

RIZALAWATI BINTI ISMAIL



- KULLIYAH OF ISLAMIC REVEALED KNOWLEDGE AND HUMAN SCIENCES
- IIUM Gombak Campus
- Email address: rizalawati@iium.edu.my

ACADEMIC QUALIFICATION

- Media & Communication
- Corporate Communication

TEACHING RESPONSIBILITIES

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

RESEARCH PROJECTS

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

PUBLICATIONS

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