



personal information

Prof. Dr. Amal Kamal Taha				<b>Name</b>
.-Professor of Journalism - Department of Mass Communication - Faculty of Arts - Helwan University Former Dean of the Faculty of Mass Communication and Communication Arts - 6th of October University				<b>Scientific rank</b>
Media Department	<b>department</b>	Faculty of Arts, Helwan University	<b>faculty</b>	<b>Employer</b>
Journalism				<b>Specialization</b>
	<b>Fax</b>		<b>job</b>	<b>Number</b>
Amal.kamal@Arts.Helwan.edu.eg				<b>Email</b>

**scientific information**

specialization	country	Name of the univeristy	Graduation year	Degree
Journalism	Egypt	Cairo University	١٩٨٧	Bachelor's
Journalism	Egypt	Cairo University	١٩٩٧	Master's
Journalism	Egypt	Cairo University	٢٠٠١	PhD

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duration	employer	career progression
		job
٢٠٢٤-٢٠٢٢	6th of October University	Dean of the College of Media and Communication Arts
٢٠٢٢-٢٠٢١	6th of October University	Vice Dean of the College of Media and Communication Arts
(٢٠١٧)	-Department of Media - Faculty of Arts - Helwan University	Professor of Journalism
(٢٠١١)	-Department of Media - Faculty of Arts - Helwan University	Assistant Professor of Journalism
(٢٠١١-٢٠٠٦)	-Department of Media - Faculty of Arts - Helwan University	Journalism teacher
(٢٠٠٧-٢٠٠١)	National Center for Social and Criminological Research	Media expert
(٢٠٠١-١٩٩٧)	National Center for Social and Criminological Research	Researcher (Assistant Professor)

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**Practical and consulting experience:**

Member of the arbitration committee for the promotions of professors and assistant professors at the Supreme Council of Universities	١
Reviewer of the Journal of Media Research, Al-Azhar University	٢
Reviewer of the Egyptian Journal of Public Opinion Research, Faculty of Mass Communication, Cairo University	٣
Reviewer of the Journal of the Faculty of Arts, Helwan University	٤

**Research and scientific activities**

<b>Research published in scientific journals</b>	
Modern Theoretical Trends in Social Network Research and Public Opinion Polling: A Second-Level Study, National Social Journal, National Center for Social and Criminological Research, Volume 57, Issue 3, September 2020	١
Modern Trends in Social Networking Research and Public Opinion Formation: A Future Vision for Developing Research Efforts, Arab Journal of Media and Communication Research, Ahram Canadian University, Issue 17, June 2017	٢
Features of the discourse of electronic newspaper readers' comments on the Civil Service Law: applied to the Youm7 website, Egyptian Journal of Media Research, Faculty of Mass Communication, Cairo University, April 2016	٣

<p>Saudi Press Discourse on Egypt's Regional Role after June 30: An Analytical Study of Al-Riyadh and Al-Hayat Newspapers, Egyptian Journal of Media Research, Faculty of Mass Communication, Cairo University, January 2016</p>	<p>٤</p>
<p>The Role of Media in Shaping Youth's Knowledge and Attitudes Towards Political Parties and the Identity of the Egyptian State: A Field Study, The Egyptian Journal of Public Opinion Research, Faculty of Mass Communication, Cairo University, Volume 14, Issue 3, July-September 2015</p>	<p>٥</p>
<p>Trends in Arab Press Discourse Towards the Issue of Renewing Religious Discourse, an Analytical Study of Al-Ahram and Al-Hayat Newspapers, Scientific Journal of Journalism Research, Faculty of Mass Communication, Cairo University, Issue 3, July-September 2015</p>	<p>٦</p>
<p>The image of the Salafi trend in the discourse of Egyptian newspaper websites, applied to the websites of Al-Ahram and Al-Masry Al-Youm, Egyptian Journal of Media Research, Faculty of Mass Communication, Cairo University, Issue 48, July-September 2014</p>	<p>٧</p>
<p>Website Discourse on the 2012 Egyptian Constitution: An Analytical Study of the Discourses of Civil and Islamic Currents, Arab Journal of Media and Communication Research, Ahram Canadian University, Issue 4, January-March 2014</p>	<p>٨</p>
<p>The Relationship of Social Networking Sites to Political Participation in the Egyptian Parliamentary Elections 2011-2012 as Applied to Facebook: A Field Study, Egyptian Journal of Media Research, Faculty of Mass Communication, Cairo University, Issue No. 42, October-December 2012</p>	<p>٩</p>

The Use of Social Networking Sites by Egyptian University Students and Its Relationship to Social Capital as Applied on Facebook, The Egyptian Journal of Public Opinion Research, Faculty of Mass Communication, Cairo University, Volume 10, Issue 4, July - December 2011.	١٠
Frameworks for dealing with social protests in journalistic discourse: A comparative analytical study of a sample of Egyptian newspapers - Journal of Media Research - Issue Thirty - October 2008.	١١
Addressing the issue of drug abuse and addiction in school textbooks - National Social Journal, January 2006.	١٢
Egyptian Youth and Exposure to Scenes of Violence in Visual Coverage of the Palestinian and Iraqi Issues, National Social Journal, Volume 43, Issue 2, May 2006, pp. 51-78	١٣
Television drama' s treatment of the issue of substance abuse and addiction - an analytical study - National Social Journal, September 2005.	١٤
Egyptian Cinema and Drug Culture: An Analytical Study of a Sample of Feature Films 1998/2002, National Journal of Drug Abuse and Addiction, July 2005.	١٥
.Youth Programs on Egyptian Television: A Study of the Audience - National Social Magazine - 2004	١٦
Western Media and Foreign Policy, National Social Review, May 2006	١٧
Youth and their programs on Egyptian television: a survey study, National Social Magazine, January 2001	١٨
The Image of Arabs in Western Thought, Egyptian Journal of Public Opinion Research, April 2001.	١٩

Media Audience Study – A Critical Reading, National Social Journal, May 1999.	٢٠
<b>Papers presented at scientific seminars and conferences</b>	
The Culture of Dialogue in the Arab Press: A Study of the Events of the Israeli Aggression on Gaza, a paper presented to the 15th Annual Scientific Conference of the Faculty of Mass Communication, Cairo University, “Media and Reform: Reality and Challenges,” July 7–9, 2009.	١
.Frameworks for journalistic coverage of the 2005 parliamentary elections, a paper presented at the symposium on Egyptian political transformations: A reading of the political performance of political forces and parties in the legislative elections, April 3–4, 2006, Center for Political Research and Studies, Faculty of Economics and Political Science, Cairo University, 2006	٢
–Press coverage of the Israeli war on Lebanon 2006, 20th Annual Conference on Political Research “Repercussions of the Israeli–Lebanese War on the Future of the Middle East, December 5–7, 2006”, Center for Political Research and Studies, Faculty of Economics and Political Science, Cairo University, 2006.	٣
. Issues of poverty and the poor in visual media: talk shows as a model, the ninth annual conference “Issues of poverty and the poor in Egypt, May 22–24, 2007,” the National Center for Social and Criminological Research, Cairo, 2007.	٤
Cinema and Drug Culture – A paper presented at the annual conference of the National Council for Combating and Treating Addiction 2004.	٥
Factors influencing the formulation of women’s press priorities towards women’s issues in Upper Egypt. A paper presented to the Sixth Annual	٦

Conference of the National Center for Social and Criminological Research, "Social and Criminological Dimensions of Development in Upper Egypt" 2004.	
The Role of Communication Media in Combating Addiction, a paper presented at the Fourth Annual Conference of the National Council for Combating and Treating Addiction "Partners in Combating Abuse and Addiction", 2003.	٧
"Violence and Mass Communication," a paper presented at the Fourth Annual Conference of the National Center for Social and Criminological Research, 2002.	٨
The Egyptian Press and the Issue of Scientific Research Ethics, a paper presented at the Conference on Social Scientific Research Ethics - National Center for Social and Criminological Research - 1995 (jointly)	٩

### Training courses and experiences

.Effective communication skills	١
Organizing scientific conferences.	٢
. Effective presentation skills	٣
Quality standards in the teaching process.	٤
.Scientific publishing	٥
.Examination and student evaluation systems	٧

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Working as a reviewer of media program descriptions in public and private universities	٨
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**:Scientific dissertations**

Supervising more than 30 master's and doctoral theses	١
Discussing more than 40 master's and doctoral theses at Egyptian universities	٢

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