
BIOGRAPHY

DR/ Shedwan Ali Sheba Tayee

DR / SHEDWAN SHEBA IS A MEDIA AND COMMUNICATION LECTURER AT FACULTY OF ARTS MASS COMMUNICATION DEPARTMENT, MY PROFILE LIES at the public relations and advertising studies and social marketing, currently work as lecturer in media department at the college of language and communication at the Arab Academy of Science and Technology and Maritime transport in Egypt.

PERSONAL DETAILS:

NAME: Shedwan Ali Sheba Tayee.

PLACE OF BIRTH: Alexandria

NATIONALITY: Egyptian

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WORK EXPERIENCE:

An instructor -1993: Faculty of arts, Alexandria University.

Assistant lecturer – 1997 Faculty of arts, Alexandria University.

Lecturer 2004 (till now).

- 1- Faculty of arts Beirut university (Alexandria).
- 2- Faculty of arts Damanhur university.
- 3- Faculty of tourism Alexandria university.
- 4- Lecturer at The national council for women for training (2010-2017) (Alexandrina) .
- 5- Lecturer at Alexandria Security Directorate for training (2015 -2019) .C
- 6- Lecturer at Alexandrina business Association for training (2013- 2015).

EDUCATION:

- Master degree (Faculty of Arts , media department Alexandrina UNIVERSITY).1997. public relations effectiveness in media institutions (a comparative study)
- PHD (Faculty of Arts , media department Alexandrina UNIVERSITY).2004 .Advertising effects on the attitudes towards reproductive health campaigns) .
- **Research & conferences:**
- Research on advertising ethics between profitability and consumer rights A case study on a sample from advertising agencies. Faros university.
- Research on the effects of social change campaign in changing social behavior. The national council for women.

PUBLISHED BOOKS:

- 1- العلاقات العامه بين النظرية والتطبيق , (المعرفة الجامعيه) 2004 .
- 2- الاعلان المدخل المتكامل , (المعرفة الجامعيه) 2005 .
- 3- تاريخ الاعلام , (المعرفة الجامعيه) 2006

CURRICULUMS I taught:

- Communication theories.
- Research methods.
- Public relations.
- Advertising.
- Public opinion.
- Introduction to mass communication.
- Media ethics.
- Propaganda and persuasion.

- Planning for media.
- Media management.
- Communication skills.