

# SHAFIZAN BINTI MOHAMED



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

## ACADEMIC QUALIFICATION

- Doctor of Philosophy in Arts (Communication)
- Master of Human Sciences (Communication)
- Bachelor of Multimedia (Media Innovation and Enterprenuership) (Honours)

## TEACHING RESPONSIBILITIES

ADVANCED COMMUNICATION THEORY	2019/2020
COMPUTER MEDIATED COMMUNICATION	2014/2015 2015/2016 2016/2017 2017/2018
CONTEMPORARY ISSUES IN COMMUNICATION	2017/2018 2018/2019 2019/2020
FINAL YEAR PROJECT I	2019/2020 2020/2021
FINAL YEAR PROJECT II	2019/2020 2020/2021
INTRODUCTION TO COMMUNICATION	2017/2018 2018/2019
INTRODUCTION TO ELECTRONIC MEDIA	2014/2015 2015/2016 2016/2017 2017/2018
INTRODUCTION TO MASS COMMUNICATION	2006/2007 2007/2008 2013/2014 2014/2015 2015/2016 2016/2017
INTRODUCTION TO ORGANIZATIONAL COMMUNICATION	2007/2008
MASS MEDIA HISTORY IN THE MUSLIM WORLD	2015/2016
MEDIA AND COMMUNICATION THEORY	2019/2020 2020/2021
MEDIA AND SOCIETY	2020/2021
PRINCIPLES & PRACTICES OF MANAGERIAL COMM.	2006/2007
PRINCIPLES & PRACTICES OF MANAGERIAL COMMUNICATION	2007/2008
PROFESSIONAL MEDIA PRACTICES	2018/2019 2019/2020 2020/2021
PROFESSIONAL SPEECH COMMUNICATION	2006/2007 2007/2008
PUBLICATION DESIGN	2018/2019 2019/2020 2020/2021

RADIO PRODUCTION	2018/2019
RESEARCH PAPER II	2014/2015

## RESEARCH PROJECTS

### In Progress

<b>2021 - Present</b>	Down Syndrome Abilities Awareness Campaign
<b>2020 - Present</b>	Media and Muslim Societies
<b>2020 - Present</b>	Investigating the Level of Digital Literacy among Children of B40 Income Earners: Focusing on Children Living in Pusat Perumahan Rakyat (PPR)
<b>2019 - Present</b>	FORMULATING AN EFFECTIVE GUIDELINE ON ONLINE RESOURCES PERTAINING TO THE MISUNDERSTANDING OF VACCINATION AND ITS IMPORTANCE
<b>2018 - Present</b>	DEVELOPING A MODULE FOR PRODUCING MULTIMEDIA CONTENT FOR SCIENTIFIC RESEARCH
<b>2016 - Present</b>	Life Story: Tun Pehin Seri Haji Abdul Taib bin Mahmud
<b>Unknown - Present</b>	DEVELOPING A MODULE FOR PRODUCING MULTIMEDIA CONTENT FOR SCIENTIFIC RESEARCH

### Completed

<b>2018 - 2018</b>	Kajian Penggunaan Media Massa dan Pilihanraya Umum Ke-14
<b>2016 - 2018</b>	Media Usage, Life and Job Satisfaction: A Study among Factory Workers in Malaysia
<b>2016 - 2019</b>	V-Logging and Citizenship: The Malaysian Experience
<b>2016 - 2018</b>	Media Usage, Life and Job Satisfaction: A Study among Factory Workers in Malaysia
<b>2016 - 2016</b>	Sejarah Majlis Professor Negara dan Kejayaan selama Lima Tahun (Corporate Video)
<b>2016 - 2018</b>	Life Story: Tun Pehin Seri Haji Abdul Taib bin Mahmud
<b>2015 - 2017</b>	Kajian Terhadap Pekerja Industri
<b>2015 - 2017</b>	Social Mobility and Media in Marang, Terengganu
<b>2015 - 2017</b>	Media Usage and Political Behavior: A Study among Youth in Malaysia (2015 Malaysian Election Research)

## PUBLICATIONS

### Article

- 2020** [Towards adabic intercultural communication.](#) Journal of Islamic, Social, Economics and Development
- 2020** [The Malaysian media, which way is it heading?.](#) IIUMTODAY
- 2020** [Framing sustainable energy : a comparative analysis of Malay and English newspaper in Malaysia.](#) International Journal of Asian Social Science , 10 (6) pp.295-306
- 2020** [Factors influencing the behavioral intention to listen to IIUM.FM among non-listeners.](#) Asian Journal of Contemporary Education , 4 (1) pp.26-40
- 2020** [Election news and agenda setting on facebook by Malaysian English newspapers.](#) e-Bangi journal of Social Sciences and Humanities , 17 (2) pp.10-24
- 2020** [Netflix, Muslims and cultural imperialism.](#) IIUMTODAY
- 2020** [The coverage of vaccination in the Malay newspapers: an exploratory study.](#) Asian Journal of Applied Communication (AJAC) , 9 (1) pp.351-366
- 2020** [New media, cultural imperialism and the Malay muslim society in Malaysia.](#) Journal of Islamic, Social, Economics and Development (JISED) , 5 (29) pp.19-33
- 2020** [Facebook and political communication : a study of online campaigning during the 14th Malaysian General Election.](#) IIUM Journal of Human Sciences , 2 (1) pp.1-13
- 2020** ["Infodemic" in time of COVID-19.](#) IIUM Today , 18th April 2020
- 2020** [A letter to my students... Let's do this together!.](#) IIUM Today , 11th October 2020
- 2019** [Instagram and political storytelling among Malaysian politicians during the 14th General Election.](#) Jurnal Komunikasi: Malaysian Journal of Communication , 35 (3) pp.353-371
- 2019** [The 77 years \(1941-2018\) evolution of mastika's cover: a visual framing of the Malay audience's interests.](#) International Journal of Heritage, Art and Multimedia , 2 (5) pp.1-15
- 2019** [Facebook use and personalization among Malaysian politicians during the 14th Malaysian general election = Penggunaan Facebook dan personalisasi oleh ahli politik Malaysia semasa Pilihanraya Umum Ke-14.](#) Forum Komunikasi , 14 (1) pp.23-43
- 2019** [Najib Razak's political storytelling on Instagram: the fall of a government and the rise of an opposition leader?.](#) SEARCH Journal of Media and Communication Research , 11 (3) pp.71-89
- 2019** [On the covers of Indonesia's Hai magazine: a visual framing of youth.](#) Social Science and Humanities Journal , 3 (2) pp.824-832
- 2019** [AGENDA SETTING BY THE MALAY ONLINE NEWSPAPERS DURING THE SEMENYIH BY-ELECTION.](#) International Journal of Law, Government and Communication

- 2019 [Personalised campaigns in party-centred politics: facebook and instagram as arena for political communication.](#) IUM Journal of Human Sciences , 1 (2) pp.52-64
- 2019 [Who sets the agenda? Locating the formation of public opinion during the Rantau by-election.](#) Intellectual Discourse , 27 (2) pp.373-395
- 2019 [Online news and public opinion: how Malaysians respond to news on a state by-election.](#) Human Communication , 2 (2) pp.42-57
- 2018 [The Islamization of the Malaysian media: a complex interaction of religion, class and commercialization.](#) Intellectual Discourse , 26 (2) pp.635-658
- 2018 [Vlogging and the Malaysian citizenship experience.](#) International Journal of Arts Humanities and Social Sciences , 3 (1) pp.21-28
- 2018 [Why Najib is the most interesting politician on Instagram.](#) Malaysiakini
- 2018 [Parody of Malaysian life: the effects of Mat Luthfi's video blogs \(V-blogs\) on Malaysian youth.](#) International Journal of Current Research , 10 (8) pp.72466-72472
- 2017 [Political bloggers and the personalisation of political participation.](#) International Journal of Arts Humanities and Social Sciences , 2 (10) pp.1-11
- 2017 [Political agency in the blogging of the everyday: The case of muslim women bloggers.](#) Journal of Islamic, Social, Economics and Development , 2 (6) pp.152-165
- 2017 [Technological development and its impact on student reception of a campus radio.](#) Journal of Education and Learning , 7 (1) pp.103-115
- 2017 [Contextualizing the Malaysian citizenship.](#) International Journal of Law, Government and Communication , 2 (5) pp.108-119
- 2017 [Predicting the intention to cyberbully and cyberbullying behaviour among the undergraduate students at the International Islamic University Malaysia.](#) International Journal of Education, Psychology and Counseling , 2 (5) pp.257-270
- 2017 [Breaking the Malaysian political media dichotomy: A case for citizen's media.](#) International Academic Research Journal of Social Science , 3 (2) pp.17-23
- 2017 [Blogging and citizenship: The Malaysian experience.](#) Journal of Advanced Research in Social and Behavioural Sciences , 9 (1) pp.102-114
- 2008 [The impact of TV and magazine on fashion and dressing of urban women of different ages.](#) Jurnal Pengajian Media Malaysia , 10 (1) pp.157-170

#### Conference or Workshop Item

- 2020 [COVID-19: students' media use, trust and optimism during the movement control order \(MCO\).](#) In: **Communication Research Webinar (CORENA 2020)**
- 2020 [The framing analysis of vaccination in Malaysia: a comparative study between Berita Harian and Harian Metro.](#) In: **International Conference on Communication, Management And Humanities ( ICCOMAH 2020 )**
- 2019 [The 77 years \(1941-2018\) evolution of Mastika's cover: a visual framing.](#) In: **Communication Research Seminar (CORENA 2019)**

- 2019 [Digital Malaysia development and challenges.](#) In: **Workshop on the Digitization of Mass Communication**
- 2019 [News online and public opinion: how Malaysians responded to news on a state by-election.](#) In: **27th Asian Media Information and Communication (AMIC) Annual Conference**
- 2019 [Malays online news and public opinion: a study of issues during the Semenyih by-election.](#) In: **3rd International Conference on Media Studies 2019 (ICMS19)**
- 2019 [News online and public opinion on Facebook during the Semenyih and Rantau by-elections.](#) In: **Post-GE14 By-Elections: Implications for GE15**
- 2019 [Personalised campaigns in party-centred politics: Instagram and Facebook as arenas for political communication.](#) In: **5th World Conference on Media and Mass Communication (MEDCOM 2019)**
- 2019 [Election campaigning on Facebook among Malaysian politicians in the 14th Malaysian General Election.](#) In: **Asean University Conference on Public Relations & Communication (APRC 2019)**
- 2018 [Instagram and political storytelling among Malaysian politicians during the 14th General Election.](#) In: **International Seminar on Media and Communication (ISMEC 2018)**
- 2018 [Election campaign and issues agenda in Malaysian politicians' Facebook and Instagram accounts.](#) In: **Seminar on GE14: An Analysis 2018**
- 2017 [Technological development and its impact on audience reception: A longitudinal study of IIUM.FM.](#) In: **International Conference on Islam, Media and Communication 2017 (ICIMaC)**
- 2015 [Media and politics: a study among youth in Malaysia.](#) In: **2015 Asian Network for Public Opinion Research (ANPOR) Annual Conference**
- 2011 [Blogging and what it means to be Malaysian: the push and pull cultures.](#) In: **LANCOMM International Conference 2011**

#### Book

- 2017 [The intention to cyberbully and cyberbullying behaviour among undergraduate students.](#) IIUM Press, International Islamic University Malaysia . ISBN 978-967-418-634-0

#### Book Section

- 2017 [Internet and social media in Malaysia: Development, challenges and potentials.](#) In: **The Evolution of Media Communication** Intech Open . ISBN 978-953-51-3198-4 , pp.45-64
- 2015 [Narcissism and the new culture of citizenship: the experiences of three Malaysian bloggers.](#) In: **Youths, media and politics** Penerbit UniMAP, Universiti Malaysia Perlis . ISBN 978-967-0922-07-2 , pp.48-61
- 2012 [Television as an instrument of cultural imperialism in Malaysia.](#) In: **Contemporary issues in Islamic communication** IIUM Press . ISBN 9789674182366 , pp.103-121

- 2009** [The development of women magazines in Malaysia and its educational impact on Muslim women.](#) In: **Muslim women in contemporary societies: reality and opportunities** IIUM Press . ISBN 9789833855995 , pp.115-139
- 2009** [The meaning, process, context and goals of intercultural communication.](#) In: **Intercultural Communication in Muslim Societies** IIUM Press . ISBN 9789675272196 , pp.29-50
- 2009** [The meaning, process, context and goals of intercultural communication.](#) In: **Intercultural Communication in Muslim Societies** IIUM Press . ISBN 9789675272196 , pp.29-50
- 2006** [Analysing media effects: The third-person effect on party members.](#) In: **Mass Media Diversity In Changing Times** Penerbit Universiti Sains Malaysia . ISBN 983-3391-83-4 , pp.76-105