

Curriculum Vitae



- **Name:** Alamira Samah F. Saleh
- **Title:** Dean
- **Department:** Radio & Television Production
- **E-mail:** samah.farag@su.edu.eg

samahsaleh2002@cu.edu.eg

A) Academic Qualifications:

- Bachelor's Degree in Media Studies... University: Cairo University Year: 2000
- Master's degree in Media Studies University: Cairo University Year: 2007
- Ph. D in Media Studies University: Cairo University Year: 2011

Other Qualifications:

- | | |
|---------------------------|--|
| June 2016–Oct 2016 | Birmingham City University
Birmingham, UK
Postdoctoral fellow |
| Jan 2013–June 2013 | University of Westminster
Westminster, U.K.
Postdoctoral fellow |

B) Academic promotions:

- | | |
|-----------------------|-------------------|
| - Demonstrator | Date: 2002 |
| - Assistant Lecturer | Date: 2007 |
| - Lecturer | Date: 2011 |
| - Assistant Professor | Date: 2017 |
| -Professor | Date: 2022 |

C) Scientific Merit:

- Scopus ID 57197856845
- Citations: 12 h-index: 3
- ORCID: [0000-0001-8573-5679](#)

D) Academic Administrative Experiences:

1. Editor-in-Chief of “MA’ABER” magazine, published by the Faculty of Mass Communication, Sinai University
2. Editor-in-Chief of Marcom magazine, issued by the Faculty of Mass Communication, Sinai University
3. Coordinator of the Faculty of Mass Communication's International Bureau of foreign Relations, Cairo University, October 2018-September 2019.
4. Member of the Foreign Relations Committee, Faculty of Media, Cairo University November 2018-September 2019
5. Member of the Performance Evaluation and Quality Assurance Unit, Faculty of Media (coordinator of the postgraduate study standard within the faculty's educational quality standards, 2013 - 2019).
6. Member of the Scientific Committee for the Development of the English Program, Faculty of Mass Communication, 2017-September 2019.
7. Supervisor of graduation projects (Radio Division), Faculty of Mass Communication, Cairo University, 2011-2018.
8. Member & Trainer at Crisis Management Unit, Faculty of Mass Communication, Cairo University, 2011-2018.
9. Secretary of Radio & TV Department Council, Faculty of Mass Communication, Cairo University, 2015-2016.
10. Member of the library committee, Faculty of Mass Communication, Cairo University.
11. Member of the scientific committee for developing “The research plan”, Faculty of Mass Communication, Cairo University, 2015/2016/2017.

E) Scientific Activities

1: Membership of Professional Organizations and Scientific Societies

- ▶ Elsevier Reviewer, Journal of "Social Sciences & Humanities Open.
- ▶ Oxford University Press reviewer, “Journal of Communication”;



- ▶ **SU** Reviewer for the Egyptian Journal of Media Research, Faculty of Media, Cairo University.
- ▶ Arbitrator and reviewing researcher at the Research and Studies Center, Naif Arab University for Security Sciences, Riyadh, Saudi Arabia.
- ▶ Member of the Scientific Advisory Board of the Journal of Media Research and Studies, Higher Institute of Media, Shorouk Academy, Egypt.
- ▶ Member of the interview committee for grant programs, U.S. Embassy in Cairo.

2: Training Courses/workshops:

- ▶ Completion of "Radio Production for university teachers," a training course organized by D.W. (Deutsche Welle Academy), Cairo, 26 May-6 June 2013
- ▶ Partnership for Transformation III - Seminar in Germany: "Democracy and its Institutions – Role, Responsibilities, and Participation of Academics and Science" seminar from December 13 to 21, 2014.
- ▶ Training Workshop, "Producing Documentary Films & Programs, "German Radio & T.V. (DEUTSCHE WELLE (D.W.), 2013.
- ▶ Training program on Preparing & Training of Trainers (TOT), IMI (International Marketing & Management Institute), USAID Program for Media, 2012
- ▶ Training program on Managerial Skills for Radio Stations, USAID & Program for Media Development, Egypt, 2013.
- ▶ "Credit hour systems" course, Faculty and Leadership Development Center, Cairo University, 2011.
- ▶ "Accreditation and Quality Systems" course, Cairo University Faculty and Leadership Development Center, 2011.
- ▶ "Effective Presentation Skills" course, Faculty and Leadership Development Center, Cairo University, 2011
- ▶ "Time Management and Meeting Skills" Course, Faculty and Leadership Development Center, Cairo University, 2011
- ▶ "Examination and Student Evaluation Systems" course, Faculty and Leadership Development Center, Cairo University, 2011
- ▶ "Effective Teaching Skills" course, Faculty and Leadership Development Center, Cairo University, 2011
- ▶ "Financial and Legal Aspects of University Business" course, Faculty and Leadership Development Center, Cairo University, 2011
- ▶ "Scientific Publishing" course, Faculty and Leadership Development Center, Cairo University, 2011



- ▶ "Scientific Research Ethics" course, Faculty and Leadership Development Center, Cairo University, 2011
- ▶ " Skills of Using Technology in Teaching" course, Faculty and Leadership Development Center, Cairo University, 2015
- ▶ " Quality Standards in the Teaching Process" course, Faculty and Leadership Development Center, Cairo University, 2015.
- ▶ Course " Preparing Competitive Projects for Research Funding," Faculty and Leadership Development Center, Cairo University, 2015.
- ▶ " Research Team Management" course, Faculty and Leadership Development Center, Cairo University, 2016.
- ▶ " Creative Thinking" course, Faculty and Leadership Development Center, Cairo University, 2016
- ▶ " Communication Skills in Different Learning Styles" course, Faculty and Leadership Development Center, Cairo University, 2016.
- ▶ Training program on Media & Cross Culture Studies, Egyptian National Committee for Education, Science & Culture (ESESCO).
- ▶ Training program on E-Learning Skills, Regional Information Technology & Software Engineering Center (RITSEC).
- ▶ Training Workshop On Final Cut Editing Techniques, Russian Cultural Center, Cairo, Egypt.
- ▶ Creating and Designing Posters in PowerPoint, Cairo University, Egypt, February 2011.
- ▶ Creating and Designing Posters In Flash, Cairo University, Egypt, February 2011.
- ▶ M.S. Excel Functionality: Entering, Formatting, and Storing Data, Ain Shams University, Cairo, Egypt, 2002.
- ▶ Using The Power of M.S. Word: long Documents and papers, Ain Shams University, Cairo, Egypt, 2002.

3: Conferences, Seminars and Workshops:

- ▶ Participating as a keynote speaker & commentator in many Egyptian media conferences (Faculty of Mass Communication, **Cairo university**, **El-Shorok Institute** for Mass Communication, Faculty of Mass Communication & applied languages, **Al-Nahda University**).
- ▶ Oral presenter (See the conference papers' section)
- ▶ Global migrations and refugee crises: An Egyptian media's perspective, paper presented at AEJMC 2018 - ICD PRE-CONFERENCE PANEL, **Washington DC**. 5-10 August 2018.

- ▶ **Lovers or devils:** uses and impact of Face book-romantic relationships on the Egyptian youth: a sociological perspective, paper presented at IAFOR (The European Conference on Media, Communication & Film – EuroMedia, **Brighton & Hove, UK** July 11–12, 2017.
- ▶ **Media and digital literacy academy of Beirut,** The institute of media research and Training, The Lebanese American University, **Beirut,** August 6-19, 2017.
- ▶ **Collective Perception of Citizenship in the Egyptian Official Political Discourse,** paper presented at the “Research Forum in Algeria, Arab Council for Social Sciences, **Algeria,** June 2-4, 2016.
- ▶ **Political developments in recent years in Egypt as a topic for scientific research,** paper presented at the conference: Studying Journalism in the Arab World between Traditional and Revolutionary Methods, Higher Institute of Media and Communication, in cooperation with the Deutsche Welle Academy, **Rabat, Morocco,** October 28-30, 2015.
- ▶ **The concept of the civil state between decisiveness and ambiguity: The Collective Perception of Citizenship in the Egyptian Official Political Discourse (2014),** paper presented at the Second Conference of the Arab Council for Social Sciences: Questioning Inequality and Social Disparities, **Beirut,** March 12-15, 2015.
- ▶ **Partnership for Transformation III - Seminar in Germany: "Democracy and its Institutions – Role, Responsibilities, and Participation of Academics and Science"** seminar, December 13 - 21, 2014, **Germany.**
- ▶ **Reading Egyptian social capital via Face book lenses: investigating Egypt's 30th of June's vents & its consequences,** paper presented at IAFOR (The Asian Conference on the Arts and Humanities) conference, **Osaka, Japan,** April 2014.
- ▶ **Climates of risk: Egyptian Journalism attitudes towards the Islamist political power after the parliament elections 2012,** paper presented at **IAMCR Papers, South Africa,** July 2012.
- ▶ **A Rebellion from the Inside: Cyberspace & Muslim Brotherhood Youth New Political Identity,** paper presented to the Arab Media Center (CAMRI) conference, **Westminster University, UK,** April 2012.
- ▶ **The 2018 Study of the United States Institute (SUSI)'s program Award on Journalism and Media at Ohio University/ USA.**
- ▶ **The Arab Centre for Social Sciences (The ACSS)'s grant, Small Grants Program (SGP) for the project " The Egyptian online Public Sphere between Government's Institutionalism and Dynamics of Resistance: An exploratory study," Round 1, 2018.**
- ▶ **Saudi Arabia's Naif Arab University for Security Sciences (NAUSS) Grant for accomplishing "Determinants & controls of social media's use on campus: A comparative study between Egypt and Saudi Arabia" A funded research project, 2017.**
- ▶ **Arab Council for Social Sciences (ACSS) "New Paradigms Factory" – Cycle 2 Fellowship, funded by the Swedish International Development Cooperation Agency (Sida), Tunisia, 2014**
- ▶ **UNESCO-Keizo Obouchi post-doctoral Fellowship 2012-2013 / University of Westminster/ Arab Media Center/ UK.**



- ▶ The 15th STW University of Granada Staff Mobility Award Program, Spain, 1-5 July 2019.
- ▶ Executive Training on "Cultural Diplomacy 2.0", Grant, European University Institute, Italy, 28-30, November 2018.
- ▶ Media and digital literacy academy Fellowship of Beirut, The institute of media research and Training, The Lebanese American University, Beirut, August 6-19, 2017

4: Teaching Scopes:

- Digital Media: Theories & implications
- Social media & Political narratives
- Crisis, risk communication & perceptions
- Media governance
- Media laws & ethics

5: Scientific supervision number:

Postdoctoral Fellows PhD Students (5 Fellows)

Master Students (15 Fellows)

6: Awards and Certificates of Appreciation:

- ▶ **USA Embassy (Egypt) Grant (Give It Back) & Amideast, 2023** for the research project (Zaitoon/Olive).
- ▶ 2019's **Cairo University Grant** for social sciences research projects (Regulations of free speech rights & ethics of using social media on campus: Cairo university as a model).
- ▶ The 2018 **Study of the United States Institute (SUSI)'s program Award** on Journalism and Media at Ohio University/ USA.
- ▶ **The Arab Centre for Social Sciences (The ACSS)'s grant**, Small Grants Program (SGP) for the project " The Egyptian online Public Sphere between Government's Institutionalism and Dynamics of Resistance: An exploratory study," Round 1, 2018.
- ▶ **Saudi Arabia's Naif Arab University for Security Sciences (NAUSS) Grant** for accomplishing "Determinants & controls of social media's use on campus: A comparative study between Egypt and Saudi Arabia" A funded research project, 2017.
- ▶ **Arab Council for Social Sciences (ACSS) "New Paradigms Factory" – Cycle 2 Fellowship**, funded by the Swedish International Development Cooperation Agency (Sida), Tunisia, 2014
- ▶ **MENA Scholarship Program (MSP)**, Radio Netherlands Training Center (RNTC) Using Media for Development course, Hilversum, Netherlands, 15 – 26 September 2014.
- ▶ **UNESCO-Keizo Obouchi post-doctoral Fellowship** 2012-2013 / University of Westminster/ Arab Media Center/ UK.
- ▶ **Cairo University Award** for international publishing for the years 2016-2017, 2017-2018, 2018-2019, 2020, 2021, 2022



- ▶ **The Salzburg Global Seminar:** Salzburg Seminar American Studies Association, The Changing Role of the Media in American Life and Culture: Emerging Trends, Austria, 20 – 24 September 2019.
- ▶ **The 15th STW University of Granada Staff Mobility Award Program**, Spain, 1-5 July 2019.
- ▶ **Executive Training on "Cultural Diplomacy 2.0"**, Grant, European University Institute, Italy, 28-30, November 2018.
- ▶ **Media and digital literacy academy Fellowship** of Beirut, The institute of media research and Training, The Lebanese American University, Beirut, August 6-19, 2017

7: Peer reviewing of scientific research/ Projects:

- Elsevier Reviewer “Social Sciences & Humanities Open”; journal, ISSN: [2590-2911](#), [Social Sciences & Humanities Open | Journal | ScienceDirect.com by Elsevier](#)
- Oxford University Press reviewer for “Journal of Communication “, ISSN : [1460-2466](#), [Journal of Communication | Oxford Academic](#)

8: Scientific Mission:

June 2016–Oct 2016 **Birmingham City University**
Birmingham, UK

Postdoctoral fellow

Jan 2013–June 2013 **University of Westminster**
Westminster, U.K.
Postdoctoral fellow

9: Consultancy Experience:

Cairo University’s presidency Media consultant, 2018-2019

F) Scientific Publications:

Articles in International Refereed Journals

- ▶ Alamira Samah Saleh. The threatening news coverage’s impact of the Ethiopian’s “Al-Nahda Dam” on the Egyptian collective insecurity, Arab Media & Society, Issue (32), Summer/Fall 2022. DOI: [10.70090/ASFS21NC](#)
- ▶ Alamira Samah Saleh. Foreign correspondents between the hammer and the anvil: The case of Egypt during political transitions, Contemporary Arab Affairs, Vol. 13, No. 3, September 2020. DOI: [10.1525/caa.2020.13.3.98](#)

▶ Alamira Samah Saleh. Digitalism, Capitalism, and the contemporary transformation in the academic work: An evaluative study of the risks & opportunities, Arab, Media & Society, AUC, 2020. DOI: [10.70090/ASFS29DC](https://doi.org/10.70090/ASFS29DC)

▶ Alamira Samah Saleh. Impact of romantic Facebook "crush pages" on the Egyptian youth, Journal of Humanities and Applied Social Sciences. Emerald Publishing,2020. DOI: [10.1108/jhass-07-2019-0009](https://doi.org/10.1108/jhass-07-2019-0009)

Conference Papers

▶ A Systematic Literature Review of the Arab Research on Media and Law, [AGYA \(Arab-German Young Academy of Science and Humanities\)](#) Workshop, “Media Representations of Law and Justice: Middle Eastern Perspectives”, 19 – 21 August 2020 (Online).

▶ The collective digital behavior of Egyptian academics on social media: “Egypt's Angry Scientists” movement as an example, [10th Annual Conference of the Faculty of Media, Al-Ahram Canadian University](#) (Post-Digital Media: New Concepts and New Formats), Cairo, Egypt: December 20-21, 2021.

▶ Youth attitudes towards social media management policies in relation to the university campus: Cairo University as a model, [International Conference of the Faculty of Media, Cairo University](#) (Digital Media and Traditional Media: Paths of Integration and Competition), Cairo : July 11-12, 2020

▶ Cognitive and methodological frameworks for the media and communication component of social peace and cohesion: Second Level Analysis, Second International Conference of the Faculty of Media, [Al-Azhar University](#) (The Role of Media in Achieving Community Peace and Human Fraternity), Cairo: March 27-28, 2021.

▶ Media of Missed Opportunities: Egyptian Media coverage of Sinai women's issues as a model, a research paper presented at the Third Scientific Conference on Women's Culture: The Culture of Egyptian Women in Remote Areas. Sinai women as a model, [Sharm El-Sheikh](#): April29-May 1, 2015.

▶ Reading Egyptian social capital via Facebook lenses: investigating Egypt's June 30 events & its consequences, paper presented to [IAFOR \(The Asian Conference on the Arts and Humanities\)](#) conference, **Osaka, Japan**, April 2014.

▶ The Concept of the Civil State: Reconstructing the Collective Understanding of the Concepts of Citizenship and Human Rights in the Egyptian Post-Revolution Media, paper presented at [the 2nd conference of the Arab Council for Social Sciences \(ACSS\)](#): Questioning Social Inequality and Difference in the Arab Region, **Beirut, Lebanon** | March 13-15, 2015.



- ▶ ~~Climates of risk~~: Egyptian Journalism attitudes towards the Islamist political power after the parliament elections 2012, paper presented to **IAMCR Papers, South Africa**, July 2012.
- ▶ A Rebellion from the Inside: Cyberspace & Muslim Brotherhood Youth New Political Identity, paper presented to the Arab Media Center (**CAMRI**) conference, **Westminster University, UK**, April 2012.

Books/Book Chapters

- ▶ Alamira Samah Saleh & Mahmoud Zaki. Egyptian T.V coverage of the sustainable development strategy (SDS): Egypt's vision2030, **The Palgrave Handbook of International Communication and Sustainable Development**, 2021. https://doi.org/10.1007/978-3-030-69770-9_19
- ▶ Alamira Samah Saleh, Character assassination of activists' in Egypt: ElBaradei as a target (The Routledge Handbook of character assassination & reputation management, **Taylor & Francis**, UK, 2019). <https://doi.org/10.4324/9781315150178>
- ▶ Alamira Samah Saleh, Sinai people's perceptions of self-image portrayed by the Egyptian media: A multi-dimensional approach, **In Handbook of Communication for Development and Social Change**, edited by Jan Servaes. (**Springer Nature** Singapore Pte Ltd. 2018). https://doi.org/10.1007/978-981-10-7035-8_40-1
- ▶ Alamira Samah Saleh. Dynamics of the diasporic Syrian media in Egypt: The context and perspectives, **In Media, Diaspora and Conflict**, Ola Ogunyemi (ed.), (U.K.: **Palgrave Macmillan**, 2017). https://doi.org/10.1007/978-3-319-56642-9_8
- ▶ Alamira Samah Saleh & Nermeen Alazrak. The new- Liberal Islamic preachers: It is not enough to believe, but you must act on your faith', **In Political Islam: Global Media and Boundaries of Religious identity**, Noha Mellor & Khalil Rinnawi (Ed). (U.K.: **Routledge**, 2016), pp. 219-231. eBook ISBN9781315637129
- ▶ Alamira Samah Saleh & Nermeen Alazrak. Uploading Ideology: Reading Egyptian Social Capital via Facebook Lens. **In: Debates for the digital age: the good, the bad & the ugly of our online world**, Vol.2, Danielle Coombs & Simon Collister (Ed.) (**USA: PRAEGER**, ABC-CLIO publishers, 2016).

Arabic Published Articles

- ▶ Alamira Samah Saleh & Nermeen Alazrak. When the balance is disturbed: Practices & perceptions of social media free speech rights on campus: a case study of Cairo University, **Journal of Political Trends**, Democratic Arab Center for strategic political and economic studies, Berlin, Germany, Issue 6, Vol.24, September 2023, pp.7-46.



- ▶ Alamira Samah Saleh. Approaches in digital media studies: A future Theoretical & methodological Frameworks, **Journal of Arab Future, Centre of Arab Unity, Beirut**, Vol. 537, Issue 46, Nov.2023, pp.71-99.
- ▶ Alamira Samah Saleh. Collective digital action of Egyptian academics via social networking sites: A qualitative analysis of "Egypt's Scholars Are Angry" movement, **Journal of Media & Communication Research (AJMCR)**, Vol. (34), Issue (2), July-September, 2021.
- ▶ Alamira Samah Saleh. Conceptual & methodological literature of mass media's impact on peace & social cohesion: A second level analysis, **Media Research Journal**, Faculty of Mass Communication, Alazhar University, Vol.57, No.2,2021.
- ▶ Alamira Samah Saleh. The impact of the emotional appeals in the official Egyptian discourse on the audience perceptions of war on terrorism.", **Media research Journal**, Alazhar University, 2020.
- ▶ Egyptian public perception of political accountability & social responsibility boundaries in the context of media leaks crises, **Egyptian Journal of media researches**, February 2016.
- ▶ Privacy on social media: An empirical study on Egyptians, **Egyptian periodical for public opinion**, Jan-March, Vol.1, 2015.
- ▶ Media Freedom in Egypt: A Comparative Analysis of Pre- and Post-Revolution Perceptions, **Arab Journal of Media & Communication Research (AJMCR)**, 3rd issue, 1st year. October-December 2013.
- ▶ The relationship between the Egyptian audience's political ideology and evaluating news media content: a hostile media perspective, **Egyptian Journal of media researches**, vol.42, January-June 2014.

Arabic Published Books

- ▶ Alamira Samah Saleh et.al. (2020). Culture of Security in Arab Universities: Cairo University as a model, Center for Studies and Research, [Naif Arab University for Security Sciences \(NAUSS\)](#).
- ▶ Alamira Samah Saleh (2012). Impact of Mass Media on risk perception & collective insecurity, [Doctoral Dissertation Series, Center for Arab Unity Studies](#).

Translated chapters in Arabic books:

- ▶ Broadcasting for the Public Good: From State Control to Public Service , in: Media Freedom and Democratization in Egypt, (Cairo: World of Books), pp. 119-130.
- ▶ Developing Journalism Education and Rebuilding Democracy, in : Media Freedom and Democratization in Egypt, (Cairo: World of Books), pp. 156-173.

G) Quality Assurance in Higher Education:

- QA Trainer
- QA Managing Positions Head of the Postgrade & Scientific research indicator at the faculty of Mass Communication, Cairo University
- Training Attended

H) Skills

- Language Skills: Arabic, English
- Computer Skills: Exceptional
- Presentation skills: Exceptional
- Other skills: Audio & video Production