

## CURRICULUM VITAE

### Prof. Abeer M. Refky M. Seddeek



- **Personal Data:**
- **NAME:** Abeer Mohamed Refky Mohamed Seddeek
- **TITLE:** Professor, Dean, College of Language and Communication (CLC), Alexandria HQ.
- **UNIVERSITY** Arab Academy for Science, Technology & Maritime Transport (AASTMT)\*,
  - College of Language and Communication Studies (CLC), Alexandria, Egypt.
  - \*AASTMT is an organization affiliated to the Arab League and specialised in Education, Research and Training, established in 1972.
  - More info: [www.aast.edu](http://www.aast.edu)
- **Address:** P.O. Box: 1029, Gamal Abdel Nasser Ave, Miami, Alexandria, Egypt.
- **Personal data: Marital Status: Widow**
  - **DoB:** 18<sup>th</sup> September, 1971
  - **PoB:** Cairo, Egypt
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- **QUALIFICATIONS:(Including all education/ training/ dates):**
  - **Member of the Humanities and Social Sciences Committee for professors' Promotions at the Arab Academy for Science, Technology and Maritime Transport, 22<sup>nd</sup> Feb. 2022.**
  - **Professor in English Language and Literature – Arab Academy for Science, Technology and Maritime Transport (AASTMT) – 1/10/2018.**
  - **Associate Professor in English Language & Literature (Major: poetry) – (AASTMT) – 1/10/ 2014.**
  - **Consultant in media relations and content creator:** Responsible for press releases, consistent message delivery across social media platforms, updating marketing policy, drafting annual budget, sponsoring events, etc.
  - **Member of Arab Association of the Faculties of Mass Communication – 2019.**
  - **Mentor of Startup Programmes at AASTMT:** AAST Faculty Entrepreneurship Programme “Startup Mentorship Boot Camp” held 22<sup>nd</sup> – 24<sup>th</sup> Nov., 2018 and organized by AASTMT Centre of Entrepreneurship in collaboration with Ciputra Entrepreneurship Centre (CEC) and Global Entrepreneurship Network, Indonesia.

- **Awarded 12 Achievement Certificates by attending 13 Staff Members Professional Development Courses** (2014 to 2018) approved by the Supreme Council of Egyptian Universities (SCU) and AASTMT.
  - **PhD in English Literature (M0ajor: Poetry), Faculty of Al-Asun – Ain Shams University** – February, 2004 (First Grade of Honours), Thesis Title: *Cubism and Surrealism in the Poetry of William Carlos Williams and Wallace Stevens*.
  - **MA in English Poetry, Faculty of Al-Asun – Ain Shams University** – December, 1998 (Grade: Excellent), Thesis Title: *Myth in the Poetry of Edwin Muir: A Study of Symbol and Structure*.
  - **Preliminary year for the MA, Ain Shams University (hosted by the Faculty of Women – Ain Shams University)** – June 1994 (Grade: Very Good).
  - **Preparation of University Staff Members Course, Faculty of Al-Asun – Ain Shams University** – May 1994 (Grade: Very Good).
  - **Bachelor of Arts (BA), Faculty of Al-Asun (Languages) – Ain Shams University** – May, 1993 (Grade: Very Good - Honours) – ranking first over 1993 class.
- **CURRENT POSITION: (Including details of specific duties/responsibilities)**  
**Modules delivered; pastoral duties etc.; main teaching areas;**
- **Dean, College of Language and Communication Studies (CLC), AASTMT - 1/10/2018 till present.**
  - **Acting Dean, CLC, AASTMT – Nov. 2016 to 30/9/2018.**
  - **Founder and director of CLC, AASTMT, Alexandria HQ – Sept. 2012 including Humanities, Media, Translation and Languages Departments.**
  - **Dean, Institute for Language Studies (ILS), AASTMT – Feb. 2013 till Nov. 2016.**
  - **Acting Dean, Institute for Language Studies (ILS), AASTMT – Nov. 2012 till January 2013.**
  - **Director of Postgraduate Studies Programmes (Diploma, MA & PhD) in Applied Linguistics** held at the Arab Academy for Science and Technology in collaboration in collaboration with Faculty of Arts, Alexandria University (A joint degree approved by the Supreme Council of Egyptian Universities (SCU) – **July 2013 till present.**
  - **Director of Diploma in TAFL** (Teaching Arabic as a Foreign Language) in collaboration with Faculty of Arts, Alexandria University (A joint degree approved by the Supreme Council of Egyptian Universities (SCU) – Feb. 2021 to present.

- **Member of the Board of Directors** of the Institute of Applied Linguistics and Translation, Faculty of Arts, Alexandria University, 2013 to present.
- **Media consultant** in my capacity as Dean of the College of Language and Communication (CLC, AASTMT) responsible for all press releases on college activities as well as consistent message delivery across social media platforms, as well as revising the marketing policy regularly.
- **Programme Developer:** Designing the study plan and courses for **the Journalism and Media College proposed for the Children's University in the initiative of the Scientific Research Academy, Oct. 2020.**
- **Editor-in-Chief, editor, Reviewer, member of advisory board:**
  - **Editor-in-Chief of *Insights into Language, Culture and Communication (ILCC)*, Academy Publishing House, Dec. 2021 till present.**
  - **Reviewer of the *International Journal of Literature, Language and Linguistics (IJLLL)* issued by Premier Publishers – Oct. 2019 till present.**
  - **Editor of *Renewable Energy and Sustainable Development (RESO) Journal* published by Academy Publishing centre, Arab Academy for Science, Technology and Maritime Transport (AASTMT) – 2016 till present.**
  - **Editor of *Advances in Medical, Pharmaceutical and Dental Research Journal* published by Academy Publishing centre, Arab Academy for Science, Technology and Maritime Transport (AASTMT) – Jan. 2022 till present.**
  - **Editor of *International Journal of Maritime Transport and Technology* published by Academy Publishing centre, Arab Academy for Science, Technology and Maritime Transport (AASTMT) – Jan. 2022 till present.**
  - **Editor of *Advances in Computer and Engineering Journal* published by Academy Publishing centre, Arab Academy for Science, Technology and Maritime Transport (AASTMT) – Aug 2021 till present.**
  - **Editor of *International Business Logistics Journal (IBL)* published by Academy Publishing centre, Arab Academy for Science, Technology and Maritime Transport (AASTMT) – June 2021 till present.**
  - **Reviewer of *Arab World English Journal (AWEJ)* (Malaysia), an International peer-Reviewed Journal. [www.awej.org](http://www.awej.org) – 2015 till present.**
  - **Member of the advisory board of the *International Journal of Euro-Mediterranean Studies (IJEMS)* published by the Euro-Mediterranean University in Slovenia. Feb. 2018 till present.**

- **Agreements concluded:**
  - **Concluded an agreement with Alexandria University on Postgraduate Studies in “Teaching Arabic as a Foreign Language” (TAFL)** accredited by Egyptian Supreme Council of Universities (SCU) – Feb. 2021.
  - **Concluded an agreement with the University of Leicester, UK** for the accreditation of the English Language Teacher’s Training Certificate (ELTTC) in 2016.
  - **Concluded an agreement with the University of Geneva, Faculty of Translation** in 2015 for the exchange of students and staff.
  - **Founder of an MA Degree in English for specific Purposes (MA in ESP)** (Academic and professional) accredited by SCU – **2015 till present.**
  - **Concluded an agreement with Alexandria University on Postgraduate Studies in Applied Linguistics** to offer a joint PhD and MA degrees and Diploma accredited by SCU – **2013 till present.**
  - **Concluded an agreement with Cambridge English Language Assessment in July 2013** to run Cambridge Placement Test for students enrolled at AASTMT.
  - **Established the authorised Cambridge Testing Centre (EG 230)** at AASTMT (HQ) in Alexandria – **Apr. 2014.**
  - **Concluded an agreement with IDP: IELTS Education (Australia)** – **Mar. 2013.**
  - **Established the authorised IELTS Testing Centre (EG 750)** at AASTMT (HQ) in Alexandria – **Mar. 2014.**
  - **Concluded an agreement with Deutsche Welle (DW) News Agency** – **29<sup>th</sup> Nov, 2018** for students’ training programmes (Egypt and Germany) and MSc. in Media Studies Scholarships.
  - **Concluded agreements with Translation companies such as Arabize for Localization** – **Mar. 2016,** and *Ilaf* (in Egypt and Dubai) – **Feb. 2018.**
  - **Concluded agreements with Al-Shorouk and Al-Watan Newspapers** for training of CLC students, **Dec. 2020.**
- **Director of CLC Media/Translation students’ training in:**

**Public Relations:** UN Women, UNHCR, World Youth Forum 2017 & 2018, Al-Gouna Film Festival 2018, Alexandria Youth Forum 2018, Alexandria Film Festival, Alexandria Port Authority, *Alex Agenda* Media Forum, Unilever, Dreem for Food Industries, etc.

**Journalism:** Arab League Media Office, *El-Youm El-Sabei* Journal, *Al-Wafd* Journal, *Bawabet Al-Shorouk* Journal, etc.

**Radio and TV:** DMC satellite channel, Middle East News Agency, Egyptian Radio and TV Union (Maspero), ON AIR Studios, etc.
- **Teaching career: Professor CLC, CMT, GSB & ILS (AASTMT) & Faculty of Al-Alsun, Ain Shams University:**

- Teaching “ESP Programme Management” in MA in ESP programme, CLC, AASTMT, Sept 2020 till present.
- Teaching “Issues in ESP Translation” in MA in ESP programme, CLC, AASTMT, Feb. 2020 till present.
- Teaching “Professional Discourse Studies” in MA in ESP programme, CLC, AASTMT, Feb. 2020 till present.
- Teaching “Organizational Design and Change” in MBA, Graduate School of Business (GSB), AASTMT, Feb. 2020 till present.
- Teaching “Intercultural Communication” in MA in ESP programme, CLC, AASTMT. Sept. 2019 till present.
- Teaching “Academic Research Writing” in MA in ESP programme, CLC, AASTMT, Feb. 2019 till present.
- Teaching “Stylistics,” PhD programme in Applied Linguistics, CLC, AASTMT in collaboration with Institute of Applied Linguistics and Translation, Faculty of Arts, Alexandria University, Sept 2018 till present.
- Teaching “Behavioural Sciences,” PhD programme (English and Arabic Tracks), College of Management and Technology (CMT), AASTMT – **Feb. 2018 till present.**
- **Teaching courses in English Literature (Poetry, Drama and Novel) at CLC, AASTMT – Sept. 2012 till present.**
- **Teaching courses in Legal and Documentary Translation at CLC, AASTMT, 2015 till present.**
- **Teaching courses in Legal Translation and Subtitling, Francais Langue Applique (FLA) Department, Faculty of Arts, Alexandria University, Sep. 2015-2016.**
- **Supervisor/Material Developer – Academic courses at CLC for the Media, Humanities, Language and Translation and Languages Departments – Sep. 2012 till present.**
- **Material Developer/Lecturer: “Writing and Reporting for the Media” course – Media Management Department, College of Management and Technology, Sep. 2009.**
- **Supervisor – English for Specific Purposes (ESP) Courses at the College of Engineering and Technology; College of Computing and Technology; College of Aquaculture and Fisheries Technology; College of International Transport and Logistics and Marine Engineering Technology Department – Sep. 2004 till 2012.**
- **Lecturer: ESP courses at College of Engineering, College of Maritime Transport, College of International Transport and Logistics, College of Management and Technology, and Marine Engineering Technology Department – Sep. 2004 till Sep. 2012.**
- **Material Developer – ESP materials designed for ESP courses in AASTMT colleges, institutes and departments, Sep. 2004 till present:**

-College of Maritime Transport and Technology (CMTT)

- College of Engineering and Technology (CET)
- College of Management and Technology (CMT)
- College of International Transport and Logistics (CITL)
- College of Computing and Information Technology (CCIT)
- College of Aquaculture and Fisheries Technology (CAFT)
- College of Pharmacy
- College of Dentistry
- College of Artificial Intelligence
- Marine Engineering Technology Department
- Tourism Department
- Ports Training Institute
- Sea Training Institute
- Yacht Training Institute
- Maritime Catering Centre
- 2<sup>nd</sup> Officer Upgrading Studies
- 3<sup>rd</sup> Marine Engineer Preparatory Studies

- **Material Developer/Lecturer:** professional training for English language teachers in the English Language Teacher's Training Certificate (ELTTC) course held at the CLC.
- **Supervisor of ILS/CLC Public courses 2009-2012**, preparation for International exams courses 2004-2016, and Community Service programmes 2009 till present.
- **Director of Translation and Editing Services at the ILS/CLC since 2004 till present.**

- **PREVIOUS EXPERIENCE: (Including details of prior employment and relevant achievements)**

**a) Higher Education**

**Professor** – College of Language and Communication (CLC), Arab Academy for Science, Technology and Maritime Transport (AASTMT) – October 2018 till present.

**Associate Professor** – CLC, AASTMT – October 2014.

**Programme Director:** Post Graduate Studies in Applied Linguistics in collaboration with Faculty of Arts, Alexandria University – June 2013 till present.  
.-MA in ESP 2015 till present.

-Diploma in TAFL in collaboration with Faculty of Arts, Alexandria University – Feb. 2021 till present.

**Lecturer** – CLC, AASTMT – 2012 till 2014.

**Lecturer** – Institute for Language Studies (ILS), AASTMT – Jan. 2007 till Sep. 2014.

**Part-time Lecturer** – ILS, AASTMT – **Sep.** 2004 till Dec. 2006.

**Lecturer – Faculty of Al-Asun – Ain Shams University** – Mar. 2004 till Dec. 2006.

**Assistant Lecturer** – Faculty of Al-Asun – Ain Shams University – Dec. 1998 to Feb. 2004.

**Demonstrator** - Faculty of Al-Asun – Ain Shams University – March 2004 – Nov. 1998.

**Supervising Media / Translation students' graduation projects at CLC 2015 – to present.**

**Lecturer – Faculty of Al-Asun** – 2004: taught courses in *Written Translation* and *English Poetry* and *Literary Criticism* for English Department students.

**Assistant Lecturer – Faculty of Al-Asun** – 1998: taught *Written Translation* courses and courses in *English Poetry* and *Literary Criticism* for English Department students.

**Demonstrator – Faculty of Al-Asun** – 1994: taught English courses for non-specialist students. Also, taught courses in English *Grammar*, *Essay Writing* and *Conversation*.

**b) Other : Translation**

- **Translator of media content since 2012 till present.**
- **Erasmus Mundus project POSOW carried out with AASTMT - 2015.**
- **AASTMT educational Affairs regulations - 2016.**
- AASTMT Quality Assurance documents 2017.
- Head of translation team of **Kluijven, P. C. *The International Maritime Dictionary***, published by De Alk & Heijnek, **2011**
- **ESP translation AASTMT – 2004 till present.**
- **Director** of Translation and Editing Services, ILS/CLC.

- **Senior translator at some projects sponsored by the USAID agency in the Alexandria Port Authority – 2005 till 2008.**
- **Freelance translator** as a member of Faculty of Al-Asun staff - **1994 till 2004.**
- **Senior translator** at a number of prestigious governmental organizations – **1994 till 2000.**

- **International Accreditations:**

- **Applying for accreditation from the** Accrediting Council on Education in Journalism and Mass Communication (**ACEJMC**) in Sept. 2019.
- Awarded the **DNV- GL ISO 9001: 2015** for the CLC 2018-2021.
- Took part in preparing the English language programmes' documents required for College of Engineering and Technology accreditation from
  - RIBA:** Royal Institute of British Architect,
  - ABET:** Accreditation Board for Engineering and Technology and
  - NAQAA:** National accreditation and Quality Assurance Authority.
- College of Management and Technology **AACSB:** Association to Advance Collegiate Schools of Business.

- **OTHER PROFESSIONAL ACTIVITIES:**

**(Including details of memberships, relevant activities and experiences)**

- **Translation:**

*Senior Translator for the USAID sponsored project - Initial Implementation Task for Customs (IITC) (FNBI Corporation - Subcontractor to Booz Allen Hamilton) based out Alexandria, Egypt. June 2005 – June 2006.*

*Senior Translator for the USAID sponsored project – Technical Assistance for Policy Reform- Second Phase (TAPR II) (Bearing Point Corporation) based out Alexandria, Egypt. June 2006 – December 2008.*

***Main Responsibilities at USAID sponsored projects:***

- Providing English to Arabic, Arabic to English translation for project related memos, letters, reports and technical material and presentations.
- Providing English to Arabic, Arabic to English interpretation during interviews between experts and customs officials.
- Translator of technical and legal Customs and trade documents including Customs law, executive regulations, Customs procedures manuals and consultants' reports.

***Senior translator at the Arab Academy for Science, Technology and Maritime Transport (AASTMT) 2004 till present.***



- Head of the translation team responsible for translating all documents required by the UAE Ministry of Higher Education in preparation for inaugurating the **AASTMT branch in Sharjah.**
- Translated several manuals and presentations of Erasmus Mundus Project (POSOW) carried out with AASTMT.
- Translated several International Maritime Organization (IMO) bulletins and manuals.
- Translated several documents issued by the World Meteorology Organization (WMO).
- Translated a number of projects at the Maritime Research and Consultation Centre (MRRC), AASTMT.
- Experienced in different types of translation: legal, engineering, Customs, economic, maritime transport, river transport, logistics, meteorology, railways, social and political.
- Subtitling
  - **Editing Skills:**
- Editor of MA theses and PhD dissertations in various disciplines in AASTMT, from 2004 till present.
  - **Training Courses:**
- **Attended 12 staff development courses in preparation for the academic degrees of Professor and Associate Professor approved by the Egyptian Supreme Council of Universities (SCU) and AASTMT as follows:**
  1. Modern Strategies for Learning and Teaching: 4th-5th April, 2018 (AASTMT).
  2. Problem Solving and Decision Making: 28th Feb-1st March, 2018 (AASTMT).
  3. Research Ethics: 18th-19th October, 2017 (AASTMT).
  4. E-Learning Management System: 28th-29th August, 2017 (AASTMT).
  5. Effective Management of Meetings and Time: 12th-13 April, 2017 (AASTMT).
  6. References Management System: 12th-13th October, 2015 (AASTMT) (*Updated version*).
  7. University Management: 29<sup>th</sup>-30<sup>th</sup> April, 2014 (AASTMT).
  8. International Publishing of Research: 8<sup>th</sup>-9<sup>th</sup> February, 2014 (FLDC), Certified by (IBCT).
  9. References Management System: 3<sup>rd</sup>-4<sup>th</sup> February, 2014 (FLDC), Certified by (IBCT).
  10. Strategic Planning: 1<sup>st</sup>-2<sup>nd</sup> February, 2014 (Faculty and Leadership Development Centre (FLDC), Certified by International Board of Certified Trainers European Division (IBCT).
  11. Effective Presentation Skills: 29<sup>th</sup>-30<sup>th</sup> January, 2014 (AASTMT).
  12. Examination and Student Assessment Systems: 27<sup>th</sup>-28<sup>th</sup> January, 2014 (AASTMT).
- Supervisor of College of Language and Communication (CLC) students attending the Summer School (MILID) held annually at the University of Autonomia de Barcelona, Spain, since June 2014 till present.

- Attended the **IMO MEITC (Maritime English Instructors' Training Course)** held in AASTMT HQ, Alexandria – May 2009.
- Attended courses on the methodology of teaching at the Fulbright Commission in Cairo - 1996.
- Awarded a scholarship by the British Council to attend the Scottish Universities International Summer School (SUISS) – June-July 1995.
- Preparation of University Staff Members (Demonstrators and Assistant Lecturers) Course – 9<sup>th</sup> -26<sup>th</sup> Sep. 1994, Ain Shams University.
  - **Graduate Programmes in Applied Linguistics/ ESP/Film and Literature/TAFL:**

An active member of the graduate programmes development team including **MA in ESP** validated by School of Education, **Cardiff Metropolitan University** (2010), accredited by the SC of Universities in 2016, in addition to Diploma, MA and PhD in Applied Linguistics (2013), Film and Literature (2019), TAFL (2020).

- **Conferences, Symposia, and Seminars:**
  - Attending the 26<sup>th</sup> Nile TESOL AUC Virtual Conference from January 28<sup>th</sup> to 29<sup>th</sup>, 2022.
  - Speaker at the Naval College giving a lecture on Communication Skills to youth attending the Youth Forum in Sharm El-Sheikh, Egypt, December, 2019.
  - Speaker at the Naval Forces on New Media, March, 2020.
  - Workshop on **News Fabrication and Societal Security in the Arab World**, Faculty of Mass Communication, Cairo University. 31<sup>st</sup> Oct. 2019.
  - **The 1<sup>st</sup> International Conference in Language and Communication** titled: Culture and Communication: New Trends. Moderator of the session: “New Trends in the Literature of Trauma.” AASTMT, 2<sup>nd</sup> -3<sup>rd</sup> October, 2019.
  - **The 22<sup>nd</sup> Annual Conference of the Association of Teachers of English in Lebanon (ATEL):** 4<sup>th</sup> May, 2019.
  - **12<sup>th</sup> World Education Summit (WES) in Lebanon**, 3<sup>rd</sup> May, 2019.
  - **Workshop on AASTMT Strategic Plan 2021-2016** held in Borg El-Arab, 13<sup>th</sup>-14<sup>th</sup>, Jan., 2019.
  - **Academics World International Conference on Science, Social Sciences, and Economics**, Istanbul, Turkey, 6<sup>th</sup> - 7<sup>th</sup> Dec., 2018. Paper titled: “**Aesthetic Perspective in Poetry Film: A Study of Charles Bukowski’s ‘Bluebird’ Poem and its Visual Form Adaptation by Michat Stenzel.**”
  - **The 21<sup>st</sup> Annual Conference of the Association of Teachers of English in Lebanon (ATEL):** “Transformational Skills for Progressive Change in Education,” 28<sup>th</sup> Apr., 2018.
  - **11<sup>th</sup> World Education Summit (WES) in Lebanon**, 27<sup>th</sup> Apr., 2018.
  - **Symposium on Translating Palestinian Women at the Faculty of Arts**, Alexandria University, 29<sup>th</sup> Mar., 2018.

- **Symposium on Ecocriticism: Theory and Practice at the Faculty of Women for Arts, Science and Education**, 6<sup>th</sup> Mar., 2018.
- **Academy on Green Jobs Promotion in the Mena Region**, Alexandria, Egypt, 29<sup>th</sup> Oct.- 2<sup>nd</sup> Nov., 2017. **Presentation titled: “Media and Going Green.”**
- **10<sup>th</sup> World Education Summit (WES) in Lebanon**, 19<sup>th</sup> May, 2017.
- **RW 92<sup>nd</sup> International Conference on Arts, Education and Social Sciences** – Abu Dhabi 3<sup>rd</sup>-4<sup>th</sup> Dec. 2016. **Paper titled: “Conceptual Metaphor in the Narrative and Visual Structures of Suzanne’s Collins’ *The Hunger Games*.”**
- **The 3<sup>rd</sup> International Conference on Arabic Language** titled: “Hassan El-Bendary: Innovator and Critic” – Faculty of Arts, Tanta University – 3<sup>rd</sup>-4<sup>th</sup> December, 2013. **Paper titled: “The Image of the Submissive Mother in Hassan El-Bendary’s ‘A...day’: a Thematic Approach.”**
- An active member in the local organizing committee for the 22<sup>nd</sup> International Maritime English Conference (IMEC 22) held from October 28 to November 1, 2010.  
Paper titled: **“Developing Teaching Materials for Second Assistant Engineers.”**
- Attended several conferences held at a variety of Egyptian Universities in the fields of Media, linguistics, translation, literature and education.

- **RESEARCH PROFILE:**

**(Include details of publications, projects and presentations)**

**Research areas of interest, supervision duties, include dates**

**Research areas of interest**

- Media and Society
- Literature and Visual Arts
- Comparative Literature
- Culture Studies/Intercultural Communication
- Cinema, visual communication and social media
- PR & PO
- Media discourse
- Film and literature
- Social Semiotics
- Stylistics and Discourse Analysis
- English/Irish/Scottish/American/Caribbean poetry
- Postcolonial Literature
- Literary Criticism
- Emerging trends in Education
- ESP course design and material development
- Maritime & Marine Engineering course material development
- ESP translation
- CAT (Computer-assisted Translation)

- **PhD in English Poetry dissertation:** *Cubism and Surrealism in the Poetry of William Carlos Williams and Wallace Stevens*, **Faculty of Al-Asun – Ain Shams University** – February, 2004 (First Grade of Honours).
- **MA in English Poetry thesis:** *Myth in the Poetry of Edwin Muir: A Study of Symbol and Structure*, **Faculty of Al-Asun – Ain Shams University** – December, 1998 (Grade: Excellent).
- **Research Papers:**
  - “Novelty in Multidisciplinarity”, Editorial, *Insights in Language, Culture and Communication (ILCC)*, vol. 1, issue 1, Dec. 2021, pp. 1-3.
  - “The Impact of Netflix Drama on Teenagers’ Perception of Social Relationships”, Co-author Dalia Osman, *Insights in Language, Culture and Communication (ILCC)*, vol. 1, issue 1, Dec. 2021, pp. 23-35.
  - “Persuasion Using Argumentative Strategies. Presuppositions and Directives in Al-Aswany’s Political Op-ed Articles”, Co-author: Mona A.S. AbdelFattah, *Authorea*, Nov. 11, 2021, DOI: 10.22541/au.163578752.24896182//v2
  - “Pictorial Multimodal Analysis of selected Paintings of Salvador Dali.” *International Journal of Humanities and Social Sciences*, vol 15, no. 1, pp. 1-8, 2021. Co-Authors: Shaza Meleis; Nihad Mansour.  
<https://publications.waset.org/10011714/pictorial-multimodal-analysis-of-selected-paintings-of-salvador-dali>
  - “A Pragmatic-Multimodal Study of Local and International Health Awareness Online Campaigns.” *International Journal of Language Learning and Applied Linguistics World*, vol. 25, issue 4, Nov. 2020, pp. 1-37. EISSN: 2289-2737 & ISSN: 2289-3245. Co-author: Maii Mohamed Nabil Hammouda.  
[https://f8570e61-768a-4fd9-8a33-a2e351ee8e07.filesusr.com/ugd/6bee84\\_579409f316104706b65bd4da77959f76.pdf?index=true\\*](https://f8570e61-768a-4fd9-8a33-a2e351ee8e07.filesusr.com/ugd/6bee84_579409f316104706b65bd4da77959f76.pdf?index=true*)
  - “A Multimodal Discourse Analysis of Political Speeches: The Case of Donald Trump’s 2016 Election Speeches.” *Journal of Language and Literature*, vol. 20, no. 2, Oct. 2020, pp. 169-180. DOI: 10.24071/joll.v20i2.2390. ISSN: 1410-5691 (print); 2580-5878 (online). Co-author: Mohamed Hassanein Abdel Ghany Hassan Elsanhoury; Nevine M. Sarwat; Riham A. M. Debian.
  - “Aesthetic Perspective in Poetry Film: A Study of Charles Bukowski’s “Bluebird” Poem and its Visual Form Adaptation by Michat Stenzel.” *Global Journal of Arts, Humanities and Social Sciences*, vol.6, no.9, Sep. 2018, pp.54-70. ISSN: 2052-6350 (Print) – ISSN: 2052-6369 (Online). Co-author: Amira Ehsan.
  - “Combating Conventional Realism and Commodity Fetishism in Representation of Everyday Life: A Study of Ron Silliman’s BART on Bart.” *International Journal of Linguistics and Literature (IJLL)*, vol. 7, Issue 5, Aug-Sep. 2018, pp. 33-50. ISSN: 2319-3956.
  - “‘I won’t let go of man’: An Ecocritical Reading of Alice Oswald’s *Dart*.” *Journal of Scientific Research in Arts*, A Quarterly Refereed Journal, Faculty of Women for Arts, Science and Education, Ain Shams University, vol. 19, 2018. (under print). ISSN: 2356-8348 (Print) – ISSN: 3456-8356 (Online).

- “June Jordan: A Third Wave Feminist towards a Gendered-Democratic Poetics.” *Bulletin of the Faculty of Arts*, Alexandria University, Academic Refereed Journal, Issue no. 90, pp. 27-74, 2018. ISBN: 1110-2128.
- “The Role of the Poet in a Time of Violence: A New Historicist Reading of Paul Muldoon’s ‘The More a Man Has the More a Man Wants.’” *Faculty of Education Magazine*, Alexandria University, vol. 26, no. 6, Part B, 2016, pp. 419-467. ISBN: 6323-1988. ISSN: 3922/1110.
- “Conceptual Metaphor in the Narrative and Visual Structures of Suzanne’s Collins’ *The Hunger Games*.” *RW 92nd International Conference on Arts, Education and Social Sciences – Abu Dhabi 3rd-4th Dec. 2016, Proceedings of ISER International Conference*, pp. 50-62, ISBN: 978-93-86291-49-3. Co-author: Amira Ehsan.
- “A Multimodal Stylistic Analysis of Foregrounding in E.E. Cummings’ Visual Love Poem ‘All in green went my love riding’: A Case Study.” *Annals of the Faculty of Arts*, Ain Shams University, A refereed scientific periodical, vol. 4, no. 44, Part (A) pp. 570-592, 2016. ISSN: 111-7227. Co-author: Nashwa Elyamany.
- “Construction of Marginalised Identity in the Poetry of Six Female Slammers.” *Hermes*, Faculty of Arts, Cairo University, vol. 4, no. 3, 2015, pp. 99-154. ISSN: 2090-8555.
- “The Image of the Submissive Mother in Hassan El-Bendary’s ‘A...day’: a Thematic Approach.” *Proceedings of the 3rd International Conference on Arabic Language: Hassan El-Bendary: Innovator and Critic*. Tanta University, December 2013, pp. 27-39.
- “Self-Reflexivity in the Early Poetry of Anne Sexton.” *Annals of the Faculty of Arts*, Ain Shams University, a refereed scientific periodical, vol. 43, Part B, 2015, pp. 593-628. ISSN: 111-7227.
- “The African Female Body as a Form of Resistance in a Post-Colonialist Context: A Study of Marlene Nourbese Philip’s *She Tries Her Tongue, Her Silence Softly Breaks*.” *International Journal of Humanities and Social Sciences (IJHSS)*, vol. 4, no. 7, 2014, pp. 291-307. Web. May 2014. ISSN: 2220-8488 (Print) – ISSN: 2221-0989 (Online).  
<[http://www.ijhssnet.com/journals/Vol\\_4\\_No\\_7\\_May\\_2014/33.pdf](http://www.ijhssnet.com/journals/Vol_4_No_7_May_2014/33.pdf)>.
- “Dialogism in the Poetry of Carol Ann Duffy.” *Faculty of Arts Magazine*, Helwan University, vol. 35, 2014, pp. 67-105. ISBN: 6727/ 2004. ISSN: 1110-8142. Co-author: Sara Fawzy.
- “Gender and Power in the Poetry of Susan Howe.” *Journal of Scientific Research in Arts*, A Quarterly Refereed Journal, Faculty of Women for Arts, Science and Education, Ain Shams University, Part 1, vol. 13, 2013, pp. 15-36. ISSN: 2356-8348 (Print) – ISSN: 3456-8356 (Online).
- “Imagination and Memory in James Fenton’s War Poetry.” *Philology*, Faculty of Al-Asun, Ain Shams University, vol. 60, June 2013. ISSN: 1687-4242.
- “The Impact of the Context of the City on the Genesis of Allen Ginsberg’s Poetry.” *Fekr wa ‘Ebdaa* (Thinking and Creativity), Rabetat Al-Adab Al-Hadeeth, Special issue, July 2011, pp. 1-72. ISBN: 8407/2011 – ISSN: 978-977-5016-12-6.

- “Developing Teaching Materials for Second Assistant Engineers.” 22<sup>nd</sup> *International Maritime English Conference (IMEC22) Proceedings* October, 2010, pp. 29-57. Co-authors: Ghada Hozayen & May Ghoneim.
- **Supervisor of the following PhD dissertations:**
  1. “Legitimization of War in Western Media Discourse: A Critical Discourse Analysis” by Amel Fawzi Zaki, 2014 – 2017, Alexandria University and AASTMT.
  2. “Abstract Meaning Representation of Political Speeches” by Marwa Adel Abu El Wafa, 2014 – 2017, Alexandria University and AASTMT.
  3. “A Multimodal Discourse Analysis of Gender Representation on Health and Fitness magazine Cover Pages” by Nashwa Abdel Kader Elyamany, 2015 – 2017, Alexandria University and AASTMT.
  4. “Attitudes of University Students towards ESP Courses” by Reem Sohdy, 2015 - , Alexandria University and AASTMT.
  5. “Writer’s Post-revolution Attitude and Reader’s Engagement in Al-Aswany’s Opinion Articles” by Mona Ahmed Sadek Abdel Fattah, 2015-2021, Alexandria University and AASTMT.
  6. “Sexual Politics in the Earlier Novels of Margaret Atwood: An Egyptian Feminist Perspective” by Rania El-Husseini, 2016 - , Cardiff Metropolitan University.
  7. “A Conceptual Metaphor and CD Analysis of the Language Used by Thomas Friedman and Robert Fisk” by Reem El-Guindi, 2016 - , Cardiff Metropolitan University.
  8. “Investigating Multimodal Metaphors in Editorial Cartoons on the Economic Crisis in France (2012-2018): A Cognitive Linguistic Approach” by Sara Yahya Al Mansy, 2019 - 2021, Alexandria University and AASTMT.
  9. “Analysing Legal Discourse ‘WH’ Questions in Cyber Crimes Judiciary Hearings” by Reem Saad Naguib, 2019 - , Alexandria University and AASTMT.
  10. “A Pragmatic-Multimodal Study of Local and International Health Awareness Online Campaigns” by Maii Nabil Hammouda, 2019 - 2021, Alexandria University and AASTMT.
  11. “Translation Strategies of Culture-Specific Items in the English-Arabic Subtitling of the TV Series Friends” by Nora Al-Asfour, 2020 - , Alexandria University.
  12. “The Impact of Noticing Theory and Sociocultural Theory on Minimizing Second language Syntactic Structure Attrition: A Comparative Study” by Abdel Baqi Ibrahim Hassan, 2022 - , Alexandria University and AASTMT.
  13. “Investigating Multimodal Features of Food Print Ads: A Pragma-Multimodal Approach” by Ahmed Hendawi Aboelmagd, 2022 - , Alexandria University and AASTMT.

14. "Investigating the Intersemiotic Adaptation of the Utterance of Dan Brwon's Main Character in 'Inferno' and 'The Da Vinci Code' from Text to Screen: A Multimodal Pragmatic Approach" by Iman Mohamed Seif ElIslam, 2022 - , Alexandria University.
15. "Investigating the Retranslation of Ibn-Qutiya's Tarikh Iftitah al-Andalus: A Sociocultural Approach" Yomna Ali Abdel Mohti, 2022 - , Alexandria University.
16. "Investigating Text Compression/Reduction Strategies in Surtitling in the Post-Arab Spring Theatre: A Mutlimodal Approach" by Noha Kamal Al-Dahrawi, 2022 - , Alexandria University.
17. "Investigating Post Editing in the Machine Translation of Testimonials: A Cognitive Grammar Approach" by Salma Mohamed Samy, 2022 - , Alexandria University.
18. "Investigating Strategies of English subtitling in Joseph Al-Siddiq Animation Series (2019): A Cultural Approach" by Dina Kamal Mohamed Hassan, 2022 - , Alexandria University.
19. "Investigating the Translation Quality of Auto Subtitles Powered by Maestra, Facebook, and YouTube in Line with the DQF MQM Error Typology" by Nourhan Mohamed El-Arabi, 2022 - , Alexandria University.

• **Supervisor of the following MA theses:**

20. "Exploring Code-Switching in the EFL Classroom: A Socio-Psycholinguistic Case Study" by Samah Ahmed Magdy Hussein, 2015 – 2017, Alexandria University and AASTMT.
21. "Messages of Solidarity in Egypt's Post- 25<sup>th</sup> January Revolution Presidential Speeches: A Critical Discourse Analysis Study" by Sara Yahya El-Mansy, 2015 – 2017, Alexandria University and AASTMT.
22. "Error Analysis of the Use of English Language in the Writing Skills of Yoruba/English Nigerian Bilinguals" by Maii Mohamed Nabil Mohamed Hammouda, 2015 – 2017, Alexandria University and AASTMT.
23. "Interlanguage Pragmatics: A Study of Egyptian EFL Learners' Realization of Complaint Speech Act" by Sahar Ramy El-Sayed, 2016 – 2018, Alexandria University and AASTMT.
24. "A Semiotic Analysis of Movie Posters: Roland Barthes' Model" by Dawlat Ali Mahrous ElBehery, 2016 – 2018, Alexandria University and AASTMT.
25. "Code switching Among Arab Students at the Arab Academy of Science, Technology, and Maritime Transport: A Sociolinguistic Study" by Fatema Elzaharaa Elsawy, 2016 – 2019, Alexandria University and AASTMT.
26. "Pictorial Multimodal Analysis of Selected Paintings of Salvador Dali" by Shaza Hussein Meleis, 2016 – 2019, Alexandria University and AASTMT.

27. "A Multimodal Discourse Analysis of Political Speeches: The Case of Donald Trump's 2016 Election Speeches" by Mohamed El-Sanhouri, 2016 – 2019, Alexandria University and AASTMT.
28. "A Comparative Study of Non-Commercial Website Advertisement of Egyptian and American Charity Organizations", by Doaa Samy Kassem, 2016 – 2019, Alexandria University and AASTMT.
29. "Media Analysis of the Media Coverage of International and Local coverage of Terrorist Attacks that happened in Egypt and the UK in 2017" by Amira Fouad, 2017 - 2019, Alexandria University and AASTMT.
30. "A Functional Analysis of Figures of Speech in English Football cheerleading chants" by Gihan Ahmed Nageeb Sharaf, 2019 – 2022, Alexandria University and AASTMT.
31. "African American voices in the Harlem Renaissance: A Socio-pragmatic study on selected poems" by Pancee Medhat Emara, 2019 – 2021, Alexandria University and AASTMT.
32. "Investigating Multiculturalism in the Speeches of Two Commonwealth Prime Ministers: A Gender Political Discourse Analysis" by Basma Maher Ibraheem Sarhan, 2019 - 2021, Alexandria University and AASTMT.
33. "Investigating the Conceptual Metaphors of Fibromyalgia Patients' Expressions of Pain on Online Health Communities: A Cognitive Linguistic Approach" by Asmaa Amin El-gamal, 2020 - , Alexandria University and AASTMT.
34. "Investigating the Communication of Post-Impressionism Art in Children's Literature: A Multimodal Approach" by Nour Ahmed Mandil, 2020 - , AASTMT.
35. "Investigating the Construction of Gender Stereotypes in Selected Scenes of the Animated Movie "Mulan": A Feminist Stylistic Approach" by Heidy Salah Eissa, 2020 - , AASTMT.
36. "Visual Design Analysis of the Youth Forum Advertisements: A Multimodal Approach" by Lamiaa Abdullah Mosaad, 2020 - , Alexandria University and AASTMT.
37. "A Pragma-Multimodal Approach to the Investigation of Character Alienation in Todd Philippps' *Joker*" by Dina Taymour Salah Eldin, 2022 - , Alexandria University and AASTMT.
38. "Covid-19 Humour in Social Media: A Humorous Semiotic Approach" by Sherine Yousef Yousef, 2022 - , Alexandria University and AASTMT.
39. "An Appraisal Analysis of President Joe Biden's Speeches on Sustainable Development Goal 13 'Climate Change'" by Salma Mohamed Adel Ali. 2022 - , Alexandria University and AASTMT.
40. "A Pragmatic Analysis of British officials' Statements in defense of the Oxford Astra Zeneca Vaccine" by Mohamed Farouk Hamdy Mostafa, 2022 - , Alexandria University and AASTMT.
41. "Investigating Community's Perception Towards a traumatized Identity in R. J. Palacio's *Wonder*: A Socio-cognitive Approach" by Iman



Mohamed Abdel Monem, 2022 - , Alexandria University and AASTMT.

42. "Investigating the Framing of Arab-Muslim Antisemitism in MEMRI's Antisemitism Documentation project: A Narrative Approach" by Sara Hosny Hussein Gad, 2022 - , Alexandria University.
43. "On Translating Christopher Marlowe's Famous Tragedy of the Rich Jew of Malta by Mohamed Enani: A Functional Approach" by Mai Ahmed Badr, 2022 - , Alexandria University.
- 44.

- **Examiner of the following theses:**

1. Maha Osman Labadi, an MA thesis titled: "An Analytic Assessment of the Context of the Maritime English Course Books in Relation to IMO Standards", AASTMT, June 2014.
2. Maii Nabil Hammouda, an MA thesis titled: "Error Analysis of the Use of English Language in the Writing Skills of Yoruba/English Nigerian Bilinguals", Alexandria University and AASTMT, December 2016.
3. Sara Yahya El-Mansy, an MA thesis titled: "Messages of Solidarity in Egypt's Post-25<sup>th</sup> January Revolution Presidential Speeches: A Critical Discourse Analysis Study", Alexandria University and AASTMT, 2017.
4. Marwa Adel Abu El Wafa, a PhD dissertation titled "Abstract Meaning Representation of Political Speeches", Alexandria University and AASTMT, 2017.
5. Samah Ahmed Magdy Hussein, an MA thesis titled: "Exploring Code-Switching in the EFL Classroom: A Socio-Psycholinguistic Case Study", Alexandria University and AASTMT, Dec. 2017.
6. Sahar Ramy El-Sayed, an MA thesis titled: "Interlanguage Pragmatics: A Study of Egyptian EFL Learners' Realization of Complaint Speech Act", Alexandria University and AASTMT, March 2018.
7. Dawlat Ali Mahrous El-Behery, an MA thesis titled: "A Semiotic Analysis of Movie Posters: Roland Barthes' Model", Alexandria University and AASTMT, July 2018.
8. Fatema Elzaharaa Elsayy, an MA thesis titled: "Code switching Among Arab Students at the Arab Academy of Science, Technology, and Maritime Transport: A Sociolinguistic Study", Alexandria University and AASTMT, Feb. 2019.
9. Sarah Habra, an MA thesis titled: "Investigating the Attitudes of Syrian Students Living in Alexandria towards Egyptian Colloquial Arabic: A Sociolinguistic Study", Alexandria University and AASTMT, July 2019.
10. Doaa Samy Kassem, an MA thesis titled: "A Comparative Study of Non-Commercial Website Advertisement of Egyptian and American Charity Organizations", Alexandria University and AASTMT, July 2019.
11. Shatha Hussein Meleis, an MA thesis titled: "Pictorial Multimodal Analysis of Selected Paintings of Salvador Dali", Alexandria University and AASTMT, September 2019.

12. Amira Fouad, an MA thesis titled: "Media Analysis of the Media Coverage of International and Local coverage of Terrorist Attacks that happened in Egypt and the UK in 2017", Alexandria University and AASTMT, November 2019.
13. Mohamed El-Sanhouri, an MA thesis titled: "A Multimodal Discourse Analysis of Political Speeches: The Case of Donald Trump's 2016 Election Speeches", Alexandria University and AASTMT, February 2020.
14. Israa El-Sayed Hassan Salmin, an MA thesis titled: Cultural Representation of Images in Social Online Magazines: A Multimodal Approach", Alexandria University, July 2020.
15. Ayat Gaber, an MA thesis titled: "Identity Representation of Post-Colonial writers: A Cognitive Approach", Alexandria University, July 2020.
16. Rania Ahmed Refaat Bassiouny, an MA thesis titled: "Study of Code Choice, Gender, and Identity in Latifa al-Zayyat's *The Open Door* [*al-Bab al-Maftouh*, 1960], Alexandria University, Nov. 2020.
17. Mohamed Ibrahim Mohamed Ibrahim Elsayeh, a PhD dissertation titled: "Investigating the Role of Translation in the Construction of the Public Narrative of Islamophobia in Fox News Channel", Alexandria University, Nov. 2020.
18. Maha Abd El-Halim Al-Qadi, an MA thesis titled: "A Study of Framing the Narrative of the Most Influential Islamic Figures in Translation into Arabic", Alexandria University, April, 2021.
19. Sara Yahya Al Mansy, a PhD thesis titled: "Investigating Multimodal Metaphors in Editorial Cartoons on the Economic Crisis in France (2012-2018): A Cognitive Linguistic Approach", Alexandria University and AASTMT, July 2021.
20. Ahmed Ibrahim Gamal, an MA thesis titled: A Multimodal Discourse Analysis of the Website Structure of the Local and Mirror's News Reporting Egyptair MS804 Plane Crash", Alexandria University and AASTMT, September 2021.
21. Basma Maher Ibraheem Sarhan, an MA thesis titled: "Investigating Multiculturalism in the Speeches of Two Commonwealth Prime Ministers: A Gender Political Discourse Analysis", Alexandria University and AASTMT, October 2021.
22. Maii Nabil Hammouda, a PhD thesis titled: "A Pragmatic-Multimodal Study of Local and International Health Awareness Online Campaigns", Alexandria University and AASTMT, October 2021.
23. Mona Ahmed Sadek Abdel Fattah, a PhD thesis titled: "Writer's Post-revolution Attitude and Reader's Engagement in Al-Aswany's Opinion Articles", Alexandria University and AASTMT, November 2021.
24. Amal Mamdouh Mohamed Kotb, an MA thesis titled: "A Study of Ecollexicon Database: A Lexicographic Study". Alexandria University and AASTMT, January 2022.
25. Rania Mahmoud Abdel Rahman El-malki, an MA thesis titled: "Allusions in film subtitles: Interaction between the verbal and non-verbal contexts", Alexandria University, May 2022.

- **Honours and Awards:**

- **AASTMT Advisory Board of Industry** honouring certificate, 3<sup>rd</sup> session, 31<sup>st</sup> March, 2021.
- Trophy of the Emirates College of Technology – Abu Dhabi, 1<sup>st</sup> February, 2020.
- **Alexandria Radio and TV** award for immense contributions to Media production, 2<sup>nd</sup> August, 2019.
- **Best Paper Award Certificate** from **International Academy of Science, Engineering and Technology (IASET)** for the paper titled: “Combating Conventional Realism and Commodity Fetishism in Representation of Everyday Life: A Study of Ron Silliman’s *BART on Bart*”, 27<sup>th</sup> Sep., 2018.
- **AASTMT Advisory Board of Industry** honouring certificate, 2<sup>nd</sup> session, 19<sup>th</sup> March, 2018.
- Al-Gomhouria newspaper award for excellence in Media projects 2018.
- The **1<sup>st</sup> Cairo University Festival for Media Sciences** in collaboration with the Arab Producers Association – 2<sup>nd</sup> position in graduation projects category, 9<sup>th</sup> – 11<sup>th</sup> Nov., 2017.
- The **3<sup>rd</sup> Al-Sherouk Higher Institute Festival for Media Students Creative Projects**, 11<sup>th</sup> -14<sup>th</sup> March, 2017, Cairo Opera House – 3<sup>rd</sup> position in programmes category.
- Several certificates of merit for taking part in social activities in Sporting Club, Alexandria.

- **Managerial Responsibilities:**

- Planning the annual marketing policy of the College of Language and Communication (CLC), deciding on the main events to sponsor and the media campaigns to propagate for the institution, revising all press releases on College activities, drafting the annual budget of all campaigns, celebrations, etc.
- Deciding the annual budget of the CLC programmes, scholarships, training, conferences, studios, equipment, etc.
- Recruiting staff for the Humanities, Translation and Media Department either part timers or full timers.
- Member of the AASTMT supreme councils of Education Affairs; Training, Community Service and Sustainable Development; and Postgraduate studies.
- Member of the committee responsible for the establishment of new educational labs and Studios 2014-2019.
- Member of the committee responsible for the establishment of the college new theatre to be inaugurated in May 2019.