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[Alamira Samah Saleh - Google Scholar](#)

<https://www.researchgate.net/profile/Alamira-Samah-Saleh/publications>

[Saleh, Alamira Samah - Author details - Scopus](#)

Profile

Accomplished Dean, professor, a Media consultant for Cairo University & Sinai University, radio producer, Writer, Translator & social media analyst of more than 22 years of extensive experience at several capacities & media institutes, including the media departments in both Westminster University, Birmingham City University & Cairo University. Teaching & delivering materials and modules for both undergraduate & postgraduate programs within almost all of the Egyptian media faculties, colleges, and institutes. Delivering TOT courses in & out of the Cairo University campus.

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: <i>1st honor degree</i>
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

Awards & Grants

- ▶ **USA Embassy (Egypt) Grant (Give It Back) & Amideast, 2023** for the research project (Zaitoon/Olive).
- ▶ 2019'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 I, 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 international publishing for the years 2016-2017, 2017-2018, 2018-2019,2020,2021,2022
- ▶ **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 Award Program**, Spain, 1-5 July 2019.
- ▶ **Executive Training on "Cultural Diplomacy 2.0"**, Grant, European University Institute, Italy, 28-30, November 2018.
- ▶ **Media and digital literacy academy Fellowship** of Beirut, The institute of media research and Training, The Lebanese American University, Beirut, August 6-19, 2017
- ▶ **Radio Production for University Teachers, D.W**, (Deutsche Wele Academy), Germany, June 2016.- 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 Fellowship, "Producing Documentary Films & Programs, "German Radio & T.V.,"

(DEUTSCHE WELLE (D.W.), 2013.

- ▶ **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.
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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/](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–May 2004

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:

- ▶ Saleh, A. S. (2025). Practices and perceptions of social media's risks, ethics, and regulations on campus: A model from Cairo University. *Online Journal of Communication and Media Technologies*, 15(1), e202504. <https://doi.org/10.30935/ojcm/15868>

- ▶ Alamira Samah Saleh & Nermeen Alazrak. When the balance is disturbed: Practices & perceptions
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of social media free speech rights on campus: a case study of Cairo University, **Journal of Political Trends**, Democratic Arab Center for strategic political and economic studies, Berlin, Germany, Issue 6, Vol.24, September 2023, pp.7-46.

▶ Alamira Samah Saleh. Approaches in digital media studies: A future Theoretical & methodological Frameworks, **Journal of Arab Future, Centre of Arab Unity, Beirut**, Vol. 537, Issue 46, Nov.2023, pp.71-99.

▶ 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 2022. DOI: [10.70090/ASFS21NC](https://doi.org/10.70090/ASFS21NC)

▶ 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 & 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. https://doi.org/10.1007/978-3-030-69770-9_19

▶ 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 Communication, 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. <https://doi.org/10.1525/caa.2020.13.3.98>

▶ 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. DOI: [10.70090/ASFS29DC](https://doi.org/10.70090/ASFS29DC)

▶ Alamira Samah Saleh. Impact of romantic Facebook "crush pages" on the Egyptian youth, **Journal of Humanities and Applied Social Sciences**. Emerald Publishing,2020. <https://doi.org/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). <https://doi.org/10.4324/9781315150178>

▶ 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). https://doi.org/10.1007/978-981-10-7035-8_40-1

▶ 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). https://doi.org/10.1007/978-3-319-56642-9_8

▶ 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. eBook ISBN9781315637129

- ▶ 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.

Seminars & Capacity Building lectures

- ▶ Scientific Arbitrator and Reviewing Researcher at the Research and Studies Center, Naif Arab University for Security Sciences, Riyadh, Saudi Arabia.

- ▶ Member of the Scientific Advisory Board of the Journal of Media Research and Studies, Higher Institute of Media, Shorouk Academy, Egypt.
- ▶ Member of the interviewing committee for grant & exchange programs, U.S. Embassy in Cairo.
- ▶ Member of the scientific committee and chairman of the first international scientific conference - Faculty of Arts - Kafr El-Sheikh University - Egypt, entitled "The development of humanities in light of the era of digitization and the new republic," Hurghada 26-29 October 2022.
- ▶ Regular lecturer at the Scientific Seminar of the Vice Deanship of Postgraduate Studies, Faculty of Media, Cairo University.
- ▶ Lecturer at the Scientific Seminar, Graduate School, College of Media and Communication Sciences, Ajman University, United Arab Emirates.
- ▶ Lecturer, Graduate Seminar, Faculty of Media, Al-Ahram Canadian University, Egypt.
- ▶ Referee, Central Department of Studies and Research, General Authority for Cultural Palaces, Ministry of Culture.

Languages

Language	Read		Translate		Write		Speak	
	Easily	Not Easily	Easily	Not Easily	Easily	Not Easily	Easily	Not Easily
Arabic	•		•		•		•	
English	•		•		•		•	

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.
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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.
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Production Skills

- ▶ Mechanical editing of Radio programs (Wave lab, Audacity...etc.).
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- ▶ 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.).

Reviewing Experiences

- Elsevier Reviewer for Journal of “**Social Sciences & Humanities Open**”;
- Oxford University Press reviewer for “**Journal of Communication**”

Supervision

Category	Title	Supervision Type
Doctoral Theses	News Coverage of Qatari-Gulf Relations on Kuwaiti Television Channels and Websites and Its Relationship with Kuwaiti Public Attitudes	Supervision
Doctoral Theses	The Image of Syrian Refugees in News Bulletins of Arab Television Channels and Its Impact on Jordanian Youth's Attitudes Toward the Syrian Crisis	Supervision
Master's Theses	Exposure to Arab Satellite News Channels and the Internet and Its Relation to Political Extremism Among Egyptian University Youth	Supervision
Master's Theses	Television Coverage of the Sustainable Development Strategy "Egypt Vision 2030" and Its Relationship with Egyptians' Perceptions of the Future	Supervision
Master's Theses	Addressing Societal Issues in Satirical Programs on Egyptian Satellite Channels and Their Psychological Effects on the Audience	Co-Supervision
Master's Theses	News Coverage of Terrorism Incidents on Arab Satellite News Channels and Public Attitudes Toward Them	Supervision
Master's Theses	The Portrayal of Islam in Arab Drama Channels and Its Relation to Religious Identity Among Arab Youth in Canada	Co-Supervision
Master's Theses	The Evolution of the Image of Egyptian Liberal Political Forces as Reflected in Talk Shows on Governmental and Private Channels	Co-Supervision
Master's Theses	The Impact of Facebook Groups on the Real-World Interactivity of Their Members	Co-Supervision
Master's Theses	Parents' Awareness of the Content Presented on Religious Children's Channels and Its Effects on Their Children	Co-Supervision
Master's Theses	The Role of Arab News Channels in Shaping Public Opinion on Iraqi Political Issues	Joint Supervision
Master's Theses	The Portrayal of Informal Settlements in Egyptian Films and Television Series: An Applied Study	Joint Supervision
Master's	The Relationship Between Egyptian Audiences and Social and Humanitarian Programs	Joint Supervision

Theses	and Their Role in Promoting Social Integration	
Master's Theses	The Impact of Images in Animated Films on Children's Perception of Content: An Experimental Study	Joint Supervision
Master's Theses	Egyptian Elite Attitudes Toward Media Coverage of Salafi Groups in Egyptian Satellite Channels	Joint Supervision
Master's Theses	The Impact of Exposure to Television Cooking Shows on the Health and Dietary Habits of Rural Women	Joint Supervision

