otros eventos y logros)

Documents d'orientation de politique publique

Shamsul Amri Baharuddin, Kartini Aboo Talib @ Khalid, Mohd Sobhi Ishak et Ahmad Zul Hakimi Hassim. 2021. Plan d'unité nationale 2021-2030. Ministère de l'Unité nationale.

Shamsul Amri Baharuddin, Kartini Aboo Talib @ Khalid, Mohd Sobhi Ishak et Ahmad Zul Hakimi Hassim. 2021. Politique d'unité nationale. Ministère de l'Unité nationale.

Shamsul Amri Baharuddin, Kartini Aboo Talib @ Khalid, Mohd Sobhi Ishak et Ahmad Zul Hakimi Hassim. 2021. Plan d'action pour l'unité nationale 2021-2030. Ministère de l'Unité nationale.

7) **Subventions obtenues**
(Grants obtained / Subvenciones obtenidas)

Grants:

- **Eric Olmedo. November 2022- October 2024:** International Grant Award by the Toyota Foundation (competitive bidding).
 - “Wild Indigenous Gardens”. In-Country Manager for Vietnam and Malaysia: manages a budget of **3,100,000 JPY**.

- **Eric Olmedo. August 2021 – July 2022:** Action-research funded by the UNESCO National Commission of Malaysia. Objective: producing comics books for children and teenagers to foster reading in pandemic times. **Worth RM 18,000.** Co-recipient.
- **Shamsul Amri Baharuddin.** Development of Framework on Intercultural Musical Mobilities of Malaysian Popular Music (1970s to 1990s). **Worth RM 80,000.**
- **Shamsul Amri Baharuddin.** A History of Integration, a Future of Unity: Developing a Framework on Interethnic Unisonance in Malaysian Patriotic Music. **RM 84,000.**
- **Shamsul Amri Baharuddin.** Developing Framework of Historical Institutionalism Approach for Socio-Political Structure in Malaysia. **RM 80,000.**
- **Eric Olmedo. November 2018 - October 2020:** International Grant Award by the Toyota Foundation (competitive bidding).
 - Theme: *This transnational action-research aims at creating a food education network in Southeast Asia named "Ulam School" that fosters solidarity between neighbouring countries by mutual assistance in preserving edible flora and valuing traditional guardians of botanical knowledge personified by ethnic minorities in Malaysia, Cambodia and Vietnam. The word "Ulam" means "edible greens" in Malay language.* **Worth 7,200,000 JPY. Lead Researcher.**
 - Project e-link: <http://www.toyotafound.or.jp/english/international/2018/#glist>
- **Eric Olmedo. August 2018 - March 2020:** “3-Tier Instrument for Selection and Placement in Aerospace Manufacturing in Malaysia”. Applied Research grant awarded by a consortium including AIRBUS, AMIC (Aerospace Malaysia Innovation Centre) and PROMETIL (French Tech company). **Worth 373,000 MYR. Lead-Researcher.**

8) Partenariats avec d'autres universités

(Partnerships with other universities / Alianzas con otras universidades)

- Université des Hauts de France : co-publication d'articles scientifiques
- University of Manchester : co-publication d'articles scientifiques
- CY Cergy-Paris Université : délocalisation de formations au Vietnam et en Malaisie
- Sciences Po Saint Germain-en-Laye : échange d'étudiants
- Kyoto University : recherche action dans la zone Asie-Pacifique
- Universidade de Brasilia : échanges de post doctorants

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