



Nurul Akqmie Binti Badrul Hisham, Phd.

Background and Goal

As a young and aspiring scholar specializing in intercultural communication, my unwavering passion lies in research. My journey into the world of academic began in 2007, as an undergraduate I served as an enumerator for the FSSK's Deputy Dean of Research, Dr. Latiffah Pawanteh. This early experience laid the foundation and allowing me to gain valuable insights into data collection and analysis. In 2009, I had the privilege to of working as a research assistant, delving into projects centered around intercultural communication among societies' everyday life. This enabled me to explore the complexities of cultural dynamics and their impact on daily interaction. Through my involvement in these projects, I developed a deep interest in the intercultural communication. My world widens when I explore screen studies as my MA's major in USM and come back to UKM for my PhD, looking at the Mediatization phenomenon among Korean Wave fans in Malaysia. Through my work, I aim to shed light on the intricate connections between popular culture such as music and content along with intercultural dynamics, contributing to a greater understanding of how these influences shape our collective experiences and interactions.

Recognition

1. Maktab PDRM Kuala Lumpur (2022) Keadaan Literasi Media Dalam Masyarakat Malaysia Pada Masa Kini
2. Universitas Mercu Buana Indonesia (2021) Intercultural Communication Virtual Festival 2021.
3. Philippine Science High School (2021) - Hallyu in Malaysia and Basic Hangeul
4. 2019 Online Supporters of the Embassy of Republic of Korea - Promoting Korean Culture in Malaysia
5. Weekly Contributor of KMania Malaysia
6. Advanced Communication Theory - UPM (2021)
7. Media, Budaya dan Masyarakat - UKM (2021)
8. Komunikasi Antarabudaya - UKM (2019)
9. DASEIN Academy of Art (2019) - Lecture In Research and Communication

Get in touch!

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43000 Bangi,
Selangor.

2021 - 2023 Academic Experience

Xiamen University Malaysia

Broadcast Advertising
Media and Communication Law
Media History
Film Appreciation: Introduction to
Cinema

Research Grant

Xiamen University Malaysia Research
Fund (XMUMRF) Cycle 11/2023

UKMI

Broadcast Journalism
Media Entrepreneurship

Award Recipient of Young Scholar

Samsudin A. Rahim Award 2021
IKMAS-Nippon Foundation Young
Scholar 2018 & 2019

WORK EXPERIENCES

Institut Kajian Etnik, Universiti Kebangsaan Malaysia (UKM), Selangor

Current

Lecturer

UNESCO CHAIR on Social Practices in Intercultural Communication & Social Cohesion.

Xiamen University Malaysia, Selangor

2021 - 2023

Media and Communication Lecturer

Preparing and conducting lectures for international students and conducting research work.

Researcher, XMUMRF

Co-Researcher, UKM-UNESCO Media Literacy Project

Universiti Kebangsaan Malaysia (UKM), Selangor

2009, 2013, 2016-2017

Centre for Research in Media and Communication

Researcher Assistant

Preparing, presenting and writing final report on a research on the current Malaysian media, a collaboration research for Passau University of Germany together with representative from Thailand, Vietnam, and Indonesia. (2009, 2013, 2016 -2017).

Undertook research work for a series of biography starting with the previous Vice Chancellor Dato' Prof. Dr. Sharifah Hapsah binti Syed Hasan Shahabudin. (2009) With PENERBIT UKM.

Currently working on UNESCO Media and Information Module Project and Workshop.

RHB Islamic Bank

June 2012 – Dec 2013

Assist on Corporate Communication's task i.e. Corporate events such as GIFF 2012, Offside meeting, launching, write up for events and invitations etc.

OtherEye Communication Sdn. Bhd

June 2011 – May 2012

Account Executive

- Servicing Clients Regarding Media And Advertising Planning.
- Provide and contribute new ideas for concepts, events, artwork, copy writing etc.

AirAsia X

March 2011 - May 2011

Guest Service Assistant

- Attend passengers need and special care.
- Assist and lead passage for better journey experience.

PUBLICATIONS

A. Journal

1. Muhammad Zafran Anas Ahmad Nor Khushairi, Hasrul Hashim & Nurul Akqmie Badrul Hisham. (2022). Analisis Estetika Penerbitan Kandungan Kreatif Video Media Sosial: Kajian Terhadap Instagram Khairulaming. *Jurnal Komunikasi- Malaysian Journal of Communication* Vol 38(4) 268-285 (Scopus)
2. Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad & Chang Peng Kee. (2021) Mediatisasi Dan Budaya: Pengalaman Peminat Gen Z Gelombang Korea Malaysia Mengharungi Pandemi Global Covid-19. *Jurnal Komunikasi- Malaysian Journal of Communication* Vol 37(1) 314-333 (Scopus).
3. Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad & Chang Peng Kee. (2019) Refleksi Penerokaan Etnografi Peminat Gelombang Korea di Malaysia. *Jurnal Komunikasi- Malaysian Journal of Communication* Vol 35(4) 286-304 (Scopus).

B. Book Chapter

1. Abdul Latiff Ahmad, Hasrul Hashim & Nurul Akqmie binti Badrul Hisham (2022). Kandungan Media dari Perspektif Sosio Budaya. Modul Media Literasi UNESCO.
2. Nurul Akqmie Badrul Hisham. (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) 42-19.

C. Proceedings

1. Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad, Chang Peng Kee (2022). The Mediatization And Culture of The Korean Wave Phenomenon Among Malay Female Youth. *Mercu Buana International Conference on Communication Science (MICoCS)*.
2. Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad, Chang Peng Kee (2021). The Mediatization and Culture Of The Korean Wave Phenomenon Among Malay Female Youth. *2021 World Communication Association (WCA) Online Conference*.
3. Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad, Chang Peng Kee Oliver Hahn (2019). *Mediatisasi Budaya: Meneroka Peranan Media Sosial Terhadap Minat Belia Wanita Melayu Terhadap Gelombang Korea*, Mention 2019 International Conference.
4. Nurul Akqmie Badrul Hisham (2018). A Preliminary Study In The Influence Of Kdrama In South East Asia: A Focus On Local Drama, *The 11th International Malaysian Studies Conference (MSC11)*.
5. Nurul Akqmie Badrul Hisham, Abdul Latiff Ahmad, Chang Peng Kee. (2017), *Mediatization dan Budaya: Satu Kajian Penerokaan Mengenai Produk Budaya Korea Di Dalam Budaya Kehidupan Harian Belia Wanita Melayu*, Mention 2017 International Conference.

D. Newspaper

1. Drama Korea bukan penyebab bunuh diri. *Utusan Digital* 21 Oct 2021

E. E-book

1. Hasrul Hashim, Nurul Akqmie Badrul Hisham, Sabariah Mohamed Salleh (2022). Modul Pembelajaran Literasi Media & Informasi. Pusat Pengajian Media Komunikasi, UKM.

International Sponsored Activity

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

International Islamic University Malaysia (IIUM), Gombak

2011

Research Assistant

Undertook research work for Dato' Seri Prof. Dr Syed Arabi Idid
Research on the profile studies of public relations in Malaysia.

Blu Inc Media Sdn Bhd

May 09 – Jul 09

Internship – Magazine Writer with "EH"

Research Interest

- Intercultural Communication
 - Popular Culture
 - Mediatization
 - Social Media
 - Youth Studies
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Academic History

Universiti Kebangsaan Malaysia (UKM), Selangor

2016 - 2021

PhD In Communication (Awarded November 2021)

Thesis: The Mediatization And Culture Of The Korean Wave Phenomenon Among Malay Female Youth.

Centre for Research in Media and Communication.

Dean's List Of 2008-2009

Universiti Sains Malaysia (USM), Penang

2010 – 2011

School of Communication

Master of Communication Majoring in Screen Studies

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

Project: 'Tagged': Graffiti Commercial Documentary.

Universiti Kebangsaan Malaysia (UKM), Selangor

2006 – 2009

BSc Media Studies (with Honours)

Sekolah Menengah Kebangsaan
Gombak Setia

Sijil Tinggi Pelajaran Malaysia (STPM)

2004 – 2005

Sekolah Menengah
Kebangsaan Seri Gombak

Sijil Pelajaran Malaysia (SPM)

1999-2003

Technical Skills

- NVivo 12
- Operating System: Mac OSX, Windows 98, XP, Vista
- Microsoft Office: Word, Excel, Power Point
- Language Proficiency:
- Bahasa Melayu : Excellent (STPM & SPM A)
- English : Good
- Malaysian University English Test (MUET) Level 4
- Test of English as A Foreign Language (TOEFL IBT) 93
- Possess a full clean Malaysian driving license

References


1. Assoc. Prof. Dr. Abdul Latiff Ahmad

Director of UKM Global.

Universiti Kebangsaan Malaysia,

43600 UKM Bangi

Selangor

 03- 8921 4188

 pghpha@ukm.edu.my / alba@ukm.edu.my

2. Assoc. Prof. Dr. Chang Peng Kee

Senior Lecturer


Centre for Research in Media and Communication,

Faculty of Social Sciences & Humanities

Universiti Kebangsaan Malaysia

43600 UKM Bangi

Selangor

 03-8921 4186

 chang@ukm.edu.my