Alamira Samah F. Saleh

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Profile

Accomplished Dean, professor, a Media consultant for Cairo University & Sinai University, radio producer, Writer, Translator & social media analyst of more than 17 years of extensive experience at several capacities & media institutes, including the media departments in both Westminster University, Birmingham City University & Cairo University. Teaching materials and deliver modules for both the Undergraduate & postgraduate programs within the Department of RTV. Delivering TOT courses in & out of the Cairo University campus.
https://cairo.academia.edu/SamahSaleh

Awards & Grants

- **Cairo University Award** for international publishing for the years 2016-2017, 2017-2018, 2018-2019,2020,2021,2022
- 2017's **Cairo University Grant** for social sciences research projects (Regulations of free speech rights & ethics of using social media on campus: Cairo university as a model).
- The 2018 Study of the **United States Institute (SUSI)'s program Award** on Journalism and Media at Ohio University/ USA.
- **The Arab Centre for Social Sciences (The ACSS)'s grant**, Small Grants Program (SGP) for the project " The Egyptian online Public Sphere between Government's Institutionalism and Dynamics of Resistance: An exploratory study," Round 1, 2018.
- **Suadi Arabia's Naif Arab University for Security Sciences (NAUSS) Grant** for accomplishing "Determinants & controls of social media's use on campus: A comparative study between Egypt and Saudi Arabia" A funded research project, 2017.
- **Arab Council for Social Sciences (ACSS) "New Paradigms Factory" – Cycle 2 Fellowship**, funded by the Swedish International Development Cooperation Agency (Sida), Tunisia,2014
- **MENA Scholarship Program (MSP),** Radio Netherlands Training Center (RNTC) Using Media for Development course, Hilversum, Netherlands, 15 – 26 September 2014.
- **UNESCO-Keizo Obouchi post-doctoral Fellowship** 2012-2013 / University of Westminster/ Arab Media Center/ UK
- Cairo University Award for the best M.A thesis in Media & Social Science Studies, 2008
- Cairo Academic excellence award (1996-2000) M.A., Ph.D. tuition waiving awards.

Employment Record

September 2019- Current: Full-Time, Dean for Faculty of Mass Communication, Qantara, Sinai University.

Sep 2022- Current   Full-Time Professor

▸   Faculty of Mass Communication, Cairo University; (II) Sinai University

Mar 2017—2022   Full-Time Associate Professor

▸   Faculty of Mass Communication, Cairo University; (II) Arab Academy for Science &Technology
http://masscomm.cu.edu.eg/en; https:// www.aast.edu/

June 2011—March 2017 Full-Time Assistant Professor, Postdoctoral fellow (II)
(I)Faculty of Mass Communication, Cairo University; (II)Westminster
University,
(II) Birmingham City University
https://cairo.academia.edu/SamahSaleh

May 2004—June 2011 Teaching assistant (I)
Faculty of Mass Communication, Cairo university

May 2002–May2004   Translator & Research Assistant, Broadcasting Journalist,(III)

Translator
(I) Egypt State Information Service http://www.sis.gov.eg/?lang=en-US
(II) Nile Thematic Channels Sector **(III)** Arabia informs (Arabia News
Network http://www.Moheet.com.

Publishing Record:
▸ Alamira Samah Saleh. Collective digital action of Egyptian academics via social networking sites: A qualitative analysis of "Egypt's Scholars Are Angry" movement, **Journal of Media & Communication Research** (AJMCR), Vol. (34), Issue (2), July-September, 2021.
▸ Alamira Samah Saleh. The threatening news coverage's impact of the Ethiopian's "Al-Nahda Dam" on the Egyptian collective insecurity, **Arab Media & Society**, Issue (32), Summer/Fall 2021.
▸ Alamira Samah Saleh & Mahmoud Zaki. Egyptian T.V coverage of the sustainable development strategy (SDS): Egypt's vision2030, **The Palgrave Handbook of International Communication and Sustainable Development**, 2021.
▸ Alamira Samah Saleh. Conceptual & methodological literature of mass media's impact on peace & social cohesion: A second level analysis, **Media Research Journal**, Faculty of Mass Communiction, Alazhar University, Vol.57, No.2,2021.
▸ Alamira Samah Saleh. Foreign correspondents between the hammer and the anvil: The case of Egypt during political transitions, **Contemporary Arab Affairs**, Vol. 13, No. 3, September 2020.

- Alamira Samah Saleh. Digitalism, Capitalism, and the contemporary transformation in the academic work: An evaluative study of the risks & opportunities**, Arab, Media & Society**, AUC, 2020.
- Alamira Samah Saleh. Impact of romantic Facebook "crush pages" on the Egyptian youth, Journal of Humanities and Applied Social Sciences. **Emerald Publishing**,2020. **Doi:** 10.1108/JHASS-07-2019 0009
- Alamira Samah Saleh. The impact of the emotional appeals in the official Egyptian discourse on the audience perceptions of war on terrorism.", **Media research Journal**, Alazhar University, 2020.
- Alamira Samah Saleh, Character assassination of activists' in Egypt: ElBaradei as a target (The Routledge Handbook of character assassination & reputation management, **Taylor & Francis**, UK, 2019).
- Alamira Samah Saleh, Sinai people's perceptions of self-image portrayed by the Egyptian media: A multi-dimensional approach, **In** Handbook of Communication for Development and Social Change, edited by Jan Servaes. (**Springer Nature** Singapore Pte Ltd. 2018).
- Global migrations and refugee crises: An Egyptian media's perspective, paper presented at **AEJMC 2018 - ICD pre-conference panel**, Washington DC. 5-10 August 2018.
- Alamira Samah Saleh. Dynamics of the diasporic Syrian media in Egypt: The context and perspectives, **In** Media, Diaspora and Conflict, Ola Ogunyemi (ed.), (U.K.: **Palgrave Macmillan**, 2017).
- Alamira Samah Saleh & Nermeen Alazrak. The new- Liberal Islamic preachers: It is not enough to believe, but you must act on your faith', **In** Political Islam: Global Media and Boundaries of Religious identity, Noha Mellor & Khalil Rinnawi (Ed). (U.K**.: Routledge**, 2016), pp. 219-231.
- Alamira Samah Saleh & Nermeen Alazrak. Uploading Ideology: Reading Egyptian Social Capital via Facebook Lens**. In:** Debates for the digital age: the good, the bad & the ugly of our online world, Vol.2, Danielle Coombs & Simon Collister (Ed.) (**USA: PRAEGER**, ABC-CLIO publishers, 2016).
- Lovers or devils: uses and impact of Face book-romantic relationships on the Egyptian youth: a sociological perspective, **paper presented at IAFOR (The European Conference on Media, Communication & Film – EuroMedia2017), Brighton & Hove, UK**, July 11–12, 2017.
- Alamira Samah Saleh (2012). **Media and collective insecurity: Egyptian crises as a model** (Lebanon, Beirut, Centre for Arab Unity Studies).
- Egyptian public perception of political accountability & social responsibility boundaries in the context of media leaks crises, **Egyptian Journal of media researches**, February 2016.
- Privacy on social media: An empirical study on Egyptians, Egyptian periodical for public opinion, Jan-March, Vol.1, 2015.
- Media Freedom in Egypt: A Comparative Analysis of Pre- and Post-Revolution Perceptions, Arab **Journal of Media & Communication Research** (AJMCR), 3rd issue, 1st year. October-December 2013.
- Reading Egyptian social capital via Facebook lenses: investigating Egypt's June 30 events & its consequences, paper presented to **IAFOR** (The Asian Conference on the Arts and Humanities) conference, Osaka, **Japan**, April 2014.
- The Concept of the Civil State: Reconstructing the Collective Understanding of the Concepts of Citizenship and Human Rights in the Egyptian Post-Revolution Media, paper presented at the 2nd conference of the Arab Council for Social Sciences **(ACSS)**: Questioning Social Inequality and Difference in the Arab Region, **Beirut, Lebanon** | March 13-15, 2015.

- ▸ Climates of risk: Egyptian Journalism attitudes towards the Islamist political power after the parliament elections 2012, paper presented to **IAMCR** Papers, **South Africa**, July 2012.
- ▸ A Rebellion from the Inside: Cyberspace & Muslim Brotherhood Youth New Political Identity, paper presented to the Arab Media Center **(CAMRI)** conference, Westminster University, **UK**, April 2012.
- ▸ The relationship between the Egyptian audience's political ideology and evaluating news media content: a hostile media perspective, Egyptian Journal of media researches, vol.42, January-June 2014. (Arabic).
- ▸ Political developments in Egypt & its consequences on media education, Arab journalism conference, 28 - 30 October 2015, **Rabat, Morocco**.
- ▸ Missed opportunities: Egyptian media coverage of Sinai's women as a model, paper published in the proceedings of the 3rd conference for the Egyptian culture ministry "Women's culture: Egyptian's women culture in remote areas: Sinai women as a target, May 2015.

Education & qualifications

June 2016–Oct 2016	**Birmingham City University** Birmingham, UK Postdoctoral fellow
Jan 2013–June 2013	**University of Westminster** Westminster, U.K. Postdoctoral fellow
Sep 2008–June 2011	**Cairo University** Cairo, Egypt Ph.D, media studies 　Distinction: 1st honor degree
May 2004–June 2007	**Cairo University** Cairo, Egypt M.A, media studies Distinction: Excellent
Sep 1996– May 2000	**Cairo University** Cairo, Egypt B.s.C, media studies Distinction: V. good with Honor degree

Languages

Language	Read		Translate		Write		Speak	
	Easily	*Not Easily*	*Easily*	*Not Easily*	*Easily*	*Not Easily*	*Easily*	*Not Easily*
Arabic	●		●		●		●	
English	●		●		●		●	
German	●		●			●		●

* I have a great passion for languages. I believe I can learn any new language in a little while.

Workshops & training programs:

- The Salzberg global Seminar: Salzburg Seminar American Studies Association, The Changing Role of the Media in American Life and Culture: Emerging Trends, **Austria**, 20 – 24 September 2019.
- The 15th STW University of Granada staff mobility program, **Spain**, 1-5 July 2019.
- Executive Training on "Cultural Diplomacy 2.0", European University Institute, **Italy**, 28-30 November 2018.
- Media and digital literacy academy of Beirut, The institute of media research and Training, The Lebanese American University, **Beirut**, August 6-19, 2017.
- Completion of "Radio Production for university teachers," a training course organized by **D.W. (Deutsche Welle Academy**), Cairo, 26 May-6 June 2013
- Partnership for Transformation III - Seminar in Germany: "Democracy and its Institutions – Role, Responsibilities, and Participation of Academics and Science" seminar from December 13 to 21, 2014.
- Training Work Shop, "**Producing Documentary Films & Programs**, "German Radio &T.V (DEUTSCHE WELLE (D.W.), 2013.
- Training program on Preparing & Training of Trainers (TOT), IMI (International Marketing & Management Institute), **USAID** Program for Media.
- Training program on Managerial Skills for Radio Stations, **USAID** & Program for Media Development, Egypt.
- Training program on Media & Cross Culture Studies, Egyptian National Committee for Education, Science & Culture **(ESESCO)**.
- Training program on E-Learning Skills, Regional Information Technology & Software Engineering Center (RITSEC).
- Training Workshop On Final Cut Editing Techniques, Russian Cultural Center, Cairo, Egypt.
- Creating and Designing Posters in PowerPoint, Cairo University, Egypt, February 2011.
- Creating and Designing Posters In Flash, Cairo University, Egypt, February 2011.
- M.S. Excel Functionality: Entering, Formatting, and Storing Data, Ain Shams University, Cairo, Egypt, 2002.
- Using The Power of M.S. Word: long Documents and papers, Ain Shams University, Cairo, Egypt,

2002.

Teaching Experiences

- ▶ **Radio & T.V. production & Directing techniques**, seniors, Faculty of Mass Communication, Cairo University, Egypt.
- ▶ **Mass communication theories**, juniors, Arabic & English section, Faculty of Mass Communication, Cairo University, Egypt.
- ▶ **New media, Juniors**, Arab Academy for science and technology, Arab league, Egypt
- ▶ **Writing & producing Broadcast News**, Junior, Faculty of Mass Communication, Cairo University, Egypt.
- ▶ **Broadcasting Journalism**, (Teaching in English), seniors, Al-Ahram Canadian University (ACU), Egypt.
- ▶ **Advanced T.V Production**, Juniors, International Academy for Engineering & Media Science, IAEMS, Egypt
- ▶ **Research Methodologies & Statistics**, Sophomore & Juniors, Faculty of Media & Communication Art, October 6 University, Egypt.
- ▶ **Media & Crisis Communication**, seniors, Electronic Journalism department, Faculty of Mass Communication, Cairo University, Egypt.
- ▶ **Communication for Development**, Postgraduate studies, Faculty of Mass Communication, Cairo University, Egypt.
- ▶ **Introduction to Electronic Media**, sophomore, English Section/ teaching in English, Faculty of Mass Communication/ Cairo University/English section.
- ▶ **Internet Publishing**, Junior, English Section/ teaching in English, Faculty of Mass Communication/ Cairo University/English section.
- ▶ **Global Communication**, Junior, English Section/ teaching in English, Faculty of Mass Communication/ Cairo University/English section.

Production Skills

- ▶ Mechanical editing of Radio programs (Wave lab, Audacity…etc.).
- ▶ Developing and Applying New Ideas For different media genres.
- ▶ Writing up clear briefing notes for relevant Presenter/Correspondent/Producer.
- ▶ Extensive experience in fact-checking and research, and proficiency in on-screen editing using M.S. Word's revisions-tracking features.
- ▶ Interviewing, debating, and discussion skills.
- ▶ Experience in social media following, fact-checking, verification, and analysis software)Tweetreach.com ,Tweetbinder.com, Keyhole.co, Google analytics..etc.).