

## CURRICULUM VITAE



### **Ts. DR MEGAT AL IMRAN BIN YASIN**

SENIOR LECTURER

Communication Department,  
Faculty of Modern Language & Communication,  
Universiti Putra Malaysia,  
Serdang 43400 Selangor Malaysia  
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### ACADEMIC QUALIFICATIONS

1. Phd in Communication & Media Studies, School of Journalism, Media & Cultural Studies, Cardiff University, Wales United Kingdom (Thesis: Political Economy of Malaysian Documentary Productions)
2. Master of Information Technology, National University Of Malaysia.
3. B. Hsc Communication, International Islamic University Malaysia

### PROFESIONAL MEMBERSHIP/AFFILIATION

1. Certified Professional Technologist (P Tech) Malaysian Board of Technology (MBOT)
2. Member, Film Director Association, Malaysia (FDAM)
3. Member, Creative Content Industry Guild, Malaysia (CCIG)
4. Member, Pacific & Asia Communication Association (PACA)
5. Certified Member of Professional Association of Diving Instructors (Padi)

### APPOINTMENT/WORK EXPERIENCES

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| 1. | 2017 – 2020         | Director, Centre of Excellence Communication, Media & Creative Industry   |
| 2. | 2021- Now           | Adjunct Professor Lim Kok Wing Creative University Malaysia   |
| 3. | Sept-Dec 2014       | Acting Director General, Malaysian Film Development Corporation (FINAS) Ministry of Communication and Multimedia Malaysia |
| 4. | Sept 2013-Sept 2015 | Deputy Director General (Technical & Productions), Malaysian Film   |

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|     |                     | Development Corporation (FINAS). Grade Jusa C                                  |
| 5.  | Sept 2012-Sept 2013 | Board of Director (Malaysian Film Development Corporation FINAS)               |
| 6.  | 2018- 2020          | Board Member Malaysian Farmers Council (Pertubuhan Peladang)<br>Bentong Pahang |
| 6.  | 2008-2011           | Deputy Director Infocomm Development Centre (IDEC, UPM)                        |
| 7.  | 1999- 2000          | Manager, Prosakti Sdn Berhad (Subsidiary of New Straits Time Press).           |
| 8.  | 1998-1999           | Corporate Communication Manager (College Uniti Sdn Berhad)                     |
| 9.  | 1996-1998           | Producer, System Television Malaysia Berhad (TV3)                              |
| 10. | 1994-1996           | Executive Broadcast Journalist, System Television Malaysia Berhad TV3          |

### PREVIOUS TASKS AND RESPONSIBILITIES IN THE MINISTRY OF COMMUNICATION & MULTIMEDIA MALAYSIA

1. Member of the Ministry Highest Management Council (Mesyuarat Pengurusan Tertinggi)
2. Deputy Director General Technical and Production National Film Development Corporation (FINAS) Sept 2013- Sept 2015
3. KKMM representative to National Merdeka Secretariat 2014 and 2015 under the Prime Minister Department (JPM)
4. Merdeka Secretariat 2014-2015 Ministry Communication & Multimedia Malaysia
5. Ministry Parliamentary Committee 2014 Ministry Communication & Multimedia Malaysia.
6. Central Committee for KLConverge 2014 Ministry Communication & Multimedia Malaysia
7. Responsible for technical and operation of 2014 and 2015 National Merdeka Celebration which include Giant Screen, Contents Display, Aerial View Displays and overall technical and operations which involve various ministries and government agencies.
8. Responsible for the production of film, television, multimedia and social media contents for the Ministry of Communication and Multimedia Malaysia and Malaysian creative industry.
9. Responsible for Digital Initiative for Mycc4dworld Program Ministry of Communication & Multimedia Malaysia
10. Managing of grants and production of films, documentary funded by FINAS to the creative industry.
11. Managing engineering and technical requirements of FINAS's studios and production facilities.

### HONOURS & AWARDS

| YEAR | HONOURS & AWARDS  |
|------|---|
| 2019 | Anugerah Tokoh Profima (Academic) Kebangsaan (National Icon Award Academic) Professional Association of Film Workers of Malaysia Profima)- National   |
| 2014 | First Place Documentary Category :Festival Photo And Documentary Asean” Asean Committee and Ministry of Communication & Information Vietnam (Anugerah Tempat Pertama Kategori Dokumentari “Festival Foto dan Dokumentari Asean” Komitei Asean dan Kementerian Komunikasi dan Informasi Vietnam) - International |

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| 2012 | Gold Medal , Documentary Jungle Beat (Anugerah Emas Pameran Rekacipta dan Inovasi (PRPI) Kategori Alam Sekitar dan Perhutanan. Dokumentari :Jungle Beat - University                                 |
| 2006 | Political Economy of Malaysian Documentary Production Silver Medal (Anugerah Perak Pameran Rekacipta Dan Inovasi (PRPI) Universiti Putra Malaysia - University                                       |
| 1997 | ICI-CCM Environmental Journalism Award (Anugerah Kewartawanan Alam Sekitar)- Oil Spills Coverage In Tanjung Karang Selangor (Liputan Tumpahan Minyak Di Tanjung Karang, Selangor Malaysia - National |
| 1997 | Screen Award TV3 Best Documentary “Coverage on East Coast Highway” Anugerah Skrin TV3  |
| 1996 | Malaysian Environmental Journalism Award “Coverage on Social & Environmental Impacts of Bakun Hydro Electric Project) Malaysian Press Institute & Petronas - National                                |
| 1995 | Screen Award for the Best Television Magazine Programme” (Anugerah Skrin TV3) Coverage on Red Crabs Migration in Christmas Island Australia. Media Prima - National                                  |
| 1995 | Screen Awards TV3 (Anugerah Skrin TV3) Coverage Jejak Kasih Padang Besar. Media Prima - National   |

#### AREA OF RESEARCH INTERESTS

1. Documentary Productions
2. Film and Television Productions
3. Communication & Media Studies
4. Information Technology & Multimedia
5. Creative Industries Policies
6. Strategic Communication

#### RESEARCH & PRODUCTION GRANTS

| PROJECT TITLES   | AMOUNT    | YEAR      | SOURCE OF FUNDS                                       | ROLE & STATUS                  |
|--|-----------|-----------|---|--------------------------------|
| 1. Research & Production of Dato Hussin Taib Documentary. Finas                            | RM70,000  | 2016-2017 | UPM Consultancy & FINAS                               | Researcher (Completed)         |
| 2. Research & Production of Sabah Sovereignty Under Malaysia. (Eminent Flagship and Finas) | RM170,000 | 2016-2017 | FINAS   | Researcher (Completed)         |
| 3. Research & Production of Swiflet Documentary to the                                     | RM495,000 | 2013-2015 | Dept. of Veterinary Services, Ministry of Agriculture | Head of Researcher (completed) |

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| World” Ministry of Agriculture and UPM  |               |           |  |   |
| 4. Research & Production of 2 Episodes Documentary MH370  | RM170,00      | 2015      | Ministry of Communication & Multimedia.            | Executive Producer (Completed)          |
| 5. Research & Documentary Project fo Five Episodes Documentary Programme First Time Filmmakers Project Discovery Channel  | RM700,000     | 2014      | Discovery Channel Asia & FINAS                     | Executive Producer (Completed)          |
| 6. Film Production Kanang Anak Langkau (Epic War Movie)   | RM4,000,000   | 2014-2015 | FINAS  | Executive Producer (Completed)          |
| 7. Script Development Epic Film Six Rings with Roger Christian Hollywood Film Director  | RM1,000.000   | 2014-2105 | Ministry of Finance & Finas                        | Executive Producer (Completed)          |
| 8. Research & Production of Documentary Gold From The Sky (Swiftlet) Finas  | RM160,000     | 2013-2014 | FINAS  | Head of Researcher (Completed)          |
| 9. Research & Production of Documentary “Jungle Beat” Finas   | RM160,00      | 2010-2011 | FINAS  | Director & Researcher (Completed)       |
| 10. Research & Production 11 Episodes of Syahadah Documentary in 5 European Countries Albania, Greece, Italy, Kosovo and Greece for 48 Days with Radio Televisyen Malaysia in 2008.(48 Days Coverage in Europe) | RM1.2 MILLION | 2008      | Radio Televisyen Malaysia                          | Head of Researcher & Writer (Completed) |
| 9. Md Salleh Hassan, Megat Al Imran Yasin (2006) “ <i>Kajian Keberkesanan Mediamassa dalam Memupuk dan Memperkukuhkan Perpaduan Kaum dan Integrasi Nasional</i> ”   | RM50,000      | 2006-2007 | Jabatan Perpaduan Negara & Integrasi Nasional, JPM | Co Researcher                           |

## PUBLICATIONS

| CATEGORIES   | TITLES  | Roles                                    |
|--|---|--|
| <b>FILM, DOCUMENTARY &amp; SHORT MOVIES &amp; CONCERTS</b> | 1. Megat Al Imran Yasin, Ariff, Iffah Hazim (2017) Short Movie Teman Sebilik. Copyright <b>UPM</b>  | Executive Producer                       |
|  | 2. Megat Al Imran Yasin, Shahrul Azli Shukor (2015) Malaysian Faces (Sejarah Dokumentari Malaysia) Copyright <b>FINAS</b>   | Executive Producer                       |
|  | 3. Megat Al Imran Yasin, Mohd Farizi Jamaludin (2016) "Swiftlet The Gold from The Sky. Copyright FINAS  | Executive Producer<br>Head of Researcher |
|  | 4. Megat Al Imran Yasin, Mohd Farizi Jamaludin 2014 "Dangerous Job" Copyright <b>Discovery Channel and Finas.</b>   | Researcher & Executive Producer          |
|  | 5. Megat Al Imran Yasin, Jamilah Yusuf 2014 "Mangrove" Copyright <b>Discovery Channel and Finas.</b>  | Executive Producer                       |
|  | 6. Megat Al Imran Yasin, Farizi Jamaludin, Mohd Nasrul 2013, Swiftlet Birdnest Diary 1" <b>Magseven NTV7 Copyright Media Prima</b>  | Head of Researcher                       |
|  | 7. Megat Al Imran Yasin, Farizi Jamaludin, Mohd Nasrul 2013, Swiftlet Birdnest Diary 2 " <b>Magseven NTV7 Copyright Media Prima</b>   | Head of Researcher                       |
|  | 8. Megat Al Imran Yasin & Shahrul Azli Shukor (Director) (2006) "75 Tahun UPM" Dokumentari Video <b>Universiti Putra Malaysia</b> Copyright UPM Duration 27 Minit.                  | Researcher & Producer                    |
|  | 9. Megat Al Imran Yasin (2009) "MASYARAKAT ELEKTRONIK JEPUN" Panorama, Documentary Copyright <b>Radio Televisyen Malaysia RTM</b>   | Scriptwriter/Researcher                  |
|  | 10. Megat Al Imran Yasin (2008) 'Instructional Video KD Rajawali Tactical Military Helicopter' instructional Video. Copyright <b>Royal Malaysian Navy &amp; Ministry of Defence</b> | Director & writer                        |
|  | 11. Megat al Imran Yasin, Mohd Farizi Jamluddin 2007 "Konsert Akhir Festival Filem Video Pelajar FFVPM ke 7". Dewan Banquet. Concert Copyright <b>UPM &amp; FINAS</b>               | Director                                 |

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|  | 12. Megat Al Imran Yasin, Mohd Farizi Jamaludin 2010 "Konsert Akhir Merdeka Award Short Film Competition". Concert Copyright <b>Petronas &amp; Astro Ria</b> | Director           |
|  | 13 Megat Al Imran Yasin (2009)"ALBANIA Part 1" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>  | Researcher, Editor |
|  | 14. Megat Al Imran Yasin (2009)"ALBANIA Part 2" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>   | Researcher, Editor |
|  | 15. Megat Al Imran Yasin (2009)"ALBANIA Part 3" Syahadah Documentary. Documentary Copyright <b>Radio Televisyen Malaysia</b>                                 | Researcher, Editor |
|  | 16. Megat Al Imran Yasin (2009)"Kosovo Part 1" Syahadah Documentary Copyright <b>Radio Televisyen Malaysia</b>   | Researcher, Editor |
|  | 17. Megat Al Imran Yasin (2009)"Kosovo Part 2" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>  | Researcher, Editor |
|  | 18. Megat Al Imran Yasin (2009)"Itali Part 1" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>   | Researcher, Editor |
|  | 19. Megat Al Imran Yasin (2009)"Itali Part 2" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>   | Researcher, Editor |
|  | 20.Megat Al Imran Yasin (2009)"Itali Part 3" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>  | Researcher, Editor |
|  | 21. Megat Al Imran Yasin (2009)"Greece Part 1" Syahadah. Documentary Copyright <b>Radio Televisyen Malaysia</b>  | Researcher, Editor |
|  | 22. Megat Al Imran Yasin (2009)"Greece Part 2" Syahadah Copyright <b>Radio Televisyen Malaysia</b>   | Researcher, Editor |
|  | 23. Megat Al Imran Yasin (2009)"Special Report Hari Raya" Syahadah <b>Copyright Radio Televisyen Malaysia</b>  | Researcher, Editor |

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|  | <p>24. Megat Al Imran Yasin 1996 Jerangkap Taman (Perihatin, <b>Majalah 3, TV3</b>) 17 Sept. 1996 (lib tape TV3: News 96/1547) Copyright TV3 Malaysia</p> <p>25. <i>Megat al Imran Yasin (1996) "Kaedah Baru Belajar Jawi</i> (Prihatin <b>Majalah 3, TV3</b>) 6 Ogos 1996 Copyright TV3 Malaysia</p> <p>26. <i>Megat Al Imran Yasin (1996) Sepanjang Landasan</i> (Perspektif <b>Majalah 3, TV3</b>) 23 Julai 96 (lib tape TV3: News 96/1486) Copyright TV3 Malaysia</p> <p>27. <i>Megat Al Imran (1996) Al Jarash Kota Klasik Rom</i> (Salam Benua <b>Majalah 3, TV3</b>) 18 Jun 1996 Copyright TV3 Malaysia</p> <p>28. <i>Megat Al Imran Yasin (1996) Iraq - Impian &amp; Tangisan</i> (1996) Perspektif <b>Majalah 3 TV3</b>) 11 Jun 1996 (lib tape TV3: News 96/1459) Copyright TV3 Malaysia</p> <p>29.. <i>Megat Al Imran Yasin (1996) Orang Kuat Pos Kemar</i> (1996) Perspektif <b>Majalah 3 TV3</b>) 14 Mei 1996 (lib tape TV3: News 96/1439) Copyright TV3 Malaysia</p> <p>30. <i>Megat Al Imran Yasin (1996) Perahu Kajang Berkolek Merakam Sejarah</i> (Perspektif <b>Majalah 3, TV3</b>) 2 April 1996 (lib tape TV3: News 96/1391) Copyright TV3 Malaysia</p> <p>31. <i>Megat Al Imran Yasin (1996) Kris Emas di Tanah Asing</i> (Perspektif <b>Majalah 3, TV3</b>) 2 Januari 1996 (lib tape TV3: News 95/1311) Copyright TV3 Malaysia</p> <p>32. <i>Megat Al Imran yasin (1996) Jambatan Keretapi Maut</i> (Prihatin <b>Majalah 3 TV3</b>) 29 Okt 1996 (lib tape TV3: News 96/1576) Copyright TV3 Malaysia</p> <p>33. <i>Megat Al Imran Yasin (1997) Kambing Sungai</i> (Prihatin <b>Majalah 3 TV3</b>) 7 Jan 1997 (lib tape TV3:News 96/1657)</p> | <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> |
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|                         | <p>34. <i>Megat Al Imran Yasin (1998) Tragedi Cemar</i> (Perspektif <b>Majalah 3 TV3</b>) 8 Feb 1998 (live)</p> <p>35. <i>Megat Al Imran Yasin (1998) Ankara Samsu</i> (Perspektif <b>Majalah 3, TV3</b>) 8 March 1998 (lib tape TV3: Mag 98/2104)</p> <p>36. <i>Megat Al Imran Yasin (1998) Basmi Kemiskinan</i> (Perspektif <b>Majalah 3 TV3</b>) 5 Nov 1996 (lib tape TV3: News 96/1574)</p> <p>37. <i>Megat Al Imran Yasin (1995) Ajaran Sesat</i> (Perspektif <b>Majalah 3, TV3</b>) 30 Julai 1995 (lib tape TV3: News 95/1183)</p> <p>38.. <i>Megat Al Imran Yasin (1995) Tentera Merah</i> (Perspektif <b>Majalah 3, TV3</b>) 2 Julai 1995</p>  | <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> <p>Director, Script writer &amp; Editor</p> |
| <b>JOURNAL ARTICLES</b> | <p>1. Megat Al-Imran Yasin, Mengyu L, Hashim, Norliana Binti, Lay Hoon Ang (2021) - <i>Adoption Level of Online Documentary Program as Learning Material among Students of a Chinese University and its Relationship to Satisfaction</i> Citation-Indexed - Scopus, Full Paper, Published, Karadeniz Technical University, International, [2746-2759].</p> <p>2. Megat Al-Imran Yasin, Yuting S, Syed Agil Alsagoff, Lay Hoon Ang (2021) - <i>Chinese Men's Marital Violence Related To Hegemonic Masculinity -- The Case Of Night and Fog</i> Citation-Indexed - Scopus, Full Paper, Published, EJMCM, International House, International, [1560-1574].</p> <p>3. Megat Al-Imran Yasin, Yuting S, Syed Agil Alsagoff, Lay Hoon Ang (2021) - <i>Authenticity in Reality Television - The Case of 'Sing! China'</i> Citation-Indexed - Scopus, Full Paper, Published, Universiti Putra Malaysia, International, [527-546].</p> <p>4. Megat Al-Imran Yasin, Mengyu L, Hashim, Norliana Binti, Lay Hoon Ang (2021) - <i>Exploring Factors Influencing Continuous Viewing Intention of Chinese Documentary</i></p> | <p>Published</p> <p>Published</p> <p>Published</p> <p>Published</p>   |



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|  | <p><i>Programs among Undergraduates</i><br/>Citation-Indexed - Scopus, Full Paper, Published, Human Resource Management Academic Research Society, International, [456-471].</p>  |           |
|  | <p>5. Megat Al-Imran Yasin, Hussein S,(2021) - <i>IMMIGRANTS ON A THEORETICAL PATH OF NEW MEDIA AGENDA SETTING : WEBSITES COVERAGE AND ITS IMPACT ON THE STRUCTURE OF SOCIETY TOWARDS IMMIGRANTS</i> Citation-Indexed - Scopus, Full Paper, Published, PalArch Foundation, International, [ 58-83].</p>                   | Published |
|  | <p>6. Megat Al-Imran Yasin, Mengyu L, Syed Agil Alsagoff, Lay Hoon Ang (2021) - <i>POTENTIAL INFLUENCE OF CHINESE SELF-MEDIA TO CONTEMPORARY SOCIETY</i> Citation-Indexed - Scopus, Full Paper, Published, PalArch Foundation, International, [11861-11871].</p>  | Published |
|  | <p>7. Megat Al-Imran Yasin, Anumudu E, Syed Agil Alsagoff, Akmar Hayati Ahmad (2021) - <i>Redefining Immediacy for Email Satisfactory Communication : South-East Nigerian Lecturers' Perspectives</i> Citation-Indexed - Scopus, Full Paper, Published, UNIV SEMARANG, DEPT COMMUNICATION, International, [84-96].</p>    | Published |
|  | <p>8. Megat Al-Imran Yasin, Norsuhaily S, Bidin, R, Syed Agil Alsagoff (2021) - <i>Strategic Communication : Outlining the Way Forward to Encourage Tax Compliance in Malaysia</i> Citation-Indexed - Scopus, Full Paper, Published, Human Resource Management Academic Research Society, International, [1549-1570].</p> | Published |
|  | <p>9. Megat Al-Imran Yasin, Hongzhe K, Lay Hoon Ang, (2021) - <i>THE HISTORY AND DEVELOPMENT OF CHINESE - LANGUAGE FILMS IN MALAYSIA</i></p>  | Published |

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|  | <p>Citation-Indexed - Scopus, Full Paper, Published, Psychology and Education, International, [794-806].</p>   |           |
|  | <p>10. Megat Al-Imran Yasin, Mengyu Li, Lay Hoon Ang (2021) - <i>The Role of Cultural Proximity on Preference of Chinese Malaysian in Chinese Film</i> Citation-Indexed, Scopus, Full Paper, Published, Human Resource Management Academic Research Society, International, [109-116].</p>   | Published |
|  | <p>11. Megat Al-Imran Yasin, Yuting S, Syed Agil Alsagoff, Lay Hoon Ang (2021) - <i>The Role of Media in Consumption under "Attention Economies" : A Study Based on the Interviews of Chinese Postgraduates towards the M&amp;M's Advertisements</i> Citation-Indexed - Scopus, Full Paper, Published, Sreecheta Mukhrejee, International, [1-10].</p> | Published |
|  | <p>12. Megat Al-Imran Yasin, Yuting S, Syed Agil Alsagoff, Lay Hoon Ang (2021) - <i>The Study of Dangers and Countermeasures of Fake News in Social Media</i> Other Abstracting/Indexing Bodies, Full Paper, Published , IJMRE, International, [12-17].</p>  | Published |
|  | <p>13. Megat Al-Imran Yasin, Yuting S, Syed Agil Alsagoff, Lay Hoon Ang (2021) - <i>The Truth Among Narrative in Women Autobiographical Novels</i> Citation-Indexed - Scopus, Full Paper, Published, Caddo Gap Press, International, [62-69].</p>  | Published |
|  | <p>14. Megat Al-Imran Yasin, Anumudu E, Syed Agil Alsagoff, Ghazali, Akmar Hayati Ahmad (2021) - <i>User Motive Factors : The Rudiments to Email Satisfactory Communication</i> Citation-Indexed - Scopus, Full Paper, Published, Universiti Kebangsaan Malaysia, International, [396-418].</p>  | Published |

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|  | <p>15. Megat Al-Imran Yasin Mengyu L, Hashim, Norliana Binti, Lay Hoon Ang, Emma (2020) <i>A Historical Review Of The Chinese Documentary Programs</i> Citation-Indexed - Scopus, Full Paper, Published, by Advance Scientific Research. This is an open-access article under the CC by license (<a href="http://creativecommons.org/licenses/by/4.0/">http://creativecommons.org/licenses/by/4.0/</a>), International, [723-732].</p> <p>16. Megat Al-Imran Yasin, Anumudu E, Syed Agil Alsagoff, Ghazali, Akmar Hayati Ahmad (2020) - <i>Immediacy Factors as Solutions to Email Satisfactory Communication Among South-East Nigerian Academic Staff : Structural Equation Modeling and Preliminary Findings</i> Citation-Indexed - Scopus, Full Paper, Published, Universiti Kebangsaan Malaysia, International, [212-234].</p> <p>17. Megat Al-Imran Yasin, Rozalfari J, Rosya, N.A. Adzharuddin (2020) - <i>Pengaruh Filkrah Penerbit Berasaskan Tauhid Terhadap Kualiti Rancangan TV Islam Non</i> Citation-Indexed - Scopus, Full Paper, Accepted, Kerajaan Negeri Selangor, National, [1-18].</p> <p>18. Megat Al-Imran Yasin, Anumudu E, Syed Agil Alsagoff, Ghazali. Akmar Hayati Ahmad (2020) - <i>Predicting The Effects of Demographic Factors on Email Satisfactory Communication</i> MYCITE, Full Paper, Published, Penerbit Universiti Putra Malaysia, National, [681-695].</p> <p>19. Megat Al-Imran Yasin, Dzaimma A(2019) - <i>Cognitive drives to embracing Internet TV to enhance students learning experience.</i> Citation-Indexed - Scopus, Full Paper, Submitted, Academic Journal (<a href="http://www.academicjournals.org">www.academicjournals.org</a>), [16].</p> | <p>Published</p> <p>Published</p> <p>Published</p> <p>Published</p> <p>Published</p> |
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|  | <p>20. Megat Al-Imran Yasin, N.A Adzharuddin (2019) - <i>Smartphones Usage Motives and Academic Performances among Undergraduates in University Putra Malaysia</i> Non Citation-Indexed, Full Paper, Published, Research Publish Journal, International [292-302].</p> <p>21. Megat Al-Imran Yasin, Anumudu E, Ghazali, Akmar Hayati Ahmad, Muhammad Pauzi Latif (2018) - <i>A Review on the Efficacy of Immediacy Factors towards Achieving Communication Satisfaction via Email among Academic Staff</i> Non Citation-Indexed, Full Paper, Published, Creative Common, International, [233-241].</p> <p>22. Megat Al-Imran Yasin, MNO, Mohammad Reza Nazari (2015) - <i>CHILDREN TELEVISION VIEWING AND ANTISOCIAL BEHAVIOR : DOES THE DURATION OF EXPOSURE MATTER?</i> Non Citation-Indexed, Full Paper, Published, Academic Journal (<a href="http://www.academicjournals.org">www.academicjournals.org</a>), [207-217].</p> <p>23. Megat Al-Imran Yasin, MNO, Mohammed Reza Nazari (2015) - <i>INFLUENCE OF TELEVISION PROGRAMS GENRE ON VIOLENT BEHAVIOR AMONG YOUNG CHILDREN</i> Non Citation-Indexed, Full Paper, Published, Academic Journal (<a href="http://www.academicjournals.org">www.academicjournals.org</a>), [519-531].</p> <p>24. Megat Al-Imran Yasin, Mohammad Reza Nazri (2015) - <i>Role of Broadcast Media in the Dissemination of agricultural Knowledge</i> Citation-Indexed Journal - Science Citation Index(JCR), Full Paper, Published, Academic Journal (<a href="http://www.academicjournal.org">www.academicjournal.org</a>), [45-54].</p> <p>25. Megat Al-Imran Yasin, N.A Adzharuddin, Md. Rozalafri Johori (2014) - <i>The Political Economy of Shariah Compliant Ads on TV</i></p> | <p>Published</p> <p>Published</p> <p>Published</p> <p>Published</p> <p>Published</p> <p>Published</p> |
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|                   | <p><i>Al Hijrah</i> Citation-Indexed - Scopus, Conference Paper, Published, Other Published, [454-459].</p> <p>26. Megat Al-Imran Yasin, N.A Adzharuddin, Md. Rozlafri Johori (2014) - <i>The Political Economy of Shariah Compliant Ads on TV Al Hijrah</i> Citation-Indexed - Scopus, Full Paper, Accepted, [6].</p> <p>27. Megat Al-Imran Yasin (2012) - <i>Penggunaan Elektronik Media Dalam Promosi Kesihatan</i> Other Abstracting / Indexing Bodies, Abstract, Submitted, [4].</p> <p>28. Megat Al-Imran Yasin, Muhammad Pauzi, Tamam, Ezhar (2010) - <i>Keberkesanan media massa dalam memupuk dan memperkukuhkan perpaduan negara dan integrasi nasional</i> Non Citation-Indexed, Full Paper, Published, [15-32].</p>   | <p>Published</p> <p>Published</p> <p>Published</p>  |
| CHAPTER IN BOOKS  | <p>1. Megat Al-Imran Yasin, Rozalfafri (2020) <i>Ekonomi Politik Media Terhadap Pengiklanan di Saluran TV Islam Pengiklanan Menurut Perspektif Islam</i>, Other Abstracting / Indexing Bodies, Higher Education Text Book, Harcopy, Penerbit, Universiti Kebangsaan Malaysia, National, 9789672388098, [75-95].</p> <p>2. <b>Megat Al Imran Yasin</b> &amp; Saiful Nujaimi Abdul Rahman (2006) "History &amp; Development of Documentary Production in Malaysia". <i>Mediamorphosis: Communication, Technology and Growth</i>: Universiti Teknologi Mara.</p> <p>3.. Phoon Jing Onn , Jusang Bolong, <b>Megat Al Imran Yasin</b> (2008) "Amalan Komunikasi Haptik dalam Kalangan Remaja: Satu Tinjauan Awal" <i>Cabaran komunikasi Masa Kini</i>; fakulti Bahasa Moden &amp; Komunikasi</p> | <p>Published</p> <p>Published</p> <p>Published</p>  |
| CLASSIFIED REPORT | <p>1. Megat Al Imran Yasin &amp; Zainol Abdin Ahmad (2009) "Hubungun Komunikasi Kepenyeliaan Dan Jalinan Hubungan Pekerjaan Dengan Komitment Terhadap Organisasi di Kalangan Kakitangan Unit Berita RTM" Laporan Untuk Jawatankuasa</p>   | <p>Submitted to Radio Television Malaysia (RTM)</p> |

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|  | <p>Pengstrukturkan Semula Bilik Berita RTM, Kementerian Penerangan Malaysia.</p> <p>2. Megat Al Imran Yasin &amp; Nurul Fateha Abd Hamid (2009) "Penerbitan Program Sukan di RTM". Laporan kepada Ketua Pengarah RTM.</p> <p>3. Report Using Drone &amp; Helicopter Aerial View of MH370 Suspected Crash Area in Cambodia. Report to Royal Malaysia Police (PDRM) and Prime Minister Department</p>  | <p>Submitted to Radio Television Malaysia (RTM)</p> <p>Submitted Prime Minister Office and PDRM</p>                              |
| <b>CONFERENCE PROCEEDINGS SEMINAR &amp; CONFERENCE</b> | <p>1. Megat Al-Imran Yasin (2021) "Adoption Level of Online Documentary Programs As Learning Material Among Students of A Chinese University and Its Relation To Satisfaction. The 6th International Soft Science Conference 2020 (ISSC 2020), [23-09-2020], International</p> <p>2. Megat Al-Imran Yasin, K. Hongzhe (2021) - <i>Exploring the Export Strategy of Chinese Films and TV Drama in Value Chain and Digital Technology 2020</i> International Conference on Innovation Design and Digital Technology (ICIDDT 2020), [05-12-2020 - 05-12-2020] International</p> <p>3. Megat Al-Imran Yasin, K. Hongzhe (2021) - <i>The History and Development of Chinese-language Films in Malaysia</i> International Conference on Arts, Humanities and Social Sciences (ICAHSC-21), [16-01-2021 - 17-01-2021], International</p> <p>4. Megat Al-Imran Yasin, Mengyu Li, Lay Hoon Ang, MNO (2021) - <i>Exploring the Export Strategy of Chinese Film and TV Drama in Value Chain and Digital Technology 2021</i> International Conference on Tourism, Economy and Environmental Sustainability (TEES 2021), Full Paper, Citation-Indexed - Scopus, EDP Sciences, International, 2267-1242, [1-4], CHINA_P.R, 2021</p> <p>5. Megat Al-Imran Yasin, Yuting S (2020) - <i>CHINESE MEN'S MARTIAL VIOLENCE</i></p> | <p>Corresponding Author</p> <p>Corresponding Author</p> <p>Presenter</p> <p>Corresponding Author</p> <p>Corresponding Author</p> |

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|  | <p><b>RELATED TO HEGEMONIC MASCULINITY - THE CASE OF NIGHT AND FOG</b> 6th International Soft Science Conference, [23-09-2020 - 24-09-2020], International</p> <p>6. Megat Al-Imran Yasin, Hussein M (2020) - <i>Immigrant on A Theoretical Path of New Media Agenda Setting : Websites Coverage and its impacts on the structure of Society Towards Immigrants</i> International Conference Media Politic and Society : Reality perspective Struggle or Perfectness, [24-11-2020 - 25-11-2020], International</p> <p>7. Megat Al-Imran Yasin (2020) - <i>Malaysian Audio Visual Intellectual Property : Issues and Challenges</i> COPYRIGHT ENFORCEMENT IN DIGITAL ERA, [11-11-2020 - 11-11-2020], Malaysian Intellectual Property Organisation (Myipo) Japan Coyright Office (JCO), Content Distribution Association of Japan (Coda) International</p> <p>8. Megat Al-Imran Yasin (2019) - <i>"UNDERSTANDING PERCEIVE ATTRIBUTES OF INTERNET TV IN ENHANCING STUDENTS LEARNING EXPERIENCE"</i> 12 Biennial Convention of the Pacific and Asian Communication Association , [04-07-2018 - 06-07-2018], International</p> <p>9. Megat Al-Imran Yasin, Rozalfari J (2019) - <i>SEJARAH PERKEMBANGAN DAN CABARAN RANCANGAN TV ISLAM DI MALAYSIA</i> INTERNATIONAL CONFERENCE ON ISLAM ECONOMY AND HALAL INDUSTRY 2019, [30-07-2019 - 31-07-2019], International</p> <p>10. Megat Al-Imran Yasin (2018) - <i>Digitisation of Malaysian Content Through MYCC 4D World</i> Asia Broadcasting Union Digital Symposium, Abstract, Other Abstracting/Indexing Bodies, Asian Broadcasting Union (ABU), International, 123456, [1-12], MALAYSIA 2017</p> | <p>Corresponding Author</p> <p>Presenter</p> <p>Corresponding Author</p> <p>Corresponding Author</p> <p>Presenter</p> |
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| 11. Megat Al-Imran Yasin (2016) - <i>Wacana Komunikasi &amp; Media Islam</i> Wacana Komunikasi Media Islam, [29-11-2019 - 29-12-2016], National   | Presenter            |
| 12. Megat Al-Imran Yasin, Zainor Izzat Zainal (2016) - <i>Swiftlet Edible Bird Nest - Gold From The Sky</i> EBNIC 2016 Edible Birdnest Industry Conference, Abstract, University Putra Malaysia, International, [-], Selangor, 2016.          | Presenter            |
| 13. Megat Al-Imran Yasin (2016) - <i>Swiftlet Edible Bird Nest Gold From The Sky</i> Edible Bird Nest Industry Conference 2016, Video Presentation[11-10-2016 - 12-10-2016], International  | Presenter            |
| 14. Megat Al-Imran Yasin ,Rozalafri J, N.A Adzharuddin (2014) - <i>The political economy of shariah compliant ads on TV Al Hijrah</i> Communication, Empowerment and Governance : the 21st Century Enigma, Abstract, International, [-], 2014 | Corresponding Author |
| 15. Megat Al-Imran Yasin (2013) - <i>Implications and Challenges of Mobile Devices Adoption in Malaysia</i> International Conference in Communication, Communication Context and Community, [06-12-2012 - 07-12-2012], International          | Corresponding Author |
| 20. Megat Al-Imran Yasin (2013) - <i>Malaysian Creative Content Industry Guild</i> Digital Technologies and the Creative Industries for Cultural and Heritage, [05-06-2012 - 07-06-2012], International                                       | Presenter            |
| 22, Megat Al-Imran Yasin, Farizi J (2013) - <i>Pendigital Televisyen Bukan sekadar Televisyen Biasa</i> Jogja International Conference on Communication [21-11-2012 - 22-11-2011], International  | Corresponding Author |
| 23. Megat Al-Imran Yasin (2013) - <i>Perception of Programme Quality and the Part of Malaysian</i>  | Presenter            |



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|   | TV Producers FILM AND MEDIA 2011, [11-07-2011 - 14-07-2011], International |  |
| 24. Megat Al-Imran Yasin, Farizi J(2013) - <i>Readiness of Malaysian Television Production in Facing New Media Innovation</i> Fikom Up Conference, [06-06-2012 - 07-06-2012],   | Presenter  |  |
| 25. Megat Al-Imran Yasin (2013) - <i>Relationship Between Interpersonal Communication Superior Subordinate Communication Barrier With Communication Satisfaction Among Support Staff in University Putra Malaysia</i> Jogja International Conference in Communication, [21-11-2012 - 22-11-2012], International | Corresponding Author   |  |
| 26. Megat Al-Imran Yasin (2012) - <i>Readiness of Malaysian Television Production Companies in Facing the Challenges of New Media Innovation</i> Fikom Up Conference on Strategic Communication in a New Media, [26-06-2012 - 28-06-2012], International  | Corresponding Author   |  |
| 27. Megat Al Imran Yasin (2017) "Digitisation of Malaysian Content Through MyCC4Dworld" Asia Broadcasting Union Digital Broadcasting Symposium 6-9 March 2017. Royal Chulan Kuala Lumpur  | Presenter  |  |
| 28. Megat Al Imran Yasin, Mohd Farizi Jamaluddin, Zainor Izat Zainal (2017) "Swiftlet-Gold From The Sky" Edible Birdnest Industry Conference 11-12 Oct 2016 Marriot Putra Jaya. Ministry of Agriculture, Department of Veterinary Services, Faculty of Veterinar UPM.   | Presenter  |  |
| 29. Megat Al Imran Yasin (2016 "Komunikasi Media Islam" Nov 29,2016 Jabatan Kemajuan Islam & Universiti Kebangsaan Malaysia.  | Presenter  |  |
| 30. Rozalfari Md Johori, Norazura Adzharudin, Megat Al Imran Yasin (2014) " The Political Economy of Shariah Compliance Ads on TV Al Hijrah" International Conference on Communication & Media (iCome 2014) University Utara Malaysia.  | Corresponding Author   |  |
| 31. Rozalafri Md Johori, Megat Al Imran Yasin (2014) "Rancangan TV Islamik-Membawa Madrasah Kepada Masyarakat" 4 <sup>th</sup> International Conference on  | Corresponding Author   |  |

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|--|---|----------------------|
|  | Exhibition and Islamic Education', 31 May-3 June 2014 Kota Bharu Kelantan.  |                      |
|  | 32. Dzaa Imma Abdul Latiff, <b>Megat Al Imran Yasin</b> , Aziyah Abu Bakar, Abdul Rauf Ridzuan, Siti Nasarah Ismail, Nurliyana Kamilah Khairul Anuar and Suhaila Kamal (2017). "Cognitive drives to embracing Internet TV to enhance students learning experience". International Conference on Business and Social Science (ICOBSS'2017)-Feb2017 | Corresponding Author |
|  | 33. Rozalafri Md Johori, Megat Al Imran Yasin (2015) (Cultivate the Fikrah (Islamic Thought) for Producer of Islamik TV Programme: An Overview of Worldview and Philosophy of University) Journal of Management & Muamalah, Vol. 5, No. 1, 2015 eISSN 2180-1681   | Corresponding Author |
|  | 34. Suhaila Ngadiron, Mohd Nizam Osman, Megat Al Imran Yasin (2012) Relationship Between Interpersonal Communication Superior Subordinate Communication Barrier With Communication Satisfaction Among Support Staff in University Putra Malaysia, Jogjakarta International Coference in Communication Nov 22, 2012.                               | Corresponding Author |
|  | 35. Rozalfari Md Johori, Megat Al Imran Yasin, Nor Azura Adzharudin (2014) "Kualiti rancangan TV Islamik-Suatu Refleksi "1 <sup>st</sup> International conference on Research Management & Innovation" Nov 2014 Kolej Universiti Islam Selangor.  | Corresponding Author |
|  | 36. Mohd Rezza Nazari, Sadar Pahizkar, Md Salleh Hassan, Megat Al Imran Yasin (2012) Crisis Management & Strategies "The Roles of Mass Media, International Conference in Health and Crisis Management in Disaster, 25-27 Jan 2012, University of Tehran  | Corresponding Author |
|  | 37. Megat Al Imran Yasin (2012) "Perception of Programme Quality the Part of Malaysian TV Producers" July 2011 London Institute of Education  | Presenter            |
|  | 39. Megat Al Imran Yasin (2012) "Political Economy Approach of Studying Malaysian Documentary Productions" June 26, 2012 FIKOM Up, Universitas Pancasila, Jakarta Indonesia   | Presenter            |

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|--|---|-----------|
|  | 40. Megat Al Imran Yasin (2007) "History & Development of Malaysian Documentary Productions" Pacific & Asian Communication Association Conference 2007 University of Manoa Honolulu Hawaii. | Presenter |
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## STUDENT SUPERVISION

### GRADUATED STUDENTS BY RESEARCH

| NO | NAME OF STUDENT                               | PROGR<br>AMME | ROLE               | TITLE   | YEAR<br>START | YEAR<br>END |
|----|---|---------------|--------------------|---|---------------|-------------|
| 1  | MD. ROZALAFRI<br>BIN JOHORI                   | PHD           | CHAIRMAN           | PENGARUH FIKRAH<br>PENERBIT DAN INSTITUSI<br>MEDIA TERHADAP KUALITI<br>PENERBITAN RANCANGAN<br>BERUNSUR ISLAM DI<br>STESEN TELEVISYEN                 | 2012          | 2020        |
| 2. | DZAA IMMA<br>BINTI ABDUL<br>LATIFF            | PHD           | CHAIRMAN           | RELATIVE ADVANTAGE AS<br>MEDIATING VARIABLES ON<br>FACTORS INFLUENCING<br>ADOPTION OF INTERNET TV   | 2013          | 2019        |
| 3  | ANUMUDU<br>CHINEDU<br>EUGENIA                 | PHD           | CHAIRMAN           | IMPACT OF IMMEDIACY<br>AND USER MOTIVE ON<br>COMMUNICATION<br>SATISFACTION IN EMAIL<br>COMMUNICATION AMONG<br>ACADEMIC STAFF IN SOUTH<br>EAST NIGERIA | 2015          | 2019        |
| 4  | YOUSEF ABDEL<br>RAHMAN<br>SHAKER<br>ALJUNEIDI | PHD           | INTERNAL<br>MEMBER | THE ROLES OF PALESTINIAN<br>FEATURE FILMS IN<br>PRESENTING PALESTINIAN<br>NATIONAL ISSUES   | 2014          | 2020        |
| 5  | JNAIDI SAED<br>MAHER ADEEB                    | PHD           | INTERNAL<br>MEMBER | REPRESENTATIONS OF<br>PALESTINIANS IN<br>HOLLYWOOD FEATURE<br>MOVIES FROM 2000 TO<br>2014   | 2014          | 2020        |

|    |                               |        |                 |   |  |      |
|----|-------------------------------|--------|-----------------|---|--|------|
| 6  | MOHAMMAD REZA NAZARI          | PHD    | INTERNAL MEMBER | RELATIONSHIP BETWEEN EXPOSURE, PREFERRED GENRE AND PACING OF TELEVISION PROGRAM WITH PRIMARY SCHOOL STUDENTS' AGGRESSIVE BEHAVIOR IN IRAN             |  | 2013 |
| 7  | SOMAYEH MORTAZAVI GANJI KETAB | MASTER | CHAIRMAN        | RELATIONSHIP BETWEEN PERCEIVED USEFULNESS, EASE OF USE AND SATISFACTION AMONG INTERNATIONAL STUDENTS TOWARDS THE UNIVERSITI PUTRA OF MALAYSIA WEBSITE |  | 2009 |
| 8  | MOHD FARIZI BIN JAMALUDDIN    | MASTER | CHAIRMAN        | CABARAN PENERBITAN RANCANGAN TELEVISYEN DI MALAYSIA DALAM MENGAPLIKASIKAN MEDIA BARU  |  | 2014 |
| 9  | ALI PARVIN                    | MASTER | CHAIRMAN        | NON-MUSLIM PERCEPTION OF ISLAM AND MUSLIMS BASED ON DEPICTION OF ISLAM IN MEDIA REPORTS, MALAYSIA   |  | 2015 |
| 10 | FAIZUL NIZAR BIN ANUAR        | MASTER | INTERNAL MEMBER | PENERIMAAN DRAMA TELEVISYEN BERMESEJ KEISLAMAN DAN KESANNYA TERHADAP REMAJA   |  | 2014 |
| 11 | LEE HWEI LING                 | MASTER | INTERNAL MEMBER | USAGE AND ACCEPTANCE OF LEARNING MANAGEMENT SYSTEM AMONG STUDENTS AT A PUBLIC UNIVERSITY IN MALAYSIA  |  | 2015 |
| 12 | WONG SHIN YEE                 | MASTER | INTERNAL MEMBER | NO INFORMATION  |  | 2016 |

### **CURRENT RESEARCH STUDENTS UNDER SUPERVISION**

| <b>NO</b> | <b>NAME OF STUDENT</b>                     | <b>PROGR<br/>MME</b> | <b>ROLE</b> | <b>TITLE</b>  | <b>YEAR<br/>START</b> | <b>YEAR<br/>END</b>            |
|-----------|--|----------------------|-------------|---|-----------------------|--------------------------------|
| 1         | SYIRFAN INDRA<br>MITRA SURYA<br>BIN HUSSIN | PHD                  | CHAIRMAN    | KEWARTAWANAN BAHARU<br>DALAM PENULISAN SKRIP<br>DOKUMENTARI DI TV<br>ALHIJRAH   | 2019                  |                                |
| 2         | NOR SUHAILY<br>BINTI SUFIAN<br>NORY        | PHD                  | CHAIRMAN    | STRATEGIC<br>COMMUNICATION IN<br>ENCOURAGING TAX<br>COMPLIANCE IN MALAYSIA  | 2019                  |                                |
| 3         | LI MENGYU                                  | PHD                  | CHAIRMAN    | USES AND GRATIFICATION<br>AND EXPECTANCY MODEL<br>OF CHINESE DOCUMENTARY<br>PROGRAMS AMONG THE<br>UNDERGRADUATE<br>STUDENTS OF PUBLIC<br>UNIVERSITIES IN MAINLAND<br>CHINA AND MALAYSIA | 2019                  |                                |
| 4         | ZHANG YUJIE                                | PHD                  | CHAIRMAN    | INTERCULTURAL<br>COMMUNICATION<br>RESEARCH ON CHINESE<br>EXPORT TV DRAMAS   | 2019                  |                                |
| 5         | HUSSEIN SAADI<br>MOHAMMED<br>ALI           | PHD                  | CHAIRMAN    | SOCIAL MEDIA USAGE AND<br>SATISFACTION AMONG<br>IRAQI IMMIGRANTS  | 2019                  |                                |
| 6         | KANG<br>HONGZHE                            | PHD                  | CHAIRMAN    | INFLUENCE OF AUDIENCE<br>SATISFACTION IN<br>CHINESE FILM AMONG<br>CHINESE MALAYSIANS<br>AND MODERATING ROLE<br>OF LANGUAGE PROXIMITY  | 2019                  | 2021<br>Draft<br>Submitte<br>d |
| 7         | XIE YUTING                                 | PHD                  | CHAIRMAN    | EXPLORING THE<br>RECEPTION OF THE<br>CHINESE YOUTH<br>AUDIENCE IN DOUBAN<br>TOWARDS FOREIGN FILMS<br>ADAPTED FROM CHINESE<br>NOVELS   | 2019                  |                                |
| 8         | LIU NIWEN                                  | PHD                  | CHAIRMAN    | NEWS VALUES OF CITIZEN  | 2019                  |                                |

|    |             |     |                 |  |      |  |
|----|-------------|-----|-----------------|--|------|--|
|    |             |     |                 | JOURNALISM FROM ORDINARY CITIZENS ON WEIBO AND INFLUENCE ON JOURNALISM PROFESSIONALISM                                       |      |  |
| 9  | ZHANG QI    | PHD | INTERNAL MEMBER | AN ANALYSIS OF ENGLISH SUBTITLING TRANSLATION STRATEGIES AND MULTIMODALITY OF CULTURAL ELEMENTS IN CHINESE DOCUMENTARY       | 2019 |  |
| 10 | WANG ANTING | PHD | INTERNAL MEMBER | THE PHENOMENON ON THE EXISTENCE AND DEVELOPMENT OF CHINESE INDEPENDENT FILMS UNDER THE BACKGROUND OF SOCIAL TRANSFORMATION   | 2019 |  |
| 11 | ZHANG DI    | PHD | INTERNAL MEMBER | THE ANTECEDENT, CURRENT FEATURES AND TRENDS OF THE PROPAGATION PHENOMENON OF SIMULACRA PHOTOGRAPHY BY MIXED METHODS RESEARCH | 2019 |  |

### INTERNAL EXAMINER / CHAIRMAN OF VIVA VOCE

| NO | NAME OF CANDIDATE          | MATRIC NO | ROLE                | TITLE OF THESIS   | YEAR |
|----|----------------------------|-----------|---------------------|---|------|
| 1  | TILAGAVATI A/P SUBRAMANIAM | GS40268   | EXAMINER CHAIRMAN   | MEDIATING ROLE OF CIVIC TALK ON RELATIONSHIP OF NEWS CONSUMPTION WITH SENSE OF CIVIC RESPONSIBILITY AMONG FINAL YEAR UNDERGRADUATE STUDENTS | 2020 |
| 2  | ZAINAL ARIFIN MD TAHIR     | GS473163  | INTERNAL EXAMINER 2 | " INSTITUTIONALIZING AND MANAGING CORPORATE REPUTATION THROUGH  | 2020 |

|    |                                  |         |                     |  |      |
|----|----------------------------------|---------|---------------------|--|------|
|    |                                  |         |                     | COMMUNICATION LEADERSHIP AMONG THE LEADING MEDIA GOVERNMENT-LINKED COMPANIES "   |      |
| 3  | ALI PARVIN                       | GS43891 | INTERNAL EXAMINER 1 | PREDICTIVE FACTORS OF USING ICT IN RELATION TO USE BEHAVIOR OF YOUTH ENTREPRENEURSHIP intention IN MALAYSIA.               | 2020 |
| 4  | ABDU MARYAM GAINAKA              | GS51201 | INTERNAL EXAMINER 1 | INFLUENCES ON THE WATCHDOG ROLE OF BROADCAST MEDIA IN NIGERIA.   | 2020 |
| 5  | SEE SILK INN                     | GS24942 | INTERNAL EXAMINER 2 | MALAYSIA20 BLOGGERS PARTICIPATION IN POLITICAL BLOGS   | 2015 |
| 6  | MONA ALKAUTHAR BT AHMAD          | GS23737 | INTERNAL EXAMINER 2 | KOMUNIKASI ANTARA KAUM DAN PERSEPSI IKLIM HUBUNGAN KAUM DI KAMPUS UNIVERSITI PUTRA MALAYSIA                                | 2014 |
| 7  | ISHAK BIN ISMAIL                 | GS19038 | INTERNAL EXAMINER 2 | STRATEGI PEMULIHAN IMEJ TUN ABDULLAH BADAWI DALAM BERITA HARIAN SELEPAS PILIHANRAYA UMUM KE-12                             | 2013 |
| 8  | NAFISE ESMAEL MOTLAGH            | GS22200 | INTERNAL EXAMINER 2 | RELATIONSHIP BETWEEN MALAYSIAN NEWSPAPER JOURNALIST KNOWLEDGE, ATTITUDE, LAW-ETHICS PRIORITY AND POSSIBLE ETHICAL BEHAVIOR | 2013 |
| 9  | MAGESWARI A/P MUSALAYAH          | GS27176 | INTERNAL EXAMINER 2 | PRACTICE OF CODE OF ETHICS AND ACCURACY IN REPORTING BY PRINT MEDIA CRIMINAL COURT REPORTERS                               | 2013 |
| 10 | SHARIFAH SOFIAH BT SYED ZAINUDIN | GS22570 | INTERNAL EXAMINER 2 | RELATIONSHIP BETWEEN FACEBOOK USAGE AND ATTITUDE WITH FACEBOOK ADDICTION AMONG   | 2013 |

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|  |  |  |  | MALAYSIAN FEMALE<br>UNIVERSITY STUDENTS |  |
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### EXTERNAL EXAMINER FOR OTHER INSTITUTIONS

| NO | NAME                    | INSTITUTION  | DEGREE<br>LEVEL | TITLE  | YEAR |
|----|-------------------------|--|-----------------|--|------|
| 1  | JAMSHED BUTT            | LIMKOKWING<br>CREATIVE<br>UNIVERSITY                                   | PHD             | INTENTION FOR VOTING IN<br>PAKISTAN: THE ROLE OF<br>SOCIAL MEDIA, ETHNICITY<br>AND RELIGIOSITY   | 2017 |
| 2  | SHEIKH MOHD<br>SHAFIQUE | LIMKOKWING<br>CREATIVE<br>UNIVERSITY                                   | PHD             | THE PRESERVATION OF A<br>PERISHING TRADITIONAL<br>CRAFT TEPAL PATUL IN<br>BANGLADESH   | 2017 |
| 3  | NURLIYANA<br>MOHD NOR   | ISTAC-INTERN<br>ATIONAL<br>ISLAMIC<br>UNIVERSITY<br>MALAYSIA<br>(IIUM) | MASTER          | LGBT ADVOCACY ON<br>TWITTER: CULTIVATING<br>EXPOSURE AND<br>PERCEPTION OF MUSLIM<br>USER AND THE CHALLENGES<br>TOWARDS ISLAMIC<br>MORALITY | 2021 |
| 3  | NORASEHA<br>KARIMON     | UNIVERSITI<br>TEKNOLOGI<br>MARA  | MASTER          | EXPLORING KINETIC<br>TYPOGRAPHY AS AN<br>ALTERNATIVE AND<br>EFFECTIVE INSTRUMENT IN<br>GRAPHIC COMMUNICATION<br>(DELIVERING MESSAGES)      | 2013 |
| 4  | ROSLI SAREYA            | UNIVERSITI<br>MALAYSIA<br>SABAH  | MASTER          | TEKNIK PENYUNTINGAN<br>FILEM : ANALISIS EMPAT<br>BUAH FILEM AKSI JALANAN<br>TERPILIH   | 2013 |
| 5  | FARIHAN ZAHARI          | Universiti<br>Teknologi<br>MARA  | MASTER          | IMPACT OF IMAGE TO<br>SOCIETY WITH A SPECIAL<br>CRIME IMAGES FROM<br>PRIMETIME MALAYSIAN   | 2013 |



|   |                        |                           |        |  |      |
|---|------------------------|---------------------------|--------|--|------|
|   |                        |                           |        | NEWSPAPER  |      |
| 6 | RAFUZAN JAAFAR         | Universiti Teknologi MARA | MASTER | ENHANCING ENVIRONMENT AWARENESS BY USAGE OF RECYCLED CONSTRUCTION PAPER IN PRESCHOOL ART ACTIVITIES        | 2012 |
| 7 | ADZROOOL IDZWAN ISMAIL | Universiti Teknologi MARA | PHD    | OBJECTIVE MEASUREMENT OF EFFECTIVE MESSAGE THROUGH PHOTOGRAPH AMONG THE PUBLIC                             | 2010 |
| 8 | GHAZALI DAIMIN         | Universiti Teknologi MARA | PHD    | RE-BRANDING ON SMALL AND MEDIUM SIZED ENTERPRISES(SMES) FOR EXPORT. A CASE STUDY : MALAYSIAN FOOD PRODUCTS | 2010 |

### INDUSTRIAL, COMMUNITY & LINKAGE

| No | YEAR           | POST/ROLES  |
|----|----------------|---|
| 1  | SEPT 2014-2015 | ACTING DIRECTOR GENERAL MALAYSIAN FIL DEVELOPMENT CORPORATION (FINAS) - APPOINTED BY THE MINISTER OF COMMUNICATION AND MULTIMEDIA MALAYSIA        |
| 2  | 2013-2014      | BOARD OF DIRECTOR MALAYSIAN FILM DEVELOPMENT CORPORATION (FINAS) MINISTRY OF COMMUNICATION AND MULTIMEDIA MALAYSIA                                |
| 3  | 2018-2020      | BOARD OF DIRECTOR PERTUBUHAN PELADANG KAWASAN BENTONG (MALAYSIAN FARMERS ASSOCIATION UNDER MINISTRY OF AGRICULTURE AND AGRICULTURE BASED INDUSTRY |
| 4  | 2021           | SPEAKER FOR WEBINAR "FROM SCRIPT TO SCREEN -KNOW YOUR RIGHT" ORGANISED BY MALAYSIAN INTELLECTUAL PROPERTY ORGANISATION (MYIPO)                    |

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|----|-----------|--|
| 5  | 2020      | SPEAKER FOR INTERNATIONAL WEBINAR ON COPYrIGHT ENFORCEMENT IN DIGITAL ERA. ORGANISED BY MALAYSIAN INTELLECTUAL PROPERTY ORGANISATION (MYIO) , JAPAN COPYRIGHT OFFICE AND CONTENT OVERSEAS DISTRIBUTION ASSOCIATION OF JAPAN (CODA) |
| 6  | 2011-2013 | COUNCIL MEMBER CREATIVE CONTENTS INDUSTRY GUILD MALAYSIA   |
| 7  | 2019      | ANUGERAH TOKOH (ICON AWARD) PROFESSIONAL ASSOCIATION OF FILM WORKERS ASSOCIATION   |
| 8  | 2017-NOW  | MEMBER FILM DIRECTOR ASSOCIATION MALAYSIA (FDAM)   |
| 9  | 2016-2018 | NATIONAL JURY (ANUGERAH SERI ANGKASA MINISTRY OF COMMUNICATION AND MULTIMEDIA MALAYSIA   |
| 10 | 2012      | NATIONAL JURY MALAYSIAN FILM FESTIVAL FFM -DOCUMENTARY CATEGORY  |
| 11 | 2018-NOW  | MEMBER MALAYSIA FILM PRODUCERS ASSOCIATION (PFM)   |
| 12 | 2007      | CHAIRMAN OF ORGANIZING COMMITTEE FESTIVAL FILM DAN VIDEO PELAJAR MALAYSIA (FFVPM FINAS) MALAYSIAN STUDENTS FILM AND VIDEO COMPETITION FINAS  |
| 13 | 2008      | CHAIRMAN OF ORGANISING COMMITTEE MALAYSIA VIDEO COMPETITION (MAVIC) BY MERDEKA SECRETARIAT, PETRONAS AND UPM   |
| 14 | 2016-NOW  | SECRETARY FOR BATU SATU SUKU RESIDENTS ASSOCIATION IN BENTONG PAHANG MALAYSIA  |