



# e-Lingua

Academy of Language Studies  
UiTM Gawangan Pulau Pinang

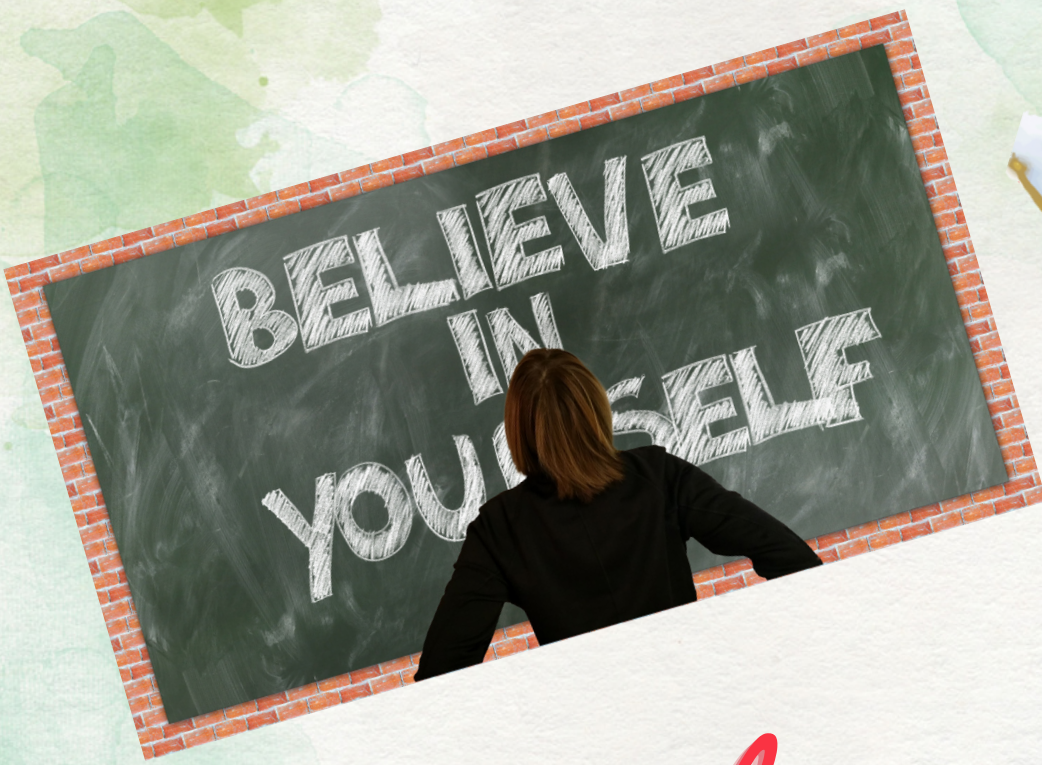
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# Self love First

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# THE ACT OF SLOW LIVING IN POPULAR ASMR VIDEOS



## ASMR???

The term ASMR, which is short for Autonomous Sensory Meridian Response, was invented by Jeniffer Allen in 2010 (Marcin, 2022). Since then, its popularity on numerous internet platforms has continued to rise. During the COVID-19 pandemic, ASMR videos gained popularity as people sought stress relief, comfort and entertainment amidst increased anxiety and isolation (Buckley, 2022).

ASMR videos featuring activities like manicures and pedicures, carpet cleaning, ear wax removal, lawn mowing as well as fruit and vegetable canning typically focus on creating relaxing auditory and visual experiences for viewers. Creators employ gentle movements, subtle sounds, and close-up visuals to simulate these activities, triggering a soothing response in viewers who enjoy the ASMR sensation. Personally, I am a fan of ASMR videos, particularly those from Muslim Farmville and Honeyjubu. Observing them engaging in everyday activities like house chores that some might deem mundane, becomes not only interesting but also therapeutic. One common theme in these videos is the promotion of slow living. According to the Slow Living Blog (2023), slow living is a mindful approach to life, emphasising a purposeful and intentional lifestyle aligned with personal values. Instead of pursuing speed, slow living promotes quality over quantity. Additionally, it prioritises the well-being and environmental sustainability.



Note. Image generated using the prompt "A Woman Decluttering a Pantry," by Gencraft 2023 <https://gencraft.com/>



Somalia-born Yasmin Mohamud shares her life on her family's Wisconsin farm through engaging vlogs on a Youtube channel, named Muslim FarmVille. Beyond her captivating online presence, Yasmin is a nutrition health coach and a practitioner of hijama (cupping). In her videos, she unveils the charm of her morning rituals set against the backdrop of her home and farm. Yasmin takes the concept of homemade meals to a whole new level, crafting dishes from scratch by utilising the bountiful produce such as fruits, vegetables and dairy products sourced from her own farm and neighbouring plots. One of the unique aspects of Yasmin's content, in my opinion, is her therapeutic canning activities. This process involves a meticulous sequence of washing, dicing fruits and vegetables, placing them in jars and carefully heating them to preserve the safety and quality of the food. Yasmin occasionally features her husband, Salih Erschen, their cat Anwar, and their children, adding a personal touch to the narrative.

Honeyjubu is a YouTube channel that features videos about cleaning, home organisation and lifestyle. The channel is run by a South Korean creator named Kim Sang-mi, who shares tips and tricks for keeping a clean and organised home. The videos are artfully composed with calming background music, soft-focus filters and sentimental captions set to images of plants being watered, vegetables being chopped and clean pajamas being folded. The channel has nearly two million subscribers and is one of the most popular of its kind.

The practice of slow living serves as a powerful conduit to self-love. By intentionally adopting a slower pace in our daily activities, we create space for self-discovery and embrace the beauty found in life's simple moments. This mindful approach cultivates a profound sense of satisfaction and meaning, nurturing the foundation of self-love. Take a moment to explore your wardrobe, pantry, or garden; consider decluttering or rearranging elements of your surroundings. In doing so, you not only transform your physical space but also embark on a journey towards a more enriched and fulfilling life.

#### Reference:

Buckley, S. (2022). Coping with COVID through ASMR. *Networking Knowledge: Journal of the MeCCSA Postgraduate Network*, 15(1), 29-44. <https://ojs.meccsa.org.uk/index.php/netknow/article/view/655>

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Slow Living Blog. (2023). What is slow living? <https://slowlivingdn.com/what-is-slow-living/>

Note. Image generated using the prompt "A Woman Canning Fruits," by Gencraft 2023 <https://gencraft.com/>

