

ENGLISH MATTERS

BULLETIN: JUNE 2023 (06/2023)



**DIRECT ENGLISH
LANGUAGE TRAINING**

**DIRECT ENGLISH
INTERNATIONAL
LANGUAGE CENTRE**

**BULLETIN
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A CHAT WITH *Tunku Iskandar*

TUNKU ISKANDAR RECOGNISED WITH PRESTIGIOUS ELITE ENTREPRENEUR ICON AWARD



TUNKU DATO' SERI (DR) ISKANDAR TUNKU ABDULLAH

Group Executive Chairman, Melewar Group
Director, Melewar Learning Resources

The Greek philosopher Aristotle said, "We are what we repeatedly do. Excellence then, is not an act, but a habit." This epitomises the lifelong dedication to the tourism, travel and aviation marketing industry that has culminated in the conferment of the HAPA Award 2023-2024 to Tunku Dato' Seri (Dr) Iskandar Bin Tunku Abdullah in the category "Elite Entrepreneur Of The Year - Icon of Hospitality & Tourism", alongside other luminaries of the tourism industry of Malaysia at a Gala Dinner held at the OneWorld Hotel in Petaling Jaya, Malaysia on 10th May 2023.

The occasion was graced by YB Khairul Firdaus Akbar Khan, Deputy Minister of Tourism, Arts and Culture. The awards were jointly organised by HAPA Group and Taylor's University for the first time. Jennifer Ong, founder of HAPA Group and Awards Chief Judge said that the HAPA Awards have come to be regarded as the "Oscars of Hospitality"!

Tunku Iskandar is the Group Executive Chairman of The Melewar Group, established in the early 1970s together with his late father, Tunku Tan Sri Abdullah Ibni Almarhum Tuanku Abdul Rahman, the son of Malaya's first King Tuanku Sir Abdul Rahman. The Melewar Group made its mark in the travel and tourism industry over the past 50 years expanding from Mitra Travel Group to Pacific World Travel and World Express Tours as well as APG Malaysia.

"T.I." as he is known to many tourism and travel industry leaders across the world, had led the Malaysian Association of Tour & Travel Agents (MATTA) for a total of 11 years, and during the past 50 years helmed a number of regional and international organisations including Pacific Asia Travel Association (PATA), ASEAN Tourism Association (ASEANTA), Federation of ASEAN Travel Associations (FATA), National Tourism Council of Malaysia (NTCM), Indian Ocean Tourism Organisation (IOTO) as well as SKAL Kuala Lumpur.

Today, he continues to be active in MATTA as a member of its Finance Committee and in PATA as a member of the Executive Board and Chair of the Honours Committee. He is also Asia-Pacific Regional Vice-President and a member of the Board of Directors of the Airline Promotion Group (APG) Network that provides airlines with various marketing and sales solutions and channels globally.

Both PATA and ASEANTA have recognised him for his contributions to the tourism industry with conferment of honorary Life Memberships. In 2005, he also received the Malaysia's Tourism Gold Award from the Minister of Tourism, Culture & Arts as recognition of his contribution to tourism in Malaysia and in 2019 he was recognised with the MATTA Tourism Icon award.

As a firm believer in the value of education and lifelong learning, Tunku Iskandar has also been active in the education and training industry since 1988 and has steered the establishment of St. John's International School and Melewar Learning Resources' Direct English Language Centre. He holds a M.Sc. degree in International Marketing of the University of Strathclyde, UK, and was elected Fellow of the Chartered Institute of Marketing (UK) and the Institute of Administrative Management (UK). He has also received the "Triple-A" Alumni Achievement Award from the Asian Institute of Management, Philippines and in 2018, he was conferred an Honorary Doctorate degree in Business by Taylor's University recognising his contributions to the travel and tourism industry and to business generally.

As a member of Malaysia's Royal House of Negeri Sembilan he was appointed as "Tunku Alang" and has been bestowed the Darjah Setia Negeri Sembilan (DNS), Darjah Seri Paduka Tuanku Ja'afar Yang Amat Terpuji (SPTJ) and Darjah Seri Setia Tuanku Muhriz Yang Amat Terbilang (SSTM).



Class Visit to the Islamic Art Museum Malaysia

A recent class visit to the Islamic Art Museum Malaysia proved to be a captivating and enlightening experience for our students. Nestled in the heart of Kuala Lumpur, this museum is a treasure trove of Islamic art and culture.



Our excursion not only provided us with a deeper understanding of Islamic art but also served as a bridge to appreciate the rich heritage of Malaysia and its Islamic traditions. DEILC recognizes the significant role of cultural education and diversity in enhancing the English language learning experience for students. Beyond language proficiency, DEILC places great importance on fostering intercultural competence and promoting a global mindset among its students.



The Islamic Art Museum Malaysia was a transformative experience that deepened our appreciation for Islamic art, culture, and history. It fostered a sense of curiosity, respect, and cultural understanding among our students. DEILC promotes activities such as cultural festivals, international student exchanges, and partnerships with educational institutions abroad. These initiatives enable students to interact with people from different cultures, share their own cultural heritage, and gain firsthand experiences that enrich their language learning journey.



MY BLOG

Language has long served as a bridge between cultures, enabling people from different backgrounds to communicate, understand, and appreciate each other's unique perspectives. Among the many languages spoken worldwide, English has emerged as a global lingua franca. Its widespread adoption has played a significant role in bringing cultures and people together, fostering mutual understanding, and creating opportunities for collaboration and exchange. In this article, we explore how learning English contributes to cultural unity and acts as a catalyst for global connections.

Enhancing Communication:

It serves as a common language for individuals from diverse linguistic backgrounds. By learning English, individuals gain a shared means of communication that transcends borders and facilitates interactions among people of different nationalities. This enhanced ability to communicate promotes understanding, empathy, and cross-cultural dialogue.

Breaking Barriers:

The English language acts as a powerful tool for breaking down barriers between people of different cultures. It enables individuals to access information, engage in global conversations, and participate in international communities. English proficiency empowers individuals to connect with others, regardless of their native language, fostering a sense of belonging and openness to diverse perspectives.

Cultural Exchange and Understanding:

Learning English opens doors to a vast array of literature, films, music, and art from English-speaking cultures worldwide. By immersing themselves in these cultural expressions, individuals gain a deeper understanding of the values, customs, and traditions of different societies. It promotes cultural appreciation, respect, and the celebration of diversity.

Educational Opportunities:

Proficiency in English expands educational opportunities for individuals. English is widely used as the medium of instruction in universities, research institutions, and academic conferences around the globe. By learning English, individuals can access a broader range of educational resources, scholarships, and exchange programs, enabling them to engage in cross-cultural learning experiences.



THEEBAH SILVADORAE

HEAD OF ENGLISH & BUSINESS DEVELOPMENT
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Economic Advantages:

English proficiency has become increasingly important in the global job market. Many multinational companies require employees with excellent English language skills due to the language's dominance in international business and commerce. Learning English enhances employability and provides individuals with a competitive edge, allowing them to collaborate with colleagues from different countries and engage in cross-border trade.

Bridging Communities:

English acts as a bridge between communities and fosters a sense of unity among people. It enables individuals to connect with English-speaking diaspora communities, expatriates, and immigrants, promoting integration and social cohesion. English proficiency also facilitates tourism, enabling travelers to communicate with locals, understand their cultures, and engage in meaningful exchanges.

English has undoubtedly become a unifying force, bringing together cultures and connecting people across the globe. By learning English, individuals gain not only a means of communication but also a gateway to understanding and appreciating diverse cultures. English proficiency opens doors to educational, economic, and social opportunities, while fostering cross-cultural collaboration and mutual respect. As the world becomes increasingly interconnected, the importance of English as a tool for cultural unity and global understanding continues to grow.

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