

Walaa Abdelrahman Fouda

Curriculum Vitae

Personal Details

Name: Dr. Walaa Abdelrahman Abdelghafar Fouda

Nationality: Egypt

Martial Status: Married

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Academic Qualifications

2014 **Ph.D. in Media and Mass Communication, Broadcasting**

Title: (The news coverage of the third world countries events and issues in European TV. Channels oriented in Arabic) A case study, on BBC, RT, France24.

- Exemplary with first honour degree, Faculty of Mass Communication, Cairo University.

2008 **Master's in Media and Mass Communication, Broadcasting**

Title: (The news coverage of Arabic events and issues in radio SAWA and radio Monte Carlo speaking in Arabic, a competitive research).

- Exemplary, Faculty of Mass Communication, Cairo University.

2001 **Bachelor of Mass Communication. Broadcasting.**

- Faculty of Mass Communication , Cairo University.

Employment History

2018-2024	The American University in the Emirates (AUE), UAE
Key Academic Functions	Department chair of media and mass communication 2021-2024.
	Assistant professor 2018-2021
	<i>ACEJMC accreditation, Chair of preparedness committee.</i>
	<i>CAA accreditation preparedness, Taskforce chair.</i>
	<i>Chair of Curriculum revamp and development committee.</i>
	<i>Chair of Program syllabi design and review committee.</i>
	<i>Organizing media forum & student research competition.</i>
	<i>PLOs & CLOs end of semester review</i>
	<i>College strategic plan and College Budget.</i>
	<i>Curriculum improvement plan and assessment.</i>
Teaching	<ul style="list-style-type: none"> • <u>In English</u>: writing for the mass media 303
	Editing for the mass media 403
	Fundamental of news 208
	Organizational communication 400
	Introduction to social media 206
	Broadcast and digital media advertising 401
	International public relations 431
	International communication 300
	Understanding Public Relations 225
	Internship and RTV, IRE Capstone Graduation Project
	Photojournalism
	<ul style="list-style-type: none"> • <u>300-400 Arabic</u>: مناهج البحث العلمي، التصوير الرقمي، الكتابة للعلاقات العامة، الاتصال
	الخرج التنظيمي، مشروع
	<ul style="list-style-type: none"> • Training field visits with students to: Abu Dhabi media, Thomson Reuters agency, Al Khaleej newspaper, Al Saygh media.
College/	<ul style="list-style-type: none"> • Chair of advising committee (college level).
University	<ul style="list-style-type: none"> • Chair of curriculum committee (college level).
service	<ul style="list-style-type: none"> • Chair of preparedness for national and international accreditations committees (college level).
	<ul style="list-style-type: none"> • Member of research Council (university level).
	<ul style="list-style-type: none"> • Member of the standing committee of the AUE international forum on Socio-Economic sustainability (university level).
	<ul style="list-style-type: none"> • Member of General Education committee (university level).
	<ul style="list-style-type: none"> • Member of academic calendar committee (university level).
	<ul style="list-style-type: none"> • Member of Curriculum committee (university level).
	<ul style="list-style-type: none"> • Member of Academic advising committee (university level).
	<ul style="list-style-type: none"> • Member of Academic calender committee (university level).
	<ul style="list-style-type: none"> • Member of Exam committee (university level).

	<ul style="list-style-type: none"> • Member of Student grievance committee (university level). • Organizer of annual students' competition committee (university level).
2015-2018	<p>University of Modern Sciences, Dubai (UMS), UAE</p> <p><i>Assistant professor at the faculty of media and mass communication.</i></p> <p>Assistant to the Dean of college of Media and Mass Communication.</p>
Key Academic Functions	<p><i>CAA accreditation preparedness committee.</i></p> <p><i>Chair College Quality Assurance committee.</i></p> <p><i>Organizing media forum 2017.</i></p>
Teaching	<p>International communication 400 level</p> <p>Public opinion 400 level</p> <p>Digital photography 300 level</p> <p>Integrated marketing communications 400 level</p> <p>Management of media institutions 300 level</p> <p>media ethics and logistics 400 level</p> <p>Supervising Capstone projects such as Organizing celebrations, exhibitions, forums.</p>
College/ University service	<ul style="list-style-type: none"> • Head of the university media center. • Member of research committee (university level). • Member of Examination committee (University level). • Member of curriculum development committee (University level). • Supervising National Day of UAE ceremonies, 2015/2016/2017.
2014-2015	<p>Al-Ahram Canadian University (ACU), Egypt</p> <p><i>Lecturing Faculty, Ph.D. (Faculty of Mass Communication).</i></p>
Key Academic Functions	<p><i>preparing College Quality Assurance.</i></p> <p><i>National Accreditation Preparedness committee.</i></p>
Teaching	<p>Introduction to drama</p> <p>Communication technology and culture</p> <p>T.V drama</p> <p>Audience research</p> <p>Advanced broadcast reporting</p> <p>Introduction to broadcast and videography</p> <p>Web casting</p> <p>Writing for radio and television</p>
University service	<p>Supervising Capstone projects such as documentary films, T.V</p> <ul style="list-style-type: none"> • Academic manager of Media studios and editing labs. • Member of control, media and quality assurance committees. • Programs, Drama, Documentaries.

2013-2014

Sinai University, Sinai, Egypt

Lecturing Faculty, Ph.D. (Faculty of Communication Technology).

Supervising Capstone projects, documentaries, and drama.

2000-2015

Nile Television Network (NTN) , Radio & T.V union, Egypt

- 15 years of experience in TV production and different shows.
- Researcher and writer for documentary promos and shows.
- Writing scripts for TV interviews, Talk shows, Documentary, News casts.
- Editor, Editor in Chief for “Flash” daily news cast.
- Managing the reporting workflow from the field with 6 reporters.
- Supervising the shooting and video editing process.
- Preparing and organizing personal TV interviews.
- Directing several TV shows and promos.

Professional Membership & Activities

- Member of BEA Broadcast Education Association USA since 2022-present.
- Expert reviewer for Middle East Network USA headquarters, reviewing Alhurra digital content (website, Facebook and YouTube) 2021.
- Head of academic department and trainer in Artificial Intelligence Journalism Research and Forecasting Institute, Dubai.
- Media trainer at Al Mentor online training center.
- Member of The Broadcast Education Association (BEA) USA 2023.
- Member of International Public Relations Association (IPRA) since 2021.
- Member of Middle East Public Relations Association (MEPRA) since 2021.
- Member of the International Media Association in Cairo science 2013.

Teaching Experience

- In English: writing for the mass media 303

Editing for the mass media 403

Fundamental of news 208

Organizational communication 400

Introduction to social media 206

Broadcast and digital media advertising 401

International public relations 431

International communication 300

Understanding Public Relations 225

Internship and RTV, IRE Capstone Graduation Project

Photojournalism

- 300-400 Arabic: مناهج البحث العلمي، التصوير الرقمي، الكتابة للعلاقات العامة، الاتصال التخرج التنظيمي، مشروع
 Public opinion 400 level
 Digital photography 300 level
 Integrated marketing communications 400 level
 Management of media institutions 300 level
 media ethics and logistics 400 level
 Supervising Capstone projects such as Organizing celebrations, exhibitions, forums.

Conferences & Workshops

- Organizer and panelist for “**Artificial Intelligence journalism world forum**” (**AIJWF, Dubai 2021**).
- Advisory board member at the “**International Conference on Applied Sciences, Engineering, Technology and Management**” (**ICASETM-2020**)
- Advisory board member at “**World conference on Applied science, Engineering & Technology**” (**WCASET, Dubai 2020**).
- Presented at the AUEIRC AUE International Research Conference 2022,2023.
- Presented at “**the 6th International Conference: Plagiarism Across Europe and Beyond, 1st Virtual Conferenc**” (**Dubai 2020**).
- Presenter at “**The Culture and Media Education**” **Al Ahram Canadian University and International Organization for (Cairo 2017)**.
- Presenter at “**The annual conference of faculty of mass communication, Al-Ahram Canadian University**” **Al Ahram Canadian University, (Cairo 2016)**.
- Attending several conferences and forums: Dubai Knowledge Summit 2019, International forum of government communication 2016- 2020, Women and child third conference, March 2017, Arabic media forum, 2017, Emirates Public Policy Forum, 2017, International Book Fair EXPO Sharjah, 2015/2016.

Research Interests

Research Interests: Digital Media, Media Technology, International communication, public opinion, social media, Media and politics, Political communication, Integrated Media.

Research Publications (Books, Journals & Conferences papers)

1. Fouda, W., Hegazy, A., Alnaqbi, N. M., & Özbilge, E. (2025). Enhancing educational environments with social media feedback evaluation employing hybrid neutrosophic decision optimization (HNDO) and neutrosophic sentiment fusion (NSF). *International Journal of Neutrosophic Science*, 26(1).
2. Fouda, W. A., & Al Blooshi, O. A. (2025). The influence of media as a non-state actor in international relations – Syrian and Ukrainian refugees' crisis: Case study. *MEDAAD*, 2025, 27–34.
3. Fouda, W., Mirzaliev, S., & Abokhoza, R. (2025). Social media platform based evaluation of teaching style on online education system using heuristic search with stacked sparse autoencoder model. *Journal of Intelligent Systems & Internet of Things*, 14(2).
4. Abulnor M., W. Fouda. (2025). Grammatical performance and its implications in Farouk Shousha's program, Our Beautiful Language. *Forum for Linguistic Studies*, 7(5).
5. Fouda, W., & Al-Kassimi, K. (2025). The framing of the Grand Ethiopian Renaissance Dam (GERD) in the media–transnational legal-ethics as a solution? In *International Arabian-Gulf Security Conference* (pp. 67–76).
6. Al-Kassimi, K., Fouda, W., & Islam, S. (2025). Deciphering dehumanising discourses in the BBC and Daily Star: Rohingya demographic destruction in conventional international relations. In *International Arabian-Gulf Security Conference* (pp. 101–112).
7. Fouda, D. S. S., Alnaqbi, N. M., & Mirzaliev, S. (2025). Social media data analysis for enhancing student evaluation of teaching styles. *Fusion: Practice and Applications*, 17(2).
8. Fouda, W., Matar, E. D., & Arab, A. M. (2024). Challenges and ethical considerations regarding AI and media practitioners: Toward a sustainable relationship. In *Artificial Intelligence and Machine Learning for Sustainable Development*.
9. AlNaqbi, Fouda, W. (2023). Exploring the role of ChatGPT and social media in enhancing student evaluation of teaching styles in higher education using neutrosophic sets. *International Journal of Neutrosophic Science*, 20(4), 181–191.
10. Alnaqbi, N. M., Fouda, W., & Balbaa, M. E. (2023). Leveraging social media data fusion for enhanced student evolution in media studies using machine learning. *Fusion: Practice and Applications*, 12(2), 185–192.
11. Fouda, W., Triolo, F., & Al Nahdi, A. (2023). Media students' internship planning and practices during and after COVID-19: Fusion of technology perspective. *Fusion: Practice & Applications*, 10(2).

12. Yahia, B., Fouda. W., & Moustafa, M. (2023). The media framework for addressing climate change

issues in Emirati journalism: An analytical study of Al Ittihad newspaper's website.

13. Fouda, W., A. A. N. & Triolo, F. (2023). Media students' internship planning and practices during and

after COVID-19: Fusion of technology perspective. *Fusion: Practice and Application*.

14. Mrabet, J., Moussa, N., & Fouda, W. (2022). Plagiarism and family morals. *Journal of Positive School*

Psychology, 6(2), 5648–5663.

15. Fouda, W. (2022). الربيع العربي والتحوّلات السياسية للدول النامية بعيون الإعلام الأوروبي.

16. Fouda, W. (2020). Emotions, media and politics [Book review]. *WCSA Journal*.

17. Eyada, B. W. (2020). Influencer marketing, consumer behavior, and the formation of trends. *International Journal of Innovation, Creativity and Change*, 14(12), 371–389.

18. Fouda, W. A. R. (2017). The Arab academic elite's dependency on new media in achieving interaction with international media. *The Scientific Journal of Radio and Television Research* (Issue 10), 143–167.

Peer Review Activities

- Advisory board member and Reviewer at USBED, Turkey.
- Organizer and panelist for “**Artificial Intelligence journalism world forum**” (**AIJWF, Dubai 2021**).
- Advisory board member at the “**International Conference on Applied Sciences, Engineering, Technology and Management**” (**ICASETM-2020**)
- Advisory board member at “**World conference on Applied science, Engineering & Technology**” (**WCASET, Dubai 2020**).

Research, Teaching Grants

Awards and Recognitions

- An Award as the most collegial faculty in my college for the Academic year 2022/2023, American University in the Emirates.
- An award as one of the most efficient people in charity work during “Zayed Day for Humanitarian Work” 2023 for my speech during the celebration.
- Appreciation certificate from The American University in the Emirates on Chairing and organizing the students research competition 2021.
- Appreciation Certificate from the University of Modern Sciences on the presentation of a workshop on the TV documentary film production in the celebration of innovation and creativity week 2015/2016.
- Appreciation Certificate from UNESCO, the International Organization for Culture and Media Education and Al Ahram Canadian University for participating in the activities of the Fourth Annual College Conference.
- Appreciation Certificate as the editor of the best program "Flash" in the sector of specialized channels and the Egyptian TV in 2012.
- Appreciation Certificate from the National Center for Human Rights on the production of human rights programs 2011.
- Appreciation Certificate from the Nile specialized channels sector as the best preparation for media coverage of local and international festivals 2008.

University & Community Services

University of Khorfakkan 2024-present

Innovation leader (college level)

Member of Research committee (college level)

Member of Quality assurance committee (college level)

Many community service visits

American University in the Emirates Department chair of media and mass communication 2021-2024.

ACEJMC accreditation, Chair of preparedness committee.

CAA accreditation preparedness, Taskforce chair.

Chair of Curriculum revamp and development committee.

Chair of Program syllabi design and review committee.

Organizing media forum & student research competition.

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Curriculum improvement plan and assessment.

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Member of the standing committee of the AUE international forum on Socio-Economic sustainability (university level).

Member of General Education committee (university level).

Member of academic calendar committee (university level).

Member of Curriculum committee (university level).

Member of Academic advising committee (university level).

Member of Academic calender committee (university level).

Member of Exam committee (university level).

Member of Student grievence committee (university level).

Organizer of annual students' competition committee (university level).

University of Modern Sciences, Dubai (UMS), UAE

CAA accreditation preparedness committee.

Chair College Quality Assurance committee.

Head of the university media center.

- Member of research committee (university level).
- Member of Examination committee (University level).
- Member of curriculum development committee (University level).
- Supervising National Day of UAE ceremonies, 2015/2016/2017.

Community service:

The following is a sample of the community service activities I have attended in the past 3 years such as:

- participated in Sharjah Award for Library Literature 2023 and moderated one of the two-day sessions entitled "Sustainability and Green Knowledge".
- Serving voluntarily as a reviewer in Reviewer with the Journal of Media and Mass Communication.
- Member of the 2nd International Conference on Social Science, Humanities and Education editorial board.
- Member of the International Journal and Conferences on Social and Educational Sciences editorial board, Turkey.
- Presented at a workshop for Sharjah media for their training programs about "AI and the future of media".
- Academic member of Artificial intelligence journalism for research and forecasting.
- Participated as a speaker on Zayed Day for humanitarian work in April 2023.
- Participated as a speaker at the international conference for disabled people in Ajman in March 2023.
- Member of The Emirati Book Club. Serving as evaluator and advisor.
- Participated in 'Supporting the Path of Goodness and Giving and Supporting People of Determination, Ajman 2022.
- Participated in World Earth Day Event, Al Ain 2018.