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Address: Fakulti Kepimpinan
Dan Pengurusan

SUPERVISION

PhD - Completed: 0, Ongoing: 7

Master - Completed: 0, Ongoing: 1

AREAS OF EXPERTISE

Digital Media And Communication Technology

Politics And Communication

Communications

BIOGRAPHY

A lecturer from Fakulti Kepimpinan Dan Pengurusan. Holds a Phd in Political Science (islam And Middle East).

ACADEMIC QUALIFICATION

Phd in Political Science (islam And Middle East) (2013)

Master in Journalism (2004)

Bachelor in Pengajian Maklumat (2001)

RESEARCH

1. ANALYZING PERSUASIVE STRATEGIES OF INDONESIAN PRESIDENT JOKOWI AND MALAYSIAN PRIME MINISTER ANWAR IBRAHIM ON SOCIAL MEDIA: A COMPARATIVE STUDY USING THE ELABORATION LIKELIHOOD MODEL

2024 ON GOING MAIN RESEARCHER

2. DEVELOPING A NEW SOCIAL MEDIA LITERACY MODEL FOR YOUTH WELLBEING

2023 ON GOING MAIN RESEARCHER

3. THE IMPACT OF ONLINE NEWS MEDIA ON THE PERCEPTION OF MUSLIM YOUNG LEADERS IN MALAYSIA AND INDONESIA TOWARDS POLITICS AND ISLAM

2021 COMPLETED MAIN RESEARCHER

4. THE IMPACT OF SOCIAL NETWORKING SITES ON THE WELLBEING OF ?UNDERREPRESENTED? YOUTH IN MALAYSIA.

2019 COMPLETED MAIN RESEARCHER

5. AGENDA SETTING AND TWITTER : A STUDY OF #PRU14

2018 COMPLETED MAIN RESEARCHER

6. A NEW COMMUNICATION MODEL FOR DISSEMINATING THE KNOWLEDGE OF THE QURAN BASED ON PROPHETIC APPROACH

2016 COMPLETED MAIN RESEARCHER

7. A MODEL OF JOURNALISTIC PRACTISE OF ONLINE JOURNALISTS IN MALAYSIA: A STUDY OF MALAYSIKINI AND MALAYSIAN INSIDER

2013 COMPLETED MAIN RESEARCHER

8. KAJIAN TERHADAP FAKTOR YANG MEMPENGARUHI KEPUTUSAN PELAJAR DAN IBU BAPA MEMILIH UNIVERSITI SAINS ISLAM MALAYSIA

2013 COMPLETED MAIN RESEARCHER

9. KOMUNIKASI POLITIK DAN MEDIA SOSIAL : KAJIAN TERHADAP PILIHANRAYA UMUM MALAYSIA KE-13

2013 COMPLETED MAIN RESEARCHER

10. NEWS COVERAGE ON ANTI-ISLAM FILM "FITNA" AN ANALYSIS OF U.S AND U.K MAINSTREAM NEWSPAPER

2008 COMPLETED MAIN RESEARCHER

11. ANALYSIS OF DAKWAH CONTENT AND COMMUNICATION TOOLS ON ISLAMIC WEBSITES

2008 COMPLETED MAIN RESEARCHER

12. MENEROKA PENGLIBATAN SUKARELAWAN DALAM MEMBANTU ORANG KURANG UPAYA (OKU)

2007 COMPLETED MAIN RESEARCHER

PUBLICATION

1. CONTRASTING NARRATIVES: A CRITICAL DISCOURSE ANALYSIS OF THE BBC AND AL JAZEERA'S COVERAGE OF THE OCTOBER 2023 GAZA WAR

2025 JOURNAL

2. FACEBOOK ENGAGEMENT IN MALAYSIAN MINISTRY 2024

2025 JOURNAL

3. A COMPARATIVE STUDY USING FOUR PR MODELS ? THE PRESS AGENCY, PUBLIC INFORMATION, TWO-WAY ASYMMETRICAL, AND TWO SYMMETRICAL ON MALAYSIA GOVERNMENT

2025 PROCEEDING

4. SOCIAL MEDIA AS AN ONLINE PUBLIC SPHERE: A STUDY AMONG THE FIRST-TIME MALAY VOTERS

2024 JOURNAL

5. HANRUH: PENEROKAAN KONSEP KEUTUHAN PSIKOLOGI DALAM MEMASTIKAN KESEJAHTERAAN KOMUNITI

2024 PROCEEDING

6. UNDI 18: UNDERSTANDING THE POLITICAL PARTICIPATION OF FIRST-TIME MALAY VOTERS THROUGH SOCIAL MEDIA

2023 JOURNAL

7. INTERNET, MEDIA SOSIAL DAN PERHUBUNGAN AWAM

2023 PROCEEDING

8. PERSUASIVE POLITICAL HUMOUR ON SOCIAL MEDIA: A STUDY OF NAJIB RAZAK'S FACEBOOK POSTS

2022 JOURNAL

9. SELF-DISCLOSURE ON SOCIAL MEDIA AND ITS INFLUENCE ON THE WELL-BEING OF YOUTH

2022 JOURNAL

10. STRUKTUR PELUANG DAN TINDAKAN KOLEKTIF: KAJIAN KES MUSLIM DI BRITAIN DAN GERAKAN #NOTINMYNAME

2022 PROCEEDING

11. TINJAUAN TERHADAP MOTIVASI PENCAPAIAN DALAM KALANGAN PELAJAR UNIVERSITI

2022 PROCEEDING

12. MODUL KESEJAHTERAAN DALAM PENGGUNAAN MEDIA SOSIAL

2022 BOOK

13. MANAGING SOCIAL MEDIA CYBERBULLYING THREATS

2022 CHAPTER IN BOOK

14. TWITTER USAGE AND THE IMPACT ON YOUNG PEOPLE'S WELLBEING

2021 PROCEEDING

15. RASULULLAH SAW DAN GOLONGAN BADWI

2021 CHAPTER IN BOOK

16. MODEL KOMUNIKASI RASULULLAH SEBAGAI MODEL KOMUNIKASI DAKWAH MASAKINI

2021 CHAPTER IN BOOK

17. PERATURAN UNIVERSITI SAINS ISLAM MALAYSIA (PENGAJIAN SISWAZAH)

2021 POLICY

18. GARIS PANDUAN PROJEK PERUNDINGAN USIM

2020 POLICY

19. MU?AMMAD?S CONVERSATIONS WITH THE BEDOUIN: A SPEECH-ACT ANALYSIS OF PROPHETIC DISCOURSE IN HADITH

2019 JOURNAL

20. TINDAK TUTUR PERBUALAN BERSAMA GOLONGAN BADWI DAN ANSAR: ANALISA STRATEGI KOMUNIKASI RASULULLAH

2019 JOURNAL

21. ?A POLITICAL DISCOURSE ANALYSIS OF THE ?TWITTER POSTS OF NAJIBRAZAK PRIOR TO ?2018 GENERAL ELECTIONS

2019 JOURNAL

22. BETWEEN TRADITION AND CHANGE: THE JOURNALISTIC PRACTICE OF MALAYSIAKINI

2018 CHAPTER IN BOOK

23. TWITTER AS PLATFORM FOR POLITICAL COMMUNICATION

2018 CHAPTER IN BOOK

24. THE ISLAMIC COMMUNICATION PARADIGM: CHALLENGES AND FUTURE DIRECTIONS

2017 JOURNAL

25. COUNTER-IDEOLOGICAL FORCES OF" MR GATE" IN ONLINE JOURNALISM IN MALAYSIA: A STUDY OF MALAYSIAKINI AND THE MALAYSIAN INSIDER

2017 PROCEEDING

26. GLOBAL MEDIA REPRESENTATION ON ISLAM AND MUSLIM ISSUES

2017 BOOK

27. A TRANSGRESSIVE VOICE IN A RESTRICTIVE MEDIA ENVIRONMENT: A STUDY OF SINAR HARIAN COVERAGE OF THE 2013 MALAYSIAN GENERAL ELECTION

2016 JOURNAL

28. OBJECTIVE REPORTING OR MOUTHPIECE FOR THE OPPOSITION GROUPS?: A STUDY OF MALAYSIAKINI COVERAGE OF THE 2013 MALAYSIAN GENERAL ELECTION

2016 JOURNAL

29. MENENTANG ARUS WACANA MEDIA PERDANA: SINAR HARIAN DAN LAPORAN PILIHANRAYA 2013

2016 CHAPTER IN BOOK

30. ISLAM DAN MUSLIM DI MEDIA GLOBAL

2016 CHAPTER IN BOOK

31. WHO IS TWEETING ON #PRU13?

2014 JOURNAL

32. THE NATION-STATE FACTOR IN GLOBAL NEWS REPORTING: A STUDY OF THE BBCWN AND AL JAZEERA ENGLISH COVERAGE

2014 JOURNAL

33. REPRESENTATION OF INTERNATIONAL VIEWS IN THE COVERAGE OF THE IRANIAN 2009 ELECTION: A STUDY OF THE BBC WORLD NEWS AND AL JAZEERA ENGLISH

2014 JOURNAL

34. HOW COMPETITIVE ARE THE GLOBAL NEWS NETWORKS?

2013 JOURNAL

35. RESTRICTIONS IN INTERNATIONAL NEWS REPORTING: AN ANALYSIS OF THE BBC AND AJE COVERAGE OF THE 2009 IRANIAN ELECTION PROTESTS

2013 JOURNAL

36. THE BBC AND AL JAZEERA ENGLISH: THE SIMILARITIES AND DIFFERENCES IN THE DISCOURSE OF THE PRE-ELECTION COVERAGE OF THE 2009 IRANIAN ELECTION

2013 JOURNAL

AWARDS/RECOGNITION

1. ENHANCING GOVERNMENT TRANSPARENCY AND PUBLIC ENGAGEMENT THROUGH AI-DRIVEN SOCIAL MEDIA IN DIGITAL GOVERNANCE

2024 Universiti Bronze

2. INVESTIGATING FACTORS PROMOTING FACT-CHECKING FOR MITIGATING FAKE NEWS WITHIN MALAY INSTANT MESSAGING GROUPS

2024 Universiti Gold

3. SUARA MEDIA BAHARU

2024 Universiti Silver

4. BEST PRESENTER

2022 INTERNATIONAL

5. BEST PAPER AWARD

2020 INTERNATIONAL