

Abdullah Abdullah

Curriculum Vitae

Personal Details

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Google Scholar: https://scholar.google.com/citations?hl=en&user=AacN_DoAAAAJ

Academic Qualifications

Doctor of Philosophy in Communication, 4.0/4.0 GPA, University of Sharjah, UAE, 2024

Master of Arts in Communication, with Excellent Distinction, University of Sharjah, UAE, 2014

Bachelor of Arts in Communication, with Highest Honors, University of Sharjah, UAE, 2011

Employment History

- Writer and researcher, Forbes Middle East Magazine, 2011
- Teaching assistant, College of Communication, UOS, 2012-2014
- Lecturer, College of Communication, University of Sharjah, 2015-2022
- Lecturer, University of Khourfakkan, 2022 - present

Professional Membership & Activities

- Screenwriter for the film that won first place in the audience vote at the UAE Entertainment Experience event in 2019.
- Radio Presenter at Fujairah FM 92.6, (Nqar Wa Nqir), 2019.
- Researcher assistant in research with the title “The University of Sharjah students’ uses of modern social network and its social influence,” Arabic Journal of Communication and Media Sciences, 2013.
- Assistant director, screenwriter, and cinematographer of a short film entitled “Nisf Haya,” the entrant of (Gulf Film Festival –Dubai 2013, The Festival of Malmo Arab Film – Malmo, Sweden), 2013.
- Guest of Arab Media Forum in Dubai on its 10th session, selected by the Dubai Press Club, 2011
- Head of the Media Association of the College of Communication, 2010-2011
- Narrator of the University of Sharjah’s official movie (A Life Experience), 2010.
- Essayist at Al Hatalan Post Website, 2010.
- Director, screenwriter, and cinematographer of a short documentary film entitled «A Shiba yahoo» finalist in Al Jazeera Documentaries Festival –Qatar 2010.

Teaching Experience

- Undergraduate courses since 2014 – present, including:
 - Introduction to Electronic Media
 - Management of media institutions
 - Media Production for Public Relations
 - Media Writing
 - News Writing for Radio & TV
 - Writing for Electronic Journalism
 - Writing for Public Relations
 - Digital Journalism Photography
 - Video Shooting
 - Video Editing
 - Special Topic in Communication
 - Program Presentation
 - Introduction to mass communication
 - Media Ethics
 - Broadcasting Directing
 - Documentary Film

Conferences & Workshops

- Conducted a workshop titled "Image Generation Using Generative AI with Midjourney" as part of the accompanying events of the Xposure International Photography Festival, 2025.
- Presented research titled "Contents of Arab Films: An Analytical Study" at the "Researchers" platform during the International Government Communication Forum in Sharjah, 2024.
- Conducted a training workshop on "Digital Photography with Mobile Phones" during "Communication Week" at the University of Khorfakkan in 2024.
- Digital photography workshop for Sharjah Government Media Bureau trainees, 2021.
- Presented Paper entitled " Tolerance and Media: Modern Value Perusal " at the "Tolerance: Prospects and Manifestations" Conference at the University of Sharjah, Khorfakkan Branch, 2019.
- Participated in training within the program "Professional Diploma in Governmental Communication and Electronic Media" at the Center for Continuing Education and Professional Development at UOS, 2019.
- Presented the training workshop "Basics of Screenwriting in Feature Films" to the students at UOS, 2019.
- Presented the training workshop "Basics of lighting in TV production" to the students at UOS, 2019.
- Participated in training within the "Professional Diploma in Governmental Communication and Electronic Media" program at the Center for Continuing Education and Professional Development at UOS, 2018.
- Participated in training within the "Diploma in Corporate Communication Skills" program at the Center for Continuing Education and Professional Development at UOS, 2018.
- Chairman of the Media Committee of the "Tourism and Sustainable Development" Conference at UOS, 2018.
- Academic Advisory Board Member, UOS, 2013-2014.

Research Interests

- Digital Media
- Advertising
- Radio & TV
- Marketing Communication
- Visual Communication
- Social Media
- Media Ethics
- Masculinity & Gender studies

Research Publications (Books, Journals & Conferences papers)

- Abdullah, A., & Mellor, N. (2025). Emirati youth's perceptions of masculinity representation – Focus group discussions. *University of Sharjah Journal of Humanities & Social Sciences*, 22(2), 458–490.
<https://spu.sharjah.ac.ae/index.php/HSS/article/view/5809>
- Abouelnour, M. M., Abou Adel, M. A. A., Alhouran, M. I., Abdullah, A., & Fouda, W. (2025). Grammatical performance and its implications in Farouk Shousha's program Our Beautiful Language. *Forum for Linguistic Studies*, 7(5), 670–681.
<https://doi.org/10.30564/fls.v7i5.7791>
- Mallek, M., Mohamed, E. A. S., Farhi, F., Jeljeli, R., Alquqa, E. K., Bougherza, R., & Abdullah, A. (2025). Effectiveness of AI-Driven Public Relations Strategies in Advancing Sustainable Development Initiatives: "A Case Study of Leading Organizations in the United Arab Emirates". *Studies in Media and Communication*, 13(4), 56–68.
<https://doi.org/10.11114/smc.v13i4.7791>
- Mallek, M., Amri, T., Bougherza, R., Ramadani, A., Abdullah, A., & Hamad, E. (2024). Journalists' attitudes toward the role of investigative journalism in uncovering criminal cases: A case study. *Hong Kong Journal of Social Sciences*, 63(Spring/Summer), 92-106.
<https://doi.org/10.55463/hkjss.issn.1021-3619.63.9>
- Abdullah, A. K., & Mellor, N. (2024). The representation of Arab masculinity in advertising: A semiotic analysis. *ALBAHITH ALALAMI Journal*, 16(64), 1-25.
<https://doi.org/10.33282/abaa.v16i64.1208>
- Snoussi, T., & Abdullah, A. (2020). Instagram for Integrated Online Marketing Communications. *International Journal of Innovation, Creativity and Change*, 14(5), 1021–1037. https://www.ijicc.net/images/Vol_14/Iss_5/14563_Snoussi_2020_E_R.pdf
- Abdullah, A. (2020). Tolerance and Media: Modern Value Perusal. *Global Media Journal*, 2(1), 1-10. <https://amityuniversity.ae/gmj-ae/journals/Tolerance-and-Media-Value.pdf>
- Abdullah, A. (2013). Analyzing "Spirited Away" movie normatively in terms of value. *Journal of Contemporary studies of media and Values*, 2(5), 37–60.

Awards and Recognitions

- Excellence Scholarship for Master's studies at University of Sharjah, 2012-2014.
- Writing the screenplay for the winning movie in the Entertainment Experience UAE competition according to the public vote, 2019.

Service activities

- Coordinator of the Communication Program, Department of Communication, College of Arts, Humanities, and Social Sciences, University of Khorfakkan, 2021-present.
- Updated the studio and laboratories of the Communication Department at the University of Khorfakkan, 2021-present.
- Managed "Al Fanar" magazine as the editor-in-chief, a publication by the College of Arts, Sciences, and Information Technology at Khorfakkan University 2022-present.
- Head of the Academic Advising Committee in the Department of Communication, 2024/2025.
- Organized the department's participation at the Government Communication Forum, 2024.
- Delivered a "Challenges of Linguistic Diversity and the Cultural Impact of Social Media" seminar in collaboration with Khorfakkan Public Library, 2024.
- Delivered a seminar on "Semiotics and Interpreting Media Messages" at Khorfakkan University 2024.
- Organized and managed the seminar "Artificial Intelligence and its Applications in Media" at Khorfakkan University, 2024.
- Arranged an academic field trip for department students, including a scriptwriting training course at Sharjah Media City (Shams) 2024.
- Organized a field trip to the World Media Congress for department students, 2024.
- Created Excel-based guidance files for all departments at Khorfakkan University to facilitate and enhance the academic advising process, 2023/2024.
- Coordinated the workshop "Writing for Documentary Films and Advertisements" presented by Sharjah Media City 2023.
- Represented the department on Fujairah TV to discuss digital transformations in media and artificial intelligence 2023.
- Organized the "Media and Digital Transformations" seminar at Khorfakkan University 2023.
- Coordinated the Communication Department during the founding year of Khorfakkan University 2022-2023.
- Partnered with the College of Communication at the University of Sharjah to address the needs of students at Khorfakkan University 2022-2023.
- Organized the graduation project showcase for TV and Radio Department students at the University of Sharjah for the fall and spring semesters 2022-2023.
- Served as a member of the Advisory Board for the College of Arts, Sciences, and Information Technology at Khorfakkan University 2022-2023.
- Developed the Communication Department's programs after separating from the University of Sharjah 2022-2023.
- Participated in organizing various events, such as a field trip to the Government Communication Forum in Sharjah and the Fifth Student Media Forum at Al Qasimia University.
- Served on several academic committees at the college level, including the Teaching and Learning Committee, the Student Conduct Committee, and the Social and Media Committee, among others.