

Biography

Dr. Bassant Mohamed Attia Mohamed

Associate professor

Dr. Bassant M. Attia is a media and communication lecturer, whose profile lies at the TV studies, media studies; political communication, uses of artificial intelligence in media and area studies with a focus on the image of Arab region on the western media. Currently, she is the Head of 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: Bassant Mohamed Attia Mohamed
Date of Birth: 29/9/1985
Place of Birth: Germany.
Nationality: Egyptian
Marital Status: Married
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Previous Jobs:

- **Demonstrator** in the Department of Sociology, "the Branch of Media and Communication", the Higher Institute for literature Studies - King Mariot Alexandria. 2007-2011.
- **Assistant lecturer**, Department of Radio and Television, the Faculty of Mass communication - Pharos University in Alexandria. 2011- 2012.
- **Researcher** in Media Department - Faculty of Arts, University of Alexandria . 2012-2015.
- **Lecturer** at Faculty of Language and Communication (CLC) – Arab Academy for Science, Technology & Maritime Transport. From 2015 – 2018.
- **Associate professor** at Faculty of Language and Communication (CLC) – Arab Academy for Science, Technology & Maritime Transport. From 2022 till now.

Current jobs:

- **Head of Media Department** at Faculty of Language and Communication (CLC) – Arab Academy for Science, Technology & Maritime Transport. From 2018 till now.

FORMAL EDUCATION:

- **Bachelor** of Mass Communication from the Department of "Radio and Television" from the Faculty of Information, Cairo University estimate "**Very Good with Honors**" in 2006.
- Pre-master section of "Radio and Television" from the Faculty of Information, Cairo University, in 2007.
- **Master** Degree in Media "Radio and Television" from the Faculty of Mass Communication, Cairo University. Titled “University students uses for foreign drama that shown on the Egyptian TV and its relationship with their community values”. Grade: "**Excellent**"; on June, 2011.
- **PhD** Degree in Media "Radio and Television" from the Faculty of Mass Communication, Cairo University. Titled “News Treatment of Egyptian Economic Crisis in Directed TV Channels in Arabic, and the Audience’s Attitude Toward it”. Grade: "**First Class Honors**"; on December, 2014.
- **Associate Professor**, specialize at: TV and Digital Media. February 2022.
- **Digital media Diploma**, American University in Cairo (AUC). From October 2022 till now.

Courses:

- Certificate of passing “After Effects” course on editing and advertising. 2012.
- Certificate of passing the TOEFL total cycle (600/700) of the Community Service Center at the University of Alexandria, in September 2010.
- License for the International Computer Driving ICDL, August 2010.
- Training course on "local media coverage and writing press reports" of the program the United States Agency for International Development (USAID) to develop the local media, in 2009.
- The completion of a program to acquire the basic skills of FGF, which included computer courses and English language courses in presentation skills, marketing and sales and writing reports, in 2006, grade "excellent".

- Certificate of Specialization in English from the Egyptian Center for American English language courses and computer skills for the years 2005-2006 .
- Certificate of passing the training in "SIS" affiliated to the Ministry of Media, 2005.

Experience:

- Organizer channel programs "Modern Egypt," the Egyptian Satellite Channel, March to June 2010.
- Participation in the Fourth Forum for Arab youth, which was held at the Bibliotheca Alexandrina under the title "Arab youth culture and identity in the era of globalization", in February 2009.
- Participate in the development cycle of political entitled "Towards an electoral system represent" held the status of preparation of leaders under the auspices of FEB .2009.
- Participation in the (Arab Reform Conference VI) under the title (the Arab world between the present and the future) held by the Library of Alexandria in the period from March 1 to 3, 2009
- Participation in the (Arab Reform Conference V) under the title (Media and Democracy and Social Responsibility) held by the Library of Alexandria in the period from March 2 to 4, 2008.
- Participation in the "Second National Conference for Youth," which was held in the city of Alexandria youth abukir entitled "Youth and community participation", in the period from August 8 to 14, 2008.
- Supervising a number of graduation projects, which included the work of documentary films and the issuance of some newspapers for the students of the fourth year, the Higher Institute of Literary Studies Division of Communication and Media, 2007 to 2011.
- Training in "Elshrouk" Newspaper, 2008.
- Training in the Egyptian television "Channel 5", 2005.

Publications:

- Joint research, submitted to the International Conference on the eighteenth Cairo University Faculty of Media, "Media and building a modern state", titled: "*Exposure talk shows and their role in the formation of a mental image for the religious parties among young university after the January 25 revolution,*" in July 2012.
- Joint research, submitted to the International Conference on the eighteenth Cairo University Faculty of Media, "Media and building a modern state," titled "*The image of the revolution, as reflected in the songs video clip its image and its relationship with the national mentality among young university: An Empirical Study,*" July 2012.

- Research presented to the 19th conference in faculty of mass communication, Cairo University "Media and building a modern state", titled: *"Media literacy and Civic engagement among university students: Case Study for" Partners 2 Project "*. April 2013.
- Research presented to faculty of mass communication, Al- Ahram Canadian University, Cairo. Titled: *"News Treatment of Tourism Crisis in Directed TV Channels in Arabic"*. 2014.
- Research presented to faculty of mass communication, Al- Ahram Canadian University, Cairo. Titled: *"News Treatment of the Crisis of Suspended some of US Financial Aids which Given to Egypt in Directed TV Channels in Arabic"*. 2014.
- Research presented to the 24th conference in faculty of mass communication, Cairo University "bridging the gap between Media and audience", titled: **"Treatment Evaluation of the Oriented Channels on Arabic Toward Egypt's Presidential Election 2018: Comparative Analytical study"** 2018.
- Research paper titled: **Impact of Facebook on Egyptian youth culture identity**. Journal of Radio & TV Dept. faculty of mass communication, Cairo University. 2018.
- Research presented to the 25th conference in faculty of mass communication, Cairo University "bridging the gap between Media and audience", titled: **How much media professionals accept the artificial intelligence applications in the field of media: An exploratory study of communicators within the framework of the technology acceptance model"**. 2019. (Awarded as best research paper at the Conference).
- Research paper titled: **The social responsibility of Media in Portraying the image of the ethnic groups in Egypt: An applied study on the Egyptian public and ethnic groups**. Journal of Radio & TV Dept. faculty of mass communication, Cairo University. 2019.
- Research paper titled: **"Deconstructing the frames of Arab refugees in Western media documentaries Casa study on BBC NEWS and BBC Arabic**. Global Journal of Humanities and Social Sciences. European Centre for Research Training and Development UK. 2020.
- Research paper titled: **"The image of the Egyptian security forces representatives as reflected in the Egyptian movies after the revolution of 25th January 2011:An Analytical Study"**. Under the work of AGYA Workshop 'Media Representations of Law and Justice: Middle Eastern Perspectives'. Journal of Mass communication Research. 2020.

- Research paper titled: "**Freedom Issues Management in Digital and Traditional Media Platforms: A Comparative Study among Egyptian and Saudi Youth**". Arab Media and Society. Scopus indexed Q2. 2020.
- Research paper titled: "**Recent Research Trends in Arabic-Oriented Radio and TV Channels: An Analytical Review**". **Studies in Media and Communication**. Scopus indexed Q4. 2022.
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Training Courses:

- "Writing Research Papers" from Arab Academy for Science and Technology and Maritime Transport. June 2019.
- "Using Human development applications in teaching –NLP". from Arab Academy for Science and Technology and Maritime Transport. October 2019.
- "Preparing competitive projects to finance research" from Arab Academy for Science and Technology and Maritime Transport. December 2019.
- "Negotiation skills with others" from Arab Academy for Science and Technology and Maritime Transport. September 2020.
- "Misinformation in Media" from Fredrich Noman Germany in collaboration with college of Mass communication, Cairo university, November 2022.

TEACHING EXPERIENCE:

Undergraduate studies:

Subjects in Arabic:

Introduction to writing for radio and TV - Laboratory of Radio and Television and Research Methods.

Subjects in the English:

Producing and directing - Script writing for broadcasting programs- Communication skills – Screenwriting - Production for Media Materials – Radio and TV Broadcasting - Radio and TV Training – Introduction to Mass Communication – New Media – media campaigns.

Postgraduate studies:

Subjects in English:

- "Screenplay writing", MA in film and literature, September 2022- January 2023.

Awards:

- Certificate of "**Best Research**" titled: How much media professionals accept the artificial intelligence applications in the field of media: An exploratory study of communicators within the framework of the technology acceptance model" at the 25th conference at faculty of Mass Communication, Cairo University. 2019
- Certificate of "**Best Graduation Project**" to Supervising a group of students at College of Language and Communication, Arab Academy for Science, Technology & Maritime Transport. Declaration "Metanoia" from Al Sherouk festival of creative media students work , Cairo, 2018.
- Certificate of "**Best TV Programme**" to Supervising a group of students at College of Language and Communication, Arab Academy for Science, Technology & Maritime Transport. Declaration "Healing by Yoga" from Al Sherouk festival of creative media students work , Cairo, 2017.
- Certificate of "**Best Advertisement**" to Supervising a group of students at the University of Pharos in Alexandria Declaration "One Nation" from the Faculty of Mass Communication, Al-Ahram Canadian University, Cairo, 2011.
- Award of "**Best Mack**" from the Faculty of Fine Arts, Alexandria University to participate in "Stop Motion Animation workshop", 2011.
- Documentary film "Cheap like Dirt" Wins the **Third prize** in the competition of "Media for Youth and Childhood Issues". Radio and Television Union, National Council of Mother and Childhood. Cairo, 2009.
- **First prize** of AL- Jazeera Documentary Film festival's, in the documentary film "Difference" which deals with the crisis of child labor, 2009.

Language skills:

- Arabic language: Mother tongue.
- English: English language proficiency in spoken and written.

Membership of civil society organizations:

- Member of the Association of Media Graduated Alumni - Cairo.
- Member of the local media - Alexandria.
- Member of International Association for Media and Communication Research (IAMCR). USA.