

RIZALAWATI BINTI ISMAIL



- KULLIYAH OF ISLAMIC REVEALED KNOWLEDGE AND HUMAN SCIENCES
- IIUM Gombak Campus
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المؤهل العلمي

- Media & Communication
- Corporate Communication

مسؤوليات التدريس

ADVANCED INTEGRATED MARKETING COMMUNICATION	2020/2021
ADVANCED INTERCULTURAL COMMUNICATION	2019/2020
COMMUNICATION THEORY	2009/2010 2010/2011
COMPUTER MEDIATED COMMUNICATION	2010/2011 2011/2012 2012/2013 2013/2014 2015/2016
FINAL YEAR PROJECT I	2019/2020 2020/2021
FINAL YEAR PROJECT II	2019/2020 2020/2021
INTERCULTURAL COMMUNICATION	2012/2013
INTERNSHIP (ELECTRONIC MEDIA)	2016/2017 2017/2018 2018/2019 2019/2020
INTERNSHIP (JOURNALISM)	2016/2017 2017/2018 2018/2019
INTERNSHIP (ORGANIZATIONAL COMMUNICATION)	2016/2017 2017/2018 2018/2019
INTERNSHIP (PUBLIC RELATIONS)	2016/2017 2017/2018 2018/2019 2019/2020
INTERPERSONAL COMMUNICATION	2010/2011 2011/2012 2012/2013 2013/2014 2014/2015 2015/2016 2016/2017
INTRODUCTION TO COMMUNICATION	2020/2021
INTRODUCTION TO INTERNATIONAL COMMUNICATION	2013/2014 2016/2017 2017/2018
INTRODUCTION TO MASS COMMUNICATION	2010/2011 2014/2015
INTRODUCTION TO ORGANIZATIONAL COMMUNICATION	2010/2011 2016/2017 2017/2018
MANAGERIAL COMMUNICATION	2015/2016 2016/2017

MARKETING COMMUNICATION	2011/2012 2012/2013 2017/2018
MEDIA PLANNING	2019/2020 2020/2021
MEDIATED COMMUNICATION	2017/2018
NEW COMMUNICATION TECHNOLOGY	2014/2015 2016/2017
ORGANIZATION COMMUNICATION: CASE STUDIES	2014/2015 2018/2019 2019/2020
PRACTICUM	2013/2014
PRINCIPLES & PRACTICES OF MANAGERIAL COMMUNICATION	2014/2015 2015/2016 2016/2017 2017/2018 2018/2019 2019/2020
PROFESSIONAL SPEECH COMMUNICATION	2018/2019
STRATEGIC COMMUNICATION	2018/2019 2019/2020 2020/2021
WRITTEN COMMUNICATION FOR ORGANIZATION	2013/2014 2017/2018

المشاريع البحثية

In Progress

- 2020 - Present** Muslim Tourists' Expectations for Travelling to Japan by Cruise Ships
- 2016 - Present** Students' Motivation, Perceptions and Expectations of Journalism Education at IIUM

Completed

- 2020 - 2020** Muslim Tourists' Expectations for Travelling to Japan by Cruise Ships
- 2012 - 2014** Brand Perception Survey for Tenaga Nasional Berhad

المنشورات

Article

- 2018** [Situational social support groups for information sharing in times of disaster: a case of 2014 floods in Malaysia.](#) Human Communication: A Journal of the Pacific and Asian Communication Association , 1 (1) pp.1-15
- 2018** [Industry perspective on journalism education curriculum in Malaysia.](#) Malaysian Journal of Learning and Instruction , 15 (1) pp.149-172
- 2017** [Knowledge versus experience: Indicator to good journalism practices.](#) Jurnal Komunikasi/ Malaysian Journal of Communication , 33 (4) pp.142-158

- 2015 [Exploring the use of social media during the 2014 flood in Malaysia.](#) Procedia Social and Behavioral Sciences , 211 pp.931-937
- 2015 [Shaping the journalism education studies in Malaysia: The effects from the study on ethnicity \[Membentuk pengajian kewartawanan di Malaysia: Kesan dari kajian etnik\].](#) Jurnal Komunikasi: Malaysian Journal of Communication , 31 (2) pp.323-340
- 2014 [Perception, attitude and impact change after watching faith-based films: a comparative study.](#) Journalism and Mass Communication , 4 (8) pp.496-509
- 2014 [Hijab wearing phenomenon among Muslim women in Malaysia: a quantitative study.](#) Kulliyah Research Bulletin , 5 (2) pp.4-8
- 2014 [The mediating effect of attitude on perception towards impact change after watching Islamic films.](#) Journal of Modern Education Review , 4 (9) pp.651-662
- 2014 [Impact of Islamic film on understanding of Islamic values and cultures for a multiracial society in Malaysia.](#) International Journal of Science Commerce and Humanities , 2 (5) pp.161-174
- 2013 [The acceptance of TV Islamic reality shows by the Malay community.](#) Ulum Islamiyyah - The Malaysian Journal of Islamic Sciences , 10 pp.93-116
- Conference or Workshop Item**
- 2019 [The mediating effect of attitude on e-wallet acceptance among Malaysians.](#) In: **International Conference of Media and Communication (MENTION2019)**
- 2018 [Perception and expectation of journalism education in Malaysia: what's in it for industry 4.0?.](#) In: **12th Biennial Convention of the Pacific and Asian Communication Association (PACA) Communication and Industrial Revolution 4.0**
- 2018 [The reality and expectations of journalism practitioners in the news industry.](#) In: **12th Biennial Convention of the Pacific and Asian Communication (PACA): Communication and Industrial Revolution 4.0**
- 2017 [Industrial experience on journalism education curriculum in Malaysia.](#) In: **Sintok International Conference on Social Science and Management (SICONSEM 2017)**
- 2016 [Landscape, identity and challenges of journalism education in Malaysia.](#) In: **4th World Journalism Education Congress (WJEC) : Identity and Integrity in Journalism Education**
- 2016 [A trend in media and communication research in Malaysia 1987-2005.](#) In: **4th World Journalism Education Congress (WJEC) : Identity and Integrity in Journalism Education**
- 2016 [Usage of mobile phones among victims during the 2014 flood in Malaysia.](#) In: **The 9th Malaysia International Conference on Languages, Literatures and Cultures (MICOLLAC 2016)**
- 2015 [Exploring the use of social media for information sharing during the 2014 flood in Malaysia.](#) In: **2nd Global Conference on Business and Social Sciences (GCBSS 2015)**

- 2015 [Journalism education in Malaysia: dancing with UNESCO's model curricula.](#) In: **2nd International Conference on Education and Social Sciences (INTCESS'2015)**
- 2014 [Perception, Attitude and Impact Change after Watching Faith-Based Films: A Comparative Study.](#) In: **6th International Conference on Humanities and Social Sciences (ICHISS 2014) Unity in Diversity: Challenges in the New Millennium**
- 2014 [Journalism cupcakes: Same cakes, different icing or vice-versa.](#) In: **10th Biennial Convention of the Pacific and Asian Communication Association (PACA 2014)**
- 2014 [Attitude and impact changes of hijab wearing among Muslim Malay women in Malaysia.](#) In: **10th Biennial Convention of the Pacific and Asian Communication Association (PACA 2014)**
- 2014 [Impact of Islamic film on understanding of Islamic values and cultures for a multiracial society in Malaysia: An experimental study.](#) In: **10th Biennial Convention of the Pacific and Asian Communication Association (PACA 2014)**
- 2013 [Hijab wearing among Malay women in Malaysia: media or social influence?.](#) In: **Biennial International Conference on Media & Communication (MENTION) 2013**
- 2013 [Exposure and impact of TV Islamic reality show among Malay community.](#) In: **1st World Congress on Integration and Islamicisation of Acquired Human Knowledge (FWCII 2013)**
- 2012 [Exposure and influence of TV programmes on Malay Community in Malaysia : testing selective exposure theory and third-person effect theory.](#) In: **UiTM-AMIC 2012 International Conference**
- 2012 [Extended hierarchy-of-effect model and its application on Islamic reality shows towards Malay community in Malaysia .](#) In: **International Conference on Communication and Media (i-COME'12)**
- 2011 [Islamic Faith and Values in Malay Drama.](#) In: **Seminar Media dan Dakwah 2011**
- 2011 [Inserting Islamic perspective in teaching computer- mediated communication .](#) In: **National Seminar on New Media and Islam 2011**
- 2011 [Islamic programs in Malaysian free-to-air television channels.](#) In: **International Conference on Islamic Civilization and Malay Identity 2011**

**Book
Book Section**

- 2018 [Maintaining family resilience among flood victims through new media usage.](#) In: **The new media ascent: its usage & impact in Malaysia** USIM Press, Universiti Sains Islam Malaysia . ISBN 978-967-440-564-9 , pp.110-120