



جامعة العلوم والتقنية في الفجيرة  
University of Science and Technology of Fujairah

## CURRICULUM VITAE

### PERSONAL INFORMATION

Name: Asmaa Abobakr Elsadik Hassan Hegazy  
Nationality: Egyptian  
Job Title: Assistant Preofessor  
Marital Status:  
College: Mass Communication  
Department: Department of Public Relations and Advertising  
Date of Birth: Oct 15-1979  
Moile Number: 0501772111  
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### EDUCATIONAL BACKGROUND

#### 1. Doctorate

University: Faculty of Mass Communication, Cairo University  
Country: Egypt  
Date of Obtaining degree: March 17- 2015  
Major: Public Relations and Advertising  
Minor: Public Relations and Advertising  
Title: "The role of Communication Activities in increasing the awareness about human rights issues: An applied study concerning organizations in Egypt".

#### 2. Master

University: Faculty of Mass Communication, Cairo University  
Country: Egypt  
Date of Obtaining degree: July 7-2008  
Major: Public Relations and Advertising  
Minor: Public Relations and Advertising  
Title: "The role of face-to-face Communication in increasing the awareness about Women's issues: A field study Concerning Non-Governmental Organizations".

#### 3. Bachelor

University: Faculty of Mass Communication, Cairo University  
Country: Egypt  
Date of Obtaining degree: July 2001

### COMPUTER SKILLS

MS Word	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input checked="" type="checkbox"/> Advanced
MS Excel	<input type="checkbox"/> Beginner	<input checked="" type="checkbox"/> Intermediate	<input type="checkbox"/> Advanced
MS Power Point	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input checked="" type="checkbox"/> Advanced

MS Outlook	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input checked="" type="checkbox"/> Advanced
Internet	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input checked="" type="checkbox"/> Advanced

### LANGUAGE SKILLS

Arabic	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input checked="" type="checkbox"/> Advanced
English	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input checked="" type="checkbox"/> Advanced
Other, specify	<input type="checkbox"/> Beginner	<input type="checkbox"/> Intermediate	<input type="checkbox"/> Advanced

### PROFESSIONAL EXPERIENCE

From	To	Position	Employer	Country
February 2019	June 2020	Acting Dean	Mass Communication College, University of Modern Sciences.	UAE
November 2018	January 2019	Vice Dean	Mass Communication College, University of Modern Sciences.	UAE
September 2021	January 10-2022	Chair Department	Public Relations Department, School of Arts and Sciences.	UAE

### EDUCATIONAL EXPERIENCE

#### Academic Year

#### January 2022 till now

Visiting Assistant professor in the Faculty of Humanities and Sciences, University of Science and Technology of Fujairah.

#### Course Title

- Media Production for Public Relations.
- Public Opinion.
- Introduction for Public Relations and Advertising.
- Graduation Project for Public Relations and Advertising.

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**2020 till January 2022**

Assistant professor in the Faculty of Communication, American University in the Emirates – Part time.

**Course Title**

Public Relations Strategies

Mass media in Emirates.

Topics in Public Relations

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**2020 till January 2022** Assistant professor in Aldar university college, Dubai – Full time.

**Course Title**

Introduction to Public Relations.

Writing for Public Relations.

Public Relations Campaigns.

Social Marketing.

Communication Ethics and Legislation

Research Methodology.

Internship in Public Relations

Mass media in Emirates.

Introduction For Advertising

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**2015 till 2020**

Assistant professor in the Faculty of Media and Mass Communication, University of Modern Sciences, Dubai – Full time.

**Course Title**

Public Relations Management.

Media Production for Public Relations.

Integrated marketing Communications.

Introduction to Public Relations.

Writing for Public Relations.

Public Relations Campaigns.

Case Studies in Public Relations.

Social Marketing.

Communication Ethics and Legislation.

Online Public Relations.  
Communication Theories.  
Protocol and ceremony.  
Graduation Projects in Public Relations.  
Internship in Public Relations.

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**2013**

Lecturer in the Faculty of Communication, Sharjah University, Department of Public Relations and Advertising – Part time.

**Course Title**

Public Relations Management.  
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**2013**

Lecturer in the Faculty of Mass Communication, Aljazeera University, Department of Public Relations and Advertising – Part time.

**Course Title**

Integrated marketing Communications.  
Persuasion Arts.  
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**2012**

Lecturer in the Faculty of Communication and Humanities. Ajman University for science and technology – Department of Public Relations – Part Time.

**Course Title**

Consumer's Behavior.  
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**2006 till 2008** Demonstrator in the Faculty of Mass Media and Communication, 6<sup>th</sup> of October University, Department of Public Relations and Advertising.

**Course Title**

Graduation Projects in Public Relations.  
Internship in Public Relations.  
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## PUBLICATIONS

### 1. Journal Articles

**2022** “The Parameters of the Creditability of Arabic- Speaking Satellite Channels in Their Coverage of American Presidential Elections 2020” published by Journal of Positive School Psychology. Vol.6 No.5.

**2022**

“Managing government electronic platforms in the United Arab Emirates for the Corona pandemic: an analytical study of the website of the Ministry of Health and Community Protection, and its platform on Facebook”, published by Egyptian magazine for public opinion researches, published by Faculty of Mass Communication, Cairo University, Jan - Mar.

**2021**

“Communications theories and its applications: Analytical study on new Media Researches” published at Communication and Development Magazine, published by Arab Association for Research and Communication Sciences.31 st publication, CT.

**2018**

“The methodology and theoretical frameworks for new media researches: Meta-analysis” published at Egyptian magazine for public opinion researches, published by Faculty of Mass Communication, Cairo University, 4<sup>th</sup> publication, Oct-Dec.

- 2018** "The evaluation of Arabic language programs in Mass Media Colleges in U.A.E: Applied study on students and faculty members" published at Egyptian magazine for media researches, published by Faculty of Mass Communication, Cairo University, 61<sup>st</sup> publication, Jan-Mar.
- 2017** "The uses of web sites in public relations activities: a study on governmental organizations in the UAE" published at Public Relations researches magazine, published by Faculty of Mass Communication, Cairo University. 10<sup>th</sup> publication. Apr-June.
- 2016** "Career Satisfaction for University of Modern Science staff" published at public relations Journal, Middle East, Published by Egyptian public relations Association, 11<sup>th</sup> publication, Apr-June.
- 2006-2007** Essays published in the Radio Art Scientific magazine, published by the Radio and Television Institution:
- "Media Campaigns in-between mass media communication and face to face Communication".
  - "Communicators and the privatization of Radio and Television stations in Egypt".

## **2. Conferences**

- 2021** "Evaluation the Experience of E-learning in Teaching Communication Courses: A Field Study on Media Teachers in UAE" was presented in the International Conference: Higher Education and Multimedia Technology, Advantages and Challenges of Teaching in A Time of Change.
- 2019** "The role of governmental communication in achieving audience interaction: Governmental institutions: A case study" was presented in International forum for governmental communication in Sharjah. Mar.
- 2018** "Communications theories and its applications: Analytical study on new media researches" was presented in the fifth international conference of Arab community for research and communication sciences: Problem of Term in media science in Arab world. Nov-Dec
- 2017** "The uses of web sites in public relations activities: a study on governmental organizations in the UAE" was presented in International scientific conference: Digital Communication in the Social Divergences: Responsibilities, possibilities and Challenges in the College of Communication at Ajman University for science and technology. Apr.
- 2017** "Evaluation of Faculty members and Students for the Arabic language

programs: A study on Mass Media Colleges in U.A.E” was represented in the sixth International conference of the Arabic language, The International Council of Arabic language in Dubai. May.

## **PROFESSIONAL AND ACADEMIC ACTIVITIES**

### **1. Professional Training and Workshops**

**2021-2022** Participating in many workshops in University of Science and Technology of Fujairah.as a professional development.

**2020-2021** Participating in many workshops in Aldar university college, Dubai regarding E-learning and achieving CLOs and professional development.

**2015 till 2020** participating in many scientific seminars regarding faculty member’s researches in Media and Mass Communication College. 4

**2020** “UMS Strategic plan Achievement” conducted by the IE and QA unit on University of Modern Sciences.

**2019** “Benchmarking Workshop” conducted by the IE and QA unit on University of Modern Sciences.

**2019** “Accreditation Activity Workshop” conducted by the IE and QA unit on University of Modern Sciences.

**2018** “EBSCO Presentation Workshop” conducted on University of Modern Sciences.

**2018** “System of Assessing the Achievement of Learning Outcome” conducted on University of Modern Sciences.

**2018** “QEF Emirates Alignment” conducted on University of Modern Sciences.

**2018** “Internal Moderation System Workshop” conducted on University of Modern Sciences.

**2018** “Health and Safety Culture Workshop” conducted on University of Modern Sciences.

**2017** “Protocols Rules Workshops” conducted on University of Modern

Sciences.

- 2016** "Student between Study and Work Workshop" conducted on University of Modern Sciences.
- 2016** Participating in Training graduates of the College of Media and Mass Communication in the University of Modern Sciences on the Skills of writing in Public Relations.
- 2008** Participating in a workshop as a trainer assistant organized by Al Ahram organization entitled "Local Elections" in Egypt.
- 2005-2006** Participation as a trainer assistant in some workshops organized by Fredrich Noumann organization in cooperation with T.V. and Radio Union in Egypt on the Skills of Media People.

## MEMBERSHIP OF PERIODICALS AND SCIENTIFIC JOURNALS

- 2018 till now** Member of Arab Association for Research and Communication Sciences

## AWARDS

- 2017** Research awarded from the International council of Arabic language in Dubai, the sixth international conference of the Arabic language, entitled: "the Evaluation of



Faculty members and students for the Arabic language programs: A study on mass media colleges in the U.A.F" as the best research about Arabic language and Communication.

**2006**

Master proposal awarded from the Arab Women organization (Arab League