



RESUME

Mastura Mahamed

Contact Info

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40000 SHAH ALAM
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Personal Particulars

Age : 35 years
Date of Birth : 10 JAN 1985
Nationality : Malaysia
Gender : Female
I/C No. : 850110-14-5528

Education

Current

PhD

Major : PhD in Mass Communication (Journalism)
Institute/University : Universiti Putra Malaysia
CGPA : CGPA 4.0
Graduation Expected : Viva November 2018. (Convocation in 2019).

Masters

Major : Masters in Journalism and Communication
Institute/University : University of New South Wales, Australia
CGPA : 84 %
Graduation Date : March 2011

Degree

Major : Degree in Mass Communications and Media Studies

(Public Relations)
Institute/University : Universiti Teknologi MARA, Malaysia
CGPA : 3.52/4
Graduation Date : May 2008

Diploma

Major : Diploma in Mass Communication.
Institute/University : Universiti Teknologi MARA, Malaysia
CGPA : 3.67/4
Graduation Date : May 2006

Secondary School (SPM)

Major : Professional Science (Sains Iktisas)
Institute/University : SMK Seksyen 9, Shah Alam
Graduation Date : December 2002

Latest Employment

Universiti Putra Malaysia

Oct 2019- Present
Serdang, Malaysia

Job description

Senior Lecturer in Department of Communication majoring in Journalism and Mass Communication. Also involved in many aspects of the research and development in the department of communication. Research interest include journalism, youth and mass media, media and war reporting as well as news reporting and challenges

Private English Tutor (Part Time)

June 2015- Dec 2016
Shah Alam Malaysia

Job Description

Tutoring beginner and intermediate level English primary schools students. Based on then syllabus

Cambridge English Enhancement Center (Part time)

Dec 2014 – May 2015
Shah Alam ,Selangor, Malaysia
Tutor- Junior and middle level English based on Cambridge Module

Job Description

Tutoring beginner and intermediate level English from four years old to 15 years old.

Universiti Malaysia Perlis (UNIMAP)

Apr 2013- Sept 2014
Perlis, Malaysia
Lecturer, School of Human Development and Techno-Communication

Job Description

Teach Diploma and Degree level students. My research area is in new media communication and business communication. During the course of my teaching experience here, I have taught Business Communication and Technology in Communication skills for degree level students and Information Technology Skills Communication Skills and Public Speaking for diploma level students.

Infrastructure University of Kuala Lumpur (IUKL)- Formally known as KLIUC

June 2012- April 2013

Kajang, Malaysia

Lecturer, School of Communication and Language Studies (SCLS)

Job Description

Teach Foundation, Diploma and Degree level students. FIVE communication subjects during each semester with most subjects focus on corporate communication. During the course of my teaching experience, I have taught Corporate Writing subjects, Research in Communication, Organization Communication and Mass Media and Society for degree level students, Ethics and The Media for diploma level students. Apart from that I teach Personal Effectiveness and Communication Essentials for Foundation Studies.

Firdamasya

Jan 2011- Present

Shah Alam Malaysia

Freelance Media Practitioner (Self- employed)

Job Description

Draft and write public relations tools such as press releases, fact sheets, concept paper. Proof read and translation. Write and edit articles.

NKK Tech

September 2009 - February 2010

Petaling Jaya, Malaysia

Special Projects with DAN Leadership

Job Description

Implement market research and competitive analysis for corporate training in Malaysia. Prepare, update and identify potential client. Assess the effectiveness of the training program through feedback analysis from the program participants. NKK is also responsible of the technology development and maintenance for DAN Leadership and its international partner, the NBO Group.

KeTTHA (Ministry of Energy Green Technology and Water

April 2009 to August 2009

Putrajaya Malaysia

Bahagian Komunikasi Korporat dan Perhubungan Awam (Corporate Communications and Public Relations Department)

Contract Admin- Media Officer

Job Description

Involved in drafting and writing public relations tools and media management. Served as a committee member at the launch of Dasar teknologi Hijau Negara. I was responsible in maintaining and updating the content of the website using the Content Management System (CMS). Plan and initiate the Minister's Blog. I was also directly involved in suggesting and gathering the content and design for the proposed bulletin and pamphlet for the ministry, as all of the media tools was under enhancements at that point.

Firdamasya

2006 to 2009

Shah Alam Malaysia

Freelance Media Practitioner (Self employed)

Job Description

Draft and write public relations tools such as press releases, fact sheets, concept paper. Proof read and translation. Write and edit articles.

Exxcel Comm Team

A member Since: January 2006

Shah Alam / Petaling Jaya, Malaysia

Social Gathering for Teens

Part Time Contributor

Job Description

This was a very pleasant experience. Planning parties, securing sponsorship for gigs,. Provide platform for teens to gather and perform. Even share interest and experience. From writing the proposal, to establishing contacts and venues and arranging and executing the event.

Top Skills

(**Proficiency:** **Advanced** - Highly experienced; **Intermediate** - Familiar with all the basic functionalities; **Beginner** - Just started using or learning the skill)

Skill	Years	Proficiency
Computer literate MS Office	>10 years	Advanced
Adobe Page Maker	>5 years	Intermediate
Macromedia Flash MX	<5 years	Beginner
Macromedia Dream weaver	<5 years	Beginner

Languages

(**Proficiency:** 0=**Poor** - 10=**Excellent**)

Language	Spoken	Written
Bahasa Malaysia	9	8
English	8	7
Japanese	3	2

List of Academic Publications

Senior Lecturer

Kamarudin, S., Omar, S. Z., Bolong, J., Osman, M. N., & Mahamed, M. (2019). ICT Development of Community in Rural Areas. *International Journal of Academic Research in Business and Social Sciences*, 9(9), 118–126. doi: 10.6007/IJARBSS/v9-i9/6273. (PUBLISHED) ERA ID 200031

Mahamed, M., Omar, S. Z., & Krauss, S. E. (2020). Is Citizen Journalism is Similar to Keyboard Warriors and Cyber Troopers? An Exploration and Meanings from Citizen Journalists' Experience. *International Journal of Academic Research in Business and Social Sciences*, 10(6), 813–830. (PUBLISHED) ERA ID 200031

PhD Candidate

Index Publication -CIJ

Mahamed, M. &, Omar, S.Z., (2017). Citizen Journalism Role in Promoting Cultural Integration and Peace in Malaysia. *International Journal of Academic Research in Business and Social Sciences* 7(8), 673-680. doi:10.6007/IJARBSS/v7-i8/3275 (PUBLISHED) ERA ID 200031

Mahamed,M.,Omar.S.Z ,Tamam, E.,& Krauss, S.E,(2018). Citizen Journalism in Action: Empowering the Rural Community Via Citizen Journalism. *International Journal of Academic Research in Business and Social Sciences* 8(11), 114-129. doi: 10.6007/IJARBSS/v8-i11/4888 (PUBLISHED) ERA ID 200031

Kamarudin, S., Omar, S. Z., Bolong, J., Osman, M. N., & Mahamed, M. (2019). ICT Development of Community in Rural Areas. *International Journal of Academic Research in Business and Social Sciences*, 9(9), 118–126. doi: 10.6007/IJARBSS/v9-i9/6273. (PUBLISHED) ERA ID 200031

Mahamed, M., Omar, S. Z., & Krauss, S. E. (2020). Is Citizen Journalism is Similar to Keyboard Warriors and Cyber Troopers? An Exploration and Meanings from Citizen Journalists' Experience. *International Journal of Academic Research in Business and Social Sciences*, 10(6), 813–830. (PUBLISHED) ERA ID 200031

Chapter in Book:

Mahamed, M. & Omar, S.Z., (2019). *Citizen Journalism in Action: Challenging The Professional Journalists in Communication Prism*. Universiti Putra Malaysia, Serdang. (PUBLISHED)- ISBN 978-967-344-784-6

Mahamed, M. & Omar, S.Z., (2018). *Citizen Journalism Standpoint: Contesting or Complimenting the Credibility of Mainstream Media in The New Media Ascent- Its Usage and Impact in Malaysia*. Universiti Islam Sains Malaysia, Nilai. (PUBLISHED)- ISBN 978-967-440-564-9.

Mahamed, M. & Omar, S.Z., (2017). *Citizen Journalism Adaptation among Leaders in Fostering Engagement within Marginalized Youth Community in Empowerment of Diverse Potentials through Inclusive Leadership*. Social Institute of Malaysia, Kuala Lumpur (PUBLISHED)- ISBN 978-967-5472-23-7.

Proceeding Publication:

Mahamed, M. &, Omar, S.Z., (2015, November) Citizen Journalism Adaptation among Leaders in Fostering Engagement within Marginalized Youth community. Paper presented at The International Conference on Inclusive Leadership 2015 (1st ICIL 2015), Social Institute of Malaysia.

Mahamed, M. &, Omar, S.Z., (2015, November). Citizen Journalism Standpoint: Contesting or Complimenting the Credibility of Mainstream Media. Paper Presented at The National Seminar on Media and Dakwah 2015 (SMED2015). University Sains Islam Malaysia (USIM)

Mahamed, M. &, Omar, S.Z., (2016, November). Citizen Journalism Role in Promoting Cultural Integration and Peace in Malaysia. Paper Presented at the 3rd International Conference on Youth (ICYouth 2016). Social Institute of Malaysia

Attended Conferences**Oral Presentation:**

Mahamed, M. &, Omar, S.Z., (2015, November) *Citizen Journalism Adaptation among Leaders in Fostering Engagement within Marginalized Youth Community*. The International Conference on Inclusive Leadership 2015 (ICIL 2015). Presenter. Date 15- 17 November 2015

Mahamed, M. &, Omar, S.Z., (2015, November). *Citizen Journalism Standpoint: Contesting or Complimenting the Credibility of Mainstream Media*. National Seminar on Media and Dakwah 2015 (SMED2015). Presenter. Date 23-24 November 2015

Mahamed, M. &, Omar, S.Z., (2016, November). *Citizen Journalism Role in Promoting Cultural Integration and Peace in Malaysia*. 3rd International Conference on Youth (ICYouth 2016) Presenter. 15-17 November 2016

Competition

Champion in Poster Competition: The New Era of Communication. Faculty Level (Champion). 22-23 November 2018. Foyer, Block A. Faculty of Modern Languages and Communication. UPM. (22 November 2018)

Academic Staff UNIMAP

Proceeding Publication:

Abdul Rahim, E.A., Sarji, A., Mahamed, M., Wan Ali, W.N.A., Azahari, N.A., Ishak, N.A., (2014, September) Youth, Drug Use and Media: Perceived Impact Analysis of Visual Medium on Youth's Drug Use. Paper presented at 2nd IMTGT Regional Convention on Drugs and Substance Abuse, Universiti Malaysia Perlis. (Bronze medal)

Wan Ali, W.N.A., Azahari N.A., Ishak, N.A., Mahamed, M., Abdul Rahim, E.A., Sarji, A., (2014, September) Media Baharu: Pengaruh dan Saling Kaitannya Terhadap Penglibatan Remaja Dalam Permasalahan Sosial. Paper presented at 2nd IMTGT Regional Convention on Drugs and Substance Abuse, Universiti Malaysia Perlis. (Bronze medal)

Ponniah, S., Abd Aziz, M.K.N., Mahamed, M., (2014, August) The Role And Influence of The British High Commissioner in The Expansion Of British Influence In Kedah. Paper presented at The 23rd International Conference of Historians of Asia 2014 (IAHA 2014), Universiti Utara Malaysia.

Academic Staff IUKL

Journal

Nee, K.M., Ahmad, A.M., Mahamed, M., (2013). A Rhetorical Criticism of Speeches Delivered by Dr Zeti Akhtar Aziz. *Infrastructure University Kuala Lumpur Research Journal* 1(1), 9-16. ISSN2289-4144 IUKLRJ Vol 1, No.1 2013

Masters Graduate UNSW,

Proceeding Publication

Mahamed, M. (2011, November) Al-Jazeera: Reporting the Iraq War; A Case Study. Paper presented at War Is A Crime: Exhibition, Conference & Tribunal, Perdana Global Peace Foundation.

Personal Attributes

CAREER OBJECTIVE:

To advance in the academic journey in journalism and mass communication related field and boost communication skills and gain wide experience in management and creative development.

STRENGTHS:

Cheerful and friendly person

I'm a cheerful and friendly person always. I survived much hardship in my life being cheerful and friendly with everyone I met, from every walks of life. It helped me survive living alone in Australia despite all odds against me. Although having limited resources, especially when I first arrive in Sydney I must say that I was the most rewarding experience I had in my life so far.

Determine

I was bullied in school, just because I was a little bit different than other students. People would say things, stared and mocked me because of the difference I have. I'm very thankful that my teachers and lecturers always support me and tell me to keep going. The same scenario happened when I was in my undergraduate years. I was determined to prove them wrong by performing well in school and university. That is why I really respect the teaching profession.

A cooperative person at anytime for example in a group work

I consider myself a very cooperative person and always seeking for advice and guidance especially from the group of people that I work with such as my group mates and colleagues. I will try my very best to adjust and adapt to any situation. I will try my best to go with the flow, to provide my best cooperation to others

Hardworking, responsible and charismatic
I consider myself a very hardworking and responsible person because I always want to prove to myself before proving to others that I can do and be the best and this evident even as many people view me as a perfectionist, but to me I would say that I just try my very best to achieve every objective that I have in my life

Easy to get along with others

Due to my cheerful and friendly nature, It is natural to me to get along with others.

Good skills in dividing between personal and work matters

I learnt this from the best, my father as he never discusses his career matters at home. I would try my very best to practice it unless I need some advice from him. At work, I tried my best to be professional with my colleagues and avoid personal judgments

Creative and willing to learn new things

I believe that life is a learning process and I will learn new things every day. I also learn from a lot of people around me. How these people inspire me to become a better person. Inspiration from colleagues, people I met in hospitals and or orphanages enable me to learn new things and be creative in life.

A person that has a lot of thoughts and ideas

I'm a person who has a lot of new ideas. I can have a conversation with anyone about almost every topic under the sun as I love to read and I read about almost anything. I just love reading and share my experiences with others. This is how I generate and share

Ideas. I am always open for new ideas as well.

References

Kath Albury, PhD

Position : Lecturer / Research Fellow
Journalism and Media Research Centre, University of New South Wales,
Australia
Tel : +612 93858533
Email : k.albury@unsw.edu.au

Puan Hariyati Ariffin

Position : Senior Lecturer
Faculty of Mass Communication and Media Studies UiTM
40450 Shah Alam
Tel : +60162190876

Puan Adila Ismail

Position : Head of Program Bachelor in New Media Communication
School of Human Development and Technocommunication
Universiti Malaysia Perlis
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