CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI ***(Personal Details)***			
Nama Penuh *(Full Name)*	HANI SALWAH BINTI YAAKUP		Gelaran *(Title):* DR.
No. MyKad / No. Pasport *(Mykad No. / Passport No.)* 830915-08-5018	Warganegara *(Citizenship)* MALAYSIA	Bangsa *(Race)* MELAYU *(MALAY)*	Jantina *(Gender)* PEREMPUAN *(FEMALE)*
Jawatan *(Designation)*	PENSYARAH KANAN *(SENIOR LECTURER)*	Tarikh Lahir *(Date of Birth)*	15 SEPTEMBER 1983
Kepakaran *(Expertise)*	Filem & Budaya; Filem & Sosiologi; Seram Malaysia; Budaya & Peradaban; Media Massa, Penyiaran; Budaya Popular. *Film & Culture; Film & Sosiology; Horror Film; Culture & Civilization; Mass Communication, Broadcasting; Popular Culture.*		
Penyelia (*Supervision)*	Master by Coursework (Graduated): 2 ; (Ongoing): 0 Master by Thesis (Graduated): 1 Ph.D (Graduated) : 4 Ph.D (Ongoing): 4		

Alamat Semasa *(Current Address)*	Jabatan/Fakulti *(Department/Faculty)*	E-mel dan URL *(E-mail Address and URL)*
20, JALAN MELUR SATU, TAMAN SRI RAMAL, 43000 KAJANG, SELANGOR DARUL EHSAN.	JABATAN KOMUNIKASI, FAKULTI BAHASA MODEN DAN KOMUNIKASI, UNIVERSITI PUTRA MALAYSIA 43400 SERDANG, SELANGOR DARUL EHSAN, MALAYSIA. *DEPARTMENT OF COMMUNICATION,* *FACULTY OF MODERN LANGUAGES & COMMUNICATION,* *UNIVERSITI PUTRA MALAYSIA,* *43400 SERDANG,* *SELANGOR DARUL EHSAN, MALAYSIA.*	E-mail: hanisalwah@upm.edu.my H/P: +6012-2390542 **Google Scholar Profile (H-index Google Scholar = 7)** https://scholar.google.com/citations?user=8_rffUkAAAAJ&hl=en **Scopus Author Profile (H-index Scopus = 2)** https://www.scopus.com/authid/detail.uri?authorId=57202854083 **World of Science (WOS) Author Profile (H-index WOS=2)** https://www.webofscience.com/wos/author/record/JVO-8354-2024 **Research Gate**: https://www.researchgate.net/profile/Hani-Yaakup **ORCID iD:** https://orcid.org/0000-0002-0071-4471

B. KELAYAKAN AKADEMIK ***(Academic Qualification)***			
Nama Sijil / Kelayakan *(Certificate / Qualification obtained)*	Nama Sekolah Institusi *(Name of School / Institution)*	Tahun *(Year obtained)*	Bidang pengkhususan *(Area of Specialization)*
DIPLOMA KOMUNIKASI DAN MEDIA (CGPA: 3.71) *DIPLOMA IN COMMUNICATION & MEDIA* (CGPA: 3.71)	FAKULTI KOMUNIKASI & PENGAJIAN MEDIA, UNIVERSITI TEKNOLOGI MARA. *FACULTY OF COMMUNICATION & MEDIA STUIDES, UNIVERSITI TEKNOLOGI MARA.*	2004	KOMUNIKASI MASSA *MASS COMMUNICATION*
SARJANA MUDA KOMUNIKASI MASSA (PENYIARAN) (KEPUJIAN) (CGPA: 3.69) *BACHELOR IN MASS COMMUNICATION (BROADCASTING) (HONS.) (CGPA: 3.69)*	FAKULTI KOMUNIKASI & PENGAJIAN MEDIA, UNIVERSITI TEKNOLOGI MARA. *FACULTY OF COMMUNICATION & MEDIA STUIDES, UNIVERSITI TEKNOLOGI MARA.*	2006	PENYIARAN *BROADCASTING*
SARJANA SAINS SOSIAL (PENGURUSAN KOMUNIKASI) (CGPA: 3.89) *MASTER IN SOCIAL SCIENCE (COMMUNICATION MANAGEMENT)* (CGPA: 3.89)	FAKULTI SAINS SOSIAL & KEMANUSIAAN, UNIVERSITI KEBANGSAAN MALAYSIA. *FACULTY OF SOCIAL SCIENCE & HUMANITIES, UNIVERSITI KEBANGSAAN MALAYSIA.*	2010	KOMUNIKASI MASSA DAN FILEM *MASS COMMUNICATION & FILM*
Ph.D (KOMUNIKASI) Ph.D *(COMMUNICATION)*	FAKULTI SAINS SOSIAL & KEMANUSIAAN, UNIVERSITI KEBANGSAAN MALAYSIA. *FACULTY OF SOCIAL SCIENCE & HUMANITIES, UNIVERSITI KEBANGSAAN MALAYSIA.*	2016	FILEM, BUDAYA DAN KOMUNIKASI MASSA *FILM, CULTURE & MASS COMMUNICATION*

C. KEMAHIRAN BAHASA *(Language Proficiency)*					
Bahasa / *Language*	Lemah *Poor (1)*	Sederhana *Moderate (2)*	Baik *Good (3)*	Amat Baik *Very good (4)*	Cemerlang *Excellent (5)*
English			/		
Bahasa Melayu					/
Chinese					
Lain-lain *(other):*					

D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN ***(Scientific experience and Specialisation)***				
Organization	*Position*	*Start Date*	*End Date*	*Expertise*
INSTITUT TERJEMAHAN DAN BUKU MALAYSIA (ITBM) *MALAYSIAN INSTITUTE OF TRANSLATION AND BOOKS*	Pewasit penerbitan buku di ITBM. *Publication reviewer at ITBM*	2015	Kini (*NOW*)	Penerbitan *Publishing*
INSTITUT TERJEMAHAN DAN BUKU MALAYSIA (ITBM) *MALAYSIAN INSTITUTE OF TRANSLATION AND BOOKS*	Pakar rujuk filem dan adaptasi *Subject matter expert (film & adaptation)*	2022	Kini (*NOW*)	Filem, Adaptasi, Budaya *Film, Adaptation, Culture*
PENERBIT UKM *UKM PUBLISHING*	Pewasit penerbitan buku di Penerbit UKM. *Publication reviewer at UKM.*	2016	Kini (*NOW*)	Filem & Media. *Film & Media*
DEWAN BAHASA DAN PUSTAKA (DBP) *INSTITUTE OF LANGUAGE & LITERATURE*	Panel pakar dalam filem dan budaya untuk Penerbitan Buku Kajian Sastera dan Industri Skrin (Filem Adaptasi). *Subject matter expert (film & culture) for book publicatin*	2018	Kini (*NOW*)	Filem, Adaptasi, Budaya. *Film, Adaptation, Culture*
DEWAN BAHASA DAN PUSTAKA (DBP)	Pakar rujuk dalam bidang penulisan	2017	Kini (*NOW*)	Penulisan kreatif, Sastera, Komunikasi

	kreatif, sastera, komunikasi massa dan budaya. *Subject matter expert (creative writing, literature*			Massa, Budaya. *Creative writing, literature, mass communication & culture*
PENERBIT UKM *UKM PUBLISHING*	Pewasit JURNAL KOMUNIKASI (MALAYSIAN JOURNAL OF COMMUNICATION) **SCOPUS-Indexed.** *Reviewer for JURNAL KOMUNIKASI (MALAYSIAN JOURNAL OF COMMUNICATION)* ***SCOPUS-Indexed.***	2018	Kini (*NOW*)	Filem, Penyiaran, Budaya Popular, Budaya, Komunikasi Massa & Pengajian Media *Film, Broadcasting, Popular Culture, Culture, Mass Communication & Media Studies.*
PENERBIT UM *UM PUBLISHING*	Pewasit JURNAL PENGAJIAN MEDIA MALAYSIA (MALAYSIAN OURNAL OF MEDIA STUDIES) *Reviewer* JURNAL PENGAJIAN MEDIA MALAYSIA (MALAYSIAN OURNAL OF MEDIA STUDIES)	2019	Kini (*NOW*)	Filem, Penyiaran, Budaya Popular, Komunikasi Massa, Budaya & Pengajian Media *Film, Broadcasting, Popular Culture, Culture, Mass Communication & Media Studies.*
PENERBIT UPM *UPM PUBLISHING*	Pewasit (PERTANIKA JOURNAL OF SOCIAL SCIENCES AND HUMANITIES) **SCOPUS-Indexed.** *Reviewer* (PERTANIKA JOURNAL OF SOCIAL SCIENCES AND HUMANITIES) **SCOPUS-Indexed.**	2019	Kini (*NOW*)	Filem, Penyiaran, Budaya Popular, Komunikasi Massa, Budaya & Pengajian Media. *Film, Broadcasting, Popular Culture, Culture, Mass Communication & Media Studies.*
PENERBIT USM	Pewasit (JURNAL WACANA SENI) **SCOPUS-Indexed.**	2021	Kini (*NOW*)	Filem, Penyiaran, Budaya Popular, Komunikasi Massa,

				Budaya & Pengajian Media.
USM PUBLISHING	*Reviewer*(JURNAL WACANA SENI) **SCOPUS-Indexed.**			*Film, Broadcasting, Popular Culture, Culture, Mass Communication & Media Studies.*
TAYLOR & FRANCIS	Pewasit (CRITICAL ARTS JOURNAL) **WOS-Indexed.** *Reviewer* (CRITICAL ARTS JOURNAL) **WOS-Indexed.**	2019	Kini (*NOW*)	Filem, Penyiaran, Budaya Popular, Komunikasi Massa, Budaya & Pengajian Media. *Film, Broadcasting, Popular Culture, Culture, Mass Communication & Media Studies.*
JABATAN PENERANGAN MALAYSIA THE DEPARTMENT OF INFORMATION MALAYSIA	Penulis pojok untuk Majalah Mentari tebritan Jabatan Penerangan Malaysia. *Column writer for Mentari Magazine published by the Department of Information, Malaysia*	2019	Kini (*NOW*)	Filem, Komunikasi Massa & Budaya. *Film, Mass Communication & Culture*
INSTITUT PENYIARAN DAN PENERANGAN TUN ABDUL RAZAK (IPPTAR) TUN ABDUL RAZAK INSTITUTE OF BROADCASTING AND INFORMATION	Pakar Rujuk Bidang (Penyiaran) *Subject matter expert (Broadcasting)*	2020	Kini (*NOW*)	Penyiaran *Broadcasting*
FAKULTI KOMUNIKASI MASSA DAN PENGAJIAN MEDIA, UNIVERSITI TEKNOLOGI MARA. *FACULTY OF MASS COMMUNCATION AND MEDIA STUDIES, UNIVERSITI TEKNOLOGI MARA*	Pewasit International Communication Association (ICA) Regional Conference 2018. *Reviewer for International Communication Association (ICA) Regional Conference 2018.*	2018	2018	Penyiaran & Kewartawanan. *Broadcasting & Journalism*

FAKULTI KOMUNIKASI DAN PENGAJIAN MEDIA, UNIVERSITI TEKNOLOGI MARA. *FACULTY OF MASS COMMUNCATION AND MEDIA STUDIES, UNIVERSITI TEKNOLOGI MARA*	Hakim (3MT Competition) *Judges (3MT Competition)*	2020	2020	Komunikasi Massa *Mass Communication*
PENERBIT USIM *USIM PUBLISHING*	Pewasit Anugerah Penerbit USIM 2017. *Evaluator USIM Publication Award 2017*	2018	2018	Media, Penyiaran & Kewartawanan. *Media, Broadcasting & Journalism*
CREATIVE CONTENT ASSOCIATION OF MALAYSIA (CCA) & PERBADANAN KEMAJUAN FILEM MALAYSIA (FINAS) (*NATIONAL FILM DEVELOPMENT CORPORATION MALAYSIA)*	Pakar Rujuk (Pembentang bagi ConnectAsia Conference 2019) *Subject Matter Expert (Presenter for ConnectAsia Conference 2019)*	2019	2019	Penyiaran, Budaya, Kandungan Kreatif & Komunikasi Massa. *Broadcasting, Culture, Creative Content & Mass Communication*
AKADEMI SENI BUDAYA DAN WARISAN KEBANGSAAN (ASWARA) *NATIONAL ACADEMY OF THE ARTS, HERITAGE AND CULTURE*	Pakar Rujuk (Pengajian Filem dan Budaya) *Subject Matter Expert (Film Studies and Culture)*	2021	Kini *(NOW)*	Filem dan Budaya *Film & Culture*
INTERNATIONAL INSTITUTE OF ISLAMIC THOUGHT AND CIVILISATION (ISTAC), INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA.	Penilai Tesis (Master) *Thesis Evaluator (Master)*	2022	Kini *(NOW)*	Komunikasi Massa, Budaya, Filem dan Sosialisasi. *Mass Communication, Culture, Film & Socialization*
KOLEJ PENGAJIAN KREATIF, UNIVERSITI TEKNOLOGI MARA *COLLEGE OF CREATIVE ARTS, UNIVERSITI TEKNOLOGI MARA*	Penilai Tesis (Master) *Thesis Evaluator (Master)*	2022	Kini *(NOW)*	Filem Animasi Malaysia *Film, Malaysian Animation*

DEWAN BAHASA DAN PUSTAKA *INSTITUTE OF LANGUAGE & LITERATURE*	Juri (Anugerah Penulisan Menara) *Jury (Menara Writing Award)*	2020	2021	Penulisan Kreatif *Creative Writing*
KEMENTERIAN KOMUNIKASI DAN MULTIMEDIA MALAYSIA *MINISTRY OF COMMUNICATION AND MULTIMEDIA MALAYSIA*	Juri Penyiaran (Anugerah Seri Angkasa 2022) *Jury for Broadcasting (Sri Angkasa Award 2022)*	2022	2022	Penyiaran *Broadcasting*
DEWAN BAHASA DAN PUSTAKA, SARAWAK *INSTITUTE OF LANGUAGE & LITERATURE, SARAWAK*	Juri (Sayembara Penulisan Sempena 60 Tahun Sarawak) *Jury (60 Years of Sarawak Writing Competition)*	2023	2023	Penulisan Kreatif *Creative Writing*
KEMENTERIAN PENGAJIAN TINGGI (BAHAGIAN INSTRUKSIONAL POLITEKNIK & KOLEJ KOMUNITI) *MINISTRY OF HIGHER EDUCATION (THE DEPARTMENT OF INSTRUCTIONAL, POLYTECHNIC & COMMUNITY COLLEGES)*	Juri (Pertandingan EDOLA) *Jury (EDOLA Competiton)*	2023	2023	Penyiaran & Pendidikan *Education & Broadcasting*
KEMENTERIAN BELIA DAN SUKAN & PUSAT KAJIAN DAN APRESIASI FILEM *MINISTRY OF YOUTH AND SPORT & CENTRE FOR RESEARCH AND FILM APPRECIATION*	Moderator (Diskusi Filem) Sempena Pesta Rakan Muda Mudi 2023 *Moderator (Film Discussion for Rakan Muda Mudi 2023 Festival)*	2023	2023	Apresiasi Filem *Film Appreciation*
FAKULTI PENGAJIAN MEDIA DAN KOMUNIKASI, UNIVERSITI TEKNOLOGI MARA *FACULTY OF MASS COMMUNCATION*	Reviewer (3rd International Conference on Media and Communication)	2023	2023	Komunikasi Massa *Mass*

AND MEDIA STUDIES, UNIVERSITI TEKNOLOGI MARA				*Communication*
UNIVERSITAS MERCU BUANA, INDONESIA	Journal Reviewer (Jurnal Mediakom)	2023	Kini *(NOW)*	Komunikasi Massa & Filem *Mass Communication & Film*
DEWAN BAHASA DAN PUSTAKA, CAWANGAN SARAWAK *INSTITUTE OF LANGUAGE & LITERATURE, SARAWAK*	Hakim (Sayembara Puisi Sarawak Maju Makmur) *Judge (Writing Competition for Sarawak Maju Makmur)*	2024	2024	Penulisan Kreatif *Creative Writing*
KEMENTERIAN PENGAJIAN TINGGI MALAYSIA *MINISTRY OF HIGHER EDUCATION MALAYSIA*	Penasihat dan Pakar Bidang Kursus Politeknik dan Kolej Komuniti (Kemahiran Komunikasi) *Polytechnic & College Community Couse Advisor & Subject Matters Expert (Communication Skills)*	2024	2026	Kemahiran Komunikasi *Communication Skills*
KOLEJ PENGAJIAN KREATIF, UNIVERSITI TEKNOLOGI MARA *COLLEGE OF CREATIVE ARTS, UNIVERSITI TEKNOLOGI MARA*	Penilai Tesis (Ph.D) *Thesis Evaluator (Ph.D)*	2024	Kini *(NOW)*	Filem, Ekonomi & Polisi *Film, Economy & Policy*
UNIVERSITAS MUHAMMADIYAH, YOGJAKARTA, INDONESIA	Pensyarah Tamu *Guest Lecture*	2024	2024	Filem, Budaya & SLR *Film, Culture & SLR*
UNIVERSITAS MERCU BUANA, JAKARTA, INDONESIA	Pensyarah Tamu *Guest Lecture*	2024	2024	Filem Seram & Budaya (Program Sarjana) *Horror Film & Culture (Master's Program)*

UNIVERSITAS MERCU BUANA, JAKARTA, INDONESIA	Pensyarah Tamu *Guest Lecture*	2025	2025	Filem Seram & Budaya (Program Sarjana Muda) *Horror Film & Culture (Bachelor's Program)*
UNIVERSITAS MERCU BUANA, JAKARTA, INDONESIA	Pensyarah Tamu *Guest Lecture*	2026	2026	Metodologi Kualitatif, Analisis Tekstual *Qualitative Methodology, Textual Analysis*
ARSENAL FILMINSTITUT, BERLIN, GERMANY	Pensyarah Tamu *Guest Lecture*	2026	2026	Arkib Audio Visual & Memori Budaya *Audio Visual Archiving & Cultural Memory*
UNIVERSITAS NEGERI MALANG, MALANG, INDONESIA	Pensyarah Tamu *Guest Lecture*	2026	2026	Filem Seram & Budaya (Program Sarjana Muda) *Horror Film & Culture (Bachelor's Program)*

E. PEKERJAAN *(Employment)*

Majikan / *Employer*	Jawatan / *Designation*	Jabatan / *Department*	Tarikh lantikan / *Start Date*	Tarikh tamat / *Date Ended*
UNIVERSITI PUTRA MALAYSIA (UPM)	PENSYARAH KANAN *SENIOR LECTURER*	JABATAN KOMUNIKASI, FAKULTI BAHASA MODEN DAN KOMUNIKASI. *THE DEPARTMENT OF COMMUNICATION, FACULTY OF MODERN LANGUAGES & COMMUNICATION*	4 JULY 2017	KINI (*NOW*)
UNIVERSITI ANTRABANGSA ISLAM SELANGOR (UIS)	PENSYARAH (KONTRAK)	JABATAN KOMUNIKASI, FAKULTI PENGURUSAN DAN MUAMALAH.	4 JUNE 2016	1 NOVEMBER 2016

	LECTURER (CONTRACT)	*THE DEPARTMENT OF COMMUNICATION, FACULTY OF MANAGEMENT & MUAMALAH.*		
UNIVERSITI MALAYSIA SABAH	TUTOR (KONTRAK) *TUTOR (CONTRACT)*	JABATAN KOMUNIKASI, SEKOLAH SAINS SOSIAL. THE DEPARTMENT OF COMMUNICATION, SCHOOL OF SOCIAL SCIENCE.	4 FEBRUARY 2011	1 JUN 2011

F. ANUGERAH DAN HADIAH *(Honours and Awards)*				
Name of awards	*Title*	*Award Authority*	*Award Type*	*Year*
Academic Awards	Anuegerah Naib Canselor (*Vice Chancelor Award)*	Universiti Teknologi MARA	Universiti (*University)*	2007
	Anugerah Pelajar Siswazah Cemerlang (*Graduate Best Student)*	Fakulti Sains Sosial dan Kemanusiaan, UKM (*Faculty of Social Science and Humanities)*	Fakulti (*Faculty)*	2009 2009
	Anugerah Pelajar Siswazah Cemerlang (*Graduate Best Student)*	Pusat Pengajian Media dan Komunikasi, FSSK, UKM *(The Department of Media & Communication, FSSK, UKM)*	Pusat Pengajian *(The Department)*	
	Silver Medal International University Carnival On E-Learning (IUCEL), 2022	Universiti Putra Malaysia	Universiti	2022
	Silver Medal 8th International Putra Innocreative Carnival in Teaching and Learning (I-PITCL 2026)	Universiti Putra Malaysia	Antarabangsa *International*	2026
Non-Academic Awards	Hadiah Saguhati Sayembara Penulis ITBM-PENA-BH	Insititut Terjemahan dan Buku Malaysia, Persatuan Penulis	Nasional (National)	2014

	(Kumpulan Puisi). *Consolation Prize for the ITBM-PENA-BH Writing Competition (Poetry Book)*	Nasional Malaysia (PENA) & Berita Harian. *Malaysian Institute of Translation and Books, National Writers Association of Malaysia (PENA) & Berita Harian.*		
	Hadiah Karya Darul Ridzuan V (Kategori Puisi) *Darul Ridzuan V Literary Award (Poetry Category)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2016
	Hadiah Karya Darul Ridzuan VI (Kategori Puisi) *Darul Ridzuan VI Literary Award (Poetry Category)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2018
	Hadiah Karya Darul Ridzuan VI (Kategori Esei) *Darul Ridzuan VI Literary Award (Essay Category)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2018
	Hadiah Sastera Darul Ridzuan 7 (Kategori Rencana Sastera) *Darul Ridzuan 7 Literary Award (Literature Feature)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2022
	Hadiah Sastera Darul Ridzuan 7 (Kategori Puisi Eceran) *Darul Ridzuan 7 Literary Award (Poetry Category)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2022
	Anugerah Fellowship Naib Canselor (Kategori Penyelidikan dan Inovasi: Seni & Kreativiti) *Vice Chancellor's Fellowship Award (Research and Innovation Category: Arts & Creativity)*	Universiti Putra Malaysia	Universiti (*University*)	2023
	Pertandingan	Universiti Putra	Universiti (*University*)	2024

	SEBUDI 2024 *SEBUDI Competition*	Malaysia		
	Hadiah Sastera Darul Ridzuan 8 (Kategori Rencana Sastera) *Darul Ridzuan 8 Literary Award (Literature Feature)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2024
	Hadiah Sastera Darul Ridzuan 8 (Kategori Cerpen) *Darul Ridzuan 8 Literary Award (Literature Feature)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2024
	Hadiah Sastera Darul Ridzuan 8 (Kategori Karya Ilmiah Eceran) *Darul Ridzuan 8 Literary Award (Literature Feature)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2024
	Pertandingan SEBUDI 2024 *SEBUDI Competition*	Universiti Putra Malaysia	Universiti (*University*)	2025
	Hadiah Sastera Darul Ridzuan 9 (Kategori Karya Puisi Eceran) *Darul Ridzuan 8 Literary Award (Poetry)*	Kerajaan Negeri Perak Darul Ridzuan *State Government of Perak Darul Ridzuan*	Negeri (*State*)	2026
Awards of Merit				

G. SENARAI PENERBITAN *(List of Publications)*	
Journal	Yu Kun, Li Chenxiao, Hani Salwah Yaakup, Sharifah Sofiah Syed Zainuddin, Siti Aishah Mohammad Razi & Pang Shougui. (2026). The role of medical documentaries in enhancing empathy and care quality among healthcare professionals. Psychology Health & Medicine, 1-18. https://doi.org/10.1080/13548506.2026.2645949 (**SSCI-Indexed)** Zhuang Peng, Hani Salwah Yaakup, Siti Aishah Mohammad Razi & Chin Mooi San. (2026). A Grounded Theory Study of Audience Emotional Experience in Chinese Web-based Craftsmanship Documentaries. *Studies in Media and Communication, 14*(1). **(SCOPUS-Indexed).** Lei, Ya, Hani Salwah Yaakup, Nurul 'Ain Mohd Hassan, Sharifah Sofiah Syed Zainudin, and Lian Tang. **(**2026). A Bibliometric Analysis and Visualization of the Research Panorama of Cultural Memory. *The International Journal of Interdisciplinary Cultural Studies*, . doi:10.18848/2327-008x/cgp/a202. **(SCOPUS-Indexed).** Guo Zhiyao, Hani Salwah Yaakup, Rahimah Hamdan & Wang Chuyao. Exploring The

	Intersection of Immersive VR/AR Technologies and Cultural Identity in Chinese Variety Shows. *Journal of Information System and Technology Management,* 11 (42): 93-110. (**My-CITE Indexed**) Li Chenxiao, Hani Salwah Yaakup, Sharifah Sofiah Syed Zainudin, Siti Aishah Mohammad Razi & Yu Kun. The Audiovisual Strategies and Cultural Communication of Intangible Cultural Heritage Documentaries. *International Journal of Social Science Research,* 14 (1). (**ERA Indexed**) Zhuang Peng, Hani Salwah Yaakup, Siti Aishah Mohammad Razi & Chin Mooi San. (2025). Showing Cultural Context and Revealing Cultural Motivation: "Observation" and "Participation" in Folk Culture Documentaries. *Fonseca-Journal of Communication, 29* (1): 73-81. **(WOS Indexed)** Yang Liu, Mastura Mahamed, Hani Salwah Yaakup, Wan Anita Wan Abas & Yan Jingying. (2025). A Systematic Literature Review on Participatory Communication: Implications for Social Change and Sustainability in China. *International Journal Of Academic Research In Business And Social Sciences, 15* (1): 1696-1712. (**ERA Indexed**) Wang Zhikun, Syafila Kamarudin & Hani Salwah Yaakup. (2025). The Travel Trend in The Age of TikTok: How Older Chinese Tourists Choose Their Travel Destination–an Empirical Study Using the UTAUT2 Model. *Studies in Media and Communication, 13* (2). **(SCOPUS-Indexed).** Hani Salwah Yaakup. (2024). Representation of Disabilities in Malaysian Films: Stereotypes, Identities & The Others. *eBangi: Journal of Social Sciences & Humanities, 21* (3). (**My-CITE Indexed**) Wang Xiaoyan, Sharifah Sofiah Syed Zainuddin, & Hani Salwah Yaakup. (2024). Nyonya Culture Expression in Malaysian Chinese Media Based on Facebook. *Studies in Media and Communication, 12*(1): 382-389. **(SCOPUS-Indexed).** Li Chenxiao, Hani Salwah Yaakup, Sharifah Sofiah Syed Zainuddin, Siti Aishah Mohammad Razi & Yu Kun. (2024). The Craftmanship Footage in Yunnan Ethnic Minority Documentaries Contributes to the Construction of Regional Culture. *Studies in Media and Communication, 12*(1): 382-389. **(SCOPUS-Indexed).** Melly Ridaryanthi, Rizki Briandana, Umar Halim, Cici Eka Iswahyuningtyas & Hani Salwah Yaakup. (2024). The (Re) Construction of Household's Role in The Intern Film. eBangi: Journal of Social Sciences & Humanities, 21 (1). (**My-CITE Indexed**) Hani Salwah Yaakup. (2024). Representation of Disabilities in Malaysian Films: Stereotypes, Identities & The Others. eBangi: Journal of Social Sciences & Humanities (In Press) (**My-CITE Indexed**) Xiaomeng Zhang, Nurul Ain Mohd Hasan, Hani Salwah Yaakup, Ng Chwee Fang. (2023). A Systematic Literature Review of Localization Strategies of the Global Format Reality TV in China in the Past Decade (2012-2022). *Studies in Media and Communication*, *11* (7): 14-28. **(SCOPUS-Indexed).** Ruohua Zhang, Mohd Nizam Osman, Hani Salwah Yaakup, Mohd Feroz DeCosta. (2023). The History and Development of American Tv Series in China. *ICCCM Journal of Social Sciences and Humanities*, 2 (1): 1-10. (**Peer-Reviewed**). Zhang Xiaomeng, Nurul Ain Mohd Hasan, Hani Salwah Yaakup & Ng Chwee Fang. (2023). From Global to Local: Examining the Localization Strategies of Transnational Format Reality TV Voice of China. *International Journal of Academic Research in Business and Social Sciences,* 13(8): 312-331. (**ERA Indexed**) Badrul Redzuan Abu Hassan, Roslina Latiff, Hani Salwah Yaakup & Madhumitha Selvaraj. (2023). Between Ethics & Existentialism: Placing film communities. *SEARCH Journal of Media*

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H. PROJEK PENYELIDIKAN TERDAHULU *(Past Research Project)*

Project No.	*Project Title*	*Role*	*Year*	*Source of fund*	*Status*
9668900	REPRESENTASI BUDAYA MELAYU DALAM PENGISIAN FILEM ADAPTASI TEMPATAN *CULTURAL REPRESENTATION OF THE MALAYS IN LOCAL ADAPTATION FILM CONTENT*	Penyelidik Utama *Main Researcher*	2018	Geran Putra IPM	Selesai *Finished*

GUP-2020-099	KOMUNITI PENGGIAT FILEM MALAYSIA: IDENTITI, SUMBANGAN DAN CABARAN MALAYSIAN FILM COMMUNITY: IDENTITY, CONTRIBUTIONS, AND CHALLENGES	Ahli Member	2021	Geran Penyelidikan Universiti (GUP-UKM)	Selesai *Finished*
GTR007-2024	PEMELIHARAAN PENGETAHUAN ASLI DAN TEMPATAN DALAM KOMUNITI MALAYSIA YANG TERDEDAH KEPADA BENCANA AKIBAT PERUBAHAN IKLIM *PRESERVATION OF INDIGENOUS AND LOCAL KNOWLEDGE IN MALAYSIAN COMMUNITIES VULNERABLE TO DISASTERS CAUSED BY CLIMATE CHANGE*	Penyelidik Utama *Main Researcher*	2025-2027	Universiti Malaya UM Global Transformation Research Grant 2024	Sedang Berlangsung *In progress*
DBP/7/2025	KAJIAN PERSEPSI KHALAYAK TERHADAP PROGRAM BACA PUISI DBP *AUDIENCE PERCEPTION STUDY ON THE DBP POETRY READING PROGRAM*	Penyelidik Utama *Main Researcher*	2025-2026	DEWAN BAHASA & PUSTAKA, KUALA LUMPUR	Selesai *Finished*