

## **CURRICULUM VITAE**



Name : **ASSOC. PROF. DR. NORMAH MUSTAFFA**  
Work Address : **SCHOOL OF MEDIA AND COMMUNICATION STUDIES, FACULTY OF SOCIAL SCIENCES AND HUMANITIES, UNIVERSITI KEBANGSAAN MALAYSIA, 43600 BANGI, SELANGOR**  
Tel : **03-8921 5908 / 5456**  
Faks : **03-8921 3542**  
Mobile : **019-369 9925**  
E-mail : [normahm@ukm.edu.my](mailto:normahm@ukm.edu.my) / [normahm1@gmail.com](mailto:normahm1@gmail.com)  
Academic Qualification : **PhD (COMMUNICATION), CARDIFF, UNITED KINGDOM**

### **Brief Career History:**

- **Sept 1993 – May, 1994**  
Editor at Anzagain (M) Sdn Bhd, a subsidiary of Pahang Foundation, Malaysia.
- **June - Nov 20, 1994**  
Tutor at Faculty of Social Sciences, Universiti Malaysia Sarawak (UNIMAS).
- **Nov 28, 1994 – May 14, 1998**  
Tutor at Department of Communication, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia
- **May 15, 1998 – Dec 4, 2006**  
Lecturer at School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia
- **Dec 5, 2006 – Dec 12, 2012**  
Senior lecturer at School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia
- **March 15, 2007 – March 14, 2010**  
Head, Communication and Information Management Programme at School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.
- **April 1, 2011 – March 30, 2014**  
Chairperson, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.
- **April 1, 2014 – March 31, 2016**  
Chairperson, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.
- **December 12, 2012**  
Associate Professor, School of Media and Communication Studies, Faculty of Social Sciences and Humanities, Universiti Kebangsaan Malaysia.

Field(s) of Specialization: **Journalism, New Media, Visual Communication**

Current Research Areas/Topics: **Model Interaktif Media Baru: Reaksi Belia Terhadap Dasar Transformasi Kerajaan (Kod Projek: FRGS/1/2014/SS09/UKM/02/1)**

**Number of Postgraduate Students Supervised:**

Program	Status	Main supervisor	Committee
PhD	Graduated	3	4
	Ongoing	7	5
Master (with thesis)	Graduated	13	-
	Ongoing	1	-

**Achievements/Awards:**

- Salary Increment Award 2008
- Excellence Service Award 2009
- Excellence Service Award 2014
- Gold Medal FSSK Research Poster Competition 2008
- Gold Medal FSSK Research Poster Competition 2010

**Number of Publications:**

Publication	Quantity
Journal (2011-2016)	31
Book	4
Book chapters	5

**Latest Journal Publications:****2016**

- Faridah Ibrahim, Normah Mustaffa & Mohd Rajib Ab. Ghani. (2016). *Penulisan Media Massa*. Kangar, Perlis: Penerbit UniMAP
- Ali Salman, Normah Mustaffa, Mohd Azul Mohd Salleh & Mohd Nor Shahizan Ali. (2016). Social media and agenda setting: Implications on political agenda. *Jurnal Komunikasi Malaysian Journal of Communication*, 32(1): 607-623
- Das'ad Latif, Fauziah Ahmad & Normah Mustaffa. (2016). Pengaruh objektiviti berita tentang tenaga kerja Indonesia terhadap imej Malaysia di mata masyarakat Sulawesi Selatan. *Jurnal Komunikasi Malaysian Journal of Communication*, 32(1): 533-559
- Mohd Zuwairi Mat Saad, Normah Mustaffa, Abdul Latiff Ahmad & Badrul Redzuan Abu Hassan. (2016). Transformasi corak penulisan berita dalam akhbar arus perdana Malaysia. *Jurnal e-Bangi*, 11(1): 300-316
- Mohd Zuwairi Mat Saad, Normah Mustaffa, Abdul Latiff Ahmad & Badrul Redzuan Abu Hassan. (2016). Pemilihan dan autoriti sumber berita bingkai pilihanraya di Malaysia. *Jurnal Komunikasi Malaysian Journal of Communication*, 32(1): 561-579
- Mohd Nor Shahizan Ali, Mat Pauzi Abd Rahman, Zairul Anuar Md Dawam & Normah Mustaffa. (2016). The younger generation reading in siki experiment short film. *Proceedings of the Australia-Middle East Conference on Business and Social Sciences 2016, Dubai*, 606-613.

**2015**

- Ali Salman, Mohd Yusof Abdullah, Normah Mustaffa & Wan Amizah Wan Mahmud. (2015). Sustaining internet usage in the emerging digital economy: Transforming urban living?. *Journal of Asia Pacific Communication*, 169-180.

- Shahrul Nazmi Sannusi, Normah Mustaffa & Muhammad Adnan Pitchan. (2015). Transformation challenge for magazine advertising expenditure (ADEX) revenue in Malaysia. *Journal of Asia Pacific Communication*, 181-190.
- Fauziah Ahmad, Dafrizal Samsudin, Chang Peng Kee, Abdul Latiff Ahmad, Badrul Redzuan Abu Hassan, Normah Mustaffa & Mohd Yusof Abdullah. (2015). Social media and the Arab spring: Dissemination of information among Malaysians. *Journal of Asia Pacific Communication*, 220-230.
- Shahrul Nazmi Sannusi & Normah Mustaffa. (2015). Akhbar versi digital: Implikasi terhadap trend sirkulasi akhbar bercetak di Malaysia. *Jurnal Komunikasi, Malaysian Journal of Communication*, 31(2), 229-250.
- Ali Salman, Mohd Azul Mohamad Salleh, Normah Mustaffa & Mohd Nor Shahizan Ali. (2015). New media usage and youth participation. *Jurnal e-Bangi*, 72-80.
- Mus Chairil Samani, Jamilah Maliki, Mohd Helmi Abd Rahim, Mat Pauzi Abd Rahman & Normah Mustaffa. (2015). The media agenda of the new and traditional media in Malaysia: Constructing realities. *Jurnal e-Bangi*, 48-57.

## **2014**

- Haidir Fitra Siagian, Mohd. Yusof Hj. Abdullah, Normah Mustaffa & Fauziah Ahmad. (2014). Kesan dan penyertaan Ulama Selaku Pemimpin Pendapat Dalam Pembangunan Nasional di Provinsi Sulawesi Selatan. *Mediasi, Jurnal Komunikasi*, 345-359.
- Hasrul Hashim, Sabariah Mohamad Salleh, Normah Mustaffa, Badrul Redzuan Abu Hassan, Mohd. Nor Shahizan Ali, Mohd Helmi Abd. Rahim. (2014). The Juxtaposition Relationship Between The Narrative Process and the Final Product of An Audio Visual Production. *International Journal of Multidisciplinary Thought*, 4(1), 347-352.
- Lee Hui Er, Normah Mustaffa, Ali Salman. (2014). Faktor-faktor yang mempengaruhi remaja Lembah Kelang untuk terus membaca dan membeli melalui pengiklanan facebook. *Jurnal Komunikasi Malaysia Journal of Communication*, 30(1), 229-250.
- Ali Salman, Mohd Azul Mohamed Salleh, Mohd Yusof Hj. Abdullah, Normah Mustaffa, Abdul Latiff Ahmad, Chang Peng Kee, Suhana Saad. (2014). ICT acceptance among Malaysian urbanites: A study on additional variables in user acceptance of the new media. *Geografia: Malaysian Journal of Society and Space*, 86-96.

## **2013**

- Normah Mustaffa, Wan Amizah Wan Mahmud, Fauziah Ahmad, Maizatul Haizan Mahbob & Mohd Helmi Abd Rahim. (2013). Kebergantungan Internet dan Aktiviti Online Remaja di Lembah Kelang. *Jurnal Komunikasi Malaysia Journal of Communication*, 29(1), 199-212.
- Faridah Ibrahim, Normah Mustaffa, Fauziah Ahmad, Chang Peng Kee & Wan Amizah Wan Mahmud. (2013). Peace journalism: Implications of war and peace news amongst Malaysian audience. *Journal of Asian Pacific Communication*, 23(1), 258-269.
- Mohd. Nor Shahizan Ali, Latiffah Pawanteh, Normah Mustaffa, Hasrul Hashim & Abdul Latiff Ahmad. (2013). New Audience Message Absorption via Audio Visual Technology. *Asian Social Sciences Journal*, 9(8), 107-115.
- Mohd. Helmi Abd. Rahim, Normah Mustaffa, Fauziah Ahmad & Novel Lyndon. (2013). A "Memoryscape" Malayan Union 1946: The Beginning and Rise of Modern Malay Political Culture. *Asian Social Sciences Journal*, 9(6), 36-42.

## **2012**

- Noor Azlin Bidin & Normah Mustaffa. (2012). Blogosphere: How youth perceived blogs credibility. *Jurnal Komunikasi Malaysia Journal of Communication*, 28(1), 33-54.
- Haidir Fitra Siagian, Mohd Yusof Abdullah, Normah Mustaffa & Fauziah Ahmad. (2012). Kedudukan ulama dalam mensosialisasikan kebijaksanaan Negara. *Mediasi Jurnal Komunikasi*, 3(6), 165-186.
- Mohd Nor Shahizan Ali, Mat Pauzi Abd Rahman, Hasrul Hashim, Normah Mustaffa & Mus Chairil Samani. (2012). Freedom of photography – the Malaysian scenario: A vital element of press freedom. *Asian Social Sciences Journal*, 8, 38-45.
- Fauziah Ahmad, Chang Peng Kee, Normah Mustaffa, Faridah Ibrahim, Wan Amizah Wan Mahmud & Dafrizal. (2012). Information propagation and the forces of social media in Malaysia. *Asian Social Sciences Journal*, 8, 71-76.
- Faridah Ibrahim, Ali Salman, Chang Peng Kee, Normah Mustaffa & Fauziah Ahmad. (2012). Striking a balance between science and arts: Mass media dilemma in reporting health and environmental issues. *Asian Social Sciences Journal*, 8, 77-84.
- Maizatul Haizan Mahbob, Wan Idros Wan Sulaiman, Wan Amizah Wan Mahmud, Normah Mustaffa & Mohd Yusof Abdullah. (2012). The elements of behavioral control in facilitating the acceptance of technological innovation on Malaysia online government services. *Asian Social Sciences Journal*, 8, 125-131.
- Faridah Ibrahim, Tika Nuraeni, Fauziah Ahmad, Chang Peng Kee & Normah Mustaffa. (2012). Bahasa komunikasi dan pengantaraan produk: Satu analisis. *Gema Online Journal of Language Studies*, 12(1), 257-273.

## **2011**

- Normah Mustaffa, Faridah Ibrahim, Wan Amizah Wan Mahmud, Fauziah Ahmad, Chang Peng Kee & Maizatul Haizan Mahbob. (2011). Diffusion of innovations: The adoption of facebook among youths in Malaysia. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 8.
- Faridah Ibrahim, Normah Mustaffa, Chang Peng Kee & Fauziah Ahmad. (2011). Images and issues of superpowers: An analysis of the international news coverage by the government owned news agency, Bernama via four national dailies. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 6.
- Fauziah Ahmad, Normah Mustaffa, Samsudin A. Rahim, Fuziah Kartini Hassan Basri, Abdul Latiff Ahmad & Jamaluddin Aziz. (2011). Confronting environmental risk via communication. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 9.
- Wan Amizah Wan Mahmud, Faridah Ibrahim, Normah Mustaffa & Fuziah Kartini Hassan Basri. (2011). Malaysian film censorship board (LPF) in the globalization era: Towards transformation and innovation. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 10.
- Ali Salman, Faridah Ibrahim, Mohd Yusof Abdullah, Normah Mustaffa & Maizatul Haizan Mahbob. (2011). The impact of new media on traditional mainstream mass media. *The Innovation Journal: The Public Sector Innovation Journal*, 16(3), article 7.
- Normah Mustaffa, Faridah Ibrahim, Fauziah Ahmad & Mohd Helmi Abd Rahim. (2011). *Visual dan pemberitaan perang dalam media di Malaysia*. *Jurnal Pengajian Media Malaysia*, 13(2), 65-74.

## Research Grants:

---

1. Media Literacy: Access And Interpreting Of Media Messages Among Malaysia Secondary School Students (Kod projek: 06-01-02-SF0212) **Okt 2006-Okt 2008**
2. Hubungan Isu-Isu Awam, Pendapat Publik Dan Pengaruh Media Massa Ke Atas Generasi Muda (Kod projek: SK/15/2008/GLKK) **Jul 2008-Mac2009**
3. Pemberitaan Perang Dan Damai: Analisis Media Dan Khalayak (Kod projek: UKM-GUP-TKS-08-11-288) **Jan 2008-Dis 2009**
4. Kajian Penempatan dan Kebolehterimaan Kerja Graduan Komunikasi dan Media (Kod projek: SK/11/2009/GLKK) **Apr 2009-Okt 2009**
5. Kepentingan Komunikasi Tanpa Lisan Dalam Pengajaran di Universiti (Kod projek: UKM-PTS-044-2009) **Jul 2009-Sept 2010**
6. Teknik Selingan Bagi Menghilangkan Kebosanan dan Rasa Mengantuk Para Pelajar Semasa Kuliah (Kod projek: UKM-PTS-042-2009) **Jul 2009-Jan 2010**
7. Effects of Media Violence on Young Adults: Revisiting Cultivation Theory from the Perspective of Malaysian Audience (Kod projek: UKM-SK-05-FRGS0076-2009) **Nov2009-Okt2011**
8. Penyeliaan Pelajar Kelas Metodologi Penyelidikan: Keengganan Pelajar untuk Bertemu Pensyarah (Kod projek: UKM-PTS-043-2009) **Ogos2009-Jul 2010**
9. Pembinaan Pelan Komunikasi (Kod projek: UKM-GPP-PPKK-29-2009) **Og2009-Ogos2010**
10. Pengujian Teori Difusi Inovasi Terhadap Penerimaan Facebook Dalam Kalangan Remaja di Lembah Kelang (Kod projek: UKM-SK-05-FRGS0069-2010) **Apr2010-Mac2011**
11. Pengujian Teori Penentuan Agenda dalam konteks Agenda Etnik Media dan Khalayak (Kod projek: UKM-SK-05-FRGS0072-2010) **Mei2010-Apr2012**
12. Lagi Teknik Selingan Bagi Menghilangkan Kebosanan dan Rasa Mengantuk Pelajar Semasa Kuliah (Kod Projek: UKM-PTS-049-2010) **Jun – Dis 2010**
13. Reevaluating Agenda Setting Theory: Constructing Citizen vs Government Agenda (Kod Projek: UKM-SK-05-FRGS0174-2010) **Og2010-Ogos 2012**

---

14. Persepsi Khalayak terhadap Kredibiliti Sumber Media di Malaysia (Kod Projek: UKM-DIPM-094-2011)	<b>Mac 2011 – Feb2012</b>
15. Pembentukan Dimensi Kebolehpercayaan Media untuk Mengukur Prestasi Media (Kod Projek: UKM-GUP-2011-140)	<b>Ogos2011-Ogos2012</b>
16. Pembinaan Model Khalayak Pasca Moden Dalam Persekitaran Media Baru (Kod Projek: FRGS-2011-SS-UKM-03-7)	<b>Jun2011-Dis2012</b>
17. Transforming Towards e-PR in the Malaysian Public Relations Professional Body (Kod Projek: PHI-2011-01)	<b>Jul2011-Dis2012</b>
18. Academic Writing Skills and Graduate Students: Coping with Writing Challenges (Kod Projek: PTS-2011-093)	<b>Apr2011-Sept2012</b>
19. Kebergantungan Internet dan aktiviti-aktiviti online remaja di Lembah Kelang (Kod Projek: SK-2012-004)	<b>Feb2012-Julai2012</b>
20. Pengujian Teori Kebergantungan Media Terhadap Khalayak Dalam Konteks Berita Konflik di Asia Barat	<b>Apr2012-Apr2014</b>
21. Peranan Visual Dalam Berita Krisis Lahad Datu Sabah Menerusi Akhbar Aliran Perdana (Kod Projek: DPP-2013-163)	<b>Jan – Dis 2013</b>
22. Kewartawanan Damai Daripada Perspektif Media Aliran Perdana, Media Alternatif dan Khalayak: Kajian Kes Lahad Datu, Sabah	<b>Jan – Dis 2013</b>
23. Reka bentuk Semula Multimodaliti Melalui Hubungan Perseiringan Idea Dalam Proses Naratif Dengan Hasil Akhir Penerbitan Produksi Audio Visual (Kod Projek: FRGS/1/2013/SS09/UKM/03/2)	<b>Apr2013-Sept2015</b>
24. Model Interaktif Media Baru: Reaksi Belia Terhadap Dasar Transformasi Kerajaan (Kod Projek: FRGS/1/2014/SS09/UKM/02/1)	<b>Jul2014-Dis2016</b>