

## CURRICULUM VITAE

**Dr. Azza Abdel-Azim Mohamed Ahmed**  
**Assistant Professor, Cairo University**

- *Nationality: Egyptian*
- *Place of Birth: Egypt, Cairo*
- *Marriage status: Married*
- *Address: Al-Ain City-Abu-Dhabi-United Arab Emirates*

### Contact Information

**E-Mail:**    [azza.ahmed@cu.edu.eg](mailto:azza.ahmed@cu.edu.eg)  
                  [azza.abdelazim@yahoo.com](mailto:azza.abdelazim@yahoo.com)  
                  [Azza.ahmed@adu.ac.ae](mailto:Azza.ahmed@adu.ac.ae)

**Cell-Phone:** +971-503314939

### 1. Career Development:

#### a. Education:

- **Ph.D in Mass Communication**, with High Honor and Recommendation to exchange the dissertation among Arab and Egyptian Universities. Faculty of Mass Communication, **Cairo University**. Egypt. **(2001)**
- **M.A Degree** in Mass Communication, Mass Comm. Department. The **American University** in Cairo AUC. **(1993)**
- **Graduate Diploma** in Television Journalism (Specialized in video editing). Adham center for Television Journalism, **American University** in Cairo. **(1993)**
- **Professional Certificate** in Television Production (ENG Field Camera Operations). Adham center for Television Journalism, **American University** in Cairo. **(1993)**
- **B.A in Mass Communication** (Very good with Honors) Faculty of Mass Communication, **Cairo**. **(1987)**

#### b. Professional experience:

- **Assistant Professor**, Radio & Television Department, Faculty of Mass Communication, Cairo University. Egypt. **(2007till now)**
- **Lecturer**, Radio & Television Department, Faculty of Mass Communication, Cairo University. Egypt. **(2001-2006)**
- **Assistant Lecturer**, Radio & Television Department, Faculty of Mass Communication, Cairo University. **(1993)**
- **Teaching Assistant**, Radio & Television Department, Faculty of Mass Communication Cairo University. **(1987)**

### c. Practical and field experience:

- \* “Video Track” coordinator for TV students, in Broadcasting Department at Cairo University, Egypt (1999-2001)
- \* Supervising TV students’ projects and production in the faculty of Mass Communication, Cairo University (1994-1999)
- \* TV news reporting editor and director in The Nile TV International at the Egyptian Radio and TV Union, Cairo, Egypt (1993-1996)
- \* One of the establishing crew of Nile TV International at the Egyptian Radio and TV Union, Cairo, Egypt (1993-1994)
- \* Free-lance producer and TV editor in TV Journalism Center at the American University in Cairo (1991-1993)

## 2. Research, Scholarly, and Creative Activities:

### a. Articles in Refereed Journals:

- “Sharing is Caring”: Online Self-Disclosure, Offline Social Support, and SNS in the UAE. **Contemporary Review of Middle East, Sage Publications**, under publication, September 2015.
- Online Bonding and Bridging Social Capital via Social Networking Sites. **International Journal of Virtual Community and Social Networking (IJVCSN)** (6)4, 42-63. October-December 2014.
- Self-Presentation Strategies among Social Media Users. **International Journal of Interactive Communication System and Technologies (IJICT)**. 5(2). Spring 2015.
- “Impact of Turkish Dubbed TV series on Perception of UAE Residents of Turkey”. *The Egyptian Journal of Mass Communication*. **August 2014**.
- "Impact of Internet Connectedness on Voluntary Work among Arab UAE Residents". **International E-Politics Journal (English)** 2(4) 41-60 October-December (2011).
- "Online Privacy Concern among Social Networks’ Users". *The Canadian Cross-Cultural Communication journal*. 6(4) December, 74-89
- “Arab Communication Instructor's Assessment of Mass Communication Research in the Arab World and its Future”. **Journal of Middle East Media**. 1 (4), 11-40 (Arabic) 2008.
- Mohamed, Azza (2006). "News source Credibility among Emirates People: Traditional vs. New Mass media". **Egyptian Journal for Public Opinion Research**. (7) 2: 445-496 (Arabic).
- Mohamed, Azza. (2005) "Impact of Television Drama on UAEU Students' Perception of Egyptian Society". **The Egyptian Journal for Communication Research**. (24): 325-398 (Arabic).
- Mohamed, Azza. (2004) “UAEU Student’s Perception of the Effects of Music Clips Satellite Channels on Arab Societies: A Study on Third-Person Effect. **Egyptian Journal for Public Opinion Research**.2 (5): 79-134(Arabic).

- Mohamed, Azza. (2003). "Egyptian Elders' Relationship with the Elder's Radio Channel". **The Egyptian Journal for Communication Research**. (21):435-485. (Arabic).
- Mohamed, Azza. (2003) "Academic Researchers' Assessment of Mass Communication Research Ethics". College of Mass **Communication Ninth Annual Conference**. titled: Media Ethics: Theoretic and Practice. Fourth Issue. Pp: 1269-1375 (Arabic).
- Mohamed, Azza. (2002) "TV News Reports Covering Terrorism Acts: Palestinian-Israeli Conflict and US War against Afghanistan **Al-Azhar Journal for Communication Research**.18: 118-172 (Arabic)

**b. Other Articles published in un-referred Journal:**

- "What about Children Environmental Awareness?" **Arab Broadcasting Union Journal** (A. S. B.U) **Issue 1 (2010)**
- "Designing and Implementing Anti-Drug Mass Media Campaigns" scientific article for **Arab Broadcasting Union Journal** (A. S. B.U). February.
- "Religion Programs on Arab Satellite Channels: A Critique" (A. S. B.U) **(2006)**
- "Evaluation of Theoretical and Professional Construction for Mass Media Professions".(A.S.B.U.) **(2003)**
- "Cultural, Educational and Behavioral Schema in Drama and Talk Show Programs. (A.S.B.U.). **(2002)**
- "Egyptian TV Scientific and Technology Programs" (A.S.B.U.). **(2002)**

**c. Other Professional papers, Talks, Abstracts, Presented at Conferences**

**i. Refereed conference proceedings:**

- Paper presented in the 24th International Conference of the Asian Media Information and Communication Center (**AMIC**). The Conference Theme is: Communicating in an e-Asia: values, technologies, and challenges held at the American University of Dubai, UAE **10-13 June 2015**
- Paper presented in the National Communication Association **NCA 100<sup>th</sup>** Convection- Chicago, Illusion – USA. The paper entitled "Uses and Gratifications of Watching Turkish Drama on TV among UAE Residence" **20-22<sup>nd</sup> Nov. 2014**
- Paper presented in the 19<sup>th</sup> annual conference of the Arab-US Associations for Communication Educator that was held in Irbid, Jordan. The paper entitled: "Emiratis' self-presentation strategies in SNS". **26-28<sup>th</sup> Oct. 2014**
- Paper presented in the Fourth London Film and Media Conference. University of London. The paper entitled: "The Impact of Turkish Dubbed TV Series on Perception of Turkey among Viewers in The United Arab Emirates". **26-28<sup>th</sup> June 2014**

- Participated in the Third Annual Conference of Film and Media in University of London. June-2013. Paper entitled: “Impact of Television Drama Viewing on Youth’s Perceptions of Egyptian Society”.

**26<sup>th</sup> June 2013**

- Participated in the AUSACE Annual Conference organized by Georgia State University and held in Atlanta (USA). Paper entitled: “TV News Professionalism as perceived by Egyptians in UAE” (Online presentation).

**16<sup>th</sup> November 2012**

- Participated in AMIC annual conference that was held in Malaysia. Paper titled: News Media Credibility among Emiratis. **11-14<sup>th</sup> July 2012**
- Participated in the First Annual ADU Research Conference.

**5<sup>th</sup> June 2012**

- Participated in International Technology, Education and Development Conference INTED 2011 in Valencia Spain. Paper title: “Research Code of Ethics among Media Scholars”.

**7-9<sup>th</sup> March 2011**

- Panel chair 15<sup>th</sup> AUSACE annual conference that was held in Kuwait. The panel titled: “Assessment of Arab Media Research. **16-19 Oct. 2010**

- Participated in 19<sup>th</sup> **Asian Media Information and Communication (AMIC) Annual Conference** “Technology and Culture: Communication Connectors and Dividers” Suntec, Singapore. **21-23 June 2010**

- Participated in 14<sup>th</sup> AUSACE annual Conference in Cairo, Egypt. Innovative Media in a Changing Middle East, Paper on Online Social Network Motivations. **7-10 November 2009**

- Participated in Westminster University conference in UK titled "The African and Arab Media Audiences: Shared Agenda for Research"

**30-31<sup>st</sup> March 2009**

- Bahrain First International Conference in Manama **7-9 April 2009** titled: "New Technology for new Media in New World".

- The 10<sup>th</sup> UAEU Annual Conference April 2009. **(RAC 10-2009)**. Research titled: "New vs. Traditional Media Credibility among Emirates". **April 2009**

- The 13<sup>th</sup> Annual Arab-US Association for Communication Educators (AUSACE) conference held in Virginia. The paper titled "Effect of Internet Connectedness on Civic Engagement among Arab UAE Arab Residents". **(November 2008)**

- A research speaker in 9<sup>th</sup> Annual UAEU conference. Paper titled: "Arab Mass Communication Instructors' Assessment of Mass Media Research in the Arab World". **21-23 April 2008**

- The **AUSACE 11<sup>th</sup> International Conference held in Morocco 17 - 21 November 2006**. Research Titled "News Sources Credibility among Emirates People". **(2006)**

- A research presenter and speaker in the **8<sup>th</sup> UAEU annual conference** in the academic year **2006-2007**. **(2007)**

- The **AUSACE 9<sup>th</sup> International Conference held in Cairo** 18 - 21 November 2004. Research titled: "UAEU Student's Perception of the Effects of Music Clips Satellite Channels on Arab Societies: A Study of Third-Person Effect". (2004)
- **The Ninth Annual Conference. Faculty of Mass Communication.** May 2003. Research Titled: "Academic Researchers Evaluation of Ethics of Mass Communication research". (2003)
- **The First Annual Conference, Radio & TV. Department:** Research titled: "TV News Reports Covering The Terrorism Acts". (2001)

## ii. Un-refereed conference proceedings:

- Participated in the Beijing International Studies University (BISU) forum entitled: "Development of Contemporary Arabic Countries in Gulf Area". Her paper entitled: "The Arab Media Industry: A Case Study on the UAE" (In Arabic). **Nov. 9-13, 2012**
- Participated in the Emirates Voluntary Conference and Gulf Voluntary Forum that was held in Abu-Dhabi. The paper titled *"Impact of Internet in Encouraging Voluntary Work among Arab Residents in UAE"*. **31<sup>st</sup> January 2010.**
- Participated in Abu-Dhabi third annual conference on Corporations' Social Responsibilities (CSR conference). The paper was *on "Social Responsibility of Mass Media in Charity and Voluntary Work"*. **9<sup>th</sup> May 2010**
- Participated in the Frensh-Emarati Colloquium organized by Paris-Sorbonne University in Abu Dhabi and UAEU titled "Fear of the Other". My paper titled: "Fear of the other as a propaganda Tool to Achieve Political Goals". **17-19 March 2009**
- The Arabic Conference for Radio & TV and Children (Tunis). **Arab States Broadcasting Union (A.S.B.U.)**. Research Titled: "Children's Programs in the Egyptian Radio". (2001)
- Participated with a paper Titled "Television and Knowledge of Drug Abuse Problem among Egyptian Adults" in: **Mass Media & Drug Abuse Conference** Held in the Faculty of Mass Communication, Cairo Univ. (2001)
- The Arabic Conference for Radio & TV and Children (Tunis). **Arab States Broadcasting Union (A.S.B.U.)**. Research Titled: "Children's Programs in the Egyptian Radio". (2001)
- **Mass Media & Drug Abuse Conference** Held in the Faculty of Mass Communication, Cairo Univ. The paper titled "Television and Knowledge of Drug Abuse Problem among Egyptian Adults" (2001)

### iii. Invited talks and lectures:

- Speaker in “Negative Effects of Visual Media” symposium that was held in UAEU Multaqa. **November 2010**
- Introduced a lecture on “Propaganda and Persuasion techniques during War” for the Chief of Staff Joint Commanders in Abu-Dhabi organized by the Continuing Education Center in UAEU **Dec. 2009.**
- **Workshop on "Radio Programming"** for Mass Communication students UAEU **22,29 November 2009**
- Addressed a lecture for the National Rehabilitation Center (NRC) on **"designing and implementing drug prevention campaigns and best practice used"**. **June 20<sup>th</sup> 2007**
- Selected to present a lecture to a group of study-abroad students studying "Intensive Arabic course" in UAEU. **June 18<sup>th</sup> 2007**
- Key speaker in a workshop on: **“Designing Anti-Drug Campaigns"** with Emphasis on Television Dependency and Knowledge of Drug Abuse among Adults. ***UAE International Conference on Addiction. Abu-Dhabi 10-12 March 2007***
- **“Using Fear Appeal in Health Communication Campaigns”** lecture in the National Social Campaign for Virus C organized by General Authority for Health services for Abu Dhabi. UAE. **Feb. 17<sup>th</sup> 2007**
- **“Arab Satellite Channels: Its Pros and Cons on UAE Adults”.** A Lecture in Al-Muqam Female Students’ Hostel. UAEU. **(2004)**
- **“Mass Communication Concept”** lecture in High Education Federation and Leaders Preparing Center in Abu-Dhabi. UAE. **(2004)**

### d. Websites

#### On-line Publication:

- A published paper titled "Communication Researchers' Assessment of Media Research Ethics in Egypt" in an online communication website "The Arab Gate for Communication" (Archive)  
<http://www.arabmediastudies.net/>

### e. Prizes, and Awards Given for Research Achievements:

- Got Excellent English Paper Certificate in the 17<sup>th</sup> AUSACE annual Conference at Georgia State University (Online Presentation) **November 2012**
- Got the 3<sup>rd</sup> place award **"Excellence in research"**. Faculty English paper presentation in the Arab-US Organization for Communication Educators (AUSACE) 13<sup>th</sup> conference that was held in Virginia University USA. **November 2008**
- Got the 3<sup>rd</sup> place award **"Excellence in research"**. Faculty/Journalist paper presentation Arabic in the Arab-US Organization for

Communication Educators (AUSACE) 11<sup>th</sup> conference that was held  
in Tangier – Morocco. **November 2006**

**f. Editorships, Editorial Boards, and Reviewing Activities for Journals and Other Learned Publications.**

- Served as a reviewer for the **International Communication (ICA) Conference** on 18-12-2014 as I completed reviews for the ICA Mass Communication Division
- Served as a reviewer and editorial board member of the **Journal of Media and Communication** (2014)
- Served as a reviewer for Association for Education in Journalism and Mass Communication **AEJMC** conferences (2009-2010)
- Served as a reviewer for an international communication journal, “**New Media & Society**”. (2009/2010)
- Served as a reviewer for **Sharjah University** Scientific Journal. (2007-2010)
- Referring researches to be published in **Journal of Social Affairs** UAEU. (2006-2010)
- Appointed by the Arab-US Association for Communication Educators (AUSACE) Board to work as **co-editor for the Journal of Middle East Media (JMEM)** (2006 till now)

**k. Other:**

- Selected for inclusion in Academic Keys “Who’s Who” in Humanities Higher Education(WWHHE) (2007-2009)

**3. Teaching, Mentoring, and Advising**

**a. Courses taught in ADU, Cairo University, UAEU and MIU:**

- “Current Media Issues in GCC” (2104-2015)
- Media Ethics and Responsibilities (2014-2015)
- “Senior Projects in MC” (2013-2015)
- “Writing for Media” (2011 till now)
- “Media Research Methods” (2003-2014)
- “Media and Society” (2014-2015)
- “Principles of Strategic PR” (2013)
- “Graduation Project course” (2011-2013)
- “Internship” (2011-2015)
- “Principles of Advertising” (2011-2012)
- “Public Relations Research” (2011-2012)
- “Public Relations Writing” (2011-2012)
- “Contemporary Issues in Mass Comm.” (2010-2011)
- “Writing for Broadcast” (2006-2010)
- "Theories of Mass Communication" (2006-2015)
- "Translation for Communication" (2005-2015)
- "Principles of Writing for Mass Media" (2004-2012)

- "Introduction to Mass Communication" (2003-2015)
- "International Communication" (2003-2004)
- "Introduction to Public Relations" (2003-2013)
- "Introduction to Advertising" (2003)
- "Press Law and Ethics" (2003-2012)
- "Persuasion and Dissemination of Innovation" (2002-2003)

**b. Course or Curriculum Development:**

- Developed Mass Communication Program proposal for Abu Dhabi University submitted to CAA (**In Arabic**). It receives the CAA accreditation **November 2014**
- Developed the Mass Communication Program (**In English**) for ADU proposal that got the CAA accreditation in Fall 2011 (**Sept. 2011**)
- Created the MC in Arabic study plan, Curriculum, course descriptions and syllabi. **October 2012**
- Created two course syllabi for the Honor Program at ADU (**2011-2012**)
- Participated in developing "Civilization Dialogue" course syllabus for "Leadership and Society department" **December 2010**
- Served as a member in "Honor and Leadership" Program committee, in which participated in developing course descriptions and syllabi such as "Language, Meaning, and the Global Community", "Leadership in a Changing World and Society" and "Civilization in Dialogue".
- Served as a member in the curriculum committee in Mass Communication department 2007/2008. During this period, developed "Writing for Arab Media" and "News Writing" course syllabi.
- Received an appreciation certificate from The Training and Continuing Education Center, Ajman University of Science & Technology Network for participating in **developing the practicum plan** in PR and mass media. **2007 - 2008**

**c. Advising: Other than Supervising Student Research.**

**i. Undergraduate:**

- Served as advisor for MC females students at ADU **2011 till now**
- Served as advisor for males and females students at UAEU **2003-2011**
- Represent Mass Communication Program in the Faculty Fair of student welcome UAEU. **Feb. 2008**
- Participated in "Advising Training Workshop" organized by Mass Communication Department. UAEU. **Feb. 13<sup>th</sup> 2007**
- Nominated by the Mass Communication chair to serve in the college advising taskforce. **(2009/2010)**

**iii. Other advising activities**

- **Served as advisor** for "Females' Language and Mass Communication Association".(UAEU) **(2004-2005)**



**f. Advising: Supervising Student Research:**

**i. Undergraduate:**

- Sana Sarwar (2014). Impact of Mawaqif Awareness Campaign on Al Ain Residents. A paper presented in the United Arab Emirates Undergraduate Research Competition, Abu Dhabi University May 2014. She gained the second place in this competition that was on the UAE Universities level.
- Supervised a paper prepared by three ADU students of Public Relations Program: Caline Emile, Noura Salem and Sara Fazal entitled: "PR Role in Promoting Community Police among Al Ain Residents" They got the third place award in the first ADU Undergraduate Conference "Step Up Shabab"
- Supervised a paper prepared by Aseelah titled: "Relation between Exposure to Cartoon Programs and Learning Acquirements among Preparatory School Students in Al-Ain". Aseelah got "Achievement Certificate" as she achieved the ***fifth place in mass media research*** competition for undergraduate students in UAE organized by MAWARD Company in **2008**.
- **Supervised a student's paper (Aseelah Al- Shamsy) for International Association Conference** participation. (Mass Media, Globalization and Identity). The 12<sup>th</sup> Annual AUSACE Conference. that was held in Zayed University in Dubai 27-31 October **2007**. ***The student got second place prize excellence in research.***

**ii. Masters.**

- Co-Supervisor for MA thesis. Faculty of Mass Communication. Cairo University. **Thesis titled:** " Impact of Visual Expression Technology on the Level of TV Picture: An Study on a Sample of Arab satellite Channels". By: Nahla Assaf. Senior supervisor: Professor, Adly Reda. **(2003-2006)**

**g. Extension and Out-reach Activities:**

- Supervised a Newsletter covering the Al Ain campus activities and events created by Writing for PR course entitled (Spectator-ADU).  
**Fall 2012**
- Attended the delegation of the WASC accreditation meeting at AA Campus ADU  
**14<sup>th</sup> Dec. 2012**
- Attended the Arab Media Forum organized by Dubai Press Club.  
**2012-2015**

***Tendency to develop my teaching methodology and skills by attending workshops and training courses as follows:***

- **Attended Fall Faculty Institution meeting** organized by the Faculty Development Center at ADU  
**8<sup>th</sup> Sept. 2012**
- Attended **"Peer-Observational Workshop"** organized by the Faculty Development Center at ADU  
**16<sup>th</sup> Oct. 2012**
- Attending **"Faculty Development Portfolio"** Workshop organized by the Faculty Development Center at ADU  
**16<sup>th</sup> Oct. 2012**

- Successfully completed an online course on (Blackboard) organized by the Faculty Development Center at ADU **Fall 2011**
- Attended an academic AUSACE conference workshop titled "Preparation and Presentation of Research in International Conferences" **that was held in Virginia USA. 14<sup>th</sup> November 2008**
- Attended the Effective Media Skills training session by Chris Kinsville-Heyne of C3i Dubai. UAEU **29<sup>th</sup> Sept. 2009**

**Representing Mass Communication Program of ADU in official and academic meetings as follow:**

- Attended the **Re-Licensure delegation** meeting with Al Ain Faculty **11<sup>th</sup> Sept 2012**
- Attended the College of Arts and Sciences strategic plan meetings. **2012-2015**
- Attended ISO Surveillance meetings in AA Campus **2012-2015**
- Attended AA campus Information session, ADU **13<sup>th</sup> March 2012**
- Attended International Communication Association ICA annual Conference in Singapore. **June 2010**
- Attended a scientific workshop organized by the Arab Council for Graduate Studies and scientific Research (Using SPSS in Social Research). **11-15<sup>th</sup> May 2008**
- Attended a workshop on "Critical Thinking" organized by CET committee on Effective Teaching. CHSS. UAEU. **January 2008.**
- Attending "Student Motivation and Class Participation" workshop organized by CET Committee on Effective Teaching. CHSS. UAEU. **25<sup>th</sup> October 2007**
- **Organized and attended** a BLACK BOARD workshop for Humanities and Social sciences faculty members with collaboration of CIT. UAEU. **(2005)**
- **Organized and attended** a workshop titled: "Increasing Active Learning through the Effective Usage of Black Board and Power Point". CHSS with corporation of faculty of Education. UAEU **May 2007**
- Attended "Latest Teaching Methods" workshop organized by Faculty and Leadership Development Project, Cairo University **(2005)**
- Attended "Making Decisions and Solving Problems" workshop organized by Faculty and Leadership Development Project, Cairo University **(2005)**
- Attended "Critical Thinking Skills" workshop organized by Faculty and Leadership Development Project, Cairo University **(2005)**
- Attended workshop on "Thematic Application" UAEU **(December, 2004)**

**(All Certificates and evidences are available upon request)**

**4. Service:**

**a. Professional:**

**i. International Organization Membership:**

- Serve as the vice president of AUSACE **(October 2014 till now)**

- Member of the Arab European Association for Communication professors and Researchers **(Sept. 2013 till now)**
- A member of the Board of AUSACE (Arab-United States Association of Communication Educators). **(2010-2014)**
- A member in Asian Media International Centre (AMIC) **(2010/2012)**
- A member in International Communication Association (ICA) **(2008)**
- Served as reviewer for some international journals and conferences such as NMS and AEJMC.
- Served as reviewer for the AUSACE annual conferences **(2010-2013)**
- ii- Non-University Workshop:**
- Attended in the Dubai Press club workshop on online newspapers. **August 27<sup>th</sup> 2014** (participation certificate)
- Introduced workshop on: “How to prepare a successful press interview?” for Traym Omran Center for Media Training and Development in Dar Al-Khleej. **Feb. 5<sup>th</sup> 2012**
- Introduced a workshop on “Press Questions’ order and formulation?” for Traym Omran Center for Media Training and Development in Dar Al-Khleej. **Jan. 20<sup>th</sup> 2011**
- Introduced a workshop on “How to prepare a journalistic interviews?” for Traym Omran Center for Media Training and Development in Dar Al-Khleej. **April 2010**
- Workshop in Taryam Omran Cultural Foundation in Dar Al-Khalij in Sharja for journalists titled: "Newspapers production tools and its usages" **7-11 March 2009**

### **iii. Non-University activities:**

- A Judge in Habib Al Redah Creativity Award the fifth round. **May 2012**
- Reviewed and Judged media manuscripts for international journals (Such as Global Media Journal) and conferences (Such as AUSACE and AJEM). **2011-2013.**
- Participated as a member in a group panel discussion about Al-Hurra News Television channel organized by the Center of Public diplomacy at the University of Southern California. Dubai Media City. **April 2008**

## **b. Campus:**

### **i. Departmental:**

- Wrote the outcome assessment for the Theories of Communication Course. **Dec. 2012**
- Created the MC flier (leaflet)(Arabic and English) **(Feb. 2012)**
- Chair of New Proposal Committee **2013 till now**
- Curriculum & New Program Committee **2014-2015**
- Research, Seminars, Conferences and Scholarly Activities Committee **2014-2015**
- Library review committee **2014-2015**
- A member in searching committee ADU **2011-2013**
- A member in evaluation committee of students’ “Farmers’ Media Campaign” for Al-Foah Date Company. **(May 2011)**

- Mass Communication Alumni Committee (Chair) (2009/2010)
- A member in "Media Committee" (2009/2010)
- Chair of Scheduling committee (2006/2007)
- Co-chair and a member in Schedule committee in Mass Comm. Department. (2007-2010)
- A member in "Internship Committee" Mass Communication Program. (2007-2009)
- A member in Mass Communication Chair Evaluation committee. (2007/2008)
- "Graduation Ceremony" of Mass Communication Program UAEU (2006, 2008)
- Contributor in Habib Media Creativity Award (I was a member in Best script writer committee). (2007/2008)
- A member in "Best Advertising" evaluation committee in Two Open days on Mass Communication (2005-2006)
- "Interview Committee" for prospective students to Mass Comm. Program. (2003-2011)
- Accreditation Committee. Mass Communication Program UAEU. (2004, 2008)
- "Advising Committee" MC Dept. UAEU. (2005-2011)
- "Curriculum Evaluation Committee" for Mass Communication Program. UAEU (2006-2008)
- "Education Output Committee" in Mass Comm. Program in the Faculty of Humanities and Social Studies. UAE. (2003-2004)
- "Evaluation of Applicant & Nominate Candidates Committee" for Mass Comm. Program in the Faculty of Humanities and Social Studies. UAEU. (2003-2005)
- "TV Field Production" Searching Committee for Mass Communication Program. UAEU (2004)
- Final Examination Grading Committee in Mass Comm. Program in the Faculty of Humanities and Social Studies. UAEU. (2003-2004)

## ii. College:

- Organized the second media exhibition of Mass Communication Program **13<sup>th</sup> May 2015**
- Organized the First Media Exhibition of Mass Communication Program **8<sup>th</sup> May 2013**
- Intensively covered the First Media Exhibition of MC Program in UAE local Newspapers **May 2013**
- A member in Curriculum committee on the College of Arts and Sciences Level. Abu Dhabi University **2011-2012**
- A member in Advising task force committee **Spring 2010**
- A member in CV task force committee, **Spring 2010**
- A member in Peer- Evaluation Teaching PET committee. **2009/2010**
- A member in "Honor Leadership" program Committee. UAEU. **2006-2008**
- A member in the Lap-Top Committee in the faculty of Humanities and Social Studies. **2005-2006**

### iii. University level:

- Organized the First Interschool Speech Competition IMSC 2013 in Al Ain City Rotana Hotel **December 2013**
- A member in “Director of Research” selection committee ADU **2013-2014**
- Chair of reviewer committee (Humanities and Social Sciences) for the first Undergraduate Research Competition “Step Up Shabab” organized by Abu Dhabi University **23<sup>rd</sup> April 2013**
- Chair of Judging committee in Arts session in the the first Undergraduate Research Competition “Step Up Shabab” organized by Abu Dhabi University **23rd April 2013**
- **A member is the** Judging committee in the English Conversation Club Debate Competition of Al Ain Campus of Abu Dhabi University **May 14<sup>th</sup> 2013**
- **A member is the** Judging committee in the English Conversation Club Best Advertising Competition of Al Ain Campus of Abu Dhabi University **November 2013**
- Chair of Grievance committee ADU **2012-2013**
- A member in Research Council Committee ADU **Fall 2012-2014**
- A member in Honor Program curriculum committee ADU **2011-2012**
- Academic Integrity committee member **2012**

### iv. Special administrative assignments.

- Mass Communication Program Coordinator at Abu Dhabi University **2011 till now**
- **Acting chair** of Mass Communication Program, Faculty of Humanities and Social Sciences. UAEU from 4-10 October **2007**

### c. Community, Local, and National.

- An article on “The Specialized Media Channels: Its Pros and Cons. Published in: Nasherat AL Madena Sharjah University (In Arabic) **April 2014**
- “Things my father taught me” in the OASIS magazine **June 2014**  
[http://myoasisliving.com/digital\\_version/jun\\_2014/pageflip.html](http://myoasisliving.com/digital_version/jun_2014/pageflip.html)
- **Gulf News. Looking back published on December 31<sup>st</sup> 2013.**  
<http://gulfnews.com/opinions/letters/readers-reflect-on-memories-of-the-year-1.1272285>
- Presented the academic point of view of Al Jazeera TV Channel Coverage of the Arab Spring Events. Dar AL Khaleej **August 2013**
- Represent the academic point of view on " The Digital Education in School Curriculum" Available in its website at:  
<http://www.alroeya.com/node/11797> **16<sup>th</sup> Feb 2013**

- Oasis Living Magazine. "The best part of the day" **December 2012**
- "The YouTube: Its Role in the New Century" Al Khaleej News paper. **19<sup>th</sup> December 2012**
- ADU voice " Meeting the Faculty" Issue 8 **November 2012**
- Represent the academic point of view "Apology" News investigative report Al-Khaleej newspaper. **May 2012**
- Represent the academic point of view on the most dangerous type of illiteracy the Arab world is facing. **September, 7 2012**

Kindly refer to the following link:

<http://www.alkhaleej.ae/portal/bc872b57-6eed-4e8c-a24f-ed0f4e7685b1.aspx>

- Represent the academic point of view in an investigative report on "News Investigative Report on "the Culture of Apology". Al Khalej Newspaper (Arabic) **May 2012**
- Represent the academic point of view on the media credibility in covering news. Al Khalej Newspaper (Arabic) **25<sup>th</sup> October 2011**
- Organized a panel Discussion on "Media Work between Talent and Study" hosting well-known media experts. **(April 2010)**
- Hosted by "Emirates' Morning" on Emirates Local channel to discuss different issues such as Video Clips, TV drama and women's images in TV ads. **(2008-2009)**
- Represented the academic point of view on the mass media coverage of Gaza's Crises in AL-Khalij newspaper. **(2008)**
- Organized a panel discussion titled: "Media Freedom and Responsibilities, hosting well-known media experts Nashwa Rewini and Abdel-Latief Al Saegh **(April 2008)**
- Represented the scientific point of view in Zahrat AL Khaleej Magazine regarding the effect of TV cartoon on Arab children. **(June 2008)**
- Explained role of mass media in raising audience awareness of "negative consequences of products' consumption" in Ain Al Emarat Magazine. **(Feb. 2008)**
- Explained role of mass media in changing Emirates people attitude towards "Relative Marriage" in Infinity Magazine. **(2006)**
- Presented my point of view regarding the negative effects of video clips songs in Arabic Satellite Channels in Al Bayan Newspaper survey. **(27<sup>th</sup> March 2005)**
- Represented the scientific point of view in (Osra TV) Program, Al-Bayan Newspaper and Infinity magazine in different topics regarding Emirates and Arab communities. **(2004-2005)**

**d. Service Awards and Honors:**

- Received a Certificate of Appreciation from Abu Dhabi University in recognition for serving as judge and during the second United Arab Emirates Undergraduate Students Research Competition “Step Up Shabab” on 22 May 2014.
- Received a Certificate of Appreciation in recognition of supervising students participating in the Second United Arab Emirates Undergraduate Student Research Competition 22 May 2014
- Received a Certificate of Appreciation from Communication Studies and Languages Department in recognition and appreciation for judging the contestants in the Public Speaking Competition 31 May 2014.
- Receiving a Thank you letter from the International Communication (ICA) Conference on 18-12-2014 as I completed reviews for the ICA Mass Communication Division.
- Received appreciation certificate from College of Arts and Sciences for my imitative to organize the First Interschool Speech Competition IMSC 2013 **Dec. 2013**
- Received Excellent University Service Award Abu Dhabi University **June 2013**
- Received Excellent College Service Award Abu Dhabi University **June 2013**
- Received appreciation certificate from Al Ain Campus Director and the Assistant Dean of College of Arts and Sciences for organizing the First Media Exhibition **8<sup>th</sup> May 2013**
- Appreciation Certificate from Abu Dhabi University for the contribution in making the First United Arab Emirates Undergraduate Student Research Competition a Success. **23<sup>rd</sup> April 2013**
- Received Thank You Letter from Dr. Khaled Abdullah, the director of Tryam Omran Center for training and Development for my workshop to Journalists. **March 2013**
- Received “Teaching Excellence” award in Al-Ain Campus at Abu-Dhabi University **Fall 2012**
- Received a recognition and appreciation certificate for my contribution to the Habib Al Redah Media Creativity Award **June 2012**
- Received appreciation letter from Mass Communication Department Chair in UAEU for organizing “TV Editing Intensive Workshop” for TV students during **the Academic year 2010/2011**

- Received appreciation letter from Mass Communication Department Chair in UAEU for organizing “Radio Workshops” for TV students during **the Academic year 2009/2010**
- Received a Thank You Letter from Al Foah Co.L.L.C for my contribution in the volunteer service provided to Al Foah Dates Company in evaluation students “Farmers Campaign” during **13/2-31/5/2011.**
- Received appreciation letters from the Board of Trustees Chair of Taryam Omran Cultural Foundation in Dar Al-Khalij in Sharja for my contribution. **(2009, 2010, 2011)**
- Formally recognized by the Associate Provost for Academic Affairs (UAEU) for "**Providing quality services through work assignments**" by monthly salary merits in the academic year 2006-2007. **(April 2007)**
- Formally recognized by the Associate Provost for Academic Affairs (UAEU) for "**Exceptional Services**" for the academic year. **(2005-2006)**

**Updated 23<sup>rd</sup> July 2015**

**Note:** *All documents will be available upon request*