



Nurul Akqmie Binti Badrul Hisham, PhD

Aspiring Scholar | Intercultural Communication & Youth Studies Researcher

Contact Information

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1. Profile

As a dedicated aspiring scholar specializing in intercultural communication, I am fuelled by a passion for understanding cultural dynamics in a rapidly evolving world. My academic journey is defined by a commitment to uncovering how popular culture influences the interactions and shared experiences of the younger generation.

My research specifically examines the intersection of youth culture, digital media, and social cohesion. I earned my PhD focusing on the mediatization phenomenon among Korean Wave fans in Malaysia, exploring how Gen Z navigates their identity through global pop culture. Currently serving as a Research Fellow at the Institute of Ethnic Studies (KITA), UKM, I aspire to inspire future generations in the field of intercultural communication while contributing rigorous academic insights into the lived experiences of Malaysian youth.

2. Research Interests

- **Youth Studies:** Investigating the social behaviors, fandoms, and digital consumption patterns of the younger generation (Gen Z).
- **Intercultural Communication:** Analyzing cross-cultural dynamics and social cohesion in a multicultural society.
- **Mediatization & Digital Culture:** Exploring how social media acts as an agent of cultural change and reality construction.



- Popular Culture: Studying the "Korean Wave" (Hallyu) and its impact on local youth identity.

3. Academic Appointments & Leadership

Research Fellow *Institute of Ethnic Studies (KITA), Universiti Kebangsaan Malaysia (UKM)* | 2023 – Current

- Leading research initiatives on social cohesion and digital culture.
- UNESCO Chair Manager: Managing the UNESCO Chair on Social Practices in Intercultural Communication & Social Cohesion.

Advisor *UNESCO Club UKM* | Current

- Providing academic mentorship to student-led initiatives, fostering leadership and intercultural understanding among university students.

Lecturer (Media and Communication) *Xiamen University Malaysia* | 2021 – 2023

- Delivered courses on Broadcast Advertising, Media Law, and Film Appreciation to an international student body.
- Served as Researcher for XMUMRF and Co-Researcher for the UKM-UNESCO Media Literacy Project.

4. Key Research Grants (Principal Investigator)

- GGPM UKM 2024: "United in the Korean Wave: A Framework for Social Cohesion, Youth Fandom, and Digital Culture in Malaysia".
- XMURF 2023: "New Korean Wave: Social Media as Agent of Mediatization Process of the Non-KPop Cultural Product Among Malaysia Youth".

5. Education

PhD in Communication *Universiti Kebangsaan Malaysia (UKM)* | 2016 – 2021

- Thesis: "The Mediatization And Culture Of The Korean Wave Phenomenon Among Malay Female Youth".
- Award: Samsudin A. Rahim Award 2021 (Young Scholar Award).

Master of Communication (Screen Studies) *Universiti Sains Malaysia (USM)* | 2010 – 2011

- Dissertation: Application of montage element in editing technique on 'Susuk'.

BSc Media Studies (Hons) *Universiti Kebangsaan Malaysia (UKM)* | 2006 – 2009



- Achievement: Dean's List 2008-2009.

6. Publications

Journal Articles

- Badrul Hisham, N. A., Ahmad, A. L., & Kee, C. P. (2025). Social media influencers as cultural intermediaries: Negotiating the Korean Wave in Malaysia. *SEARCH Journal of Media and Communication Research*, 17(3), 1–16. <https://doi.org/10.58946/search-17.3.P1>
- Veeriah, J., Veeraiah, C., & Badrul Hisham, N. A. (2025). Fake news and youth perceptions: The third-person effect, locus of control, and fact-checking among Selangor's young generation. *Jurnal Komunikasi: Malaysian Journal of Communication*, 41(2), 226-242. <https://doi.org/10.17576/JKMJC-2025-4102-13>
- Badrul Hisham, N. A., Ahmad, A. L., & Kee, C. P. (2025). The cultural mediatization of the Korean Wave phenomenon in Malaysia: The role of social media influencers as social agents. *International Journal of Research and Innovation in Social Science (IJRISS)*, 9(4), 6366-6377. <https://doi.org/10.47772/IJRISS.2025.90400460>
- Badrul Hisham, N. A. (2024). New Korean Wave: Social media as agent of mediatization process of the non-K-Pop cultural product among Malaysian youth. *Malaysian Journal of Communication*, 40(4), 378-389.
- Badrul Hisham, N. A. (2024). Hallyu stars mediated fandom: Understanding mediatization of non-K-Pop consumption among Malaysian youth. *e-Bangi: Journal of Social Sciences & Humanities*, 21(3), 613-624.
- Ahmad Nor Khushairi, M. Z. A., Hashim, H., & Badrul Hisham, N. A. (2022). *Analisis estetika penerbitan kandungan kreatif video media sosial: Kajian terhadap Instagram Khairulaming*. *Jurnal Komunikasi: Malaysian Journal of Communication*, 38(4), 268-285.
- Badrul Hisham, N. A., Ahmad, A. L., & Kee, C. P. (2021). *Mediatisasi dan budaya: Pengalaman peminat Gen Z Gelombang Korea Malaysia mengharungi pandemik global Covid-19*. *Jurnal Komunikasi: Malaysian Journal of Communication*, 37(1), 314-333.

Books & Chapters

- Badrul Hisham, N. A., Ahmad, A. L., Hun, P. G., & Nazri, N. A. (2025). Mediatization, cultural negotiation and everyday practices of the Korean Wave among Malaysian youth. In K.-W. Lee (Ed.), *The Korean Wave in Asia now: The everyday and affect* (pp. 69-94). Jigeumpungryu Publishing.
- Yaakup, H. S., Yaakup, M., & Badrul Hisham, N. A. (2025). Lokalisasi muzik rap dan hip hop Malaysia dari 1990-an sehingga kini. In N. H. Mohamed Khairuddin & R. I.



Raja Halid (Eds.), *Ritma atas puisi: Muzik rap dan budaya hip hop* (pp. 157-164).
Kampung Karyawan Amanjaya.

- Hashim, H., Badrul Hisham, N. A., & Salleh, S. M. (2022). *Modul pembelajaran literasi media & informasi*. Pusat Pengajian Media Komunikasi, UKM.
- Ahmad, A. L., Hashim, H., & Badrul Hisham, N. A. (2022). Kandungan media dari perspektif sosio budaya. In *Modul Media Literasi UNESCO*.
- Badrul Hisham, N. A. (2019). A preliminary study on the influence of K-Drama in Southeast Asia: A focus on local drama. In *The Vision for ASEAN by Young Scholars* (Vol. 1, pp. 42-19).

7. Fellowships & International Engagement

Scholarly Awards

- Young Scholar Award: Samsudin A. Rahim Award (2021).
- IKMAS-Nippon Foundation Young Scholar: Recipient in 2018 & 2019.

International Programs

- Sophia University Online Summer Program, Japan (2020).
- APAC Trusted Media Summit, Singapore (2019) & Online (2020).
- YSEALI Media Literacy, Yangon, Myanmar (2019).
- ASEA UNINET Sustainable Development Participant, Indonesia (2019).

8. Technical Skills & Languages

Technical Proficiency

- Research Software: NVivo 12.
- Productivity: Microsoft Office (Word, Excel, PowerPoint).

Languages

- Bahasa Melayu: Excellent (STPM & SPM A).
- English: Good proficiency (TOEFL IBT: 93; MUET: Level 4).

