

PROF. MADYA DR. OSAMA KANAKER

PENSYARAH UNIVERSITI DS14

CONTACT

PHONE
06 798 8747

E-MAIL
osama@usim.edu.my

FACULTY
Fakulti Kepimpinan Dan Pengurusan

SUPERVISION

PhD	16 COMPLETED	12 ONGOING
Master	1 COMPLETED	0 ONGOING

AREAS OF EXPERTISE

Islamic Media | Communications

ACADEMIC QUALIFICATION

2014 **PhD** - Communication

2010 **Master** - Communication (media Management)

2008 **Bachelor** - Arts - English Language Department

RESEARCH

1. DEVELOPING AN INNOVATIVE COMMUNICATION FRAMEWORK BASED ON QUR'ANIC DISCOURSE TO ENHANCE THE SUSTAINABILITY OF ISLAMIC MEDIA CONTENT

2024 | GERAN ANTARABANGSA | ON GOING | MAIN RESEARCHER

2. TOWARD HIGHER EMPLOYEE PERFORMANCE IN AL-AREEN WEAR LTD: ISSUES, SOLUTIONS AND FRAMEWORK DEVELOPMENT

2024 | GERAN ANTARABANGSA | ON GOING | CO-RESEARCHER

3. PEMBANGUNAN MODEL KONSTRUKTIVISME KOMUNIKASI ANTARA BUDAYA MELAYU-T�RKIYE MENERUSI KOSA KATA SERUMPUN BERASAS BAHASA ARAB

2023 | GERAN PENYELIDIKAN PENTADBIR | ON GOING | CO-RESEARCHER

4. THE SCIENTIFIC MIRACLES IN THE DA?WAH DISCOURSE OF PROPHET MUHAMMAD AND IMPLEMENTING IT AS A CONTEMPORARY METHOD IN SPREADING DA?WAH

2021 | GERAN PENYELIDIKAN USIM | ON GOING | CO-RESEARCHER

5. FOSTERING SUSTAINABLE INNOVATION AND SUSTAINABLE DEVELOPMENT IN MALAYSIA: A NEW HALAL ENTREPRENEURSHIP SUCCESS INDEX

2019 | GERAN PENYELIDIKAN USIM | COMPLETED | CO-RESEARCHER

RESEARCH

6. DEVELOPING ACROSTIC MODEL FOR JOURNALISM STUDENTS IN REPORTING NEWS RELATED TO ISLAM/MUSLIMS : A WAY TO SUSTAIN THE POSITIVE REPORTING ON ISLAM/MUSLIMS ISSUES

2018 | GERAN PENYELIDIKAN USIM | COMPLETED | CO-RESEARCHER

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

2016 | GERAN KPT | COMPLETED | CO-RESEARCHER

8. MISPORTRAYAL OF ISLAM AND MUSLIMS IN ISLAMIC-BASED FILMS A CRITICAL STUDY OF THE MESSAGE FILM

2015 | GERAN PENYELIDIKAN JANGKA PENDEK | COMPLETED | MAIN RESEARCHER

9. INTEGRASI ILMU NAQLI & AQLI DALAM BIDANG DAKWAH, PENGURUSAN, KAUNSELING DAN KOMUNIKASI DI USIM

2012 | GERAN PENYELIDIKAN PENTADBIR | COMPLETED | CO-RESEARCHER

PUBLICATION

1. أسس إعداد الإعلامي المسلم

2025 | BOOK

2. EXPLORING PROMINENT QUR'ANIC DISCOURSE STYLES (QDS) IN THE STORY OF PROPHET YUSUF AND INCORPORATING THEM INTO MEDIA CONTENT

AL-QANATIR INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2024 | JOURNAL | INDEX BY MYCITE 2019 | MAIN AUTHOR

3. ROBOT JOURNALISM BASED ON ARTIFICIAL INTELLIGENCE TECHNOLOGIES: PROFESSIONAL AND ETHICAL CHALLENGES

EDUCATIONAL ADMINISTRATION: THEORY AND PRACTICE

2024 | JOURNAL | OTHER DATABASE | CO-AUTHOR

4. EXPLORING PROMINENT QUR'ANIC DISCOURSE STYLES (QDS) IN THE STORY OF PROPHET YUSUF AND INCORPORATING THEM INTO MEDIA CONTENT

AL-QANATIR: INTERNATIONAL JOURNAL OF ISLAMIC STUDIES

2024 | JOURNAL | OTHER DATABASE | CO-AUTHOR

5. أثر استخدام المؤسسات الإخبارية العربية لتقنيات الذكاء الاصطناعي في صناعة المحتوى الإعلامي على مهارات القائم بالاتصال: دراسة تطبيقية في 3 م

ICIMAC 2024

2024 | PROCEEDING | NON-INDEX | CO-AUTHOR

6. دور الإعلام الأمني في نشر الوعي المروري

ICIMAC2024

2024 | PROCEEDING | NON-INDEX | CO-AUTHOR

PUBLICATION

7. SWOT ANALYSIS OF AL-AREEN WEAR LTD: CASE STUDY

IC-DAIM 2024

2024 PROCEEDING NON-INDEX CO-AUTHOR

8. E-PROCEEDINGS (EXTENDED ABSTRACT)

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC2024)

2024 PROCEEDING NON-INDEX EDITOR

9. E-PROCEEDINGS (EXTENDED ABSTRACT) - 4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION ICIMAC2024 : COMMUNICATION & DIGITISATION IN MADANI SOCIETY

4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION ICIMAC2024

2024 PROCEEDING NON-INDEX EDITOR

10. THE ROLE OF SOCIAL MEDIA IN REDUCING HATE SPEECH FROM THE POINT OF VIEW OF PALESTINIAN LECTURERS AND STUDENTS

AL ILAM JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA

2023 JOURNAL OTHER DATABASE CO-AUTHOR

11. EFFECT OF PUBLICITY AND PUBLIC RELATIONS ON ORGANIZATIONAL REPUTATION IN UAE: A CASE STUDY ON SOCIAL MEDIA

INTERNATIONAL JOURNAL OF CONTEMPORARY MANAGEMENT AND INFORMATION TECHNOLOGY (IJCMIT)

2023 JOURNAL OTHER DATABASE CO-AUTHOR

12. DIGITAL MEDIA AND ENGINEERING OF CONSENT; THE USE OF DIGITAL PLATFORMS IN ENGINEERING THE ATTITUDES AND ORIENTATIONS OF PALESTINIAN JOURNALISTS

INTERNATIONAL TRENDS AND ISSUES IN COMMUNICATION & MEDIA CONFERENCE

2023 PROCEEDING NON-INDEX CO-AUTHOR

13. ندا ء الل ه

2023 BOOK MAIN AUTHOR

14. THE ROLE OF WATCHING HISTORICAL DRAMA ON THE VALUES OF AFFILIATION AND JUSTICE: A STUDY ON THE REVIVAL OF ERTU?RUL

MALAYSIAN JOURNAL OF COMMUNICATION

2022 JOURNAL ISI AND SCOPUS MAIN AUTHOR

15. THE ROLE OF INTERNATIONAL RELATIONS IN CUNTRING THE THREATS FACING THE STRAIT OF HORMUZ TO ACHIEVE COMMUNITY SECURITY

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH

2021 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

16. PRIORITIZED CONTENT OF ISLAMIC TELEVISION CHANNELS: AN ANALYTICAL STUDY OF ALHIJRAH TV

JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

2021 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

PUBLICATION

17. **????? ?????? ??????? ??????? ?????????:????? ??? ????? ????? ??????**

ARID SCIENTIFIC LTD

2021 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

18. **THE EFFECT O F CREDIBILITY I N SOCIAL NETWORKING SITE : A CASE STUDY ON PALESTINIAN JOURNALISTIC DISCOURSE**

EURASIAN RESEARCH BULLETIN

2021 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

19. **THE ROLE OF INTERNATIONAL RELATIONS IN COMBATING HATE AND DISCRIMINATION CRIMES IN THE UAE**

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH

2021 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

20. **EDITORIAL NOTES:COMMUNICATION, MEDIA AND ITS IMPACT IN TIMES OF CRISIS**

JOURNAL OF CONTEMPORARY ISLAMIC COMMUNICATION AND MEDIA (AL-I'LAM)

2021 JOURNAL OTHER DATABASE CO-AUTHOR

21. **THE EFFECT OF CREDIBILITY IN SOCIAL NETWORKING SITE: A CASE STUDY ON PALESTINIAN JOURNALISTIC DISCOURSE**

EURASIAN RESEARCH BULLETIN

2021 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

22. **3RD INTERNATIONAL CONFERENCE ISLAMIC MEDIA AND COMMUNICATION 2021 (ICIMAC2021)**

2021 BOOK EDITOR

23. **3RD INTERNATIONAL CONFERENCE ISLAMIC MEDIA AND COMMUNICATION 2021 (ICIMAC2021)**

2021 BOOK EDITOR

24. **BERDIAM DALAM KOMUNIKASI RASULULLAH SAW**

STRATEGI KOMUNIKASI RASULULLAH

2021 CHAPTER IN BOOK MAIN AUTHOR

25. **BETWEEN THE SECULAR AND THE NATIONAL: REPRESENTATIONS OF JERUSALEM IN THE MEDIA COVERAGE OF FATAH-AFFILIATED PALESTINE SATELLITE CHANNEL**

-MULTI-KNOWLEDGE ELECTRONIC COMPREHENSIVE JOURNAL FOR EDUCATION AND SCIENCE PUBLICATIONS (MECSJ)

2020 JOURNAL OTHER DATABASE CO-AUTHOR

26. **MEDIA PRACTITIONERS? PERSPECTIVE ON NEWS MEDIA REPORTING OF ISLAM AND MUSLIMS: A ROOM FOR IMPROVEMENT THROUGH A FORMULATION OF WRITING NEWS GUIDELINE**

AL ABQARI: JOURNAL OF ISLAMIC SOCIAL SCIENCES AND HUMANITIES

2020 JOURNAL MYCITE CO-AUTHOR

27. **MEDIA FRAMING OF MINORITIES? CRISIS: A STUDY ON ALJAZEERA AND BBC NEWS COVERAGE OF THE ROHINGYA**

JURNAL KOMUNIKASI: MALAYSIAN JOURNAL OF COMMUNICATION

2020 JOURNAL SCOPUS MAIN AUTHOR / CONTACT PERSON IN USIM

PUBLICATION

28. EXAMINING THE ISSUE OF ISLAM AND MUSLIMS IN THE MEDIA: A PERSPECTIVE OF MALAYSIAN MEDIA PRACTITIONERS

INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS AND SOCIAL SCIENCES

2020 JOURNAL ERA CO-AUTHOR

29. STRATEGIC FLEXIBILITY ROLE IN THE LEVELS OF INSTITUTIONAL PERFORMANCE: A FIED STUDY AT RAYSUT CEMENT COMPANY, SALALAH

GSE E-JOURNAL OF EDUCATION

2020 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

30. THE ROLE OF SOME VIOLENCE FACTORS ON JORDANIAN UNIVERSITIES` STUDENTS TO INCREASE THE LEVEL OF VIOLENCE AMONG STUDENTS

OPEN JOURNAL OF SCIENCE AND TECHNOLOGY

2020 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

31. NEWS FRAMING OF THE ROHINGYA CRISIS SETTLEMENT: A STUDY ON ALJAZEERA AND BBC

INTERNATIONAL ONLINE JOURNAL OF LANGUAGE, COMMUNICATION, AND HUMANITIES (INSANIAH)

2020 JOURNAL OTHER DATABASE MAIN AUTHOR

32. THE EMIRATI PRESS TACKLES FOLKLORE TOPICS CONTENT ANALYSIS OF THE GULF NEWSPAPER

GSE E-JOURNAL OF EDUCATION

2020 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

33. الأخبار الإذاعية والتلفزيونية

2020 BOOK MAIN AUTHOR

34. MU?AMMAD?S CONVERSATIONS WITH THE BEDOUIN: A SPEECH-ACT ANALYSIS OF PROPHETIC DISCOURSE IN HADITH

AL-BAY?N ? JOURNAL OF QUR??N AND ?AD?TH STUDIES

2019 JOURNAL SCOPUS CO-AUTHOR

35. 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 CO-AUTHOR

36. دور تقنيات التعليم في التواصل التعليمي: منصة الفصل االفرتاضي (أمنوذجا دراسة وصفية حتليلية (جوجل كالس روم

AL-ANWAR

2019 JOURNAL OTHER DATABASE CO-AUTHOR

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JURNAL AL-ANWAR

2019 JOURNAL OTHER DATABASE CORRESPONDING AUTHOR

PUBLICATION

38. **??? ?????? ???????? ?? ????? ???? ??????? ?? ???????? ??????? ??????? ??????? ???? ????? ????: ????? ?? ???? ????????? ????????)?????? (**

THE JOURNAL OF SHARIA FUNDAMENTALS FOR SPECIALIZED RESEARCHES (JSFSR)

2019 JOURNAL OTHER DATABASE MAIN AUTHOR / CONTACT PERSON IN USIM

39. **??? ?????? ??????? ?? ??????? ????????: ???? ????? ?????????)???? ???? ???(?????? ? ????? ????? ???????**

JURNAL AL-ANWAR

2019 JOURNAL OTHER DATABASE CO-AUTHOR

40. **??? ?????? ???????? ?? ????? ???? ??????? ?? ???????? ??????? ??????? ??????? ???? ????? ????: ????? ?? ???? ????????? ????????)?????? (**

THE JOURNAL OF SHARIA FUNDAMENTALS FOR SPECIALIZED RESEARCHES (JSFSR)

2019 JOURNAL OTHER DATABASE CO-AUTHOR

41. **BROADCASTERS? PERCEPTION OF TELEVISION PROGRAMS: A STUDY ON AL-HIJRAH ISLAMIC MALAYSIAN TELEVISION CHANNEL**

AL-?ABQARI JOURNAL

2018 JOURNAL ERA MAIN AUTHOR

42. **??????? ???????? ????? ????? ??????? ???????? ????? ????: ????? ???????**

AL-?ABQARI JOURNAL

2018 JOURNAL ERA CO-AUTHOR

43. **??????? ??????????? ????? ?? ????? ?????? ??? ????? ?????? ?? ????? ??????? ??????? ??????? ?????? ????: ????? ???????**

AL-?ABQARI JOURNAL

2018 JOURNAL ERA CO-AUTHOR

44. **PROPHETIC COMMUNICATION STYLES IN TEACHING**

ADVANCED SCIENCE LETTERS

2017 JOURNAL ERA CO-AUTHOR

45. **THE ISLAMIC COMMUNICATION PARADIGM: CHALLENGES AND FUTURE DIRECTIONS**

ADVANCED SCIENCE LETTERS

2017 JOURNAL ERA CO-AUTHOR

46. **AUTHENTICITY OF CHARACTERS PORTRAYAL IN ISLAMIC FILMS: A STUDY ON THE MESSAGE**

AL-ABQARI JORNAL

2017 JOURNAL ERA MAIN AUTHOR

47. **MISREPRESENTATION OF ISLAM IN ISLAMIC FILMS: ANALYSIS OF KEY INCIDENTS OF THE MESSAGE (1977)**

AL-ABQARI JORNAL

2017 JOURNAL ERA MAIN AUTHOR

48. **MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVE ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION**

2017 BOOK CHIEF EDITOR

PUBLICATION

49. ISLAMIC PERSPECTIVE OF FILM PRODUCTION: THE EXPERIENCE OF THE MESSAGE

MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVE ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNICATION

2017 | CHAPTER IN BOOK | MAIN AUTHOR

50. THE IMPACT OF CARTOONS ON CHILDREN?S BEHAVIOUR

MAKING SENSE OF HUMAN INTERACTIVITY: ISLAMIC PERSPECTIVE ON INTERPERSONAL, MEDIATED AND ORGANIZATIONAL COMMUNIATION

2017 | CHAPTER IN BOOK | MAIN AUTHOR

51. ANIMATION PROGRAMS OF ISLAMIC TELEVISION: A STUDY OF AL-HIJRAH TELEVISION CHANNEL

AL-''ABQARI

2016 | JOURNAL | SCI | MAIN AUTHOR

52. ISLAMIC EDUCATION STRATEGY OF ISLAMIC TE LEVISION CHANNELS: A COMPARISION OF AL-RESALAH AND AL-HIJRAH

AL-''''ABQARI

2016 | JOURNAL | SSCI | MAIN AUTHOR

53. PROGRAMS ANALYSIS OF ISLAMIC-BASED TELEVISION THE EXPERIENCE OF AL-HIJRAH MALAYSIAN TELEVISION

ADVANCES IN NATURAL AND APPLIED SCIENCES

2016 | JOURNAL | SCOPUS | MAIN AUTHOR

54. ????? ?????? ??????? ?????????? ?? ??? ??????? ?????

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2016 | JOURNAL | ERA | CO-AUTHOR

55. ISLAMIC TELEVISION BROADCASTING: A LONGSTANDING ASPIRATION

2016 | BOOK | MAIN AUTHOR

CONSULTATION

1. ENHANCING COMMUNICATION ETHICS AND BEHAVIOR FROM ISLAMIC PERSPECTIVE

AL SHAM MARKETS SDN BHD (1059751-D)

2023 | NATIONAL

2. PUSAT ALUMNI DAN KERJAYA

CAREER ADVANCEMENT PROGRAM (KPT - CAP)

2023 | UNIVERSITY

3. HALAL BUSINESS CONFIRMATION

TAYBA TRADING SDN.BHD

2018 | OTHERS

CONSULTATION

4. INCREASE MIDDLE EAST CUSTOMERS

AL SHAM MARKETS SDN BHD

2018 OTHERS

AWARDS/RECOGNITION

1. VISITING PROFESOR

FAKULTAS USHULUDDIN, ADAB, DAN DAKWAH UNIVERSITAS ISLAM NEGERI SULTAN AJI MUHAMMAD IDRIS SAMARINDA

2025 INTERNATIONAL

2. TRAINER / FACILITATOR

IDIPKL INTERNATIONAL DA?I TRAINING COURSE FOR RUSSIAN DA?I (IDTC)

2025 NATIONAL

3. TRAINER / FACILITATOR

IDIPKL INTERNATIONAL DA?I TRAINING COURSE FOR RUSSIAN DA?I (IDTC)

2025 NATIONAL

4. TRAINER / FACILITATOR

PERTUBUHAN INSTITUT MADINA MALAYSIA

2025 NATIONAL

5. STAF CONTOH

2024 UNIVERSITY

6. GRADUATION ON TIME

2022 UNIVERSITY

7. HARTA INTELEK

2022 UNIVERSITY

8. GRADUATION ON TIME

2022 UNIVERSITY

9. BEST SELLER AWARD

2021 UNIVERSITY

10. INTERNATIONAL INTERFAITH DIALOGUE

2021 INTERNATIONAL

11. AWARD OF HONOR AND EXCELLENCE

2021 INTERNATIONAL

AWARDS/RECOGNITION

12. **STAF CONTOH**

2021 UNIVERSITY

13. **SIJIL PENHARGAAN KHAS PENSYARAH ANTARABANGSA**

2021 UNIVERSITY

14. **ACADEMIC ADVISOR**

COMMUNICATION SCIENCE DEPARTEMENT FACULTY OF SOCIAL SCIENCES AND HUMANITIES UIN SUNAN KALIJAGA YOGYAKARTA

2020 INTERNATIONAL

15. **BEST PRESENTATION AWARD**

2019 INTERNATIONAL

16. **ISLAMIC JOURNALISTIC MODEL OF NEWS WRITING: THE EFFECTIVE TIPS FOR NEWS WRITING BY USING ACROSTIC MODEL**

INNOVATIVE, TEACHING AND LEARNING RESEARCH DAY 2019

2019 KEBANGSAAN