

# AIDA BINTI MOKHTAR



- KULLIYAH OF ISLAMIC REVEALED KNOWLEDGE AND HUMAN SCIENCES
- IIUM Gombak Campus
- Email address: [aidam@iium.edu.my](mailto:aidam@iium.edu.my)

## ACADEMIC QUALIFICATION

- Communication
- Marketing Communication
- English Language and Literature

## TEACHING RESPONSIBILITIES

ADVANCED INTEGRATED MARKETING COMMUNICATION	2017/2018 2019/2020
ADVERTISING : PRINCIPLES AND PRACTICE	1993/1994 1994/1995 1996/1997 1999/2000
ADVERTISING : PRINCIPLES AND PRACTICES	2000/2001
ADVERTISING: PRINCIPLES AND PRACTICES	2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2011/2012 2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018 2018/2019
CORPORATE WRITING	2020/2021
FINAL YEAR PROJECT I	2019/2020 2020/2021
FINAL YEAR PROJECT II	2019/2020 2020/2021
INTEGRATED MARKETING COMMUNICATION	2018/2019 2019/2020 2020/2021
INTER-CULTURAL COMMUNICATION	2002/2003
INTERCULTURAL COMMUNICATION	2012/2013
INTRODUCTION TO COMMUNICATION	2018/2019
INTRODUCTION TO MASS COMMUNICATION	2003/2004 2004/2005 2011/2012 2013/2014 2014/2015 2015/2016 2016/2017
MARKETING COMMUNICATION	2013/2014 2014/2015 2016/2017
PROFESSIONAL SPEECH COMMUNICATION	1999/2000 2000/2001 2001/2002 2002/2003 2003/2004 2004/2005 2011/2012 2012/2013 2013/2014 2014/2015 2015/2016 2016/2017 2017/2018 2019/2020 2020/2021
REPORTING & WRITING FOR MASS MEDIA I	1999/2000

RESEARCH PAPER II

2015/2016

WRITTEN COMMUNICATION FOR ORGANIZATION

2011/2012 2012/2013 2013/2014 2014/2015  
2015/2016 2016/2017 2017/2018 2018/2019

## RESEARCH PROJECTS

### In Progress

**2020 - Present**

Advertising: The Malaysian Perspective

**2019 - Present**

Examining the news framing effect of ideological narratives on radicalisation.

**2014 - Present**

Advertising in Islam from an Academic Viewpoint

### Completed

**2017 - 2019**

Public Perceptions Towards Current Issues and Government Policies

**2015 - 2019**

Novel Islamic Framework for Television Advertising of Halal Products in Muslim Countries

**2014 - 2017**

Advertising in Islam from an Academic Viewpoint

**2011 - 2013**

Television Advertising and Self-Censorship in Malaysia

## PUBLICATIONS

### Article

- 2019** [Islamic and Western ethics in advertising.](#) IIUM Journal of Human Sciences , 1 (2) pp.1-9
- 2019** [The advertising practitioner and the imbuement of Al-Ghazali's Islamic ethics Framework.](#) Forum Komunikasi , 14 (1) pp.1-22
- 2019** [Advertisements shape our social reality: a study of apple advertisements on promoting PWDs and inclusion.](#) Intellectual Discourse , 27 (Special Issue 2) pp.855-888
- 2019** [Empowerment through advertisements: the social responsible role of depicting images of special needs for normalcy.](#) International Journal for Studies on Children, Women, Elderly And Disabled , 6 pp.86-94
- 2018** [Uses and gratifications perspective on media use by refugees from Myanmar and Pakistan in Malaysia.](#) Al-Shajarah , Special Issue (Special Issue : Migration and Refugee Studies) pp.51-105

- 2018 [The television advertising framework in Malaysia and the salience of ideals for Malay Muslims and Malaysians: a framing perspective for nation building.](#) Malaysian Journal of Communication , 34 (3) pp.150-176
- 2017 [Political communication through a qualitative lens.](#) e-Bangi , 1 (Special Issue 1 (October, 2017) -Methodology In Electoral And Media Studies: Issues And Challenges) pp.34-48
- 2017 [Facebook and its uses and gratifications: a study of Palestinian students at a Public University in Malaysia.](#) Forum Komunikasi , 12 (1) pp.71-103
- 2016 [A framework for Islamic advertising: using Lavidge and Steiner's hierarchy of effects model.](#) Intellectual Discourse , 24 (2) pp.273-294
- Conference or Workshop Item**
- 2019 [Islamic and Western ethics in communication.](#) In: **Communication Research Seminar 2019 (CORENA2019)**
- 2019 [The imbuement of cultural elements in television advertisements: an Islamic perspective.](#) In: **Muslims in Creative Media Industries (MiCMI 2019)**
- 2019 [Advertising and promotion: an Islamic perspective.](#) In: **INHART Seminar Series: Advertising and Promotion: An Islamic Perspective**
- 2019 [Empowerment through advertisements: the social responsible role of depicting images of special needs for normalcy.](#) In: **7th Putrajaya International Conference on Children, Women, Elderly and Persons with Disabilities 2019 (PICCWED7)**
- 2018 [Integrated marketing communication: an insight into its evolution.](#) In: **ICA Regional Conference 2018: "Media Transformation: Shifting Paradigms & Global Challenges"**
- 2018 [Social media, Islam and ethics: a study of instagram use by students of a public university in Malaysia.](#) In: **International Conference On "Religion, Culture And Governance In The Contemporary World" (ICRCG2018)**
- 2018 [Advertisements as shapers of social reality: a study of apple advertisements and their depiction of technology use for empowering people with special needs.](#) In: **The 5th Putrajaya International Conference On Children, Women, Elderly And People With Disabilities 2018**
- 2018 [Fairclough's critical discourse analysis of television advertising production in selected OIC countries.](#) In: **The IAFOR International Conference on the City The IAFOR International Conference on Global Studies**
- 2018 [Fairclough's Critical Discourse Analysis \(CDA\) of television advertising production in selected OIC countries.](#) In: **IAFOR International Conference on Global Studies (GLOBAL2018),**
- 2017 [An examination of television advertising production in selected OIC countries using a hierarchy of influences model.](#) In: **8th Global Islamic Marketing Conference 2017**
- 2017 [A comparative case study of refugees from Myanmar and Pakistan and their media use in Malaysia: a uses and gratifications perspective.](#) In: **International Conference on Forced Migration and Refugee Studies: Issues and Shifting Paradigms (ICMR 2017)**

- 2017 [Television advertising regulations in Malaysia and the salience of ideals: the agenda-setting stance for nation building.](#) In: **MediAsia2017**
- 2017 [Social media, youths and ethics.](#) In: **OIC Cultural Week: Global Cultural Program and Value Based leadership Training: Youth Cultural Empowerment Program**
- 2017 [A uses and gratifications perspective on media use by refugees from Myanmar and Pakistan in Malaysia.](#) In: **International Conference on Forced Migration and Refugee Studies: Issues and Shifting Paradigms (ICMR 2017)**
- 2017 [Muslim culture and marketing communication.](#) In: **Marketing Culture and Marketing Communication**
- 2017 [The Islamic embrace of advertising: a study of TV advertising frameworks of selected OIC countries using the hierarchy of influences model.](#) In: **8th Global Islamic Marketing Conference 2017**
- 2016 [Advertisements as reflections of ideals:Shari'ah-compliant advertisements for the Muslim target audience.](#) In: **International Seminar on Islamic Advertising 2016 (ISIA2016)**
- 2015 [The Lavidge and Steiner hierarchy of effects model for advertising: a framework of Islamic advertising.](#) In: **6th Global Islamic Marketing Conference**
- 2015 [The facets model of effects and Islam in integrated marketing communication: the case of Gubugklakah in Indonesia.](#) In: **2nd International Corporate and Marketing Communication in Asia Conference (ICMCAC)**
- 2015 [Islam and advertising: the ideal stakeholder perspective.](#) In: **1st International Conference on Innovative Communication and Sustainable Development in ASEAN**
- 2014 [Islamic Advertising: the Academic Viewpoint.](#) In: **International Seminar on Islamic Advertising 2014**
- 2014 [Islamic advertising: celebrating perfect moral vision.](#) In: **i-COME'14**
- 2013 [A semiotic analysis of print advertisements in the Malaysian General Elections 2013 Campaign.](#) In: **International GE 13 Seminar**
- 2012 [A multiple stakeholder perspective of the television advertising production process in Malaysia.](#) In: **International Conference on Communication and Media 2012 (i-COME12)**
- 2012 [A semiotic analysis of 'individualism' and 'collectivism': the Global Bersih 3.0 website.](#) In: **Seminar on Youth, Media and Politics: New Identity 2012**
- 2011 [Narratives of Malaysian identity: the Petronas television commercials of Yasmin Ahmad.](#) In: **Film and Media 2011: First Annual London Film and Media Conference**
- 2011 [The role of communication in Nation Building: television advertising and acceptance in Malaysia.](#) In: **International Conference on Media and Communication Mention 2011: Communication and Transformation-progress and Paradox**

- 2011 [The 'Moral Panics' behind television advertising regulation in Malaysia.](#) In: **Seminar on New Media and Islamic Issues: Challenges and Opportunities**
- 2010 [The 'moral panics' behind television advertising regulations in Malaysia.](#) In: **Moral Panics in the Contemporary World Conference 2010**

**Book**

- 2015 [Youths media and politics: a new identity.](#) UNIMAP . ISBN 978-967-0922-07-2

**Book Section**

- 2019 [Embracing with love.](#) In: **Tales of mothers 2: of love and courage** Seri Kembangan, Selangor . ISBN 978-983-2423-70-6 , pp.177-191
- 2017 [A string of phenomena : meta-ethnographic synthesis of qualitative studies and reviews of the advertising campaign of the 13th General Election in Malaysia.](#) In: **Routledge Handbook of Political Advertising** Routledge . ISBN 9781138908307 , pp.165-178
- 2015 [The young Malaysian voter.](#) In: **Youths, Media and Politics: A New Identity** Penerbit Universiti Malaysia Perlis . ISBN 978-967-0922-07-2 , pp.1-25
- 2015 [The young Malaysian voter.](#) In: **Youths, Media and Politics: A New Identity** Penerbit Universiti Malaysia Perlis . ISBN 978-967-0922-07-2 , pp.1-25
- 2015 [A semiotic analysis of 'Individualism' and 'Collectivism': The Global Bersih 3.0 Website.](#) In: **Youths, Media, Politics: A New Identity** UNIMAP . ISBN 978-967-0922-07-2 , pp.29-41
- 2011 [The 'moral panics' behind television advertising regulation in Malaysia.](#) In: **Paradigm shift on thought: Muslim women's perspectives** IIUM Press . ISBN 9789674181796 , pp.167-178