

LIM SHIANG SHIANG

Mobile: 010- 562 9978 E-Mail: Shiang2lim@gmail.com

LinkedIn: <https://www.linkedin.com/in/lim-shiang-shiang-146000184>

Home: Ayer Itam, Penang

CAREER OBJECTIVE

Ambitious and self-motivated individual with 10 years of professional experience, excellent teaching knowledge in the fields of mass communication, public relations and broadcasting. I also enjoy experimenting with videography during my leisure time. My primary research interests focus on media studies, crisis reporting, fake news, media freedom and democratization, particularly in analyzing the media content which is closely connected to politics, state and market, and ideological representation.

SKILLS

Video Editing Skill – Proficient in Adobe Premiere Pro and Cap Cut Editing Software

PR Specific Skill – Even planning, Event decoration, Press Kit, Press Release

Software Skill – Adobe Acrobat Pro, Microsoft office

WORK EXPERIENCE

Lecturer - UOW Malaysia KDU, Penang

2018 -2023

- Lecturing diploma and degree students in core courses related to Public Relations, Media Production and New Media and Advertising. Subjects such as Media, Culture and Society, Introduction to Mass Communication, Creative Thinking, etc.
- Supervise and advise students' undergraduate project dissertation.
- Facilitate external and internal school events with students.
- Publishing research papers and presenting papers at the International Conference.

Key Achievement:

1) Won 3 Students Prizes

-“Break the Bias” Video contest 2022 (Champion RM1000)

-Young Entrepreneurship Challenge 2021 (Champion RM15000)

-Research Poster Presentation under PALette 2021 – Wired-in 2nd Communication and Public Relations Webinar 2021 in UTAR Kampar (Second Runner up)

2) Granted an UOW Malaysia KDU Internal Research Grant from year 2022 - 2023

3) Campaign “Fun Fest 2021: Get Out There (not literally)” – Written and published a campaign story in the main UOW Malaysia KDU Website

4) Campaign “Cultivating Family Togetherness” – Invited Y.A.B Chow Kon Yeow to be Guest of Honour for the campaign and the campaign is covered in 2 Chinese News Media and in Government Buletin Mutiara Media Groups Website

Lecturer - Universiti Tunku Abdul Rahman, Kampar, Perak

2014 – 2018

- Lecturing and tutoring degree students in communication subjects such as Communication Theories, Communication Technologies, Interpersonal Communication.
- Facilitated students' event with collaboration of external parties.
- Publishing research papers and presenting papers at the International Conference.

Key Achievement:

1) Achieved Excellent Teaching Performances in year 2015 and 2017

2) Granted an UTAR Internal Research Grant from year 2016-2017

Lecturer – Han Chiang University College, Penang

2013 – 2014

- Lecturing and tutoring diploma students in broadcasting subjects such as Basic TV Production and Basic News Reporting and Writing.
- Teaching the 3+0 BA (Hons) Broadcasting and Journalism Degree in collaboration with the University of Wolverhampton (UoW), United Kingdom. Subject such as Introduction to Digital Film and Media Production.
- Assisted students' event with collaboration of external parties.

Key Achievement:

1) Speaker for a talk entitled “How to write a television news script”. The talk covers both theory and practical exercises on broadcast news writing.

Journalist – NTV7	2011 – 2012
■ Covering news for political press conferences, accidents, crimes and cultural events	
EDUCATION	
Doctor of Philosophy in Social Science	2016 – March, 2022
<i>Thesis Title: Framing During Crisis: A Study of the Missing Malaysian Airline MH370 Incident</i>	
Award:	
■ Best Presenter for Parallel Session in the International Conference on Social Sciences & Humanities III 2019	
■ Best Presenter for Parallel Session in the International Conference on Social Sciences & Humanities II 2018	
■ My Brain 15 Scholarship RM24000	
Master or Arts in Communication	2012 – 2013
<i>Thesis Title: Politics, Protest and Portrayal: Analysis of BERSIH in selected Mainstream Malaysian Newspapers</i>	
■ Award: My Brain 15 Scholarship RM20000	
Bachelor of Degree in Communication	2009 – 2011
■ Award: Jabatan Perkhidmatan Awam Scholarship (JPA) RM30000	
Matriculation	2007 – 2008
■ Award: Certificate of Academic Achievement Award	
Sijil Pelajaran Malaysia (SPM)	2002 – 2006
Award:	
■ Tan Sri Dato' Alex Lee Excellent Award (RM1000)	
■ Certificate of Recognition Programme Nilam (Highest Level)	
TRAINING & OTHER PROFESSIONAL QUALIFICATION	
Member of Research, Innovation and Enterprise Committee (RIEC) (UOW Malaysia KDU Penang – Mass Communication Department Representative)	2020 - Present
Member of Southeast Asian Media Studies Association (SEAMSA)	Jan, 2020 – Present
Member of Jawatankuasa Pembangunan Wanita dan Keluarga (JPWK)	Jan, 2022 – Dec, 2022
Member of Persatuan Sains Social Malaysia (PSSM)	Jan, 2017 – 2019
Member of Tun Tan Cheng Lock Centre for Social and Policy Studies –UTAR Research Centre	Jan, 2017 - Dec 2017
Member of International Association for Media and Communication Research (IAMCR)	Jan 2016 - Dec 2016
JOURNAL PUBLICATION	
Lim, S. S. and Edmund N. C. H. (2021). A Study of COVID-19 Infodemic in Malaysia. <i>Southeast Asian Media Studies</i> , 3(1), 1-22.	
Lim, S. S. , Ihediwa, S. C. and Sharon, W. (2021). The Missing Narratives: Exploring the Experiences of Malaysian Journalists and Family Members and Friends of Victims during the MH370 Aviation Crisis, <i>Journal of Social Sciences and Humanities (Pertanika)</i> , (Scopus Q3, 0.17 impact factor), 29(2), 1193-1211.	
Lim, S. S. , Ihediwa, S. C. and Sharon, W. (2020). Media Coverage of Malaysian Airline Flight MH370: A Preliminary Study on the Framing of the Crisis in the Malaysian Mainstream and Alternative Newspapers. <i>Malaysian Journal of Communication</i> (Scopus, Q3, 0.24 impact factor), jilid 36(1): 90-108.	
Clarence, A. P., Nur Zahrawaani, Ninderpal, S. B. S., Salomi, S. and Lim, S. S. (2020). The Influential Characteristics of Brand Placement Towards Consumers Intention to Purchase: A Study on Youth Consumer's Intention to Purchase in Perak State. <i>Sains Insani</i> , 5(1), 22-34.	
Lim, S.S. , Ihediwa, S. C. and Sharon, W. (2020). One Crisis, Different Frames: Comparative Study on Newspapers Coverage of the Missing Malaysian Airline MH370. <i>Southeast Asian Media Studies</i> , 2 (1), 19-35.	
Lim, S. S. , Edmund, N. C. H. (2020). Unconscious and Unseen Barriers: A Gender Study of Malaysian Women Engineers. <i>International Journal of Communication, Management and Humanities</i> , 1(1), 108-118.	

Lim S. S. , Clarence, A. P., Ninderpal, S. B. S. and Charles, R. S. (2019). Does Dark Complexion Matter? A Comparative Analysis of Selected Online Advertisement from Watsons and Guardian in 2017. <i>International Journal of Management, Innovation & Entrepreneurial Research</i> , 5(1), 1-9. url: https://doi.org/10.18510/ijmier.2019.511
Lim, S. S. and Ihedwiwa, S.C. (2018). A Comparative Analysis on the Framing of the Coverage of MH370 Crisis by the Malaysian Mainstream and Alternative Newspapers. <i>Asian Journal of Business Management Studies</i> , 9(1), 1-7.
Lim, S. S. and Michelle, W. (2018) Politics, Protest and Portrayal: An Analysis of BERSIH Demonstrations in Malaysian Mainstream Newspapers. <i>Asian Journal of Business Management Studies</i> , 9(2), 20-27.

CONFERENCE PAPERS

Lim, S. S. and Tan, L.W (2022). Localise the Concept of Fake News in Malaysia: A Study of High Court Judicial Records from Year 1900 to 2020. International Southeast Asian Media Studies Virtual Conference (ISEAMSA)
Lim, S.S. and Edmund, N. (2021). A Study of COVID 19 Infodemic in Malaysia. International Southeast Asian Media Studies Virtual Conference (ISEAMSA)
Lim, S. S. and Ihedwiwa, S. C. (2019). The Missing Narrative: A study of Malaysian journalists and member of victims' families & friends during the MH370 crisis. International Conference on Social Sciences and Humanities (ICOSAH III). BEST PRESENTER
Lim, S. S. and Edmund, N. (2018). Future World and Gender Equality: Voices of Malaysian Women Engineers. 2018 International Conference on Technology and Humanities (IcoTECH).
Lim, S. S. and Ihedwiwa, S. C. (2018). A Comparative Analysis on the Framing of the Coverage of MH370 by the Malaysian Mainstream and Alternative Newspapers. International Conference on Academic Multidisciplinary Educational Research (IC-Cameron)
Lim, S. S. , Clarence, A. P., Ninderpal Singh, B. S. and Charles, R., (2018). Does Dark Complexion Matter? A Comparative Analysis of Watsons and Guardian Advertisements in 2017. International Conference on Social Sciences & Humanities II (ICOSAH II). BEST PRESENTER
Ninderpal Singh, B. S., Charles, R., Clarence, A. P., Pragash, M. and Lim, S. S. (2017). The Prevalance of Alcohol Consumption among Undergraduates. International Conference on Social Sciences and Humanities (ICOSAH I).
Lim, S. S. and Ihedwiwa, S.C. (2016). Framing and Ideological Bias in Power Relation. International Conference on Humanities (ICH).
Lim, S. S. and Wang, L.K. (2015). Politics, Protest and Portrayal: Analysis of BERSIH in selected Mainstream Malaysian Newspapers, 2015 Indonesia International Conference on Communication (INDO ICC).

EXTRA CURRICULIM/COMMUNITY SERVICES / VOLUNTEER WORKS / OTHER

■ Workshop "Basic Video Shooting and Editing" – Invited Speaker	2022
■ Talk "Fighting Fake News" – Invited Speaker	2022
■ Mojo Citizen Media Program (Suara Masyarakat 10 Months Training Programme) – Participants	2021-2022
Produced stories about "Fake News" under the mentorship of Ms. Salena, PR specialist, former reporter	
Published 4 articles on NGO hub Website and 7 Videos Instagram Stories	
Article Link: Redefining Media Landscape - https://www.ngohub.asia/stories/46	
Article Link: Malaysia Covid-19 Infodemic - https://cinemata.org/view?m=6ZyY10uxM & https://www.ngohub.asia/stories/67	
Article Link" Citizen Journalism Vs Mainstream Journalism – https://www.ngohub.asia/stories/82	
Article Link "Importance of Digital Literacy"- https://www.ngohub.asia/stories/168	
■ Workshop "Qualitative Data Analysis using NVIVO 12" – Organizer	2022
■ Workshop "Exploring Quantitative Research: Intro to Descriptive Analysis & SPSS - Organizer	2022
■ Workshop "Exploring Qualitative Research: Interview Skills & Data analysis using NVIVO 12" - Organizer	2022
■ 2 nd Southeast Asian Media Studies Conference – Secretary, Moderator, Committee member	2022
■ French Film Festival – Students event collaboration with Alliance Francaise – Mass Comm Club Co-advisor	2022
■ Campaign "Cultivating Family Togetherness" in Collaboration with Jawatankuasa Pembangunan Wanita dan Keluarga	2022

■ Talk “Career Pathway for Mass Communication” -Speaker	2021
■ Campaign “Overcoming Post-Pandemic Challenges for Individuals and Families: A Positive Psychology Perspective – in collaboration with Jawatankuasa Pembangunan Wanita dan Keluarga -Organizer	2021
■ Talk “Gender and Media: Context, Content and Monitoring” 2021 – Organizer	
■ Workshop “Basic Principle of Design” - Organizer	2021
■ Campaign Fun Fest 2021: Get Out There (Not Literally) - Advisor	2021
■ Talk “Challenges and Trends in Journalism” – Organizer	2020
■ Mass Communication Seminar “The Latest Trend in Communication Industry” - Organizer	2019
■ Sharing Session “Digital Security, Information Privacy and Human Rights -Presenter	2019
■ UTAR Social Welfare Dinner (SWC) - Director	2017
■ E-learning Programme – Classroom teaching (recorded and uploaded to the university website)	2017
■ Brown Bag Session “Framing And Ideology in Power Relation” – Presenter	2017
■ Programme Smart (Jati Diri) (To expose the secondary students in the field of journalism, media ethics, team work and the love for knowledge) – Organizer Committee	2017
■ Self- Assessment Committee - To assess and track the progress of programme and staff development in the department of Public Relation	2016
■ UTAR R&D Colloquium – knowledge exchange and interaction - Participant	2015
■ Social Science Research Colloquium 2015 – knowledge exchange and interaction - Participant	2015
■ Talk “Anchor Idol Newscaster Quest Contest” – Speaker	2014
■ Research Project “Watching Watchdog: Media Monitoring the 13 th Malaysian General Election” – Investigation team member	2013

TRAINING

■ A goof PR Story – What, Why and How	2021
■ How to Start up New Business in Shopee	2021
■ Human Centered Design for Work at Distance	2021
■ Journalism for Social Change	2021
■ Re-imagine Work – Strategies during Covid-19	2021
■ Create + Active = Creative	2021
■ Digital Society Research Grant 2021: Info Session	2021
■ SM Level Up Workshop – Writing Stories for the Digital World	2021
■ Learning Outcomes & the Taxonomies	2018
■ Creating Online Content	2018
■ Intro to Teaching & Learning	2018
■ Effective Presentation Skills	2018
■ Online Teaching and the 4 th Industrial Revolution	2018
■ Strategy for Overcoing Obstacles in Academic	2018
■ Basic Qualitative Research in Social Sciences	2017
■ Creativity and Innovation in Teaching	2016
■ Large Class Assessment Workshop	2015
■ The Essence of Learning and Teaching in Higher Education	2015
■ Workshop on Exam Marking & Handling of Exam Script	2015
■ Designing Examination Questions and Moderation Strategies	2014
■ Project Oriented Problem Based Learning in Classroom	2014
■ Professional Development for Academics: Education Testing and Measurement	2013