

SHAZLIN AMIR HAMZAH



Date of birth	23 rd July, 1974	
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Education	2010 - 2016	PhD (Ethnic Studies) Universiti Kebangsaan Malaysia (UKM)
	2001 - 2004	Master (Communications) Universiti Teknologi MARA (UiTM)
	1996 - 1998	Bachelor of Arts Major: Advertising. Minor: Marketing Marquette University, Milwaukee, Wisconsin, USA.
Work experience	2010 - current	Research Fellow (Senior Lecturer DS51) Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia (UKM)
	2006 - 2010	Lecturer (DS45) School of Media and Communication Studies (MENTION), Universiti Kebangsaan Malaysia (UKM).
	2003 - 2006	Lecturer Universiti Tun Abdul Razak (UNITAR), Kuala Lumpur.
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Awards received	2008	Australia Malaysia Institute (AMI) Fellowship Award, 2007 – 2008.
		Research title: <i>The Dissemination of the Notion of a Nation Through Branding: en route the Experience of Malaysia vis a vis Australia.</i>
		School of Political and Social Inquiry, Faculty of Arts, Monash University, Melbourne.



Selected publications

- Shazlin A. Hamzah. 2021. Branding the nation through Ahmad Nawab's "Malaysia Truly Asia" In Adil Johan & Santaella, M. A. (Eds). *Made in Nusantara: Studies in popular music* (pp. 153 – 163). Routledge (Taylor and Francis).
- Shazlin A. Hamzah. 2020. Peranan lagu-lagu patriotik popular dalam penjenamaan bangsa Malaysia. In Kartini Aboo Talib @ Khalid, Shamsul Amri Baharuddin (Eds). *Tapak Integrasi dan Wahana Penyatupaduan Bangsa*. (pp. 171 – 191). Penerbit UKM.
- Shazlin A. Hamzah. 2020. Unisonance in singing Malaysian popular patriotic songs: Bridging collective integration through music. *Malaysian Journal of History, Politics & Strategic Studies (JEBAT)*. Vol. 47(3), Dis. 2020. p. 403 – 427.
- Shazlin A. Hamzah & Adil Johan. 2020. Malaysian Music and Social Cohesion: Contemporary Responses to Popular Patriotic Songs from the 1950s – 1990s. *JATI – Journal of Southeast Asian Studies*, Vol. 25(1), June 2020. p. 191 – 209.
- Adil Johan & Shazlin A. Hamzah. 2019. Malaysian popular music and social cohesion: A focus group study conducted in Kuching, Kota Kinabalu and Klang Valley. *Kajian Malaysia*. Vol .37, No. 2. p. 173-195
- Shazlin A. Hamzah. 2019. A Malaysian nation brand: The dissemination of it by Radio Malaya via the song Tanah Pusaka. *Malaysian Journal of Communication*. Vol 35(1), 2019. P. 90 – 102.
- Shazlin A. Hamzah. 2018. Negaraku: The national anthem binding Malaysians in integration. *UKM Ethnic Studies Paper Series*. Bil. 59. KITA-UKM.
- Adil Johan & Shazlin A. Hamzah. 2018. Music for national integration. *IMPACT Special Issue*. UKM IIC 2018. Inclusivity and Sustainability in the Era of the Fourth Industrial Revolution.
- Shazlin A. Hamzah. 2016. Branding the Malaysian Nation: Tracing the Role of Popular Songs in the Construction of an Imagined Community. *Southeast Asian Social Science Review*, 1(1): 152 – 173.
- Shazlin A. Hamzah. 2015. Branding the Malaysian nation: Tracing the role of popular music in the construction of an imagined community. *UKM Ethnic Studies Paper Series*. Bil. 40. Penerbit KITA-UKM.
- Shazlin A. Hamzah. 2013. Articulations of the paradoxes of national identity formation in Malaysia: A study on nation branding. Dlm. Pue Giok Hun. (pnyt.) *Menyelusuri Cabaran Kepelbagaian: Pengalaman Malaysia Terkini*. *UKM Ethnic Studies Paper Series*. Bil. 30. Penerbit KITA-UKM
- Ong Puay Liu, Sivapalan Selvadurai, Badariah Saibeh, Marsitah Mohd Radzi, Shazlin Amir Hamzah, Ong Puay Hoon. 2013. Tracking the Pathways of Education in Malaysia: Roots and Routes. *Asian Social Science*. 9(10):93-104.
- Shazlin A. Hamzah. 2010. Branding Malaysia through tourism: When ads permeate our consciousness, what happens to our identity? *UKM Ethnic Studies Paper Series*. No. 15. Penerbit KITA-UKM.
- Shazlin Amir Hamzah. 2008. *The dissemination of the notion of a nation through branding: en route the experience of Malaysia vis a vis Australia*. Laporan Teknik. Pusat Pengajian Media dan Komunikasi, Universiti Kebangsaan Malaysia.



Shazlin Amir Hamzah. 2007. Malungun, Babahku, Jiwaku. Dewan Sastera. Mei:16-19.

Research

- 2020 – 2022. Skim Geran Penyelidikan Fundamental (FRGS): Development of Framework on Intercultural Musical Mobilities of Malaysian Popular Music (1970s to 1990s). Code: FRGS/1/2020/WAB10/UKM/02/2
- 2017 – 2019. Geran Galakan Penyelidik Muda: Proses Pemilihan Lagu Kebangsaan Malaysia: Antara Perbincangan dan Perdebatan. Kod: GGPM-2017-080
- 2017-2019. Platform for Integration: 'Top down' and 'Bottom up' in the process of facing challenges in social cohesion (sub group topic: Popular music as a platform for integration) Research code: Ap 2017-001/1. Joint researcher.
- City Plus FM Study. RE-2016-010. Centre for Strategic Engagement Sdn Bhd (CENSE), Kuala Lumpur, 02/11/2016 - 31/12/2017. RM50,000.00. Joint researcher.
- Kesepaduan Sosial Melalui Pembentukan Konsep 1R + 3R dalam Pendidikan Malaysia. LRGS/BU/2011/UKM/CMN/01. Skim Geran Penyelidikan Jangka Panjang Bottom-Up (LRGS-BU). 01/02/2012 - 31/01/2015. RM83,0900.00. Joint researcher.
- *The Dissemination of the Notion of a Nation through Branding: en route the experience of Malaysia vis a vis Australia*. SK/34/2007/GLAK. Australia-Malaysia Institute Grants Program. 01/04/2008 - 30/06/2008, RM22,500.00. Lead researcher.

Selected conferences

- 3-6 Disember, 2020. 7th Inter Asia Popular Music Studies Conference. Presentation title: "Malaysia Truly Asia": Popular Music and Nation Branding in Tourism Campaigns. Presenter.
- 2 – 4 Disember 2019. Persidangan: *The 8th International Conference on SOUTHEAST Asia (ICONSEA2019) - "Sustaining and Developing Southeast Asia in the IR 4.0 Era"*. Presentation title: Malaysian Patriotic Music And Social Cohesion: Contemporary Responses To Popular Songs From The 1950s-1990s. Presenter.
- 1-2 Disember 2018. Persidangan Pemantapan Citra Kenegaraan (COSNA 6), Kuala Terengganu. Presentation title: Etno-Symbolisme Asas Pembinaan Negara Bangsa. Presenter.
- 19 – 22 September 2018. Cultural Mobilization: Cultural Consciousness-raising and National Movements in Europe and the World. Organized by SPIN, NISE, ASEN. University of Amsterdam. Presentation title: 'Nation branding': Constructing a Malaysian brand using popular patriotic songs. 'Nation branding': Constructing a Malaysian brand using popular patriotic songs. Presenter
- 09-01-2011 - 12-01-2011. The Beat Goes On: Popular Music in Twentieth Century Southeast Asia, Jakarta, Indonesia. Presenter.
- 01-07-2008 - 03-07-2008. Asian Studies Association of Australia (ASAA) 17th Biennial Conference: Is This The Asian Century?, Melbourne, Australia. Antarabangsa. Presenter.



- 01/04/2008 - 30/06/2008. Seminar for Australia-Malaysia Institute Grants Program, Monash University, Clayton, Melbourne, Australia. Presenter.



<http://www.ukm.my/kita/academic/shazlin/>