

PROF. MADYA DR. MOHD FAIZAL BIN KASMANI

PENSYARAH UNIVERSITI DS14

CONTACT

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faizalkasmani@usim.edu.my

FACULTY

Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

PhD	0 COMPLETED	7 ONGOING
Master	0 COMPLETED	1 ONGOING

AREAS OF EXPERTISE

- Digital Media And Communication Technology
- Politics And Communication
- Communications

ACADEMIC QUALIFICATION

- 2013 **PhD** - Political Science (islam And Middle East)
- 2004 **Master** - Journalism
- 2001 **Bachelor** - Pengajian Maklumat

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 | GERAN SEPADAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

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

2023 | GERAN KPT | 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 | GERAN SEPADAN ANTARABANGSA | COMPLETED | MAIN RESEARCHER

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

2019 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

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

2018 | GERAN PENYELIDIKAN AGENSI KERAJAAN | COMPLETED | MAIN RESEARCHER

RESEARCH

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

2016 | GERAN KPT | COMPLETED | MAIN RESEARCHER

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

2013 | GERAN KPT | COMPLETED | MAIN RESEARCHER

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

2013 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

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

2013 | GERAN PENYELIDIKAN USIM | COMPLETED | MAIN RESEARCHER

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

2008 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | MAIN RESEARCHER

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

2008 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | COMPLETED | MAIN RESEARCHER

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

2007 | GERAN PENYELIDIKAN PANTAS BAWAH SETAHUN | 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

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

2. FACEBOOK ENGAGEMENT IN MALAYSIAN MINISTRY 2024

COMMICAST

2025 | JOURNAL | OTHER DATABASE | MAIN AUTHOR

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

INTERNATIONAL CONFERENCE ON SOCIAL SCIENCE AND HUMANITY

2025 | PROCEEDING | NON-INDEX | MAIN AUTHOR

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

KAJIAN MALAYSIA: JOURNAL OF MALAYSIAN STUDIES

2024 | JOURNAL | ERA | MAIN AUTHOR

PUBLICATION

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

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

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

SEARCH JOURNAL OF MEDIA AND COMMUNICATION RESEARCH

2023 JOURNAL OTHER DATABASE MAIN AUTHOR

7. INTERNET, MEDIA SOSIAL DAN PERHUBUNGAN AWAM

SAIS 2023

2023 PROCEEDING OTHER DATABASE MAIN AUTHOR

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

JOURNAL OF THE SOUTHEAST ASIA RESEARCH CENTRE FOR COMMUNICATIONS AND HUMANITIES

2022 JOURNAL ISI AND SCOPUS MAIN AUTHOR

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

JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

2022 JOURNAL SCOPUS MAIN AUTHOR

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

SEMINAR ANTARABANGSA ISLAM DAN SAINS 2022

2022 PROCEEDING NON-INDEX MAIN AUTHOR

11. TINJAUAN TERHADAP MOTIVASI PENCAPAIAN DALAM KALANGAN PELAJAR UNIVERSITI

INTERNATIONAL CONFERENCE ON COMMUNICATION, MANAGEMENT AND HUMANITIES (ICCOMAH III)

2022 PROCEEDING NON-INDEX MAIN AUTHOR

12. MODUL KESEJAHTERAAN DALAM PENGGUNAAN MEDIA SOSIAL

2022 BOOK MAIN AUTHOR

13. MANAGING SOCIAL MEDIA CYBERBULLYING THREATS

CYBER CRIME IN MALAYSIA: THE PERVASIVE IMPACT OF THE INTERNET

2022 CHAPTER IN BOOK MAIN AUTHOR

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

7TH INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA (I-COME?20)

2021 PROCEEDING NON-INDEX MAIN AUTHOR

15. RASULULLAH SAW DAN GOLONGAN BADWI

STRATEGI KOMUNIKASI RASULULLAH

2021 CHAPTER IN BOOK MAIN AUTHOR

PUBLICATION

16. MODEL KOMUNIKASI RASULULLAH SEBAGAI MODEL KOMUNIKASI DAKWAH MASAKINI

STRATEGI KOMUNIKASI RASULULLAH

2021 | CHAPTER IN BOOK | MAIN AUTHOR

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

AL-BAYAN: JOURNAL OF QUR'AN AND HADITH STUDIES

2019 | JOURNAL | SCOPUS | MAIN AUTHOR

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

MALAYSIAN JOURNAL OF COMMUNICATION

2019 | JOURNAL | ISI AND SCOPUS | MAIN AUTHOR

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

JOURNAL OF THE SOUTHEAST ASIA RESEARCH CENTRE FOR COMMUNICATIONS AND HUMANITIES

2019 | JOURNAL | ISI AND SCOPUS | MAIN AUTHOR

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

THE NEW MEDIA ASCENT: ITS USAGE AND IMPACT IN MALAYSIA

2018 | CHAPTER IN BOOK | MAIN AUTHOR

23. TWITTER AS PLATFORM FOR POLITICAL COMMUNICATION

THE NEW MEDIA ASCENT: ITS USAGE AND IMPACT IN MALAYSIA

2018 | CHAPTER IN BOOK | MAIN AUTHOR

24. THE ISLAMIC COMMUNICATION PARADIGM: CHALLENGES AND FUTURE DIRECTIONS

ADVANCED SCIENCE LETTERS

2017 | JOURNAL | SCOPUS | MAIN AUTHOR

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

I-COME - INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA 2017

2017 | PROCEEDING | NON-INDEX | MAIN AUTHOR

26. GLOBAL MEDIA REPRESENTATION ON ISLAM AND MUSLIM ISSUES

2017 | BOOK | MAIN AUTHOR

PUBLICATION

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

SEARCH

2016 JOURNAL SCOPUS MAIN AUTHOR

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

MALAYSIAN JOURNAL OF COMMUNICATION

2016 JOURNAL SCOPUS MAIN AUTHOR

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

KEWARTAWANAN DAN ISLAM: ISU DAN CABARAN SEMASA

2016 CHAPTER IN BOOK MAIN AUTHOR

30. ISLAM DAN MUSLIM DI MEDIA GLOBAL

KEWARTAWANAN DAN ISLAM: ISU DAN CABARAN SEMASA

2016 CHAPTER IN BOOK MAIN AUTHOR

31. WHO IS TWEETING ON #PRU13?

ASIAN SOCIAL SCIENCE

2014 JOURNAL SCOPUS MAIN AUTHOR

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

INTERNATIONAL COMMUNICATION GAZETTE

2014 JOURNAL WOS MAIN AUTHOR

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

SEARCH: THE JOURNAL OF THE SOUTH EAST ASIA RESEARCH CENTRE FOR COMMUNICATIONS AND HUMANITIES

2014 JOURNAL SCOPUS MAIN AUTHOR

34. HOW COMPETITIVE ARE THE GLOBAL NEWS NETWORKS?

JOURNALISM STUDIES

2013 JOURNAL WOS MAIN AUTHOR

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

JOURNAL OF APPLIED JOURNALISM AND MEDIA STUDIES

2013 JOURNAL WOS MAIN AUTHOR

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

INTERNATIONAL JOURNAL OF COMMUNICATION

2013 JOURNAL WOS MAIN AUTHOR

AWARDS/RECOGNITION

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

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITI BRONZE

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

4TH INNOVATION BANK CHALLENGE 2024 (IBC 2024)

2024 UNIVERSITI GOLD

3. SUARA MEDIA BAHARU

Pertandingan Inovasi FKP 2024

2024 UNIVERSITI SILVER

4. BEST PRESENTER

2022 INTERNATIONAL

5. BEST PAPER AWARD

2020 INTERNATIONAL