

# Mohamed Hossam-Eddin Ismail

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## Profile

**Full Professor**, freelancer, author, academic referee and media studies programs' coordinator for more than 20 years of extensive experience at Faculty of Mass Communication, Cairo University and some Arab Universities. Teaching materials and delivering modules for both the undergraduate & postgraduate programs within the department of Journalism delivering TOT courses in & out Cairo University campus. I am coordinating the English program of the journalism dept., faculty of mass communication at Cairo University.

<https://www.linkedin.com/in/mohamed-hossam-ismail-97570758/>

<https://scholar.google.com/citations?user=vL0ebZQAAAAJ&hl=ar>

**ResearcherID:** [N-8706-2017](https://orcid.org/0000-0001-9492-9301)

<https://orcid.org/0000-0001-9492-9301>

**Scopus ID:** [57213191605](https://www.scopus.com/authid/detail.uri?authorId=57213191605)

<https://www.scopus.com/authid/detail.uri?authorId=57213191605>

## Employment Record

**March 2017 - Present** **Full-Time professor**

(I) Faculty of Mass Communication, Cairo university  
<http://masscomm.cu.edu.eg/en>

## Responsibilities

- ▶ Teaching materials and delivering modules for both the undergraduate & post graduate programs within the department of journalism.
- ▶ Supervising several M.A & PhD thesis & dissertations.
- ▶ Delivering TOT courses in & out Cairo University campus.
- ▶ Trying to conduct genuine media cultural studies related to faculty research centers. Professional practice & other scholarly activities in support of the faculty's research strategy.
- ▶ Promoting the courses of Electronic Masters of Mass Communication program, Cairo University as well as planning for electronic Black Board system of the program.

(II) Faculty of Alsun & Mass Communication, Misr International University

## Responsibilities

- ▶ **Seconded to MIU starting from September 2019 till August 2023.**

- ▶ Teaching materials and deliver modules for both the undergraduate & post-graduate programs within the department of Mass Communication.
- ▶ Supervising a number of M.A theses.

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**October 2011 - March 2017 Full-Time Associate Professor**

(I) Faculty of Mass Communication, Cairo university; (II) College of Applied Sciences, Ministry of Higher Education, **Oman**, (III) Referee and Reader

***Responsibilities (I)***

- ▶ Coordinate Graduate Studies and Research Criterion, Faculty of Mass Comm., Cairo University, 2013/2014.
- ▶ Perform extensive research activities aimed at the creation of teaching materials/ Curriculums and deliver modules for both the Undergraduate & postgraduate programs.
- ▶ Create, develop, and manage content for publication according to professional media standards for the training newspaper of Journalism Dept.: 'Tribune of the University'.
- ▶ Publishing a number of scholarly works based on monitoring & analyzing both traditional and new media skills.
- ▶ Teach popular Culture, Special Issues in Mass Communication, Media Theories, Mass Communication in English.

***Responsibilities (II)***

- ▶ Teach the mass communication program of Auckland University, NZ in Oman.
- ▶ Teach Applied Media Ethics, Media and Society, Media and Popular Culture and Media in the Arab World.
- ▶ Create, develop, and manage content for publication according to professional media standards.

***Responsibilities (III)***

- ▶ Reading and evaluating books' manuscripts published by Arab Unity Center, Beirut, **Lebanon**.

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**April 2002 — March 2011 Full-Time Assistant Professor**

(I) Faculty of Mass Communication, Cairo university; (II) faculty of Mass Communication and Public Relation, Ajman University, **UAE**

***Responsibilities (I)***

- ▶ Initiate & maintain effective relationships with key partners and professional organizations such as Egyptian newspapers.
- ▶ Teach Popular Culture, Special Issues in Mass Communication, Media Theories, Mass Communication in English, International Communication, and Postmodern Media.

***Responsibilities (II)***

- ▶ **Worked as Deputy Dean of Faculty of Information, Mass Communication and Public Relation in Abu Dhabi campus for one year 2005-2006.**
- ▶ Teach Media Theories, Introduction to Media Sociology, Media Laws and Ethics, Online Media, and Technology of Communication.

- ▶ Coordinate the Evaluation Committee, faculty representative in Center of Quality Control and Institutional Research, Ajman University, 2006/2007.
- ▶ Coordinate Student Committee, Ajman University, 2004-2005.

**January 2002 to September 2003: Part-timer Inviting Assistant Professor**

(I) Faculty of Mass Communication, 6th of October University, Cairo, Egypt

- ▶ Teach Sociology of Mass Communication, International Communication, Mass Communication Methodology, and Mass Communication in English.

**October 2001 to September 2003: Senior Editor**

- ▶ Edit the monthly report of the Egyptian Press Performance of Ethics and Libel, The Supreme Council of Press, Cairo, Egypt.

**April 1994 to March 1999: Freelancer**

- ▶ Write and Edit the Politics Section of AL-Alam AL-Youm, Daily Egyptian Independent Newspaper. I wrote news reports and analyses, with a special interest in Middle East and Arab World Politics.

**October 1995 to October 1998: Editor**

- ▶ Edit the feature section of Tribune of Cairo University, weekly newspaper published by department of journalism, faculty of mass communication, Cairo University.

**Training Skills**

- ▶ Project of “Pathways to Higher Education”: Center for Advancement of Postgraduate Studies (CAPSCU), 2-23 July 2003, the Faculty of Engineering, Cairo University and Ford University. Project Mission: To increase the prospects of the disadvantaged university students and graduates to postgraduate studies, to enhance their chances in finding better job opportunities, and/or to benefit from the International Fellowship and Scholarship Programs for pursuing higher studies. I have taught Communication Concepts, Process Persuasion & Effective Communication and Communication Skills.
- ▶ Supervising the training of students of Ajman University, Abu Dhabi campus.
- ▶ Supervising the training students of Ajman University, Al-Gurf campus.

**Organizing Conferences, Symposia, and Seminars**

- ▶ Media and Environment Affairs in Egypt and the Arab World, Symposium of Faculty of Mass Communication and Faculty of Science, Cairo University, Cairo, Egypt, 25-72 March 1992.
- ▶ Environment Affairs and Media Education in Africa, A Conference organized by Faculty of Mass Communication and ACCE (African Council of Communication Education in Nairobi, Kenya), Cairo, Egypt, 12-15 May, 1992.

- ▶ Environment and Media Education, Seminar of Faculty of Mass Communication, Cairo University and UNDEP, AL-Esmaalaa, Egypt, 5-8 July 1992.
- ▶ The Arab Women and Media, A Conference Organized by Faculty of Mass Communication, Cairo University and UNESCO, Cairo, Egypt, 11-15 December 1997.
- ▶ Media in the countries of the CIS, A Conference Organized by Faculty of Mass Communication and Ministry of Foreign Affairs, Cairo, Egypt, 6-10 April 1998.
- ▶ Ethics of Media and Public Relation, A Conference Organized by Faculty of Information, Mass Communication, and Public Relation, Ajman University, UAE, 3-5 May 2006.
- ▶ Effects on Media on College Students in Oman, A Workshop organized by Department of Media Studies, College of Applied Sciences, Ibri, Oman, 26 – 27 April 2011.
- ▶ International Journalism & Decision- Making: Who Is in Charge? An online conference organized by Faculty of Mass Communication at Ahram Canadian University in Egypt, 26-27 October 2020.

### Computer

Proficient in Microsoft Word, Excel, PowerPoint, SPSS and numerical analysis. Typing: 50 WPM, Web Design with skills in using: MS Publisher and Go Live.

### Languages

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

Bilingual English/Arabic: written and verbal translation experience

### Publications

- ▶ The representations of journalists in Naguib Mahfouz’s novellas: How are they reflected in today’s journalism in Egypt?. *Journal of Arab and Muslim Media Research* (2023). 16(2), <https://doi.org/10.1386/jammr>.
- ▶ Experiences of listening to the Qur'an in Egypt: A qualitative phenomenological study of therapeutic and recreational listening. *Contemporary Islam* (2023). <https://doi.org/10.1007/s11562-023-00513-0>
- ▶ The image of Journalists in Naguib Mahfouz's Literary Works (Cairo: Al-Arabi for Publishing, 2021). (Arabic).
- ▶ Postmodern Analysis of New Preachers of Islam in Egypt: A Cultural Study of Mustafa Hosni’s Digital Media Platforms. *Media Watch* 11 (1) 145-163, 2020, DOI: 10.15655/mw/2020/v11i1/49759. <https://www.ssoar.info/ssoar/handle/document/74356>
- ▶ The Russian Media from Gorbachev to Putin (Cairo: Russian News Publishing House, 2017). (Arabic)

- ▶ Media Stardom in Egypt (Cairo: Kutob-Khana publishing House, 2016).
- ▶ Representations of Muslim World in Russian Political Cartoons: A Semiotic and Cultural Study from 2011 till 2015, Public Opinion, Center for Public Opinion Studies, Cairo, Egypt, 14(3), July-September 2015.
- ▶ Russian Media Studies Published in English from 1991 till 2014: A Secondary Analysis, The Egyptian Journal of Media Research, Cairo, Egypt, 53(1), October - December 2015. (Arabic)
- ▶ New Trends in International Communication and Cultural Studies, Journalism Research, 1(2), January-March 2015.
- ▶ Glocalization of Arab Media: An Analytical Study of Arabic News Websites of Four International News Agencies, Public Opinion, Center for Public Opinion Studies, Cairo, Egypt, 12(3), July-September 2013. (Arabic)
- ▶ Representations of Traditional and New Media in the Arab Cartoons: A Case Study of the Egyptian 25<sup>th</sup> January Revolution, Arab Journal of Media and Communication Studies, Ahram Canadian University, 5(2), April-June 2014. (Arabic)
- ▶ The Psychological and Sociological deterrents of Media Stardom: A Case Study of Belal Fadl, Bassem Yousef, and Nawara Negm, The Egyptian Journal of Media Research, Cairo, Egypt, 46(1), January-March 2014. (Arabic)
- ▶ Satirists and Revolutionists: Semiotic and Cultural Studies in the Arab Media, Cairo: Al-Arabi Publications, 2014. (Arabic)
- ▶ Globalization and the Image of Islam in International Media (Cairo: AL-Dar AL-Masria AL-Lebnania, 2014).
- ▶ Businessmen in cartoons' Discourse: A Semiotic and Cultural Study of the Egyptian Daily Newspapers, The Egyptian Journal of Media Research, Cairo, Egypt, 39(1), January-March 2011. (Arabic)
- ▶ Satire in Egyptian Journalistic Columns: A Stylistic Study of (Ahmad Ragab) and (Galal Amer), Public Opinion, Center for Public Opinion Studies, Cairo, Egypt, 9(2), July-December 2008.
- ▶ Visual Bodies: Critical Studies in Contemporary Media, (Beirut: Center of Arab Unity Studies, 2008).
- ▶ Mass Communication and Postmodernism: Theoretical Principles and Media Applications, **The supreme Council of Culture**, Cairo, Egypt, 2005.
- ▶ Social Responsibility of Journalism (Cairo: AL-Dar AL-Masria AL-Lebnania, 2003).
- ▶ Contemporary Arab Music Videos: Cultural Discontinuity and Global Change, (Cairo: AL-Madina Press, 2003).
- ▶ Globalization and Image of Islam (Cairo: AL-Madina Press, 2003).
- ▶ Mass Communication and Postmodernism: Theoretical Principles and Media Applications, Public Opinion, Center for Public Opinion Studies, Cairo, Egypt, 4(3), July-September 2002.

### **English Studies in Refereed International Conferences and Workshops**

- ▶ "Challenges of Media Cultural Studies in the Arab World", a paper submitted to Workshop on Communication Studies in Inter-regional Perspectives: Developments and Challenges in Research and Teaching for Arab and German Communication Studies scholars, **Berlin/Germany**, June 29 – July 7, 2013.
- ▶ "Reconsidering the Egyptian Media's Pioneering Role in the Arab World: Is it a Myth or a Reality?", A Research Paper submitted to: Section of Journalism Research and Education, The International

Conference of the IAMCR: "Media and Global Divide", **Stockholm, Sweden**, July 20-25, 2008.

- ▶ "Layla's Soft Screaming: Discourse Analysis of Cyber-Feminist Resistance on the Egyptian Women Blogosphere", A Research Paper submitted to: The professional Education Section of The International Conference of the IAMCR: "Media, Communication, Information: Celebrating 50 Years of Theories and Practices ", UNESCO, **Paris, France**, July 23-25, 2007.
- ▶ "The Closed Circle vs. the Discontinuity of the Self: The Influence of Globalization upon the Contemporary Arab Music Videos", A Research Paper submitted to: The professional Education Section of the International Conference of the IAMCR, "Media Panics: Freedom, Control and Democracy in the Age of Globalization", **Taipei, Taiwan**, July 26-28, 2005.

### **Co-Author of Books and Studies**

- ▶ New Media and Women's Empowerment: Cyber-Feminist Resistance on the Egyptian Blogosphere, in Kiran Prasad (ed.), Transforming International Communication: Media, Culture and Society in the Middle East (New Delhi: BR Publications Inc., 2014).
- ▶ Media and the problematic of the Arab Solidarity: A Study of the coverage of Intra-Arab Relations in a Sample of Arab Press, The Arab League Organization of Education, Science and Culture (ALESCO), The Arab League, 1999. Senior Researcher: Prof. Awatef Abdel-Rahman. (Arabic).
- ▶ The Image of the West in the Arab Press, UNESCO, 1998. Senior Researcher: Prof. Awatef Abdel-Rahman. (Arabic).
- ▶ The Coverage of the Barcelona Olympic Games in the Egyptian Media, UNESCO, 1992. Senior Researcher: Prof. Awatef Abdel-Rahman.

### **Membership of Associations and Organizations**

- ▶ International Association of Mass Communication Research (IAMCR).
- ▶ International Communication Association (ICA), Washington D. C., USA.

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## **Education**

### **Jan. 1997 to Jan. 2002:**

Ph.D. in Journalism and International Communication (Channel system), **Indiana University of Pennsylvania** [Journalism Department] and **Cairo University** [Journalism Department, faculty of Mass communication] finished with a dissertation titled: "The Western Press Coverage of the Muslim World Affairs in 1990's", Grade: First Degree Honor.

### **Feb. 1993 to Mar 1996:**

M.A. Department of Journalism, Faculty of Mass Communication, Cairo University, Egypt with a thesis titled: "The Social Responsibility of the Egyptian Press: The Objectivity of Covering Political Violence Events from 1991 till 1994 in the National and Opposition Newspapers", Grade: Excellent.

### **Sep 1988 - May 1991:**

B.A., Department of Journalism, Faculty of Mass Communication, Cairo University. Grade: Very Good with Honor.

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## Teaching Experiences

**Global Media and National Identity**, Master's program, Faculty of Alsun & Mass Communication, Misr International University, Egypt.

**Seminar in Communication and Society**, Master's program, Faculty of Alsun & Mass Communication, Misr International University, Egypt.

**Media Legislations and Ethics**, Master's program, Faculty of Alsun & Mass Communication, Misr International University, Egypt.

**Media Ethics and Laws**, Pre-Masters and Seniors, Arabic & English section, Faculty of Mass Communication, Cairo University, Egypt.

**Media Theories**, Sophomore Faculty of Alsun & Mass Communication, Misr International University, Egypt.

**Persuasion & propaganda**, Sophomore Faculty of Alsun & Mass Communication, Misr International University, Egypt.

**International Communication**, Juniors, Arabic & English section, Faculty of Mass Communication, Cairo University, Egypt.

**Media and Society**, Sophomore, English section, Faculty of Mass Communication, Cairo University, Egypt.

**Postmodern Media**, Junior, Faculty of Mass Communication, Cairo University, Egypt.

**Media Documentation**, Sophomore, Modern Technological University, Egypt.

**International Media**, Juniors, Modern Technological University, Egypt.

**Media Critical Theories**, (Teaching In English), Seniors, College of Applied Sciences, Nizwa, Oman.

**Media and Popular Culture**, (Teaching In English), Seniors, College of Applied Sciences, Nizwa, Oman.

**Media Ethics and Regulations**, (Teaching In English), Seniors, College of Applied Sciences, Nizwa, Oman.

**Media in the Arab World**, Sophomore & Juniors, (Teaching In English), Seniors, College of Applied Sciences, Nizwa, Oman.

**Media Theories**, Seniors, faculty of mass communication and public relations, Faculty of Mass Communication, Ajman University, UAE.

**Sociology of Communication**, Seniors, faculty of mass communication and public relations, Faculty of Mass Communication, Ajman University, UAE.

**Introduction to Journalism**, Sophomore, faculty of mass communication and public relations, Faculty of Mass Communication, Ajman University, UAE.

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### Sample of M.A & Ph.D.'s supervision:

- ▶ **Noha Youssef:** The Representations of Covid-19 in the Egyptian and the American Political Cartoons: A Comparative Semiotic and Cultural Study, MA Thesis, Faculty of Alsun & Mass Communication, MIU.
- ▶ **Habiba Ayman:** The Influence of Media Lobbying for Social Issues upon the Process of Legislative Response in Egypt: A Comparative Study between Traditional and New media, MA Thesis, Faculty of Alsun & Mass Communication, MIU.
- ▶ **Nada Magdy:** Representations of Nubians in Egyptian Media: A Comparative Ethnographic Study between Fiction and Documentary Movies, MA Thesis, Faculty of Alsun & Mass Communication, MIU.
- ▶ **Alaa Nawar:** Framing News on Social Media: A Comparative Discourse Analysis of Al Jazeera English and BBC News regarding International Incidents, MA Thesis, Faculty of Alsun & Mass Communication, MIU.
- ▶ **Heba Rashed:** Egyptian Users' Experience & Attitudes towards Digital Streaming Services, MA Thesis, Faculty of Alsun & Mass Communication, MIU.
- ▶ **Sally Atef:** The Representations of October War in the Egyptian Press: A Longitudinal Study on Mechanisms of Attendance/Absence in the Journalism Discourse, MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Heba Osama:** Representations of women in the discourse of Arab cartoons: A Semiotic and Cultural Study, MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Dalia El-Sherbini:** The semiotic analysis of covering terrorism in British and American newspapers: An analytical study, PhD Dissertation, Faculty of Mass Communication, Cairo University.
- ▶ **Salma Al-Jazzar:** Influences of media systems in countries of Scandinavia in covering Islam: An analytical study of news and magazines, PhD Dissertation, Faculty of Mass Communication, Cairo University.

- ▶ **Randa Toulan:** Factors affecting investigative journalism in developed and developing countries: A comparative study of newspapers in USA, UK, Egypt and Jordan. MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Noha Ezzdin:** Marginalized feminist discourse in electronic Egyptian women websites: a study of Intertextuality with main feminist discourses, MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Eman Said:** The semiotic elements of using photomontage in social media, MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Nouran Mohamed:** Ethnography of viewers of the most viewed Egyptian channels on YouTube: A survey study. MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Zahraa Badr:** Effects of Concentration of Ownership on Content Diversity in the Egyptian Media, MA Thesis, Faculty of Mass Communication, Cairo University.
- ▶ **Ahmad Sabeq:** The role of the Egyptian daily press in shaping the religious awareness of young people: An Analytical and Field Study. MA Thesis, Faculty of Mass Communication, Cairo University.