



**PROF. MADYA DR. SOFIA
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PENSYARAH UNIVERSITI DS14

CONTACT

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Address: Fakulti Kepimpinan
Dan Pengurusan

SUPERVISION

PhD - Completed: 11, Ongoing: 6

Master - Completed: 0, Ongoing: 0

AREAS OF EXPERTISE

Digital And Interactive-media Journalism

Global Journalism

Other Journalism N.e.c

BIOGRAPHY

A lecturer from Fakulti Kepimpinan Dan Pengurusan. Holds a Phd in Komunikasi Dan Pengajian Media.

ACADEMIC QUALIFICATION

Phd in Komunikasi Dan Pengajian Media (2014)

Master in Komunikasi Dan Pengajian Media (2005)

Bachelor in English Literature (1999)

RESEARCH

**1. KAJIAN PEMBINAAN MODUL DAKWAH DAN PROMOSI
PERKHIDMATAN MAINS (ONLINE)**

2023

ON GOING

MAIN RESEARCHER

**2. DETERMINATION FACTORS OF ONLINE PURCHASE INTENTION
AMONG USIM COMMUNICATION STUDENTS**

2018

COMPLETED

MAIN RESEARCHER

**3. PERANAN MEDIA DALAM MEMBERI KEFAHAMAN KE ATAS
KEPENTINGAN ZAKAT PENDAPATAN SEBAGAI ALTERNATIF
KEPADA CUKAI PENDAPATAN:KAJIAN KE ATAS KAKITANGAN
KERAJAAN**

2015

COMPLETED

MAIN RESEARCHER

PUBLICATION

1. CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

2025 JOURNAL

2. SCREENING ISLAM IN MALAYSIAN HORROR FILMS: A TALE OF THE LOST AND FOUND

2025 JOURNAL

3. CULTIVATING CONSCIOUSNESS: UNVEILING TIKTOK'S DETRIMENTAL EFFECTS ON YOUTH MINDSET AND BEHAVIOUR

2024 PROCEEDING

4. TALES OF THE LOST AND FOUND: REPRESENTATIONS OF ISLAM IN MALAYSIAN HORROR FILMS IN E-PROCEEDINGS (EXTENDED ABSTRACT) OF 4TH INTERNATIONAL CONFERENCE ON ISLAM, MEDIA AND COMMUNICATION (ICIMAC 2024): COMMUNICATION AND DIGITISATION IN MADANI SOCIETY

2024 PROCEEDING

5. ZERO-COST MARKETING: ONLINE ADVERTISING AND ITS IMPACT ON ENTREPRENEURS (BOOK OF ABSTRACT)

2024 PROCEEDING

6. ISLAMIC COMMUNICATION THEORY: IS THERE SUCH A THING?

2024 CHAPTER IN BOOK

7. E-PROSIDING (KERTAS KERJA PENUH)

2023 PROCEEDING

8. PENGARUH IDEOLOGI EKSTREM MELALUI MEDIA SOSIAL: ANCAMAN SIBER ALAN BAHARU

2022 CHAPTER IN BOOK

9. PENGULANGAN DALAM KOMUNIKASI RASULULLAH SAW

2021 CHAPTER IN BOOK

10. SPIRITUALISING COMMUNICATION TECHNOLOGY: THE USE OF NEW MEDIA FOR DA'WAH PURPOSE AMONG USIM COMMUNICATION STUDENTS

2020 JOURNAL

11. MODEL OF MEDIA ETHICS FOR MUSLIM JOURNALISTS; A PRELIMINARY ANALYSIS

2020 PROCEEDING

12. PLAY DA'I: THE USAGE OF BLOGS AMONG USIM COMMUNICATION STUDENTS IN DELIVERING DA'WAH CONTENT

2019 PROCEEDING

13. DETERMINANT FACTORS OF ONLINE PURCHASE INTENTION AMONG UNIVERSITY STUDENTS

2019 PROCEEDING

14. ISLAM AND COMMUNICATION TECHNOLOGY IN THE INDUSTRIAL REVOLUTION 4.0

2019 CHAPTER IN BOOK

15. KEBERKESANAN MEDIA MEMPROMOSIKAN ZAKAT PENDAPATAN SEBAGAI ALTERNATIF KEPADA CUKAI PENDAPATAN

2018 JOURNAL

16. PERSEPSI GOLONGAN MUALAF MENGENAI KEBERKESANAN DAKWAH MELALUI MEDIA SOSIAL; SATU PEMERHATIAN AWAL TERHADAP DAKWAH MELALUI FACEBOOK

2018 PROCEEDING

17. SEIPTI CONFERENCE PROCEEDINGS

2018 PROCEEDING

18. INFORMATION FLOWS OF REPORTING ON TERRORISM ATTACK BY ONLINE NEWS PORTALS

2017 JOURNAL

19. PERANAN MEDIA DALAM MEMBERI KEFAHAMAN KE ATAS KEPENTINGAN ZAKAT PENDAPATAN SEBAGAI ALTERNATIF KEPADA CUKAI PENDAPATAN

2017 PROCEEDING

20. WESTERN AND ISLAMIC COMMUNICATION MODEL: A COMPARATIVE ANALYSIS ON A THEORY APPLICATION

2016 JOURNAL

21. PEMBINGKAIAN BERITA MENGENAI ISLAM DAN KEGANASAN

2016 CHAPTER IN BOOK

22. THE COVERAGE OF ISLAM/MUSLIMS AND TERRORISM IN INTERNATIONAL MEDIA

2015 JOURNAL

23. BOOK OF CONFERENCE PROCEEDINGS

2015 PROCEEDING

24. THE FRAMING OF INTERNATIONAL MEDIA ON ISLAM AND TERRORISM

2013 JOURNAL

25. A FRAMING ANALYSIS OF TIME AND THE ECONOMIST ON ISLAM AND TERRORISM

2013 JOURNAL

CONSULTATION/ADULATION

1. SESI RUNDINGAN SEKOLAH MENENGAH ISLAM MANARAT DARUS SALIM

2017 OTHERS SEKOLAH MENENGAH ISLAMA MANARAT DARUS SALIM

2. PUBLIC TALK

2016 OTHERS KOLEJ PERKEMBANGAN AWAL KANAK-KANAK

3. PELANTIKAN SEBAGAI PENILAI, PERUNDING KUMPULAN DAN PENCERAMAH BAGI BENGKEL PEMBANGUNAN MANUAL KURSUS KEJURULATIHAN PROGRAM KHIDMAT NEGARA

2015 NATIONAL JABATAN LATIHAN KHIDMAT NEGARA

4. LANTIKAN KUMPULAN PERUNDING PEMBANGUNAN RANGKA AKADEMI SENI MEDIA ISLAM

National AL-HIJRAH MEDIA CORPORATION (TV ALHIJRAH)

AWARDS/RECOGNITION

1. BEST PAPER AWARD

2025 INTERNATIONAL

2. STAF CONTOH BULANAN

2025 UNIVERSITY

3. ACADEMIC ADVISOR

2025 NATIONAL

4. ANUGERAH PERKHIDMATAN SETIA

2024 UNIVERSITY

5. STAF CONTOH BULANAN

2024 UNIVERSITY