

Faiswal Kasirye

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EDUCATION

School of Media and Communication, Bowling Green State University

PhD in media in Media and Communication (2023 - Present)

International Islamic University Malaysia

Masters in Human Science in Communication (2019-2020)

The University of Illinois

Online certificate in Digital Marketing and strategies (2020)

Islamic University in Uganda

Bachelor's degree in Journalism and Communication (2008-2012)

RESEARCH INTEREST

New media, mass media effects, Mass Communication, Research methods, marketing, advertising, social media, and Political communication.

RESEARCH PROJECTS

I have written several research projects, journal articles, and book chapters. I am currently editing book chapters on Advertising in Malaysia, Advertising Production, and Maqasid Shariah to formulate an advertising code of conduct for advertising practitioners in Malaysia. This is being done in collaboration with several other prominent marketing scholars. In addition, I have presented at several national and international seminars and conferences on Islamic advertising and marketing communication.

PUBLICATIONS

On-going projects

2023 – present- Analyzing the Methodological Trends and Patterns in Survey Research within Major Mass Communication Journals (2011-2020)

2022 – present – Analysing third-person research in Asia

2021 - present - Advertising and Maqasid Shariah: The application of Maqasid Shariah principles in advertising production.

2021 - present – Book chapters on special buddies at IIUM.

2020 - present – Advertising: The Malaysian perspective.

Journal Articles

Kasirye, F., & Wok, S. Factors influencing the usage of web-based video conferencing platforms in knowledge acquisition among students. *International Social Science Journal*.

Kasirye, F. (2021). Using social media for political campaign communication and its impact on political polarization among youths in Uganda. *International Journal of Politics, Publics Policy and Social Works*, 3(9), 17-43. DOI: 10.35631/IJPPSW.39003.

Kasirye, F., & Masum, S. M. H. (2021). The effects of e-wallet among various types of users in Malaysia: A comparative study. *Asian Journal of Research in Business and Management*, 3(2), 26-41.

Kasirye, F. (2021). Analyzing Media Dependency During Crises. A case of COVID-19 in Malaysia. *Advance: Social Sciences & Humanities*.
<https://doi.org/10.31124/advance.15105678.v1>.

Kasirye, F. (2022). The importance of needs in uses and gratification theory.
<https://doi.org/10.31124/advance.14681667.v1>.

Kasirye, F. (2021). The nature of theory in qualitative and quantitative research.
<https://doi.org/10.31124/advance.14681658.v1>.

Kasirye, F. (2021). An overview of mixed and multi-method research.
<https://doi.org/10.31124/advance.14681643.v1>.

Kasirye, F. (2021). Student's management of Covid-19 fake news/miss information during the pandemic. *Advance*. <https://doi.org/10.31124/advance.14347037.v1>.

Kasirye, F. (2021). A conceptual paper on media freedom: Comparing Islamic and Western perspectives. *Advance*. <https://doi.org/10.31124/advance.14156924.v1>.

- Kasirye, F. (2021). The portrayal of Muslim women in Western media. A content analysis of the New York Times and the Guardian. *Advance*.
<https://doi.org/10.31124/advance.14156915.v1>.
- Kartiwi, M., Gunawan, T. S., Ab Rahman, J., & Kasirye, F. (2020, October). A conceptual paper on the influence of social-economic status on attitude towards online health information seeking behavior: A Malaysian context. In *2020 8th International Conference on Cyber and IT Service Management (CITSM)* (pp. 1-5). IEEE.
- Kasirye, F., Jamal, H. R., Wok, S., & Haque, M. S. (2020). Assessing the relationships between information seeking, motives of using social media, and information sharing on haze and air pollution among IIUM students. *Asian Journal of Behavioural Sciences*, 2(3), 1-18.
- Kasirye, F., & Wok, S. (2021). Attributes of Student Leaders in IIUM towards Voting. *International Journal of Politics, Publics Policy and Social Works*, 2 (7), 24-49. DOI: 10.35631/IJPPSW.27003.
- Kasirye, F., Kreyas, M., & Wahid, N. (2020). Factors influencing obesity among Malaysian young adults in Kuala Lumpur. *Asian Journal of Research in Education and Social Sciences*, 2(2), 54-71.
- Kasirye, F., Radwan, H., & Kreyas, M. (2020). Assessing the 2014 Cadbury controversy through the Theory of Planned Behavior.
<https://doi.org/10.31124/advance.12012675.v1>.
- Kasirye, F. (2020). Political memes: A dominant Communication culture amongst millennials in Uganda. *Advance*. <https://doi.org/10.31124/advance.11931477.v1>.
- Kasirye, F. (2019). The effectiveness of political memes as a form of political participation amongst millennials in Uganda. *Journal of Education and Social Sciences*, 13(1), 44-52.
- Kreyas, M., & Kasirye, F. (2019). Factors influencing Cambodian Muslim young adults seeking Islamic knowledge on Facebook and their intentions to share it with others. *South-East Asia Journal of Contemporary Business, Economics and Law*, 20(6), 24-37.

Kasirye, F. (2022). The Impact of 4P's of Marketing on Student's purchase decisions in University Mini Marts.

Kasirye, F., & Ssemuddu, I. (2022). The Mediating Role of Social Support on the Relationship between Stress and Anxiety with Coping Mechanisms Among University Students in a COVID-19 Mandatory Confined Environment in Malaysia.

Conference Awards

- Student smart learning & research training unit (SMART) awarded a certificate in research proposal writing, I IUM Kuantan Campus.
- Certificate in conference paper presentation at the communication research webinar (CORENA) 2020, organized by International Islamic University Malaysia (IIUM).
- Certificate for participating in the "Digital Futures conference: generating solutions for Malaysia's Future," 2-3 November 2019.
- Halal Al-Tayyib, Webinar series presentation certificate, awarded by International Institute of halal Research and Training (INHART), March 2021.
- I participated in the 8th International Conference on Cyber IT Service Management 2020 (CITSM) held at Pangkalpinang, October 23-25, 2020.
- I Presented at the 3rd Kuala Lumpur International Conference on Education, Economics, and Technology (KLICEET2021), Kuala Lumpur, MALAYSIA, on March 20th, 2021.
- International Institute of Islamic Thought Summer Camp participant on 5-6 June 2021.
- Attended and presented a paper titled "Factors Influencing the Usage of Web-Based Video Conferencing Platforms in Knowledge Acquisition among Students" at the Oxford education and Women Research Symposium on December 7th, 2020.

Publications (Citations)

- Citations - 80
- h-Index 4
- i10-index - 3

PROFESSIONAL EXPERIENCE

Graduate teaching associate at Bowling Green state University 2023 – present.

Graduate research assistant in charge of data collection, research report writing, data analysis, and organization, among other responsibilities. December 2020 –present.

Research assistant March 2021-present "Maqasid Shariah and advertising production" to create ethics for Muslim advertising practitioners.

Assistant Lecturer - 2014- to date, Islamic university in Uganda, teaching journalism and mass communication courses.

Monitor Publications Limited, a Nation Media company stationed in Uganda, East Africa, 2011-2018. I started here as a freelance photojournalist and rose to the multimedia editor, where I managed a team of about 50 multimedia journalists to produce an international paper full of stories and photographs. In addition, I was also responsible for preparing all the digital content for the organization's digital platforms. These included videos, audio, and web content.

I was also responsible for updating, redesigning, and creating content for the Uganda Broadcasting Corporation Television and its online media platforms.

TEACHING RESPONSIBILITIES

Bowling Green State University

2023 – present – COMM1020 – introduction to Public Speaking

International Islamic University Malaysia

2020/2022 - Speech communication

2020/2022 - Integrated marketing communication

2020/2022 – News writing and reporting

Islamic University in Uganda

2014/2015 - News writing and reporting

2014/2015 – Advanced advertising production

2015/2016/2017 - Principles of public relations and practices

2015/2016 - Introduction to television journalism

2016/2017 - Advanced photojournalism

2016/2017 – Integrated marketing communication

2016/2017/2018 – Final year research project supervision

Competencies

- Experience in handling communication activities and employee relations.
- Self-driven and result oriented with the ability to take the initiative, work with minimum supervision and motivate others to achieve a common goal.
- Keeping high levels of integrity and ethics related to work and personal conduct.
- Excellent communication and interpersonal skills coupled with formal training in journalism.
- Rich in establishing and creating contacts for further referencing.

Professional Skills

- Research writing
- SEO marketing
- Google Analytics
- Copywriting
- Content creation
- Digital Marketing
- Data analysis
- Proofreading
- High proficiency in professional editing suits such as adobe suits, Microsoft office, videography, and photography.