

Profile Image

## PROF. MADYA DR. MOHD FAIZAL BIN KASMANI

PENSYARAH UNIVERSITI DS14

### CONTACT

**Phone:** 8281

**E-mail:**

faizalkasmani@usim.edu.my

**Faculty:** Fakulti  
Kepimpinan Dan  
Pengurusan

### SUPERVISION

PhD - Completed: 0, Ongoing: 7

Master - Completed: 0,  
Ongoing: 1

## AREAS OF EXPERTISE

Digital Media And Communication Technology

Politics And Communication

Communications

## ACADEMIC QUALIFICATION

PhD in Political Science (islam And Middle East) (2013)

Master in Journalism (2004)

Bachelor in Pengajian Maklumat (2001)

## 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 MALYSIAKINI AND MALYSIAN 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. 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

## 2. HANRUH: PENEROKAAN KONSEP KEUTUHAN PSIKOLOGI DALAM MEMASTIKAN KESEJAHTERAAN KOMUNITI

SEMINAR ANTARABANGSA ISLAM DAN SAINS (SAIS 2024)

2024 PROCEEDING NON-INDEX MAIN AUTHOR

## 3. INTERNET, MEDIA SOSIAL DAN PERHUBUNGAN AWAM

SAIS 2023

2023 PROCEEDING OTHER DATABASE MAIN AUTHOR

## 4. 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

## 5. 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

## 6. 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

## 7. TINJAUAN TERHADAP MOTIVASI PENCAPAIAN DALAM KALANGAN PELAJAR UNIVERSITI

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

2022 PROCEEDING NON-INDEX MAIN AUTHOR

## 8. MODUL KESEJAHTERAAN DALAM PENGGUNAAN MEDIA SOSIAL

2022 BOOK MAIN AUTHOR

## 9. MANAGING SOCIAL MEDIA CYBERBULLYING THREATS

CYBER CRIME IN MALAYSIA: THE PERVASIVE IMPACT OF THE INTERNET

2022 CHAPTER IN BOOK MAIN AUTHOR

## 10. 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

## 11. RASULULLAH SAW DAN GOLONGAN BADWI

STRATEGI KOMUNIKASI RASULULLAH

2021 CHAPTER IN BOOK MAIN AUTHOR

## 12. MODEL KOMUNIKASI RASULULLAH SEBAGAI MODEL KOMUNIKASI DAKWAH MASAKINI

STRATEGI KOMUNIKASI RASULULLAH

2021 CHAPTER IN BOOK MAIN AUTHOR

## 13. PERATURAN UNIVERSITI SAINS ISLAM MALAYSIA (PENGAJIAN SISWAZAH)

2021 POLICY

# PUBLICATION

---

## 14. GARIS PANDUAN PROJEK PERUNDINGAN USIM

2020 POLICY

## 15. 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

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

MALAYSIAN JOURNAL OF COMMUNICATION

2019 JOURNAL ISI AND SCOPUS MAIN AUTHOR

## 17. ?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

## 18. BETWEEN TRADITION AND CHANGE: THE JOURNALISTIC PRACTICE OF MALAYSIKINI

THE NEW MEDIA ASCENT: ITS USAGE AND IMPACT IN MALAYSIA

2018 CHAPTER IN BOOK MAIN AUTHOR

## 19. TWITTER AS PLATFORM FOR POLITICAL COMMUNICATION

THE NEW MEDIA ASCENT: ITS USAGE AND IMPACT IN MALAYSIA

2018 CHAPTER IN BOOK MAIN AUTHOR

## 20. THE ISLAMIC COMMUNICATION PARADIGM: CHALLENGES AND FUTURE DIRECTIONS

ADVANCED SCIENCE LETTERS

2017 JOURNAL SCOPUS MAIN AUTHOR

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

I-COME - INTERNATIONAL CONFERENCE ON COMMUNICATION AND MEDIA 2017

2017 PROCEEDING NON-INDEX MAIN AUTHOR

## 22. GLOBAL MEDIA REPRESENTATION ON ISLAM AND MUSLIM ISSUES

2017 BOOK MAIN AUTHOR

## 23. 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

## 24. OBJECTIVE REPORTING OR MOUTHPIECE FOR THE OPPOSITION GROUPS?: A STUDY OF MALAYSIKINI COVERAGE OF THE 2013 MALAYSIAN GENERAL ELECTION

MALAYSIAN JOURNAL OF COMMUNICATION

2016 JOURNAL SCOPUS MAIN AUTHOR

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

KEWARTAWANAN DAN ISLAM: ISU DAN CABARAN SEMASA

2016 CHAPTER IN BOOK MAIN AUTHOR

## 26. ISLAM DAN MUSLIM DI MEDIA GLOBAL

KEWARTAWANAN DAN ISLAM: ISU DAN CABARAN SEMASA

2016 CHAPTER IN BOOK MAIN AUTHOR

# PUBLICATION

---

## 27. WHO IS TWEETING ON #PRU13?

ASIAN SOCIAL SCIENCE

2014 JOURNAL SCOPUS MAIN AUTHOR

## 28. 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

## 29. 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

## 30. HOW COMPETITIVE ARE THE GLOBAL NEWS NETWORKS?

JOURNALISM STUDIES

2013 JOURNAL WOS MAIN AUTHOR

## 31. 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

## 32. 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