



**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**

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

**AREAS OF SPECIALISATION**

Public Relations, Crisis Communication, Digital Media, Political Communication, & Media Framing

**LANGUAGES**

Arabic (Native), English (Advanced) & Malay (Intermediate)

## **PROFESSIONAL QUALIFICATIONS**

<b>Training of Trainers (ToT)</b> Development of National Training Plans	United Nations Development Programme (UNDP) and Malaysian Anti-Corruption Academy (MACA)	2011
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## **PROFESSIONAL MEMBERSHIP**

<b>Membership and organisation</b>	<b>Awarded Year</b>
Member, National Association for Media Literacy Education (NAMLE), USA	2024
Guest Member, European Association of Research Managers and Administrators (EARMA)	2023
Member, Qualitative Research Association of Malaysia (QRAM), Malaysia.	2021
Member, ARID Platform for Arabic Speaking Scholars, Experts, & Researchers, UK	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**

Research Excellence Award	Southern University College	2023
Staff Publication Award	Southern University College	2022
Academic Staff Honorary Award	Southern University College	2022
Best Paper Award: <i>The 7<sup>th</sup> International Conference on Communication and Media (i-COME'20)</i>	Universiti Utara Malaysia (UUM)	2020

## **COMMITTEE MEMBERSHIP**

<b>POSITION (APPOINTMENT)</b>	<b>ORGANIZATION/ EVENT</b>	<b>YEAR</b>
Internal Auditor	Malaysian Research Assessment (MyRA), Ministry of Higher Education (MoHE)	2023-2028
Member of Social Sciences Research Centre (SSRC)	Faculty of Humanities and Social Sciences/ Southern University College	2021-current
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, 2023
Member of Moderation Committee	Faculty of Humanities and Social Sciences/ Southern University College	2020-current
Member of E-Portfolio Committee	Faculty of Humanities and Social Sciences/ Southern University College	2020-current

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

### **REFeree FOR RESEARCH JOURNAL ARTICLE/S**

Qeios Journal	Qeios Ltd. London (UK)	2024
Frontiers in Communication, section Culture and Communication	Frontiers Media, Switzerland	2023
Journal of Communication Education	Malaysian Association of Communication Educators (MACE)	2022, 2024
Jurnal Komunikasi: Malaysian Journal of Communication	Universiti Kebangsaan Malaysia (UKM)	2021

### **RESEARCH PROJECTS**

<b>PROJECT TITLE</b>	<b>SPONSOR</b>	<b>ROLE</b>	<b>YEAR</b>
Open Distance Learning and Digital Literacy (SUCRF/C1-2021/FHSS-08)	Southern University College, Malaysia	Principal Investigator	2021-2023
Social media usage and social capital among university students	National Dong Hwa University, Taiwan	Co-researcher	2023-2024

### **PUBLICATIONS**

- Arandas, M.F.**, Salman, A., Idid, S. A., Loh, Y. L., Nazir, S., & Ker, Y. L. (2024). The influence of online distance learning and digital skills on digital literacy among university students post Covid-19. *Journal of Media Literacy Education*, 16(1), 79-93. (SCOPUS indexed)
- Lu, C. H., **Arandas, M.F.**, New, K. H., & Ker, Y. L. (2024). Exploring the Interplay of Social Media Engagement and Social Connectivity among Malaysian University Students. The 17<sup>th</sup> International Symposium on Communication and Development, Taiwan.
- Lu, C. H., New, K. H., **Arandas, M.F.**, Ker, Y. L. (2024). Unveiling the Diversity: Social Media Usage Patterns Among Malaysian College Students. 2024 Digital Genesis Conference, Taiwan.
- Lu, C. H., Ker, Y. L., New, K. H., & **Arandas, M.F.** (2024). Exploring Social Media Behaviors and Social Capital among Malaysia University Students. The 2nd Conference on AI Communication Innovation: Trends and Challenges in Higher Education Conference, Taiwan.
- Idid, S. A., & **Arandas, M. F.** (2023). Reflecting the Performance of Three American Presidents on Three Issues: Biden, Trump, and Obama. *Wapor Asia Pacific Sixth Annual Conference*. World Association for Public Opinion Research, Canberra, Australia.
- Arandas, M. F.**, Loh, Y. L., & Chiang, L. Y. (2021). Media Credibility, Misinformation, and Communication Patterns during MCO of COVID-19 in Malaysia. *International Online Journal of Language, Communication, and Humanities*, 4(2), 26-40.

- 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, Tanjung 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 4<sup>th</sup> 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: 3<sup>rd</sup> 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 Personalia Pelajar*, 22 (2): 137-144. (MyJurnal, index Copernicus indexed)
- Arandas, M. F. (2019). *Malaysian Media Coverage of Palestinian Presidents' Image during Crises 1996-2016*. (Doctoral dissertation, Universiti Kebangsaan Malaysia).
- Chang, P. K., **Arandas, M. F.**, Genapathy, S., & Idid, S. A. (2019). Advertising the public relations occupation in Malaya 1957-1963. *3<sup>rd</sup> 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.
- Arandas, M. F. (2015). *Professional Values of Public Relations Practitioners in Malaysia* (Master's dissertation, International Islamic University Malaysia).

## **TEACHING RESPONSIBILITIES**

### **Master's Degree**

Advanced Communication Theories  
Quantitative Communication Research Methods  
Dissertation I & Dissertation II

### **Bachelor's Degree**

Research Methods in Communication  
Principles of Public Relations  
Public Relations  
Crisis Management  
Communication and Campaign  
International Communication  
Digital Storytelling Production  
Introduction to Media Literacy  
Social Media and Public Spheres  
Media, Culture and Communication Theory  
Communication and Cultural Studies  
Introduction to Mass Communication  
Psychology of Communication  
Fundamental of Mass Communication  
Dissertation (PART I) & (PART II)

### **Diploma & Foundation**

Communication Research Methodology  
Journalistic English  
Introduction to Public Relations  
Professional Ethics & Media Monitoring  
Seminar on Media Issues  
Industrial Training  
Introduction to Mass Communication

## **POSTGRADUATE SUPERVISION & EXAMINATION**

<b>STUDENTS' NAME</b>	<b>RESEARCH TITLE</b>	<b>PROGRAMME</b>	<b>ROLE</b>	<b>YEAR</b>
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 Influence of Animation Dependency on Interpersonal Skill of Youth</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