



## **Curriculum Vitae**

**Name: Mahmoud Mohamed Zaky**

**Title: Lecturer**

**Department: Radio and TV**

### **Qualifications:**

- Bachelor's Degree in Mass Communication in English (Radio and Television Dep.) – Faculty of Mass Communication – Cairo University
- Master's Degree in “The Egyptian televised coverage of the sustainable development strategy “Egypt vision 2030” and its impact on Egyptians’ orientations of the future”. - Faculty of Mass Communication – Cairo University
- Ph.D. in “The Egyptian televised coverage of the state's policies in fighting corruption and its impact on Egyptians’ responsible citizenship”. - Faculty of Mass Communication – Cairo University

### **Career Hierarchy:**

- Assistant Lecturer, Date: Sep. 2019 – to Sep. 2021
- Lecturer, Date: Oct. 2021 – to Present.



## Scientific Activities

### **1: Training Courses/workshops:**

1. Scientific writing- Cairo university- Feb. 2018
2. Cross Media Workshop -Sinai University - Kantara Training Center - Dec. 2019
3. Fundamentals of digital transformation- Cairo university- Jun. 2020.

### **2: Conferences, Seminars and Workshops:**

- The third scientific conference of the Higher International Institute for Media at Al-Shorouk Academy. researcher
- The twenty-sixth scientific conference of Faculty of Mass Communication, Cairo University, July 2021. researcher

**3: Teaching Scopes:** Communication research methods, Communication theories, Public Opinion, International Communication, TV Photography, Political Communication, Media psychology, Media Sociology. Broadcasting Technology



## **Skills**

- **Language Skills:** Arabic (Native Speaker) – English (Very good Spoken and Written)
- **Computer Skills:** Microsoft Office Suite – Active Campaigns
- **Presentation skills:** Skillful
- **Other skills:** Working under stress, Team Leading, Multi-tasking, Communication skills, Strong analytical skills. Focused and punctual

## **Scientific Publications:**

### **1: published Scientific Papers:**

- 1- Netnography .. A new approach to the qualitative cultural analysis of electronic societies, Journal of Media Research and Studies, the Higher International Institute for Media at Al-Shorouk Academy, fourth issue, June 2018, pp.283-380.  
[https://mjsm.journals.ekb.eg/article\\_109140.html](https://mjsm.journals.ekb.eg/article_109140.html).
- 2- Young people's attitudes towards social media management policies in relation to the university campus: Cairo University as a model, the Egyptian Journal of Media Research issued by the Faculty of Mass Communication, Cairo University, special issue of the proceedings of the twenty-sixth scientific conference, July 2021.  
[https://ejsc.journals.ekb.eg/article\\_217973.html](https://ejsc.journals.ekb.eg/article_217973.html)

### **2: published Books:**

- 1- Co- author in “Security culture in universities”, Naif Arab University for Security Sciences, 2020.

### **3: Post-Doctoral Published Scientific chapters:**



- 1- Co- author in “The Egyptian TV coverage of the sustainable development strategy (SDS) “Egypt vision 2030”. In: Yusha’u M.J., serveas J. (eds) The palgrave Handbook of international Communication an sustainable development. Palgrave Macmillan, Cham. August 2021, pp 427-448, [https://link.springer.com/chapter/10.1007/978-3-030-69770-9\\_19](https://link.springer.com/chapter/10.1007/978-3-030-69770-9_19)