



Fatma Elzahraa Elsayed

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

Full Name: Fatma Elzahraa Mohamed Ahmed Elsayed

Specialization: Digital Journalism, Social Media technologies.

Current Profession: Professor in the Faculty of Mass Communication,
Journalism Department at Cairo University, and Arab Academy for
Science, Technology, and Maritime Transport, Alexandria.

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Skills Summary

- Conducting research on interdisciplinary spaces of human communication and social sciences.
- Teaching media and communication subjects, e.g., Media Convergence, Human Communication, Social Media Analytics, New Media, and Statistics in Media Research.
- Supervising postgrads 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 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 media to influence 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- "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- "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 Al-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
- 12- “Egyptian Media Coverage and Cultural Differences Impact in Perceiving the US Presidential Elections” Scientific Journal of Journalism Research, Vol. 16 – Dec 2018.
- 13- “Citizenship” Facets in the Egyptian Newspapers from 2011-2017. Published in the Arab Journal of Media & Communication Research. Issue No. 25, Seventh year, April-June 2019, P2-17

14- “Social Media Role in Relieving the Rohingya Humanitarian Crisis” New Media and Mass Communication Journal, Vol. 87, 2020.

15- “Islamic Identity in Contemporary Egyptian Media Discourse” (2014-2018) Published in the Arab Journal of Media & Communication Research. Issue No. 33, April-June 2021.

16- “Egyptians Perceptions of the Islamic Identity and Renewing Religious Discourse as a Response to Media and Public Speeches”. Published in the Egyptian Journal of Public Opinion Research. Vol. 21, Issue 1, January-March 2022.

17- “Facets of Ideological polarization between Muslims and Hindu on Tiktok”, presented to the International conference of social media platforms and ideological polarization organized by Qatar University in association with Al-Jazeera Research Centre, 1-2 March 2023.
(under publishing in a special edition of the conference proceedings)

Education

- 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's degree in New Media program of School of Media and Communication at Leeds University 2017-2018. The dissertation title is: “New Media Technologies and Relieving Humanitarian Crises- The Rohingya Case”.

- Master's degree with distinction in Journalism. The dissertation title is: "Documentation techniques of the Egyptian newspapers establishments", Department of Journalism, Mass Communication Faculty, Cairo University, Jan 2001.

- 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.

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

Professional Experience:

- Media expert at the Arabic language Academy in Cairo. (2020- now)
- Academic manager of the professional Master and diploma programs of Mass Communication Faculty. (2020 – Feb. 2022)
- Secretary Editor of the Egyptian Journal of Public Opinion Research (EJPOR) published by Public Opinion Research Centre of Mass Communication Faculty, Cairo University. (2020 – now)
<https://joa.journals.ekb.eg/>
- Vice president of the quality assurance center in the Faculty of Mass Communication (2022-now)
- Head of Journalism department, Mass Communication Faculty, Al-Ahram Canadian University in Cairo. (2015/2016)
- Editor in Chief of the Scientific Journal of Journalism Research (2013-2015) Mass Communication Faculty. Cairo University.
- Lecturer of media and journalism for 20 years.
- Trainer of Adobe InDesign CS4 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).

Training Courses

- 1) Digital transformation courses, 2021-2022, FLDC, Cairo University.
- 2) Creative Thinking, 27-28/08/2016, FLDC, Cairo University.
- 3) The Credit Hour Systems, 20-21/08/2016, FLDC, Cairo University.
- 4) Crisis Management Skills, 21-22/05/2016, FLDC, Cairo University.
- 5) Exams& Students Evaluation Systems, 02-03/04/2016, FLDC, Cairo University.
- 6) Competing for Research Funds, 12-13/03/2016, FLDC, Cairo University.
- 7) Change Management, 12-13/03/2016, FLDC, Cairo University.
- 8) International Publishing for Scientific Researche (Theoretical Colleges), 13-14/01/2016, FLDC, Cairo University.
- 9) Managing Institutional Change, 22 Dec., Institute of International Education, The LOTUS Scholarship Program, IIE Mena Region Office, USAID, 2015.
- 10) "Developing teaching Portfolio", Deanship of Skills Development, KSU (4 training hours) 7May 2012
- 11) "Micro Teaching", Deanship of Skills Development, KSU (4 training hours) 30 April 2012
- 12) "Using Technology in college Teaching", Deanship of Skills Development, KSU (12 training hours) 14-16 April 2012
- 13) "Learning Outcomes Assessment", Deanship of skills Development, KSU (8 training hours) 9-10 April 2012
- 14) "Scientific Supervision of post graduate students", Deanship of Skills Development, KSU (10 training hours) 7-8 March 2012

- 15) "Effective Teaching", Deanship of Skills Development, KSU (8 training hours) 29 Feb.-1 March 2012
- 16) "Course Design and Construction", Deanship of skills Development, KSU (4 training hours) 21 May 2012
- 17) "Parametric and Non-Parametric Tests Using SPSS", Deanship of Skills Development, KSU (15 training hours) 24-25 Oct 2012
- 18) "Preparing Data Using SPSS", Deanship of skills Development, KSU (15 training hours) 17-19 Oct 2012
- 19) "Feedback as a Tool for Better Learning", Deanship of skills Development, KSU (3 training hours) 3 March 2012
- 20) "E Learning and Virtual Classes", KAU, KSA, 9-11 March 2010
- 21) "Training Trainers", (70 training hours) Dar El-Salam for Development and Management Consulting, Jeddah, 3-18 May 2009
- 22) "Time and Meetings Management", FLDC, Cairo University, 27-29 July 2009
- 23) "Conferences Organizing", FLDC, Cairo University, 10-12 August 2009
- 24) "Managing Research Team", FLDC, Cairo University, 3-5 August 2009
- 25) "New Academic Stuff", FLDC, Cairo University, 3-5 March 2009
- 26) "Adobe InDesign CS4", Graph East, Adobe Official Agent in Egypt, 28 June-21 July 2009
- 27) "Effective Communication Skills" FLDC, Cairo University, (10-12) Apr 2007
- 28) "Effective Presentation Skills" FLDC, Cairo University (2-4) Apr 2007

- 29) "Full Preparation of Academic Teacher", FLDC, Cairo University (8-25) Jan 2007
- 30) "Scientific Methods of Research", FLDC, Cairo University (12-15) Feb 2007
- 31) "New Trends in Academic Teaching", FLDC, Cairo University (5-7) Feb 2007
- 32) "TOEFL degree in English Languages", Center of foreign Languages and Professional Translation, Cairo University (April 2006)
- 33) "HTML language implications for web designing", AMAC, Al-Ahram newspaper Establishment, (Feb-Mar) 2001
- 34) "Programming and Database Concept", AMAC, Al-Ahram Newspaper Establishment (June-July) 1999
- 35) "Windows 1995", AMAC, Al-Ahram Newspaper Establishment 95, Apr-May 1999.
- 36) "Women Issues in the Arabic Journalism", under supervision of UNISCO (20-28) Egypt, Sep.1999

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:

- "Reshaping the ethical standpoints with emerging digital realities, Role of Academics and Society" in the AMCAP-FJWU 2021 International media conference titled "Digital Media Ecologies in the New Normal: Challenges and Opportunities" on Feb. 17-18, 2021.
- Participation as an international resource person in the 2nd AMCAP Spring Doctoral School organized by Fatima Jinnah Women University, Rawalpindi Pakistan, 21st – 28th February 2021.
- "There are no "Subalterns", we are all masters", International web-convention "Hundred Years of Media Education" Decoding the South Asian Mystique. "Media Education for Subaltern Voices" December 19, 2020.
- "Impact of Covid-19 on Journalists and Media Educators – Case of Egypt " in Web Symposium titled "International Media and COVID 19: Challenges for journalists and educators" organized by Institute for International Journalism (IIJ), Ohio University, E.W. Scripps School of Journalism, on 16 August 2020.
- "Egyptian media framing of US presidency elections 2016 and speech codes interpretations of Clinton and Trump", International Symposium on Communication in digital age. CIDA and Mersin University, Faculty of Communication, Communication Research Association (ILAD) and Deans Council of Communication, Faculties of Turkey (ILDEK) October 18-19, 2018-Mersin, Turkey.
- "Egyptian Diplomacy in the Digital Age", AEJMC Conference in Minneapolis, International Communication Division, USA, Aug 2016.
- " Self-Regulation policies of the Egyptian journalists" in a Conference hosted by Freia Universität, "Egyptian media & journalism between change and continuity", Berlin, 12-14Nov. 2015
- "Methodological Challenges in Analyzing Social Media Networks", International Conference in Al-Imam Mohammad Ibn Saud Islamic University, Riyadh, KSA, 9-10 Mars 2015.

- "Data Journalism", AREACORE workshop, ACU, Egypt, 18-19Nov 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 research" 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, currently Chair of ISM-WG.
- Member of AREACORE, since 2014
- Member of the Media and Language Committee of the Arabic Language Academy in Egypt.

Awards and Honors:

- Maggi Al- Halawany Award for best research in media in the International Conference of Mass Communication Faculty, Cairo University, July- 2012.

- Alamuddien M. Award for best research in new journalism in the International Conference of Mass Communication Faculty, Cairo, July- 2008.

-The First Award of the first Symposium for “Creativity in Journalism” of the graduation projects from Department of Journalism, Mass Communication Faculty, (June 2000).

-Mostafa and Ali Ameen Award, sponsored by Akhbar Alyoum Press Establishment for journalism in 1996 for excellence in graduation.

-Award of the “Ideal Undergraduate Student” in Mass Communication Faculty (1990-1991).