



Fatma Elzahraa Elsayed

A Communication & Media Scholar Seek to Make the Media Work for the
Affirmation and Preservation of Human Humanity

***Full Name:** Fatma Elzahraa Mohamed Ahmed Elsayed*

***Specialization:** Journalism, New Media*

***Current Profession:** Associate Professor of Journalism in Mass*

Communication Faculty - Cairo University.

Contacts: +2 01061133491
+44 07425359652
+966 0562212839

***E-mail:** me17feme@leeds.ac.uk*

zahraafat@yahoo.com

Skills Summary

- Teaching Media Subjects via online learning environments.
- Teaching Media curricula via virtual classes.
- Training to use Adobe InDesign in publishing newspapers, magazines, and other media outlets.
- Supervising MA media dissertations.
- Managing academic programs.

Published Research:

1-"Comprehensive Social Quality of Blogs", comparative study between Egyptian and American blogs, published in the 14th International conference of Mass Communication Faculty Proceedings book, Cairo University,1-3 July 2008.p859

2- "The Role of the Saudi Online Newspapers in the awareness of Major Health Concerns", published in the Egyptian Journal of Media Research, Mass Communication Faculty, Cairo University No. 37, Jan-June 2011.p41

3- "The role of the Saudi media in changing the public opinion toward females' participation in the political life", published in the Proceedings Book of the 18th International Conference of Mass Communication Faculty, Cairo University,1-3 July 2012.p437

4- "Saudi Facebook users and types of personalities using the Model of Big Five Indicator", published in the Egyptian Journal of Media Research, Mass Communication Faculty, Cairo University, Jul-Sep, 2013.

5- "Saudi Online Newspapers Coverage of the Egyptian Presidential Elections Crisis 2012", Published in the Arabic Journal of Media and Communication, Ahram Canadian University in Cairo, July 2013.

6- "Saudi youth opinion toward the expected role of new media to settle crises and confrontations peacefully – Twitter as a Model", presented in the Second Conference of Civilizations Alliance and Values, hosted by ISESCO in Rabat, Morocco, 19- 21 Dec. 2012.

7- “Features of the Egyptian society in video clips of NYT and El-Watan online newspapers: Semiotic study” ", Published in International Journal of Communication and Social Research, vol. 2 No.2- July, 2014.

8- “The unprofessional variables of the Egyptian media performance after 25th Jan revolution”, published in the Egyptian Journal of Media Research. Mass Communication Faculty, Cairo University, Jan-March 2015

9- “Twitter activists’ participations in soccer events using Web,02”, published in the Egyptian Journal of Public Opinion Research, Mass Communication Faculty, Cairo University, Vol. 13, No.2, April-June 2015.

10- Editor of "Years of achievements (2007-2011)"book in King Abdul-Aziz University, faculty of Arts and Human Sciences- Jeddah.

11- “Purposive or Accidental! Why Polls Mislead the Public About the Next US President?” Journal of Mass Communication & Journalism, Volume 7, Issue 5, 2017

Education

- Master of Arts (New Media) from Leeds University/ UK 2017-2018

-Study of the U.S. Institute on Journalism and Media, SUSI grant, June-August 2016. Scripps College of Communication, Ohio University, and the Department of State US.

-PhD in mass communication (Honorary degree) The dissertation title is "The Internet impact on the online newspapers portals". Department of Journalism, Mass Communication Faculty, Cairo University, Sep.2007

-Master in Journalism, (Excellent Degree). The dissertation title is: "Documentation techniques on the Egyptian newspapers establishments", Department of Journalism, Mass Communication Faculty, Cairo University, Jan 2001

-BA in mass communication, (Honorary Degree) Department of Journalism, Mass Communication Faculty, Cairo University 1992.

Training Courses

- 1) Creative Thinking, 27-28/08/2016, FLDC, Cairo University.
- 2) The Credit Hour Systems, 20-21/08/2016, FLDC, Cairo University.
- 3) Crisis Management Skills, 21-22/05/2016, FLDC, Cairo University.
- 4) Exams& Students Evaluation Systems, 02-03/04/2016, FLDC, Cairo University.
- 5) Competing for Research Funds, 12-13/03/2016, FLDC, Cairo University.
- 6) Change Management, 12-13/03/2016, FLDC, Cairo University.
- 7) International Publishing for scientific Researches (theoretical colleges), 13-14/01/2016, FLDC, Cairo University.
- 8) Managing Institutional Change, 22 Dec., Institute of International Education, The LOTUS Scholarship Program, IIE Mena Region Office, USAID, 2015.
- 9) "Developing teaching Portfolio", Deanship of skills Development, KSU (4 training hours) 7May 2012

- 10) "Micro Teaching", Deanship of skills Development, KSU (4 training hours) 30 April 2012
- 11) "Using Technology in college Teaching", Deanship of skills Development, KSU (12 training hours) 14-16 April 2012
- 12) "Learning Outcomes Assessment", Deanship of skills Development, KSU (8 training hours) 9-10 April 2012
- 13) "Scientific Supervision of post graduate students", Deanship of skills Development, KSU (10 training hours) 7-8 March 2012
- 14) "Effective Teaching", Deanship of skills Development, KSU (8 training hours) 29 Feb.-1 March 2012
- 15) "Course Design and Construction", Deanship of skills Development, KSU (4 training hours) 21 May 2012
- 16) "Parametric and Non Parametric tests using SPSS", Deanship of skills Development, KSU (15 training hours) 24-25 Oct 2012
- 17) "Preparing Data using SPSS", Deanship of skills Development, KSU (15 training hours) 17-19 Oct 2012
- 18) "Feedback as a Tool for Better Learning", Deanship of skills Development, KSU (3 training hours) 3 March 2012
- 19) "E Learning and Virtual Classes", KAU, KSA, 9-11 March 2010
- 20) "Training Trainers", (70 training hours) Dar El-Salam for Development and Management Consulting, Jeddah, 3-18May 2009
- 21) "Time and Meetings Management", FLDC, Cairo University, 27-29 July 2009
- 22) "Conferences Organizing", FLDC, Cairo University, 10-12 August 2009

- 23) "Managing Research Team", FLDC, Cairo University, 3-5 August 2009
- 24) "New Academic Stuff", FLDC, Cairo University, 3-5 March 2009
- 25) "Adobe In Design CS4", Graph East, Adobe Official Agent in Egypt, 28 June-21 July 2009
- 26) "Effective Communication Skills" FLDC, Cairo University, (10-12) Apr, 2007
- 27) "Effective Presentation skills" FLDC, Cairo University (2-4) Apr, 2007
- 28) "Full Preparation of academic teacher", FLDC, Cairo University (8-25) Jan 2007
- 29) "Scientific methods of researches", FLDC, Cairo University (12-15) Feb, 2007
- 30) "New Trends in Academic Teaching", FLDC, Cairo University (5-7) Feb, 2007
- 31) "TOEFL degree in English languages", Center of foreign Languages and Professional Translation, Cairo University (April, 2006)
- 32) "HTML language implications for web designing", AMAC, Ahram newspaper Establishment, (Feb-Mar) 2001
- 33) "Programming and Database concept", AMAC, Ahram Newspaper Establishment (June-July) 1999
- 34) "Windows 1995", AMAC, Ahram Newspaper Establishment 95, Apr-May 1999
- 35) "Women Issues in the Arabic Journalism, under supervision of UNISCO (20-28) Egypt, Sep.1999

Professional Experience:

- Head of Journalism department, Mass Communication Faculty, Ahram Canadian University in Cairo. (2015/2016)
- Editor in Chief of the Scientific Journal of Journalism Research (2013-2015)
- lecturer of Media and journalism for 20 years.
- Trainer of Adobe CS4 to publish magazines for 5 years.
- TA in Mass Communication faculty in the following subjects: News editing, Journalistic Translation, New techniques of writing reports. (1993-2000) and Media psychology, Research methods, Specialized news journals (2001-2007)
- Editor in chief for Journalism Department weekly newspaper (Sout Al Jamea) during (1993-2007).
- Editor of Foreign Affairs section of the (Al-Shaab) Egyptian Newspaper (1993-1994).

Trainer of the following courses:

- "Designing newspapers and magazines" to KSU students (1-5/4/2012)
- "Designing media papers" to the Egyptian community in Riyadh, KSA 30 June – 2 July 2013
- "Using SPSS for academic quality management" to KSU management officers (6-7/5/2012)
- "Desktop publishing with InDesign CS3", for six semesters (2009- 2011) KAU, KSA
- "Desktop publishing with InDesign CS4", for four semesters (2010-2012) KSU, KSA
- "Presentation and Marketing skills", to KAU students during the sixth Hand Made Festival 16-17/12/2009

Conferences, Seminars, and Workshops:

- "Egyptian Diplomacy in the Digital Age", AEJMC Conference in Minneapolis, International Communication Division, Aug 2016.
- " Self-Regulation policies of the Egyptian journalists" in a Conference hosted by Freie University, "Egyptian media & journalism between change and continuity", Berlin, 12-14 Nov. 2015
- "Methodological Challenges in Analyzing Social Media Networks", International Conference in Al-Emam Mohammad Ibn Saud Islamic University, Riyadh, KSA, 9-10 Mars 2015.
- "Data Journalism", AREACORE workshop, ACU, Egypt, 18-19 Nov 2015.
- "Media and the Rumor", International Conference in King Khaled University, ABHA, KSA, 25-27 Nov 2014.
- "Media Effects among Egyptians outside homeland", Nubian bond cultural season in Riyadh, KSA. Summer, 2013
- "Awareness Role of National Associations among Egyptians", Nubian bond cultural season in Riyadh, KSA, 29-5-2013
- "Brainstorming to identify the subjects of a documentary film about Islam", WWAI in Riyadh, 4 June 2013
- "Public Relations: Recognition and activation", BAE Systems Second Conference in Riyadh, 30 April 2013
- "Data Collection and Questionnaire Design in researches" Workshop in KSU, Deanship of Scientific Research, 5 May 2012
- "Writing Dissertations", Workshop in KAU, 8 March 2010
- "Evaluation of Students Performance", Workshop in KAU, Oct 2010
- "Informational Awareness Program", Deanship of Library Affairs in, KAU, 26-4-2010

Memberships:

- Member of IAMCR, since 2006
- Member of AREACORE, since 2014
- Member of AEJMC, since 2016

Awards and Honors:

- Maggi Al- Halawany Award for best research in media during the International Conference of Mass Communication Faculty, Cairo University, July- 2012.
- Alamuddien M. Award for best research in new journalism during the international conference of Mass Communication Faculty, Cairo, July- 2008.
- The biggest award of the first symposium for “Creativity in Journalism” of Department of Journalism, Mass Communication Faculty, (June 2000).
- Mostafa and Ali Ameen Award, presented by Akhbar Alyoum Press Establishment for journalism, 1996 for excellence in graduation.
- Award of the “Ideal Undergraduate Student” in Mass Communication Faculty (1990-1991).