

CV



\Safa Mahmoud Othman Mohamed

Associate Professor, Mass Communication College – Ajman University, UAE

Current address:

Emirate of Ajman - United Arab Emirates

E-mail: s.darwish@ajman.ac.ae

Nationality: Egyptian

00971567599640

University degrees:

- 2007 Ph.D. in Mass Communication from the Department of Radio and Television - Cairo University with honors and recommending the printing of the letter and exchange with the universities, and the title of the thesis "Treatment of specialized Arab news channels for current political events and trends of the Egyptian elite towards them."

- 2003 MA in Mass Communication from the Department of Radio and Television - Cairo University with honors and the thesis title "The Role of the Nile News Channel in Prioritizing Political Issues among a Sample of University Students."

- 1999 Bachelor of Media from Zagazig University

Academic Experience

Teaching staff: -

- 2003 Assistant Lecturer, Faculty of Information, 6th October University

- From 2004 to 2006 Lecture at the Department of Mass Communication, Al-Azhar University, Cairo

- From 2007 until 2015, a teacher at the Faculty of Information, 6th October University

- From 2007 to 2011, Teaching for Graduate Studies, Faculty of Mass Communication, Cairo University
- 2007 - 2011 Teaching at the International Academy of Engineering and Media Sciences
- 2010 - 2011 Assistant professor at the Faculty of Information, Mass Communication, and Humanities - Ajman University of Science and Technology - United Arab Emirates.
- From 2012 – 2015, Assistant professor at the Faculty of Mass Communication - Ajman University – UAE.
- From 2015 to date, Associate Prof at the Faculty of Mass Communication - Ajman University – UAE.

Teaching Training courses:

- Training course on "Acquiring Marketing Skills" at the Capital Training Institute in Muscat, Oman. 2007
- Training courses "effective presentation skills" 6th October University. 2008
- A training course for students of media colleges in Egypt through the project of supporting capacities in the field of human rights "Banna" under the supervision of the Egyptian Ministry of Foreign Affairs and the United Nations Development Program under the title (Media and Human Rights). 2009
- Training course "Organizing Conferences - Ceremony and Protocol" for students of 6th October University. 2009

Training courses at the College of Mass Communication, Ajman University, on "developing the speakers' presentation skills - creative thinking methods - how to be a successful personality in your work." 2010-2011

-Training courses for employees of the Department of Culture and Information in the Emirate of Fujairah - United Arab Emirates, on "creative thinking methods - how to be a successful personality in your work." 2011

- Workshops on "government communication policy at the Executive Council in Ajman" 2011

- Training courses at Ajman University on "Effective Communication Skills" 2012

- Training courses at Ajman University "Media Spokesperson for Government Institutions." 2012

- Training course at the Umm Al-Mu'mineen Society in Ajman on "Women's Leadership Skills." 2014
- A training course at the Alumni Association at Ajman University on "Creative thinking and success in work" 2015.
- A training course at the Continuing Education Center at Ajman University on "videography and editing" 2019.
- Photography and videography workshops for school students in Ajman City 2020
- A two-month professional diploma (January-February 2021) in photography and editing skills using smart devices.
- A training course for school students within the National Ambassadors Program of the Ministry of Education in the United Arab Emirates (digital production for social media sites) July 4-15, 2021
- A training course for school students within the National Ambassadors Program of the Ministry of Education in the United Arab Emirates (creativity in media content) August 1-12, 2022

Administrative tasks:

- Media adviser to the Chancellor 2019 to date
- Manager of radio & TV studios at Ajman University 2015 to date
- Coordinator of radio and television program, college of Mass Communication. 2015 to date.
- Head of the media committee in the college. 2016 to date
- Member of the Quality and Accreditation Committee. 2015 to date
- Member of the Community Service Committee. 2016-2018
- Member of the Education Technology Committee. 2016-2019
- Member of the University's Events Committee. 2016 to date
- Head of the International Cooperation Committee at the College of Information - Ajman University 2023

Teaching Fields:

- International Media
- Specialized Programs
- Media Research Methods
- Public Opinion Polls
- Introduction to Radio & Television
- Political Media
- Radio and TV Production
- News Programs
- Media and Society

- Protocol and Ceremony
- Scriptwriting
- Radio and Television Advertising
- Media in a foreign language
- Photography and editing
- Editing radio and television programs
- Radio&TV production
- TV direction
- online media
- Documentary programs
- Academic and executive supervision of graduation projects Students of the college.

Teaching practices:

- Through teaching via online learning for the courses (radio and television production 1
- radio and television production 2 - radio and television graduation project) Twelve full educational videos were filmed for students on how to produce films using a mobile phone (a modern trend in production) - audio editing - and video editing Using computers and smart devices. And then it was raised on the model.
- Using distance learning technology effectively and overcoming obstacles related to the practical side through the use of a set of multiple evaluations and tests between oral and practical and writing a technical vision

Research Activities:

- paper published in the Journal of the Faculty of Media - Cairo University entitled (Public and communicative awareness of the means of modern communication. Applied to the information services provided by mobile phone) 2010
- Paper published in the Journal of Media Research - Al-Azhar University entitled "Professional performance of the communicator in public and private television channels after the events of January 25" October 2011
- Paper published in the Journal of Media Research - Al-Azhar University under the title "Factors Affecting Job Satisfaction in the Employees of Media Organizations before the Events of January 25 Revolution and Later - A Field Study on the Type of Employees of Private and Governmental Media Institutions" January-March 2012
- Paper published in the Journal of the Faculty of Media - Cairo University entitled "Image of the Judges in the Talk Shows on Arab Satellite Channels and Their Implications for the Egyptian Public" October-December 2012
- Paper published in the Egyptian Journal of Media Research, issued by the Faculty of Mass Communication - Cairo University, "The impact of the use of social networking sites on the voting decision and political participation of Egyptian youth" 2014

- The relationship between the youth following Instagram and developing their social skills, a comparative study between Egyptian and Emirati youth. Egyptian Journal of Public Opinion Research. 2018. M (20) p (2).
- Paper published (The credibility of social media pages of government institutions in the proactive disclosure of official data related to current events) Egyptian Journal of Media Research, Faculty of Information, Cairo University, p. 68, July - September 2019.
- The effect of using social networking sites on the social capital and happiness of residents in the UAE (a field study on a sample of Arab and non-Arab residents in the UAE. Arab& Media Society, September 27, 2020.
- Following the 2022 FIFA World Cup Qualifiers on Facebook: A Comparative Study between Arab and Non-Arab Audiences,_Arab Media & Society. Issue.33. winter-Spring 2022.
- The culture of consumption in the Arab audience's follow-up of dramatic content via paid digital platforms. Journal of the Association of Arab Universities for Media and Communication Technology Research. July 2022.
- The Role of Social Network Sites in Creating Awareness Among Egyptian and Pakistani Women About Their Fundamental Rights, Information Senses Letters. Sep, - Dec, 2023.

Participation in scientific conferences:

- Participated in research at the twenty-fifth conference of the International Society for Research in Communication and Information, American University in Cairo from 23 to July 28, 2006 (the role of the Nile channel for Egyptian news in prioritizing political issues among university youth).
- Participated in the 14th Annual Conference of the Arab American Association of Communication Professors - American University in Cairo from 7-10 November 2009 under Renewable Media in the Changing Middle East.
- Participation in the first conference of the Faculty of Information - Al-Azhar University entitled "The Credibility of the New Media and the Traditional Media of the Egyptian Public" held April 17-18, 2013.
- Participation in a paper entitled "Social Responsibility of Private Media and its Role in Strengthening Community Values (Value of Work as a Model)," Ajman University of Science and Technology, November 2015
- Participating in a research paper at the conference "The Effect of the New Media on Arab Societies" entitled "The Egyptian Child's Uses of Social Communication Sites and the Influences Resulting," Canadian Institutes in Cooperation with the League of Arab States and UNESCO, Egypt, May 2017.

- Participation in research at the International Academic Forum - European Conference on Media, Communication and Film 2017, Brighton, UK, 10-12 July 2017 "The impact of social networking sites on social capital and happiness for residents of the United Arab Emirates."
- Arbitration of more than 21 research abstracts presented to the 2017 European Media, Communication, and Film Conference, Brighton, in May 2017.
- Participation in research at the International Association for Media and Communication Research annual conference, IAMCR 2018, in Eugene, Oregon, USA, from 20-24 June 2018. "The Impact of Exposure to Visual Contents on social networking sites on the attitudes of Egyptian youth towards Government Efficacy."
- Participation in research entitled "Social Media Revolution- A Comparative Study on the Role of Social Network Sites in Creating Awareness among Arab and Non-Arab Women about their fundamental rights" and accepted by the Gender and Communication Section for presentation at the annual conference of the International Association for Media and Communication Research, IAMCR 2019, in Madrid, Spain from 7 to July 11, 2019.
- Arbitration of research submitted to the Rashid bin Humaid Award for Culture and Science at its thirty-fourth session
- I shared as a speaker in the panel discussion that DME Media School, Delhi Metropolitan Education, Noida, Delhi NCR, India, is organizing in collaboration with the Gender and Communication Section – GEN of the International Association for Media and Communication Research – IAMCR on the occasion of International Women’s Day 2022 on Tuesday, March 8, 2022.
- Participating in a paper in the Cultural Tourism Sustainability Forum in the Age of Digital Communication entitled “The Role of Social Media in Building the Mental Image of the United Arab Emirates as a Leading Global Tourism Destination” by the Arab Development Organization for Administrative Development - League of Arab States in cooperation with the Ajman Tourism Development Department. March 20-21, 2023.
- Participating in a paper in the Forum on the Role of Entrepreneurship in Promoting Economic Development entitled: “The Role of Women in Entrepreneurship” Arab Administrative Development Organization - League of Arab States August 28-29, 2023.

Quality and Accreditation:

- General coordinator for the adoption of the radio and television program at the Faculty of Media and Communication Arts - 6th October University 2007-2009
- Preparation of the teaching hours plan approved by the Faculty of Media and Communication Arts - 6th October University – Egypt, 2009
- Preparation of the self-study for the adoption of the program of radio and television in the Faculty of Media and Communication Arts - University of October 6 – Egypt, 2010.
- Conducting workshops for students at the Faculty of Media - October 6 University to introduce them to achieving quality education – Egypt, 2010.

- Participation in preparing re-accreditation files of the College of Media and Information and Humanities - Ajman University of Science and Technology, 2015. In preparing for the re-accreditation of the media program, the radio and television path was developed, as the title was changed to the radio and television production path to comply with the labor market requirements and the development of media content production.
- I contributed to the description of some courses (TV production - TV direction - Radio and TV production via the Internet - a particular topic in radio and television)
- I contributed to a course description (Digital Production of Public Relations Materials) for the Public Relations and Corporate Communication course.
- Participation in preparing files for the national re-accreditation of the College of Information - Ajman University 2015
- Participation in preparing files for the national re-accreditation of the College of Information - Ajman University 2020
- Participation in preparing international accreditation files for the College of Mass Communication - Ajman University 2021. AQAS
- External reviewer for course files at the College of Mass Communication - Gulf University - Bahrain from 2018 until now.

Community Activities and Services:

Training courses:

- I took the Scientific Research Development Project under the auspices of the Ford Foundation in 2004.
- Training course in television photography, Faculty of Mass Communication, Cairo University, from August 5 to August 20, 2005
- An educational course on "Human Rights between Concept and Practice" cooperates with the Faculty of Information - Cairo University and the Friedrich Ebert Foundation, February 13-15, 2006.
- Training course on "Media and Culture of Human Rights" cooperates between the Faculty of Information - Cairo University and the Inter News Arab Foundation, from 17 to December 20, 2004.
- Preparation of the university teacher at the Institute of Educational Studies and Research - Cairo University, from June 17 to July 5, 2007.
- Training course on "Effective communication skills" at the University of October 6 - May 2008.
- Training course on "Institutional Capacity and Educational Effectiveness" at the Quality Assurance and Accreditation Center, Cairo, 2011
- Training course on "Evidence and evidence supporting self-evaluation and institutionalization" at the Quality Assurance and Accreditation Center, Cairo, 2011
- Training course on "Conflict Resolution Management," Ajman University of Science and Technology, February 2013

- A training course on "Time and Self Management," Ajman University of Science and Technology, May 2013
- Training Course on "Using Educational Technology to Improve Instructional Performance," Ajman University of Science and Technology, March 2014
- A training course on "Quality and Excellence in Education," Ajman University of Science and Technology, May 2014
- Participation in a training course on (Curriculum Design for Learning) from 1-2 November 2019
- - Participation in a training course on (Transitioning Effectively to Online Teaching) on March 25, 2021.
- Attended the Training Course by Harvard Institutes for Higher Education titled "The Online Classroom: Strategies for Higher ED Teaching and Learning" Feb 23, 2022 – Mar 22, 2022.
- Attended the workshop for preparing and Creating Lesson Plans. Apr, 6, 2022.
- Attended the workshop for the practical Presentation Skills. Apr 7, 2022
- Attended the session for the Moodle Communication Method. Sep, 28, 2022.
- Attended the workshop titled" Curriculum Mapping: Tool for Curriculum Alignment and Improvement" Sep 22, 2022
- Attended the session for the Banner features. October 5, 2022.
- Attended the session for the Moodle Quizzes and Online Exams Best Practices. Oct, 12, 2022.
- Attended the workshop for Team-Based Learning (TBL): A Proven Approach to Active Learning. 3rd Nov, 2023.

Participation in the organization of conferences and symposia:

- Participation in organizing the "First Economic Forum for Businesswomen" in the United Arab Emirates - Abu Dhabi, October 7-10, 2003.
- Participation in the "International Conference and Exhibition for Small and Medium Enterprises" organization in Dubai - the United Arab Emirates, from January 31 to February 2, 2005.
- Participation in organizing the "Second Economic Forum for Businesswomen" in Cairo, Egypt, 19-21 November 2005.
- I Participated in organizing the "Arab Producers Forum for Television Works" under the auspices of the League of Arab States in November 2006.
- I Participated in organizing the annual conference of the Faculty of Information – at Cairo University in 2003 and 2004.
- Participation in organizing the "Women's World Economic Forum" Abu Dhabi, 18-19 November 2007.
- Participated in the Arab Symposium for Freedom Journal "Media and the Challenges of Globalization" Tunis, 17-19 April 2008.

- Participate in organizing the annual graduation ceremony for Ajman University of Science and Technology students, 2010-2011.
- I Organized the media harvest at the College of Mass Communication, Information, and Human Sciences - Ajman University of Science and Technology.
- Participation in the activities of the College of Media Conference - Ajman University (Digital Communication in the Era of Social Transformations) April 2017

Community Service:

- Supervising the production of a special documentary film at the Faculty of Islamic and Arabic Studies in Dubai - at the College of Information, Media and Humanities - Ajman University of Science and Technology 2013
- Supervising the production of an advertising campaign for the activities of the holy month of Ramadan for the Executive Council in Ajman - at the College of Information, Media and Humanities - Ajman University of Science and Technology 2013
- Supervising the production of a special theatrical work of the Union of the United Arab Emirates in the framework of the celebrations of Ajman University National Day 2013
- Supervising the production of a documentary film for the elderly home in Ajman - at the College of Information, Media and Human Sciences - Ajman University of Science and Technology 2014
- Supervising the production of radio awareness ads for the management of residence and foreign affairs - Ajman in May 2016
- Supervising the production of film materials and media coverage of the University of Ajman graduation ceremony during the years 2016-2017-2018.
- Supervising the production of a special operetta for Union Day of the United Arab Emirates, November 2016
- Supervising the production of the opening film for the Faculty of Media and Humanities conference in April 2017.
- Supervising the production of the opening film for the annual meeting of Ajman University graduates, May 2017
- Supervising the production of Operetta for the Day of Communities at Ajman University 2018.
- Supervising film materials production and media coverage of the Ajman University of Arts Competition 2018.
- **Many activities during 2019 like:**
- Supervising the production of visual materials dealing with the vision and goals of the university and the accomplished achievements. These visual materials are displayed in the events that take place inside the university, such as (graduation parties - the annual ceremony to honor the distinguished)

- Supervising the organization and coverage of the photo day alum event with the university's administration and faculty deans.
- Supervising visual production and complete coverage of the effectiveness of the Innovation Center (Demo day)
- Supervising the production of an introductory film on the role of the Student Council in the educational process to present it within the British accreditation file QAA
- Supervising the production of film materials to document the distance learning experience of the professor and the student, where (30) film materials were implemented in this experience
- Supervising the direct transfer of the university students' meeting with the administration Au virtual forum
- Supervising the production of film materials for the Director of the Student Mentoring Unit Make Mental Health Happen
- Supervising the production of a documentary film for the Immigration and Naturalization Department in Ajman, 2021
- - Supervising the production of awareness advertisements for the Ajman Police General Command 2021
- - Supervising the production of a documentary film about the Emirates Society of Engineers 2022
- - Supervising the production of a documentary film for the Emirates Urban Heritage Association 2023
- - Supervising the production of a documentary film on sustainability for the Ajman Police General Command 2023

Professional activities are undertaken as a practitioner or consultant.

- External arbitrator for media specialization tests for Gulf University students in Bahrain
- Arbitrator in a competition for short films on family tolerance organized by the Association of Umm al-Mu'minin in Ajman.

Skills:

- Languages: Arabic-English (excellent level of reading, writing, and speaking)
- Computer: proficiency in dealing with computers Excel- Windows, Ms-Word
- Adobe premiere
- Adobe audition