



Dr. Thouraya SNOUSSI

Associate Professor *(applied for Professorship)*
Assistant Dean
Chair of Mass Communication Department
College of Communication, University of Sharjah (UAE)

PERSONAL INFORMATION

Citizenship: Canadian & Tunisian - Obtained the UAE Golden Visa

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Google Scholar: <https://scholar.google.com/citations?user=myGqp2wAAAAJ&hl=en>

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EDUCATION AND DEGREES OBTAINED

DEGREES	FIELD OF STUDY	YEAR	INSTITUTION/COUNTRY
CAA Certificate	CAA Certified Reviewer	2023	Commission for Academic Accreditation (CAA), Ministry of Education - UAE
PhD.	Information and Communication Sciences	2000	Stendhal University (France) Specialty: Communication and Media <i>(Got the equivalency from MOHESR (UAE), since 2013)</i>
Master	Information and Communication Sciences	1997	Stendhal University (France) Specialty: Communication and Media
Bachelor	Communication	1996	Press Institute of Information Science IPSI- Mannouba University (Tunisia) – Mass Communication
High School	Arts	1992	Secondary School – Menshya- Tunisia

PROFESSIONAL AND ACADEMIC EXPERIENCE

ACADEMIC YEAR	INSTITUTION/ COUNTRY	POSITION AND COURSES
Sep. 2020 – on going	University of Sharjah/UAE (UOS- Main Campus)	<p>Assistant Dean & Coordinator for Graduates Studies (2020 to 2022) Chair, Department of Mass Communication (2022- on going) Associate professor College of Communication, UOS</p> <p><u>Duties:</u></p> <ul style="list-style-type: none"> - Assisting the Dean of the College in all academic fields. - Coordination of master's and Doctoral programs. - Preparing the self-study for the AECJMC international accreditation - Teaching graduate and undergraduate courses. - Students' Academic Advising.
Sep. 2018 – Aug 2020	University of Sharjah/UAE (Khorfakkan & Kalbaa Branches)	<p>Academic College Coordinator for the branches Associate professor College of Communication, Western Region Branches, UOS</p> <p><u>Duties:</u></p> <ul style="list-style-type: none"> - Assuming all administrative and academic responsibilities in Khorfakkan and Kalba branches, - Teaching Mass Communication and College requirement courses. - Students' Academic Advising. - Coordination of multiple courses in Mass Communication Department.
Feb. 2015 till Aug.2018	Al-Gurair University/UAE (AGU)	<p>Dean (Sep. 2015- August. 2018) Head of Department (Jan. 2015- August 2015) Associate professor (Starting from Aug. 2017) College of Mass Communication</p> <p><u>Duties:</u></p> <ul style="list-style-type: none"> - In charge of the Deanship affairs. - Coordinating the program of bachelor's in public Relations - Coordinating the program of Professional Diploma in Journalism - Media Coordinator at the university level - Students' Academic Advising. - Preparing the self-study for the CAA re-accreditation - Working on the development of the College curriculum, - Academic, Research, exams & Integrity membership committee.

2012-2015	Emirate's College of Technology/UAE (ECT)	Assistant Professor Media and PR Coordinator <u>Duties:</u> <ul style="list-style-type: none"> - Coordinating relations with Media. - Students' Academic Advising. - Teaching various Mass Communication and PR (MCPR) courses.
2006-2012	Mannouba University/ Tunisia (UOM)	Assistant Professor <u>Duties:</u> <ul style="list-style-type: none"> - Teaching Radio and Television courses. - Assisting the Research Unit Coordinator (ICT Research unit). - Assuming the responsibilities of President of Exam Committee. - Assuming the responsibilities of Member in several Master Defence Committees. - Refereeing papers in RTC (Tunisian Communication Revue).
2007-2008	National Radio/ Tunisia	Radio Producer and Host <u>Duties:</u> <ul style="list-style-type: none"> - Preparing and presenting a weekly cultural Radio program "Likaa Assahab"
2004-2006	CH Montreal TV/Canada	TV Producer and co-host <u>Duties:</u> <ul style="list-style-type: none"> - Preparing and co- presenting a cultural weekly TV program "La Caravane du Maghreb" (French and Arabic languages)
2002	University of Montreal/ Canada (UM)/	Lecturer (part Time for 2 semesters) <u>Duties:</u> <ul style="list-style-type: none"> - Teaching "Introduction to Advertising"
2001-2003	Alressala Newspaper Montreal/ Canada	Journalist and Editor in Chief <u>Duties:</u> <ul style="list-style-type: none"> - Supervising the French section of the Newspaper - Editing a weekly Column, in the Arabic section
1996-2000	Stemdhah University Grenoble/ France	Researcher <u>Duties:</u> <ul style="list-style-type: none"> - Conducting doctoral research in the Department of Communication and Media
1995-1996	Alsahafa Newspaper Tunis/ Tunisia	Journalist <u>Duties:</u> <ul style="list-style-type: none"> - Writing daily updates of national and cultural news.
1995-1996	Tunisian National Radio/ Tunisia	Radio Host <u>Duties:</u> <ul style="list-style-type: none"> - Preparing and presenting a weekly live cultural program.

REFREED JOURNAL PUBLICATIONS AND CONFERENCES
PUBLICATIONS 2016 - 2022

BOOKS:

1. Snoussi T (2016) *"Modern Technologies' uses: Theoretical approaches and social penetration"*, University Book House, Alain, UAE, 127p. ISBN 978-614801727-8 (Arabic language)
2. Snoussi T. Said M. and Gindeel H., (2018) *"Crisis and Terrorism Communication"*, Brighter Horizon Publishers, Sharjah, UAE, 375p. ISBN 978-9948-385-49-3 (Arabic language)

3. Snoussi T. (2019) "*Digital Media and social networks*", Brighter Horizon Publishers, Sharjah, UAE, 240p. ISBN 978-9923-705-17-9 (Arabic language)
4. Snoussi T. and Hashim S. (2020) "*New media & Public Relations*", Brighter Horizon Publishers, Sharjah, UAE, 250p. ISBN 978-9948-368-85-4 (Arabic language)
5. Snoussi T. (2020) "*Electronic Journalism*", Noor Publishing, Germany, 225p. ISBN 978-620-0-77516-0 (Arabic language)
6. Snoussi T. (2022) "*New Media theories*", Al- Arabia Public Relations Agency, Egypt. October. 220p. ISBN 978-977-85918-4-2 (Arabic language)
7. Snoussi T & Abidi S (2024) "Artificial Intelligence Journalism". In process of finalisation.

BOOK CHAPTERS

1. Snoussi T and Said M (2016). *Media coverage of Terrorism crisis*. Proceedings of the International Conference: Media against Terrorism, Al-Shoorooq University publications, Cairo, Feb.
2. Snoussi T (2016). *The receiver in the Web TV era*. Proceedings of the international conference: The future of the traditional and new Media", Petra University publications, Jordan. Dec.
3. Said M and Snoussi T (2016). *Media coverage: Comparison between Al-Jazeera and Al-Arabya Channels*. Chapter of a book entitled "The role of Shareea, Law and Media in the confrontation of terrorism". Al-Warraaq for printing and publishing. Zarqa University publications 1st edition, Tom2. Jordan, Mar. Pp. 329-343. Retrievable from <http://search.mandumah.com.uoseresources.remotexs.xyz/Record/801921>
4. Snoussi T (2017). *Terrorist discourse: A semiotic study*. Proceedings of the International Conference of the Press Institute of Information and Communication IPSI, and Conrad Adenauer Foundation publications, April.
5. Snoussi T (2017) *Semiotics of the image in hate speech*. Proceedings of the International Conference: Media between Hate Speech and Intellectual Security. Al-Warraaq for printing and publishing. Zarkaa University publications. pp. 639-957. Paper retrievable from: <http://search.mandumah.com.uoseresources.remotexs.xyz/Record/917091>
6. Snoussi T., Kaleel A. & Hashim S. (2019). *Social media use in Higher Education: A case study*. Proceedings of Canadian International Conference on Advances in Education: Teaching and Technology, 27-28 Jul. Toronto, Canada, Unique Conferences Canada Publications, November 2019, ISBN: 9781-988652-30-6, PP. 28-36.
7. Snoussi T. & Al-Houti, N. (2024). Journalism In Practice Studies: Systematic Review. Handbook of Applied Journalism : Theory and Practice. Springer. ISBN 978-3-031-48738-5. **Accepted**
8. Snoussi, T. (2024). *Effects of Use of social media in the Middle East and North Africa Region Youth. Social Media, Youth, and the Global South: Comparative Perspectives*. Springer. ISBN978-3-031-41868-6. **Accepted**
9. Snoussi, T. (2024). *Learning Management Systems Vs. social media for Learning in the UAE: Opportunities and Challenges. Social Media, Youth, and the Global South: Comparative Perspectives*. Springer. ISBN978-3-031-41868-6. **Accepted**
10. Nasr, E., Snoussi, T. & Nasr, N. (2024). News in social media and Misinformation During covid-19 Pandemic in the United Arab Emirates. A chapter of the Book "Communicating Pandemics Worldwide, Routledge, **Accepted**

JOURNALS:

1. Snoussi T (2016) "*New Media: A Bowl for Promoting Islamophobia*". Journal of Research and Media Studies. International Higher Institute of Information in Al-Shorook. Cairo. Issue1, July. Pp. 7-27. ISSN:2357-0407. DOI: 10.21608/MJSM.2016.110571
2. Snoussi T (2016) "Impact of the *Turkish drama in the Arabic youth: A semiotic study*". Journal of Arab States Broadcasting Union (ASBU), Issue 1, Tunis, Mar. (2016)
3. Snoussi T (2016) "*Media Management of Terrorism crisis: The case of Charlie Hebdo*". Journal of Arab Media and Society, issue 22." Media and Terrorism", Cairo, Egypt, spring. ISSN: 1687-7721, **Scopus**. Paper retrievable from <https://www.arabmediasociety.com/author/thoraya-elsanosy>
4. Snoussi T (2016) "*The media coverage of economic programs*". Journal of Public Relations Research Middle East, Egyptian Association of PR. Issue 12, Egypt, Sep. ISSN: 2314 - 873 X
5. Snoussi T (2017) "*The electronic newspaper Happy Family: A content analysis*". Journal of Arab Media and Society". Issue 23, winter. **Scopus**. Paper retrievable from <https://www.arabmediasociety.com/family-culture-in-new-media-an-analytical-study-of-happy-family-magazine-arabic/>

6. Snoussi T (2018) *"The media and communication role of advanced regional systems: A theoretical approach"*. Journal of Public Relations Research Middle East, Egyptian Association of Public Relations. Issue 20. Pp 76-96. Retrievable from <http://search.mandumah.com/uoseresources/remotexts.xyz/Record/921415>
7. Snoussi T (2018) *"The advanced regionalism and the role of Media: Theoretical approach"*. Journal of Public Relations Research Middle East, issue 20. Sep. / Nov.
8. Snoussi T (2018) *"Digital Media and Educational Role; A case study of an Arabic E-Magazine"*, J Mass Communication Journalism 8: 358. DOI: 10.4172/2165-79121000358. Paper retrievable from <https://www.hilarispublisher.com/open-access/digital-media-and-educational-role-study-case-of-an-arabic-emagazine-2165-7912-1000358.pdf>
9. Snoussi T (2019) *"New Media and cultural medicalization"*, Media Literacy and Academic Research (MLAR), in Vol.2, No.1, April 2019, pp.89-103. ISSN 2585-8726 (Print), and ISSN: 2585-9188 (Online). Index Copernicus International **Web of Science Core** Collection (ICV 2018:75.32). Paper retrievable from https://www.mlar.sk/wp-content/uploads/2019/04/MLAR_2019_1_clanok_7.pdf
10. Snoussi T (2019) *"Social Networks and the Reality of Self-Constructing Identity"*, Journal of Media and Communication Sciences, Issue 3, Second Year. Paper retrievable from: <http://diraset.com/node/128>
11. Kaleel A. & Snoussi T. (2019) *"Impact of Social Media Use on Identity: A Case Study"*. Journal of Public Relations Research Middle East. Issue 23, Apr.-Jun.2019. ISSN: 2314 - 873 X. Paper retrievable from <https://www.iprr.epra.org.eg/Admin/browsers/FileImageFolder/Files/Issue%2023%20-%202%20Arabic%20&%20E.pdf>
12. Snoussi T. (2019) *"ICT faculties' usage in the UAE private universities: A case study"*, Global Media Journal, Volume 17, Issue 33, Sep. 2019- ISSN 1550-7521. **Scopus** in 2019 (Q4- SJR2018: 0.12). Paper retrievable from <http://www.globalmediajournal.com/open-access/ict-faculties-usage-in-the-uae-private-universities-a-case-study.php?aid=87643>
13. Snoussi T. (2019) *"Learning Management system in Education: Opportunities and challenges"*, International Journal of Innovative Technology and Exploring Engineering (IJITEE). **Scopus** (Q3- SJR 2018: 0.16). ISSN: 2278-3075, Volume-8, Issue-12, pp. 664-667. October. Paper retrievable from <http://www.ijitee.org/wp-content/uploads/papers/v8i12S/L116110812S19.pdf>
14. Kaleel. A., Snoussi, T. and Aljanaby, M. (2019) *"Corporate websites and public relations"*. International Journal of Advanced Trends in Computer Science and Engineering, Volume 8, No.5. ISSN 2278-3091. **Scopus** (Q2- Cite Score Tracker 2019: 5.67). Paper retrievable from <http://doi.org/10.30534/ijatcse/2019/50852019>
15. Snoussi, T. (2020) *"Social Media and self-identity: Virtual panopticon VS virtual schizophrenia"*. Option, 36, 2574-2594. ISSN: 1012-1587 (print) and 2477-9385 (online), **Scopus till 2021** (Q3- SJR 2019: 0.20). Paper retrievable from <https://produccioncientificaluz.org/index.php/opcion/article/view/32571>
16. Snoussi T (2020) *"Development of crisis management in the digital era: The use of "Face time" during the coup attempt in Turkey"*. International Conference: Media and the political changes in the Middle East, Al Yormook University. Published in: Global Media Journal Arabian Edition, 2(2) ISSN 27076768. Paper retrievable from <https://amityuniversity.ae/gmj-ae/journals/Evolution-in-Crisis-Communication.pdf>
17. Snoussi T., Farouk, H. & Moussa, C. (2020) *"Knowledge, understanding, and adherence to Social Media regulations by youth in the United Arab Emirates"*. Arab Media and Society, issue 30, summer full. ISSN: 1687-7721. **Scopus** (Q2 SJR 2021: 0.32). Retrievable from <https://www.arabmediasociety.com/trashed/>
18. Snoussi, T. & Kacem, A. (2020) *"Instagram for integrated online Marketing Communications"*. International Journal of Innovation, Creativity and Change, Vol.14, issue 5. Oct. Pp. 1021-1037 ISSN 2201-1315. **Scopus till 2021**. https://www.ijcc.net/images/Vol_14/Iss_5/14563_Snoussi_2020_E_R.pdf
19. Snoussi, T & Radwan, A. (2020) *"Distance E-Learning and Communication studies during Covid-19 pandemic"*. Utopia y Praxis Latino- Americana, Vol. 25. Issue (Extra 10) Oct. 2020. pp. 253-270. ISSN 1316-5216 / ISSN-e: 2477-9555 -**Scopus** (Q2-SJR 2019: 0.42). CESA-FCES-UNIVERSIDAD DEL ZULIA. MARACAIBO-VENEZUELA. DOI : <http://doi.org/10.5281/zenodo.4155579>

20. Snoussi, T., Ben Belkacem, H., Radwan, A. & Gaidi, M. (2020) *"Social Media for learning: Perceptions and behaviors"*. Periodicals of Engineering and natural Science PENS, Vol. 8. Issue 4. pp. 2195-2207. ISSN2303-4521. **Scopus** (Q2 SJR 2021 : 0.23). DOI : <http://dx.doi.org/10.21533/pen.v8i4.1709>
21. Snoussi, T. (2020) *"Addressing Hate speech in new media at the time of the Coronavirus: The UNO' website as an example"*. Algerian Communication Review. Vol. 19, issue 2, Dec. Pp. 53-69. ISSN: 111-536X. (**Journal B** according to UOS ranking). Retrievable from <https://www.asjp.cerist.dz/en/article/139401>
22. Snoussi, T. (2021) *"Social media for communication crisis management"*. International Journal of Management and Business Research, Vol. 8, Issue3. Forex publications, e-ISSN: 2347-4696, paper ID BMN-IJBMR-2020-4. Retrievable from <https://ijbmr.forexjournal.co.in/archive/volume-8/ijbmr-080302.html>
23. Snoussi, T. & Korbi, W (2021) *"Cyber Anti-Hate speech during Covid-19 pandemic: Semiotic Analysis of Alter Hate campaign"*, Asian ESP Journal, Vol. 17. Issue 4.2. ISSN 2206-0979. **Scopus Q1** till 2021 (2020: SJR 0.32). Retrievable from <https://www.asian-esp-journal.com/volume-17-issue-4-2-may-2021/>
24. Snoussi, T., Ben Belkacem, H., Muteeri, M., Laabidi, S. (2021) *"Adapting Distance E-Learning strategies for Communication and media courses: Trends and attitudes"*. Periodicals of Engineering and natural Science PENS, Vol. 9. Issue 3. ISSN 2303-4521. **Scopus Q2** (SJR 2021: 0.23). Retrievable from <http://pen.ius.edu.ba/index.php/pen/article/view/2150>
25. Al Muteeri, M., Snoussi, T., Ben Belkacem, H., Laabidi, S. (2021) *"Implications for the use of Distance Online Learning in Colleges of Media and Communication: Survey results"*. Multicultural Education. Volume 7, Issue 8, 2021. Pp 299-309. **Scopus (Q3)** SJR 2021: 0.12). Retrievable from <http://ijdri.com/me/wp-content/uploads/2021/08/32.pdf>
26. Snoussi, T. (2021) *"The crisis of national cultural identity in the new media: a qualitative study"*. Algerian Communication Review. Vol. 2 Issue 2. Pp 77-93. ISSN:1111-536X. EISSN:2676-1793. (**Journal B** according to UOS ranking). Retrievable from <https://www.asjp.cerist.dz/en/article/170092>
27. Snoussi, T. (2022). *"White dialect VS white identity: the crisis of Arab cultural identity in new media"*. Journal of Positive Psychology and Wellbeing. Vol. 6, issue 1. (ISSN 2587-0130). **Scopus Q1** (SJR 2021: 0.72). Retrievable from <https://journalppw.com/index.php/jppw/article/view/1151>
28. AL Mansouri, A., Snoussi, T. (2022). *"COVID-19 and Fake News: Knowledge Assessment and Discrepancy of Social Media Users in the UAE"*. Algerian Communication review. Vol 24, N 1- Pp 71-79 - SSN:1111-536X. EISSN:2676-1793. <https://www.asjp.cerist.dz/en/downArticle/437/24/1/189701>
29. Snoussi, T (2022) *"Hate Speech Coinciding With the COVID-19 Pandemic: A Study Applied to the Springer Database"*. Journal of Positive School PSYCHOLOGY. ISSN 2717-7564. **Scopus Q2 S** (JR 2021: 0.63). Vol.6, No 4. Retrievable from <https://www.journalppw.com/index.php/jpsp/article/view/7004/4568>
30. Snoussi, T., Ben Belkacem, H., Al-Mutairi, M., Abidi, S., Alharbi, M. (2022) *"Distance e-learning experience for media and communication students in the MENA region during the Covid-19 Pandemic: Opportunities and challenges"*. Zeitschrift fur Psychologie / Journal of Psychology. ISSN: 2190-8370- E-ISSN: 2151-2604. **Scopus Q1** (SJR 2021: 0.78). Vol. 230, no1. Retrievable from <https://journalofpsychologyenglish.com/current-issue.php>
31. Snoussi, T. (2022) *"Hate speech in the time of the Coronavirus and ways to respond: Speech analysis of the U. N. Secretary-General"*. The Arab Journal for Media and Communication. KSA University. Issue 32. December. Pages 200-234. (**A Journal** according to UOS ranking). Retrievable from <https://samc.ksu.edu.sa/sites/samc.ksu.edu.sa/files/attach/%D8%A7%D9%84%D8%B9%D8%AF%D8%AF%20%D8%A7%D9%84%D8%AB%D8%A7%D9%86%D9%8A%20%D9%88%D8%A7%D9%84%D8%AB%D9%84%D8%A7%D8%AB%D9%88%D9%862.pdf>
32. Zaabi, M. Khalaf, Snoussi, T., Aslan, Zaki. (2022) *"The role of digital media in promoting heritage: A descriptive study applied to the Emirates"*. University of Sharjah Journal for Humanities and Social Sciences. Nov. **Accepted** 25 November. (**A Journal** according to UOS ranking).

33. Saad, H., Soussi, T. (2022) "Utilization of Social Networks among the Egyptian Expatriates in the UAE: Attitudes and Uses Towards the Ethiopian Dam Crisis". Arab Journal of Media & Communication Research. Issue 39 (October/December). https://jkom.journals.ekb.eg/article_287499.html?lang=en
34. Nasr, E., Snoussi, T. & Nasr, N. (2022). Fake news and the impact of social media in spreading Misinformation. *Zeitschrift fur Psychologie / Journal of Psychology*. ISSN: 2190-8370- E-ISSN: 2151-2604 **Scopus Q1** (SJ 2021: 0.78). Vol. 230, no1. Retrieval from <https://journalofpsychologyenglish.com/current-issue.php>
35. Snoussi, T., Alrubaye, A., Farouk, A., Khalil, E., and Abidi, S. (2023) "Cultural Dimensions' Effects on Perceptions of Learning Using social media: A Comparative Study between the University of Sharjah and the University of Arkansas Students". *Information Sciences Letters*. Vol. 12. Issue3. Page 1353 – 1364. Natural Sciences Publishing. **Scopus Q2** (SJ: 0.38) DOI 10.18576/isl/120325. Retrieval from <https://www.naturalspublishing.com/Article.asp?ArtclD=25972>
36. Al Hosani, T., & Snoussi, T. S. (2023) « Role of Social Media Influencers; A case study of UAE". Algerian Communication review. 25(1), 13-27. **B Journal** <https://www.asjp.cerist.dz/index.php/en/article/221816>
37. Abdulzaher, M., Snoussi T., Moussa, S., Korbi, W. (2023) "The Metaverse for communicating and branding purposes: Opportunities and challenges. *Journal of Namibian Studies*". Vol. 33. Pp. 3124–3137 ISSN:-2197-5523. <https://namibian-studies.com/index.php/JNS/article/view/684>
38. Radwan, A. F., Snoussi, T., Mousa, S. A., & Abdulzaher, M. (2023) "Using smart applications in delivering government services in the UAE: Factors of adoption and satisfaction". *International Journal of Service Science, Management, Engineering, and Technology (IJSSMET)*, 14(1), 1-15. **Scopus Q2** Journal- Retrieval from <https://www.igi-global.com/article/using-smart-applications-in-delivering-government-services-in-the-uae/326520>
39. Snoussi, T., Lassoued, K., & Abidi, S. (2023). 'Live' to 'survive': women and digital political communication in Tunisia. *Information, Communication & Society*, 1-19. Routledge- **Scopus Q1** (SJ 2022: 1.81). **(Top 2%)** Retrieval from <https://www.tandfonline.com/doi/abs/10.1080/1369118X.2023.2239875>
40. Snoussi, T., Barkho, L., Abousamra, N. (2024). "Podcasts and Politics in North African countries". *Journal Journalism*. SAGE. **Scopus Q1** (SJ 2022: 1.51). **(Top 6 %)**. *Accepted*

RESEARCH GRANTS

Title of the Grant: Research Grant by the Media and Cultural Office of the Supreme Council for Family Affairs - Sharjah (2021-2022); the research is dedicated to investigating the role of digital media in shaping social values of the family in the Emirate of Sharjah.

Role in the grant: Co-Investigator.

Title of the Grant: New Research Project Group (RG-1441-xxx) by King Saud University – KSA (1/12/2020 – on going)

Role in the Grant: Co-Investigator.

Title of the Grant: Research grant by the University of Sharjah (2018-2022), dedicated to investigating the impact of traditional VS new media on Emirate Youth.

Role in the Grant: Co-Investigator.

Title of the Grant: Targeted Research Grant for Research Centers, Groups and Laboratories. to conduct a research project on: Metaverse technology to enhance cultural communication. **(Accepted)**

Role in the Grant: Principal-Investigator.

SELECTED CONFERENCES:

1. ICA 2023 pre-conference (International Communication Association) on "20 years of Podcasting: Mapping contours of

Podcast studies". Presentation on Podcasting in the MENA region: Perspectives and challenges. May 24-25. Toronto (Canada).

2. *IAMCR 2023 pre- conference (Inhabiting the planet: Challenges for media, communication and beyond - Climate Mis/Disinformation in a Post-Factual Era). Presentation on Environmental Podcasts in the MENA Region: How activists in climate change frame their messages? 8 July 2023, Lyon (France).*
3. *Sharjah Forum on Family Media, "The role of the family in shaping the value reality of the family in the Emirate of Sharjah". Supreme Council of the Family. 25-26 March 2022.*
4. *Sharjah conference on "Social networks and Cyber security and the role of the family in protecting children", Sociologists Association Sharjah, June 2022*
5. *IAMCR 2022 pre-conference (International Association for Media and Communication Research) on women and digital political communication in non-western societies. Presentation on Women and political digital communication in Tunisia. 8 July 2022. Online*
6. *"Strategies for writing Literature reviews and referencing", Workshop presented to graduate students at the College of Communication, 18th of March 2021 (UOS).*
7. *"Scientific Journalism in times of Covid-19 pandemic", oral presentation during an online international conference organized by the "Arab network of Scientific Journalism", 9th of May 2021.*
8. *"TASK Crisis Times", 4th AFU International Conference "Towards Advanced Scientific Knowledge TASK in crisis Times", May 2021, Dubai, two oral communications: Cyber Anti-Hate speech during Covid-19 pandemic (English oral presentation), and UN efforts to confront hate Speech (Arabic oral presentation); I was appointed also as a Chair of the 25th session in the conference (Online).*
9. *Research forum organized by the Ministry of Education, the Educational Council and the University of Sharjah, I presented two papers that I was supervising, which were carried out by a group of educators from the Ministry of Education, on the uses of modern technologies and the impact of using Distance education on the psychology of students, 29 June 2021 (Online).*
10. *"Art and National Identity", 9th Arab Contemporary Art Conference, Yarmouk University, Jordan, 27-29 July 2021. Oral presentation on "Identity Crisis in the visual contemporary world" (Online).*
11. *6th Annual International Conference on Communication and Management, Athens, Greece. 1-5 august 2021. Oral presentation on "Adapting DOL methods to communication studies" (Online).*
12. *International Conference on Global Economy in Business, Management, Social sciences and Humanities perspective (GEMSH-21), 24 December 2021.*
13. *Sharjah conference on Virtual space: visions and dimensions, paper presentation on "Education in Virtual Space: Opportunities and Challenges". UOS, July 9, 2020*
14. *Cinema and Development Symposium, Roles of cinema and media in tourism development. 20 Nov. 2020 (online).*
15. *"1st Women in Research Forum", Poster participant, University of Sharjah, Research Outreach Department, 26 august 2020.*
16. *"Social Media Use in Education: A case study", oral presentation, 4th Canadian International Conference in Education, Teaching and Technology, EDUTEACH2019, University of Toronto, Canada, 25-27 July 2019, English communication*
17. *"Social Media uses and identity", oral presentation, 12th International Conference on Media and Communication Industry, Moroccan Center for Research and Studies in Media and Communication, Tetouan, Morocco, December 2019, English communication*
18. *"Emerging trends in storytelling", oral presentation, Maniple International Media Research Conference, Academy of Higher Education, Dubai Campus, 2018, English communication*
19. *"Communication crisis and ICT", oral presentation, ASOS Congress, Alanya- Antakya, Turkey, 3-5 Mai 2018, Arabic communication.*
20. *"E-Learning environment use in higher education: A case study", oral presentation, CAM2018, Venus International Foundation, Chennai, India, May 2018, English communication*
21. *"The role of communication technologies in improving the relationship between citizen and the administration", oral presentation, 11th International Conference on Media and Communication Industry, Moroccan Center for Research and*

Studies in Media and Communication, Tetouan, Morocco, April 2018, *Arabic communication*

22. "Strategies to combat cybercrime in the UAE", oral presentation, Scientific Symposium "Social Networks, Faculty of Communication, University of Sharjah, 15 April 2018, *Arabic communication*
23. "New Media dedicated to Family: which content", oral presentation, 15th international conference on communication and mass media, Athens, 13-16 of Mai 2017, *English communication* <https://www.atiner.gr/2017/2017MED.pdf>
24. "Modern Technologies Uses: Theoretical approaches and social penetration", Oral presentation, University of Abdel Almalik Assaadi, Tatouane, April 2016, *Arabic publication*

SUPERVISING RESEARCH

Supervising six (6) master and one (1) PhD. students - University of Sharjah (UAE):

- **Tarfa Saeed Talib Obaid Al Hosani** (ID U19102390), "Social Media Influencers' uses during economic crises in the UAE", Master in communication Program, College of Communication, UOS (*Spring 2021, in process*).
- **Azza Almansoori** (ID U18104290), "COVID-19 and Fake News: Knowledge Assessment and Discrepancy of Social Media Users in the UAE", Master in communication Program, College of Communication, UOS (*Spring 2021 to Spring 2023*).
- **Saeed Ali Saeed Alnaqbi** (ID U20105655), "The role of the media in preserving the cultural heritage in the United Arab Emirates: Sharjah Satellite Channel as an example". Master's Program in Preservation of cultural heritage, College of engineering, UOS (*Spring 2021 to Spring 2023*);
- **Mohammed Al Zaabi** (ID U20106281), "The role of electronic media in promoting heritage in the UAE", Master Program in Preservation of cultural heritage, College of engineering, UOS (*Spring 2021 to spring 2023*);
- **Asal Alaa Al Shammari** (ID U19102544), "Perception of Moral Values in the Netflix Platform of Arabic Production: A case Study on the Series (Jinn)", master's in communication Program, College of Communication, UOS (*Spring 2021, in process*);
- **Halima Hussain Ali Ahmed Al-Ali** (ID U20104015), "A study of the Effectiveness of Expo 2020 Communication Strategies", master's in communication Program, College of Communication, UOS (*Fall 2022, in process*).
- **Fakhrah Abdullah Alblooshi** (ID U20104227), "Communication Strategies for Promoting Sustainable Environmental Tourism in UAE". PhD in communication Program, College of Communication, UOS (*Spring 2023, in process*).

Supervising 36 Research Thesis and Senior Projects in BA Journalism, BA Communication, and MA Communication, (period from 2006 to 2012, IPSI, Mannouba University (Tunisia).

CONSULTING AND TRAINING ACTIVITIES

YEAR	RECIPIENT	CONSULTING AGENCY	ACTIVITY DESCRIPTION
2013 (Nov.)	Gaz and electricity company employees	Truthful Solutions (TPS) Dubai - UAE	Tasks: Train Media managers how to improve their verbal and written communication skills . I was supervising a workshop dedicated to writing in both print and online newspapers , in both languages: Arabic and English. It was also focused on different types of Media products and PR materials such as brochures, PR Statements, press releases, and Advertising campaigns.
2014 (Mai. & Jul.)	Media Students	Continuing Education Center-ECT Abu Dhabi - UAE	Tasks: Supervise 2 consecutive training courses: The first training course was about "Radio and TV Hosting programs", and the 2 nd one was about "Creating and presenting Radio Adds scenarios". The main duties for the 1 st training course were: Train students how to write, prepare and present all kind of TV programs (News, debates, Show...etc.). It was based on practical exercises and production of different kind of broadcasted programs. The main duties for the 2 nd training course were: Train students how to Write a screenplay ad and the way they must record the scenarios in the studio.

2015 (Mar.)	Directors of Immigration Authority (VIP)	Continuing Education Center-ECT Abu Dhabi - UAE	Tasks: <i>Train clients how to achieve various PR manager Tasks: write and present a press release, organize and host a conference and deal with media and journalist questions as an official spoke man/ woman</i>
2017-18	Training sessions: الإعلامي الشامل	Center of Training and consultancy AGU- Dubai - UAE	Tasks: <i>Train clients different Journalism and PR shapes and proprieties</i>
2018-2019 (Oct.)	Training Diploma in Governmental communication and Audiovisual communication	Sharjah University Sharjah- UAE	Tasks: <i>Train clients Media (Radio and TV) production and presentation</i>
2018-2019 (Dec.)	Training Diploma in Clients satisfaction	University of Sharjah Sharjah- UAE	Tasks: <i>Train Clients the interpersonal communication techniques and protocol principals</i>
2019 (Mar.)	Training session Management of Media crisis	University of Sharjah Sharjah- UAE	Tasks: <i>Train clients how to manage media crisis in sports field.</i>

ADMINISTRATIVE EXPERIENCE

- **Chair of the department of Mass Communication:** Managing the academic and administrative aspects within the department, starting from September 2022 – on going.
- **Assistant Dean & Graduate Studies Coordinator (University of Sharjah), as of Sep. 2020:** Assisting the Deanship in all academic fields and coordinating master's and doctoral studies in the college- *till January 2023.*
- **College Academic Coordinator, College of Communication, Khorfakkan and Kalba branches (University of Sharjah), (from Sep. 2018 to Aug. 2020):** Responsible for the academic and administrative fields related to the **Eastern region branches.**
- **Dean, College of Mass Communication, Al Ghurair University AGU, (Sep. 2015-till Aug.2018):** Take over the responsibilities of the Dean of the College: Exams supervision and validation of results, validation of recruitment and registration of news students, preparation and validation of students' probation plans, re-orientation of students, distributing courses to faculties, supervising the academic operations, representing the College in the Board meetings, developing news programs, preparing self-studies for re- accreditation purposes...etc.
- **Head of Department, Bachelor of Public Relations, College of Mass Communication, Al Ghurair University AGU, (Spring 2015):** Coordination of all academic aspects of the program: Teaching schedules, course materials, curriculums, advising...etc.
- **Media and PR Coordinator, Emirates College of Technology, (2012-2015):** Implementing marketing strategies and covering all academic, cultural, and social activities that take place in the college.
- **Coordinator and trainer, Continuing Education Center, Emirates College of Technology (2012-2014):** Planning course schedules and designing session content.
- **Member in the Accreditation Committee 2012-2014 then 2022-2023:** Preparing the accreditation file for the Bachelor program for MCPR (mass communication and public relations programs) for the ECT: Curriculum design, including identification of course learning outcomes (CLOs) and program learning outcomes (PLOs), selection of relevant textbooks, ...etc.
In **2022-2023:** Preparing the self-study for the international accreditation (ACEJMC) for the College of Communication, **UOS.**
- **Member, URTIC (Research Unit about Information and Communication Technologies), IPSI-Tunisia, (2009 to 2012):** Contributing to the scientific events and seminars organization.

- **Member in Master Thesis Discussion Jury:** Membership in several Master Thesis Defense, in the College of Communication, University of Sharjah, **UOS**. UAE.
- **Conference organizer:** Organizing a referred conference "Tolerance: Concept and manifestations", University of Sharjah, **Khorfakkan Branch**. February. 2019.
- **Conference organizer:** International Conference on Radio Journalism and Podcast, Department of Mass Communication, University of Sharjah **UOS**. 17 January 2023.
- **Chair, Student Recruitment Committee**, University of Sharjah, **Khorfakkan Branch**, 2019 till Aug. 2020
- **Chair, Media Committee**, University of Sharjah, **Kalbaa Branch**, 2019 till Aug. 2020
- **Member, Accreditation Committee**, University of Sharjah, **Khorfakkan Branch**, 2019 till Aug. 2020
- **Member, Exam Committee**, University of Sharjah, **Kalbaa Branch**, 2019 till Aug. 2020
- **Member, Social Committee**, University of Sharjah, **Kalbaa Branch**, 2019 till Aug. 2020
- **Member, Academic Committee**, University of Sharjah, **Kalbaa Branch**, 2019 till Aug. 2020
- **Member, Advising Committee**, University of Sharjah, **Kalbaa Branch**, 2019 till Aug. 2020
- **Chair, Scientific Research and Conferences Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Chair, Website Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Member, University Branding Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Member, Program effectiveness and Accreditation Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Member, The Strategic Plan Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Member, Academic Promotions Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Member, Recruitment Committee**, College of Communication, **UOS**, as of Sep. 2021
- **Member, Branches Committee**, College of Communication, **UOS**, as of Sep. 2021

UNIVERSITY AND COMMUNITY SERVICE

- **Chair of the Organization Committee of the International Conference on Podcasts and Radio news in the global South**, 17 Jan. 2023
- **Chair of the Publicity and media sub-Committee of the Woman in Research Forum**, 3rd & 4th editions (Spring 2022 & Spring 2023)
- **Chair of the Curriculum Committee at the college level and a member in the same committee at the University level** as of Sep. 2022
- **Member of the Accreditation Committee for the preparation of the self-study** (spring- Fall 2022)
- **Chair of (2) Committees at the College level**, as of Sep. 2021
- **Member of the Branding Committee at the University Level**, **UOS** as of June 2021
- **Member of Graduate Studies at the University Level**, **UOS** as of Sep. 2021
- **Member of (5) Committees at the College level**, **UOS** as of Sep. 2021
- **Chair of Students Recruitment Committee**, **Khorfakkan branch**, from 2019 to Sep. 2021
- **Member in (7) committees**, **Khor fakkan and Kalbaa branches**: from 2019 to Sep. 2021
- **Chair of the Recruitment Committee**, **AGU**, Sep. 2015 to Aug. 2018
- **Member of the Academic integrity and grievance committee**, **AGU**: Sep. 2015 to Aug. 2018
- **Member of the "Promotion committee"/AGU**: Sep. 2015 to Aug. 2018
- **Chair of the "Teaching and Learning Committee"/ECT**: Sep. 2015 to Aug. 2015
- **Member of the "Scientific and Social Committee"/ECT**: Sep. 2015 to Aug. 2015

- Member of the “Exams Committee”/ECT: Sep. 201 to Aug. 2015
- Member of the “Exam Cycle Review Committee” /ECT: 2012
- Member of the “Organization Committee”, the International Conference COL MENA: 2013
- Course leader/ECT: Sep. 201 to Aug. 2015
- Head of the Exam Committee/IPSI, University of Mannouba, Tunis: Sep. 2010 to Aug. 2012
- Member in the Exam Committee, IPSI, University of Mannouba, Tunis: Sep. 2006 to Aug. 2010

EXTERNAL AUDIT AND PROGRAM REVIEW

- 2020 – on going:** External Audit Evaluator for undergraduate **UG** communication courses, Program of Mass Communication, Gulf University, Bahrain.
- 2021 – on going:** External Audit Evaluator for undergraduate **UG** and Master **MA** Program, Department of Communication, Tourism and Arts, University of Bahrain, Bahrain.
- October 2023- on going:** CAA Certified Reviewer: Working with the ERT- CAA – Ministry of Education -UAE- for re-accreditation of communication programs,

TRAINING AND WORKSHOP PARTICIPATION

- *July 2023: IAMCR Lyon 2023 preconference on “climate Mis- Dis- information in a post factual era”, Lyon, France
- *Mai 2023: ICA Toronto 2023 preconference on “20 years of podcasting”, Toronto, Canada
- *March 2023: Symposium on Advancing Sustainability as a core purpose for Higher Education, CLICKS, Dubai, UAE
- * March 2022: Presenting a joint research paper on “Media Family”, The Cultural and Media Office of the Family Affairs Council in Sharjah
- *March 2022: Post-Covid 19 Teaching and Learning Conference at the University of Sharjah
- *November 2021: A scientific forum on Covid-19 crisis: experiences and practices. College of Communication University of Sharjah
- *March 2021: Presenting a workshop for MA students on “strategies for writing Literature Reviews and Referencing”. UOS (8/4/2021)
- *September 2020: Online SciVal (Elsevier) training (for UOS faculties, 17/09/2020)
- *June 2020: Workshop on how to use Taskstream for the students' internship, 3/06/2020. UOS.
- *May 2020: Workshop on Distance Education: Vision and Future Trends, General Secretariat of Khalifa Award for Education, 7/5. UOS.
- *March and April 2020: Four Online Exams and Respondus Lock Down browser trainings in BB, (English and Arabic), UOS.
- *April 2020: Webinar on Design a simulating learning environment using educational materials, Cisco workshop, 21/04/2020, Um Qura University, KSA
- *March 2020: BB collaborate Ultra training, 04/03/2020, University of Sharjah, Khor Fakkan branch, UAE.
- *November 2019: Workshop for women in research, UOS
- *March 2019: Workshop on Advanced Blackboard Tools for Efficient Course Delivery, UOS, Mar. 27th.
- *November 2018: Workshop, Using NTIC in Learning and Education, University of Sharjah, Khorfakkan Branch, Nov. 18, 2018
- *October 2018: Workshop, how to prepare a self-study, for the accreditation renewal, University of Sharjah, Oct.27, 2018
- *September 2018: training session, Effective Assessment, University of Sharjah, Khorfakkan Branch, 5-6 Sep. 2018
- *April 2016: Workshop, **Strategic Planning**, Al Ghurair University, Dubai (UAE)
- *Mars 2015: Workshop, **Quality assurance**, Emirates College of Technology ECT, Abu Dhabi (UAE)
- *March 2013: Workshop, **Presentation skills**, Emirates College of Technology ECT, Abu Dhabi (UAE)
- *December 2012: Workshop, **Strategic planning**, ECT 2012, Abu Dhabi (UAE)
- *December 2012: Workshop, **Effective learning**, ECT 2012, Abu Dhabi (UAE)
- *September 2011: Workshop, **Broadcasting Journalism Coverage**, IPSI and Deutch Villa Foundation, Tunis (Tunisia)
- *December2006: Training courses (for the trainer), in **Broadcasting Journalism**, ESJ, Liles (France)
- *December1995: Training course, National Tunisian TV, **News Department**, ERTT, Tunis (Tunisia)

LANGUAGES

Arabic, English and French: expert level

ONLINE DISTANCE LEARNING LMS & PLATFORMS USED

Blackboard Collaborate Ultra; Microsoft Teams; Zoom, Respondus Lockdown browser; Google meet.

MEMBERSHIPS and CHAIRPERSONSHIP

- * **2022- on going: Editorial Board Member**, Journal of Applied Journalism & Media Studies (Scopus indexed Journal), Intellect. UK.
<https://www.intellectbooks.com/journal-of-applied-journalism-media-studies>
- * **2022- on going: Editorial Board**, Media, and Communication Review, ISSN (P): 2790-8356. School of Media and Communication Studies, University of Management and Technology (UMT). <https://journals.umat.edu.pk/index.php/MCR/about/editorialTeam>
- * **2021: Chairperson-conference session**, 4TH AFU Virtual International conference: TASK in crisis times, 19-29 May 2021, Dubai, UAE
- * **2021:** Member, ADHOC Brand Strategy Steering Committee, UOS
- * **2020 till now: Reviewer:** The International Review of Research in Open and Distributed Learning (IRRODL) Journal, Athabaska University; ISSN: 1492-3831, **Q1 SCOPUS INDEXED JOURNAL**, Canada.
- * **2020 on going: Reviewer:** The *Athens Journal of Mass Media and Communications (AJMMC)*, Athens Institute for Education and Research, Greece.
- * **2019 on going: Associate Editor**, Global Media Journal Arabian Edition, Amity University, Dubai.
- * **2019: Chairperson-Conference Session:** 4th Canadian International Conference in Education, Teaching and Technology, EDUTEACH2019, University of Toronto, Canada, 25-27 July 2019.
- * **2019: Scientific Committee Member**, International Conference in Digital Education in the era of social media, Justice Pioneers Center, Lebanon, 30-31 Oct. 2019
- * **2019: Scientific Committee Member**, International Conference on Advances in Technology, Management and Sciences IATMS 2019, GISR Foundation, Dubai, 30-31 Oct. 2019
- * **2018: Chairperson and Keynote speaker**, AM2018, Venus International Foundation, Chennai, India, May 2018.
- * **2019- on going: Reviewer**, Al Dar Research Journal for Sustainability, Dubai, UAE.
- * **2018 on going: Reviewer**, Arab Journal for Media studies, Arab Center for Research and Media Studies.
- * **2016 on going: Reviewer**, Journal of Legal, Ethical and Regulatory issues, Allied Academies, ISSN: 1544-0036, E-ISSN: 1544-0044, SCOPUS INDEXED JOURNAL.
- * **2016- on going: Editorial Board Member**, Journal of PR Research Middle East, Refereed Journal, ISSN: 2314-873X, (EPRA), Egypt
- * **2009-2010: Member at the Refereed Board** of the Tunisian Revue of Communication, (RTC), (indexed Journal), Press Institute of Information, IPSI, Manouba University, Tunisia.