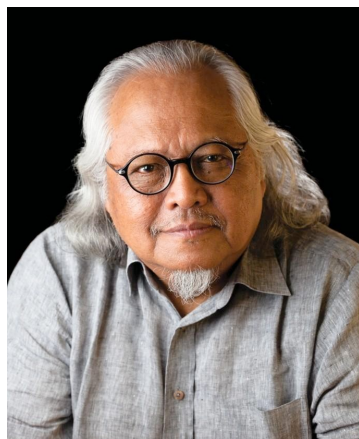


The National University of Malaysia (UKM) awarded UNESCO CHAIR in ‘Social Practices in Intercultural Communication and Social Cohesion’



Shamsul A.B

The Institute of Ethnic Studies (KITA), The National University of Malaysia (UKM) has been awarded, in February 2019, the ‘UNESCO Chair in Social Practices in Intercultural Communication and Social Cohesion.’ It is a research chair. This is the very first UNESCO Chair to be awarded to UKM and the first in Malaysia within the field of inter-cultural communication, focusing on ethnic studies and social cohesion. This award highlights the role of KITA-UKM as the critical focal point for issues pertaining to national unity, integration and social cohesion not only in Malaysia but also throughout South East Asia. The award also signifies the leading role of KITA-UKM in the study of inter- and intra-ethnic relations, everyday-defined social practices in intercultural communication and the construction of social cohesion. It also cements the position of UKM as a leading research institution in ethnic studies in Malaysia and the region. The Chair, through KITA, creates a national and international hub of collaborative research between various high-level, internationally recognized researchers and teaching staff of the University and other institutions in Malaysia, and in other regions of the world. It also envisions the continuity of our contribution to public advocacy activities, as exemplified by the recently completed National Unity Index 2018 of Malaysia (IPNas 2018) and various forms of professional engagement, such as with AIRBUS, a global brand name with an ethnically diverse workforce. The University was awarded the UNESCO Chair based on the relevant expertise and experience of the Chair holder, Distinguished Professor Datuk Dr. Shamsul Amri Baharuddin (Shamsul AB), who is one of only five Distinguished Professors in Malaysia and a Fellow of the Academy of Science Malaysia. He is also Chairperson, The National Council of Professors, Malaysia (MPN). He has been the founding director of KITA, since 2007, holds a PhD in Social Anthropology from Monash University, Australia, and was awarded the Academic Prize 2008, Fukuoka Prize, Japan. (website: www.ukm.academia.edu/ShamsulAB).

