



MOHAMMED F. M. ARANDAS

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ACADEMIC QUALIFICATION

Doctor of Philosophy (Communication)	Universiti Kebangsaan Malaysia	2019
Master of Human Sciences in Communication (M.HSc.)	International Islamic University Malaysia	2015
Certificate in English Proficiency	International Islamic University Malaysia	2011
Bachelor of Media	Al-Aqsa University	2009

WORKING EXPERIENCE

Assistant Professor Department of Journalism and Communication Studies, Faculty of Humanities and Social Sciences, Southern University College	Feb 2020-Current
Graduate Research Assistant Under, Prof Dato' Sri Dr. Syed Arabi Idid, (former rector), Department of Communication, International Islamic University Malaysia	Jan 2013- Jan 2020
Media and Communication Trainer/ Coach First Universal for Training and Consultations	Dec 2011- Dec 2012
Public Relations Officer First Universal for Training and Consultations	Sep 2011- Nov 2012
Project Coordinator Education Support Services (ESS), Palestine Save the Children Foundation	Apr 2009- Jun 2010

AREAS OF SPECIALISATION

Public Relations; Crisis Communication; Digital Media; & Political Communication

LANGUAGES

Arabic (native), English (advanced) & Malay (Intermediate)

PROFESSIONAL QUALIFICATIONS

Training of Trainers (ToT) Development of National Training Plans	United Nations Development Programme (UNDP) and Malaysian Anti-Corruption Academy (MACA)	2011
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PROFESSIONAL MEMBERSHIP

Membership and organisation	Awarded Year
Guest Member, European Association of Research Managers and Administrators (EARMA)	2023
Member, ARID Platform for Arabic Speaking Scholars, Experts, & Researchers, UK	2021
Member, Qualitative Research Association of Malaysia (QRAM), Malaysia.	2021
Associate Member, Malaysian Association of Communication Educators, Malaysia.	2020
Member, Institute of Public Relations Malaysia (IPRM), Malaysia.	2019
Member, Social Media Chambers (SMC), Malaysia	2013

AWARDS AND HONORS

Staff Publication Award	Southern University College	2022
Academic Staff Honorary Award	Southern University College	2022
Best Paper Award: <i>The 7th International Conference on Communication and Media (i-COME'20)</i>	Universiti Utara Malaysia (UUM)	2020

REFEREE FOR RESEARCH JOURNAL ARTICLE/S

Frontiers in Communication, section Culture and Communication	Frontiers Media, Switzerland	2023
Journal of Communication Education	Malaysian Association of Communication Educators (MACE)	2022
Jurnal Komunikasi: Malaysian Journal of Communication	Universiti Kebangsaan Malaysia (UKM)	2021

COMMITTEE MEMBERSHIP

POSITION (APPOINTMENT)	ORGANIZATION/ EVENT	YEAR
Internal Auditor	Malaysian Research Assessment (MyRA), Ministry of Higher Education (MoHE)	2023
Member of Social Sciences Research Centre (SSRC)	Faculty of Humanities and Social Sciences/ Southern University College	2021- 2022
Panel of assessor for knowledge transfer programme (KTP)	Southern University College	2022
Member of Continuous Quality Improvement (CQI) Committee	Faculty of Humanities and Social Sciences/ Southern University College	2021

Member of Moderation Committee	Faculty of Humanities and Social Sciences/ Southern University College	2021
Member of Moderation Committee	Faculty of Humanities and Social Sciences/ Southern University College	2020- 2022
Member of E-Portfolio Committee	Faculty of Humanities and Social Sciences/ Southern University College	2020- 2022
Education Committee	Institute of Public Relations Malaysia (IPRM)	2019- 2020
Committee Member	Public Lecture: News Diffusion Studies: Malaysian Cases In Global Context	2016
Sub-Committee Member	International Conference on Media and Communication (MENTION 2015) - Universiti Kebangsaan Malaysia	2015

RESEARCH PROJECTS

PROJECT TITLE	SPONSOR	AMOUNT	ROLE	YEAR
Open Distance Learning and Digital Literacy (SUCRF/C1- 2021/FHSS-08)	Southern University College	RM14,300.00	Principal Investigator (Co-Researchers: Assoc. Prof. Dr. Ali Salman; Prof. Dato Sri Dr. Syed Arabi Idid; Dr. Loh Yoke Ling; Asst. Prof. Loh Yu Chiang; Ms. Ker Yuek Li)	2021- 2022

PUBLICATIONS

- Arandas, M. F.**, Idid, S. A., Loh, Y. L., & Alburbar, E. (2022). Framing the Peace and War Journalism on the Palestinian Presidents by a Malaysian Newspaper. *Capstone International Research Colloquium 2022 (CIRCO 3.0)*. Universiti Pendidikan Sultan Idris, Tanjong Malim, online Conference.
- Arandas, M. F.**, Idid, S. A., Loh, Y. L., & Chiang, L. Y. (2022). Proactive and reactive styles of Palestinian Presidents leadership in times of crisis. *Journal of Media and Information Warfare*, 15(1), 45-59.
- Loh, Y. L., Lim, L. C., **Arandas, M. F.**, & Yong, C. F. (2022). Covid-19 news pattern in Malaysiakini during MCO 1.0 & MCO 2.0. *The European Proceedings of Social & Behavioural Sciences EpSBS*, 123, 181-194. (WoS - CPCI-SSH Indexed)
- Arandas, M. F.**, Idid, S. A., Loh, Y. L., Chang, P. K., Mohamad, E., & Salman, A. (2021). Slanted framing of news stories of Palestinian Presidents by New Straits Times. *International Conference on Media and Communication (MENTION 2021)*. Universiti Kebangsaan Malaysia, Bangi, online Conference.
- Idid, S. A., **Arandas, M. F.** & Loh, Y. L. (2021). The Malaysian Image of Three U. S. Leaders: Biden, Trump, and Obama. *WAPOR Asia 4th Annual Conference*. World Association for Public Opinion Research, Bangkok, online Conference.
- Tay, P.X., Ker, Y. L., & **Arandas, M. F.** (2021). The Addiction to Mobile Social Games among Generation Z in University. *International Conference on Media and Social Science (iCOMS2021)*. Universiti Teknologi Malaysia, online Conference.

- Arandas, M. F.**, Loh, Y. L. (2021). The Russian Crisis Communication Response beyond MH17 Tragedy. *The European Proceedings of Social & Behavioural Sciences EpSBS, 110*, 58-65. (WoS - CPCI-SSH indexed)
- Loh, Y. L., Ali, M. N. S., Mustaffa, N., & **Arandas, M. F.**, (2021). Media literacy of Sarawak youth towards the official documentary film. *The European Proceedings of Social & Behavioural Sciences EpSBS, 110*, 42-50. (WoS - CPCI-SSH indexed)
- Arandas, M. F.**, Loh, Y. L. (2020). Indonesian crisis communication response after deliberate forest fires and transboundary haze. *Jurnal Komunikasi: Malaysian Journal of Communication, 36*(4): 294-307. (SCOPUS, WoS -ESCI, ERA indexed)
- Arandas, M. F.**, Loh, Y. L., & Loh, Y. C. (2020). Media Reliance and Credibility during Movement Control Order of COVID-19 in Malaysia. *WAPOR Asia: 3rd Annual Conference*. International Islamic University Malaysia (IIUM) & World Association for Public Opinion Research (WAPOR) Asia, Webinar.
- Chang, P. K., **Arandas, M. F.**, Genapathy, S., & Idid, S. A. (2020). Newspaper advertising for public relations practitioners during the Malaya era 1957-1963. *Asia Pacific Public Relations Journal, 22*: 1-8. (WoS -ESCI indexed)
- Arandas, M. F.**, Loh, Y. L., & Sannusi, S. N (2019). Exploring the needs and expectations of international students towards The National University of Malaysia (UKM). *Jurnal Personalial Pelajar, 22* (2): 137-144. (MyJurnal, index Copernicus indexed)
- Chang, P. K., **Arandas, M. F.**, Genapathy, S., & Idid, S. A. (2019). Advertising the public relations occupation in Malaya 1957-1963. *3rd Asia Pacific Public Relations Research and Education Network (APPRREN) International Research Symposium*. Universiti Teknologi MARA (UiTM), Shah Alam.
- Idid, S. A., Sannusi, S. N., & **Arandas, M. F.** (2019). Reliance media exposure and credibility. *International Conference on Media and Communication (MENTION 2019)*. Universiti Kebangsaan Malaysia, Tenera Hotel, Bangi, pp 626-644.
- Arandas, M. F.**, Chang, P. K., Mohamad, E., & Idid, S. A. (2019). Framing the first Palestinian general elections by Malaysia's New Straits Times. *Jurnal Komunikasi: Malaysian Journal of Communication, 35*(2): 141-158. (SCOPUS, WoS -ESCI, ERA indexed)
- Arandas, M. F.**, Chang, P. K., Mohamad, E. M. W., & Idid, S. A. (2018). Framing the reaction of president Abbas on the issue of moving the US embassy from Tel Aviv to Jerusalem. *e-Bangi, 15*(5): 181-192.
- Chang, P. K., & **Arandas, M. F.** (2018). Media analysis – traditional media content analysis of selected newspapers. *Seminar on GE14: An analysis*. IIUM, Gombak.
- Idid, S. A., **Arandas, M. F.**, & Chang, P. K. (2016). Recruiting the public relations officer during British colonial Malaysia. *IUKL International Postgraduate Colloquia (IIPC 2016)*, Infrastructure University Kuala Lumpur, 578-587.
- Idid, S. A., & **Arandas, M. F.** (2016). Professional values, ethics, and professionalism of public relations practitioners. *Jurnal Komunikasi: Malaysian Journal of Communication, 32*(1) 287-311. (SCOPUS, WoS -ESCI, ERA indexed)
- Idid, S. A., & **Arandas, M. F.** (2015). Professional values of public relations practitioners in Malaysia. *International Conference on Media and Communication (MENTION 2015)*. Universiti Kebangsaan Malaysia, RHR Hotel @ UNITEN, Bangi, pp1-13.

TEACHING RESPONSIBILITIES

- Advanced Communication Theories (Master's Degree)
- Quantitative Communication Research Methods (Master's Degree)
- Dissertation I & Dissertation II (Master's Degree)
- Research Methods in Communication (Bachelor's Degree)
- Principles of Public Relations (Bachelor's Degree)
- Public Relations (Bachelor's Degree)

Crisis Management (Bachelor's Degree)
 International Communication (Bachelor's Degree)
 Social Media and Public Spheres (Bachelor's Degree)
 Fundamental of Mass Communication (Bachelor's Degree)
 Dissertation (PART I) & (PART II) (Bachelor's Degree)
 Communication Research Methodology (Diploma)
 Journalistic English (Diploma)
 Introduction to Public Relations (Diploma)
 Professional Ethics & Media Monitoring (Diploma)
 Seminar on Media Issues (Diploma)
 JOUR3014 Industrial Training (Diploma)
 Introduction to Mass Communication (Foundation)

POSTGRADUATE SUPERVISION & EXAMINATION

STUDENTS' NAME	RESEARCH TITLE	PROGRAMME	ROLE	YEAR
Lai Rui Jie	<i>An Analysis on the Preferred Communication Medium by Different Generation in Improving Communication among Staff at Southern University College</i>	Master of Communication	Co-Supervisor	2020-2021
Lim Jit Teck	<i>Changing of online purchasing habit after the covid 10 pandemic</i>	Master of Communication	Main Supervisor	2022-current.
Wong Xin Yee	<i>The Interpersonal Skill on Young People Who Have Animation Dependency</i>	Master of Communication	Co-Supervisor	2022-current.
Tay Pei Xin	<i>The Effect of Digital Advertising on Consumer Behaviour</i>	Master of Communication	Internal Examiner	2022

REFERENCES

Prof Dato' Sri Dr. Syed Arabi Idid
 Department of Communication
 4th Rector (2006-2011)
 International Islamic University Malaysia (IIUM)
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Assoc. Prof. Dr. Ali Salman
 Center for Language Studies and Generic
 Development
 Universiti Malaysia Kelantan
 Email: ali.salman@umk.edu.my