



Curriculum Vitae

- Name: Basma Abd Elhay Elballat
- Title: Lecturer
- Department: Radio and T.V
- E-mail: basma.elbalat@su.edu.eg

Basmaelbalat92@gmail.com

A) Academic Qualifications:

- Bachelor's Degree Arts, Media department, Radio&T.V section University: Mansoura Year: 2013
- Master's Degree in Arts, Media department, Radio&T.V section University: Mansoura Year: 2019
- Ph. D in Arts, Media department, Radio&T.V section University: Mansoura Year: 2023

B) Academic Administrative Experiences:

- Deputy Director of the Training Unit
- Member of the International Classification Center at Sinai University.
- Responsible information checking, proofreading and editing at Maaber Magazine in faculty.

D) Scientific Activities

1: Training Courses/workshops:



Proceeding with **Digital media diploma**, Kamal Adham center for television and digital journalism. school of global affairs and public policy. The American University in Egypt (AUC)..

- The **Artificial Intelligence Diploma** from Artificial Intelligence Journalism and Media Metaverse Professional (AIJD) from **AIJRF in Dubai** in 2024.
- The **Artificial Intelligence Diploma** from Nile University in Egypt in 2024.
- Passing Innovative marketing course using artificial intelligence in 2024.
- Passing Voiceover and dubbing course in 2024.
- Passing Teaching Strategies Course according to the National Authority for Quality Assurance and Accreditation in 2024.
- A course on using the artificial intelligence tools Chat GPT4 and Midjourney
- Single best answer course, Development and Quality Management, Sinai University.
- Passing Directing and photography course at RTI at Masbero
- Passing TV preparation and presentation course at RTI at Masbero.
- Passing course ENGBID (14 th) grade from (16 th) grades Level At AUC.
- Passing TOEFL ITP.
- Passing Fundamentals of Digital Transformation course.
- Passing Presentation Skills course.
- Passing Research Ethics course.
- Passing ICDL course.

2:Conferences, Seminars and Workshops:

- I have presented many workshops on the digital media industry and artificial intelligence.
- Attendance Training workshops on video editing.
- Attendance training workshop on various design arts (logo, intro and outro programs, book cover design, and other media designs).
- Attendance Workshops on mobile journalism applications and tools at the ICFJ Pamela Howard Foundation.
- Attendance workshop on Course 2D Animation at the Russian Cultural Center.



• Attendance A “Cross-Border Investigative Journalism” workshop at the ICFJ Pamela Howard Foundation for Covering Global Crises.

- Attendance A workshop entitled “Positive Thinking: Towards a Conceptual Model and its Organizational Applications...the Media Institution as a Model”, Forum for Authenticity and Innovation in Arab Media Research, Al-Shorouk Academy.
- Attendance A workshop entitled The Danger of Rumors in Times of Crisis “Corona as an Example”, Forum for Authenticity and Innovation in Arab Media Research, Shorouk Academy.

3: Teaching Scopes:

- Radio and TV direction
- Broadcasting production
- Cross-cultural communication
- Journalism
- Ethics of scientific research
- Local and International Broadcasting
- Media Translation
- News in Radio and TV
- English Language

4: Awards and Certificates of Appreciation:

- Winner of the **Media Creativity Award**, second place, with the participation of 18 countries worldwide, in the International Research Category, from the Media and Digital Transformation Foundation, registered under No. 967.

5: Other Activities:

- **AI Expert and trainer** for more than 10 thousand students and academic staff from different countries at Sinai University, Malaysia's Scientific Events Gate, and others from 2024 till now.
- **Worked as Freelancer Monitor.**
- **Worked as a Freelancer Designer.**
- **Worked as a Researcher in media content analysis research affiliated with the League of Arab States.**



Worked as a Journalist on the Mansoura City website from 2009 to 2013

F) Scientific Publications:

- International journals :

- Published international research entitled “Attitudes of media students toward the use of artificial intelligence tools and technology in education” Second International Conference: Innovations Journal for Humanities and Social Studies (IJHSS)- Malaysia, E-ISSN: 3312-2976, 2024.
- Published international research entitled “The attitudes of faculty members and assistant staff towards students' use of artificial intelligence tools in scientific research” Eighth International Conference: Scientific and Social Research in Turkey, Issue 551, ISBN:978-9922-9838-5-1, 2024.
- Published local research entitled “Digital environmental media and its relationship to shaping public opinion trends towards climate change” in the Journal of the Faculty of Mass Communication, Cairo University, 2024.

National Journal:

- Published local research entitled “The Egyptian youth's uses of YouTube and its relationship to their attitudes towards the Corona pandemic” in the Journal of the Faculty of Arts, Menoufia University 2022.
- Local research published entitled “The Portrayal of Fathers in Egyptian and American Sitcom Series” in the Journal of the Faculty of Arts, Mansoura University, 2018.

G) Quality Assurance in Higher Education:

- **Training Attended:** single best answer course
- **QA managing position:** Associate member of quality and development management.

H) Skills

- **Language Skills:** Native Arabic /Fluent English.
- **Computer Skills:** Word processing software, Presentation software, Email management, Video conferencing, and Social media management.
- **Presentation skills:** Making speeches at any public event, Explaining projects to a team, Delivering results and findings to management teams, Teaching people specific methods or information, and Having experience in (Verbal communication, Body language, Voice projection, Storytelling, and Stage presence skills).
- **Other skills:** Effective communication skills.