

	Dr. Engy Lotfy Abdelaziz Eissa
	Lecturer at the Department of Media - Faculty of Arts - Helwan University
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	Place of Residence: Cairo, Arab Republic of Egypt.
	Marital Status: Single
Nationality: Egyptian	
Social & Academic Profiles:	
Helwan University: engy_lotfy@arts.helwan.edu.eg	
ResearchGate: https://www.researchgate.net/profile/Engy-Eissa	
Google Scholar: https://scholar.google.com/citations?user=ZKz4coEAAA&hl=ar	
Academic Qualifications:	
- Ph.D. in Media (2019) — Excellent Grade Thesis Title: "The Future of Media Institutions in Light of Integration Policies between Print, Digital, and Television Media".	
- Master's Degree in Media (2016) — Excellent Grade Thesis Title: "Factors Influencing the Agenda-Setting of Egyptian Newspapers and TV News Programs".	
- Bachelor's Degree in Journalism (2011) — Very Good with Honors, First Rank	
<ul style="list-style-type: none"> • Major: Journalism 	
<ul style="list-style-type: none"> • Specialization: Digital Media 	
Employer Information:	
- Address: Media Department, Faculty of Arts, Helwan University, Ain Helwan, Cairo.	
Academic Positions:	
<ul style="list-style-type: none"> • "Academic Professional Experience • Lecturer, Department of Media, Faculty of Arts, Helwan University (Since May 2020) • Member of the Department Council (2020-2021) 	

- **Member** of Helwan University Media Center (2019-2021)
 - **Academic Work Experience Outside the University:**
 - Partial secondment for teaching at the Faculty of Media, Modern University for Technology and Information (MTI).
 - **Professional Media Experience:**
 - Founder and Content Creator of "Ahl Al Media" Page specialized in Media Coverage (Since 2017).
 - Journalist and Editor specialized in Radio & Television Coverage at multiple Egyptian media outlets including ONA News Agency, ONTV Channels, Al-Watan Newspaper, Veto Gate, Tahrir Newspaper, and Al-Badeel Website (2011-2017)
 - **Media Coverage & Participation in Local and Regional Media Events:**
 - Speaker at a panel discussion organized by the Supreme Council for Media Regulation (SCMR), 2022.
 - Participant in a panel discussion at the Egyptian Media Syndicate, 2022.
 - Media coverage of the Radio and Television Festival in Tunisia, 2023.
 - Media coverage of the Global Media Congress in Abu Dhabi, 2023.
 - Participant in a session organized by the Supreme Council for Media Regulation on Human Rights issues, 2024.
 - Participant in a session organized by the Supreme Council for Media Regulation on Misinformation, 2024.
 - Media coverage of the Saudi Media Forum in Saudi Arabia, 2024.
 - Media coverage of the International Government Communication Forum in Sharjah, 2024.
 - Media coverage of the first edition of the Arab Youth Media Innovation Summit, 2024.
 - Media coverage of the Egyptian Journalists Syndicate's event hosting the Omani Ambassador, 2024.
 - Media coverage of the Egyptian Journalists Syndicate's event hosting the Russian Ambassador, 2024.
 - **Meetings and Interviews with Prominent Arab and Gulf Personalities:**
 - **Tariq Saeed Alay**, Director General of the Sharjah Government Media Bureau
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- <https://www.facebook.com/share/v/14khsqb4Kez/>
 - Emirati Journalist Ms. Fadila Al-Muaini, President of the Emirates Journalists Association
<https://www.facebook.com/share/v/YAug4EnNnJGCpkEo/>
 - Kuwaiti Media Figure Madi Al-Khamis, Secretary-General of the Arab Media Forum
<https://www.facebook.com/share/v/Uww9dCS3LN4LCUym/>
 - Sabina Andrejet, President of the Asia-Pacific Federation of Journalists
<https://www.facebook.com/share/v/1Jx4eVeN5s/>
 - Interview with Mohamed Al-Hamadi, Assistant President of the Arab Journalists Union and Director-General of the Emirates News Agency (WAM),
<https://www.facebook.com/share/v/14oHaJF47Gv/>
 - Interview with Nasser Abu Bakr, Head of the Palestinian Journalists Syndicate,
<https://www.facebook.com/share/v/1EMpv9kqN2/>
 - Interview with Saad Al-Rumaihi, Head of the Qatari Press Center,
<https://www.facebook.com/share/v/15aTLs4ePN/>
 - Bassem Al-Buraykan, New Director of Media, Corporate Communications, and Public Relations at MBC Group, <https://www.facebook.com/share/p/15RRTYRHcR>
 - Dr. Mohamed Al-Ali, CEO of "Trends" Research and Consulting Center,
<https://www.facebook.com/share/v/1GxapXXWP8/>
 - Dr. Haider Al-Jubouri, Director of the Palestine Department at the Arab League,
<https://www.facebook.com/share/v/d6BfipeWi9AR2yAA/>
 - Jaafar Al-Zoubi, CEO of the Jordanian Channel "Al-Mamlaka",
<https://fb.watch/qmc3fJbJH2/?mibextid=Nif5oz>
 - Zina Soufan, Senior Anchor at "Al Sharq Bloomberg",
<https://www.facebook.com/share/p/19ryp17ZQD>
 - Interview with Mohamed Bin Mubarak Al-Areemi, President of the Oman Journalists Association, <https://www.facebook.com/share/v/15RQW9hct4/>
 - Aouatef Dali, Former President of Tunisian Television,
<https://fb.watch/qjsrUe2rX2/?mibextid=Nif5oz>
 - Dr. Muhannad Al-Mubayyidin, Former Minister of Government Communication in Jordan,
<https://fb.watch/qjstZP1WSY/?mibextid=Nif5oz>
 - Abdulrahim Suleiman, Director-General of the Union of OIC Broadcasting and TV Organizations,
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<https://fb.watch/qjsq8wxfVQ/?mibextid=Nif5oz>

- Media Figure Nashwa Al-Ruwaini, <https://www.facebook.com/share/v/12FrtjUaWBf/>
- Fayrouz Al-Mubayyidin, Director-General of Jordan News Agency (Petra),
<https://www.facebook.com/share/v/15Ma4N1CyJ/>

Interviews with Prominent Egyptian Figures:

- Alaa El-Kahki, Chairman of Al-Nahar Channels,
<https://www.facebook.com/share/p/1A5Cuisvzb/>
- Mohamed Nawar, Head of Egyptian Radio,
<https://www.facebook.com/share/v/YsqFFPgjf2usM7qR/>
- Dr. Tarek Saada, Head of the Journalists Syndicate,
<https://www.facebook.com/share/v/GkFh7sqEMLdRodWZ/>
- Hala Hejazi, Executive Director and Managing Director of Nogoum FM and Nile FM
<https://www.facebook.com/share/p/18ZpqqdUhrJ/>
- Interview with Media Figure Amr Adib, <https://fb.watch/qoLrYJj7st/?mibextid=Nif5oz>
- Khaled El-Balshi, Head of the Journalists Syndicate,
<https://www.facebook.com/share/v/1DRRbZNzqh/>
- Media Figure Khairy Ramadan, <https://www.facebook.com/share/v/15PyTNSsaN/>
- Interview with Lamis El-Hadidi, <https://www.facebook.com/share/v/17yHRhk7sV/>
- Mona Salman, <https://www.facebook.com/share/v/18pNaredvc/>

Research Activities in the Field of Artificial Intelligence and Digital Media

Scientific Research & Publications:

- Evaluation of Communication Professionals in Print and Online Press Institutions Regarding Mechanisms for Confronting Rumors on Social Media, Available at:
https://ejsc.journals.ekb.eg/article_138380.html
- The Future Use of Artificial Intelligence Applications in Media Institutions and Their Role in Developing News Content, , Available at:

https://ejsc.journals.ekb.eg/article_219214_32438fce0b6f16aaa551f9f93ddcbffc.pdf

- Utilizing Instagram by Online News Websites, TV Channels, and Radio Stations to Publish News Content, , Available at: https://sjsj.journals.ekb.eg/article_255324.html
- Experts' Evaluation of Ethical Standards Governing Journalists' Use of Facebook Live Broadcast, Available at: https://sjsj.journals.ekb.eg/article_287559.html
- The Use of Podcast Journalism in Newsrooms of Press Institutions in the Digital Environment, , Available at: https://ejsc.journals.ekb.eg/article_323640.html
- Specialists' Evaluation of the Credibility of Generative Journalistic Content Produced by ChatGPT , Available at https://ikom.journals.ekb.eg/article_379702.html

Conferences & Scientific Participation:

- Conference, Faculty of Mass Communication, Cairo University (2021).
- Participant and Researcher at the 28th International Scientific Conference, Faculty of Mass Communication, Cairo University (2023)
- Speaker at the 7th International Scientific Conference, CIC Institute (2023)

Training Courses:

Training Courses in media field:

- **Digital Journalism** Course from Reuters in collaboration with META (2021)
- **Broadcasting & Presentation Course** — Faculty of Mass Communication, Cairo University (2021)
- **Combatting Fake News Course** — Cairo University in collaboration with Naumann Foundation (2021)
- **Managing Media Pages on Social Media Platforms Course** — Cairo University (2022)

Digital Journalism Workshops (Trainer):

- Trainer of a workshop titled "Digital Media Production Tools and Applications" for students of the International Higher Institute of Media at Al-Shorouk Academy, 2022.
- Trainer of a workshop titled "Using Avatars in Journalistic Content Creation on Social Media Platforms" for students of the Faculty of Mass Communication at MTI University, 2023.

- Trainer of a workshop titled "Digital Content Creation" for students of the Faculty of Mass Communication at 6th of October University, 2023.
- Trainer of a workshop titled "Journalistic Content Creation on Social Media Platforms" for students of the International Academy for Media Sciences at Media Production City, 2023.

Faculty Development Training Courses at Helwan University:

- Completed a training course in Positive Psychology from the Faculty and Leadership Development Center (FLDC) at Helwan University — April 2024.
- Completed a training course in Preparing and Designing Interactive E-Books from the Faculty and Leadership Development Center (FLDC) at Helwan University — June 2024.

Academic Activities

- Participated in drafting the Vision, Mission, and Objectives of the Media Center at Helwan University.
 - Participated in developing the annual plan and work map of the Media Center.
 - Prepared and drafted a cooperation protocol with Media Topia Foundation.
 - Prepared a proposal for the operational plan of Helwan University Radio, including its program schedule.
 - Contributed to preparing the annual report documenting the achievements of Helwan University for the years 2019 and 2020 in all sectors, to be presented to the University President and the University Council annually in October.
 - Participated in submitting a proposal to develop the official website of Helwan University in cooperation with the Computer Center.
 - Participated in developing proposals to enhance the media policy of Helwan University.
 - Participated in proposing the establishment of an electronic magazine affiliated with the Media Center.
 - Participated in organizing and preparing the honorary ceremony for outstanding assistant staff members on February 23, 2019.
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- Participated in the media coverage of the African Studies Conference (Sustainable Development for Africa as Envisioned) from December 9 to 11, 2019.

Media Activities and Coverage in the Service and Development of Society

Community Engagement and Coverage of Significant Events

1. Participation in preparing a media coverage plan and drafting news for the "Our Responsibility" initiative on 25/11/2019.
- Participation in preparing a media coverage plan for the seminar: "Legal Confrontation of the Harassment Phenomenon" on 27/11/2019.
 - Participation in preparing a proposal and media plan for the development of a slum area surrounding the university (Kafr Al-Alo).
 - Participation in preparing a proposal for an awareness program to promote public culture on environmental development and community service for university students and surrounding areas of Helwan University, including three awareness initiatives.
 - Participation in preparing a proposal for an initiative to beautify and clean slum areas around Helwan University in cooperation with the university's Monitoring Center.
 - Participation in the media coverage of Helwan University's efforts in addressing the Corona crisis.

Workshops in Digital Media and Artificial Intelligence

1. Organized media seminars for Media Department students during the academic year 2018-2019.
2. Co-supervised the graduation project of Journalism Division students in the magazine "Outside the Coverage" for the academic year 2018/2019.
3. Organized a visit for Radio and Television Division students to Al-Nahar Channel during the academic year 2022/2023.
4. Organized a visit for Journalism Division students to Al-Ahram Weekly and the English Portal during the academic year 2022/2023.
5. Organized a visit for Journalism Division students to the Al-Ahram Museum and Printing Press during the academic year 2022/2023.
6. Supervised the graduation project of Journalism Division students in a sports magazine titled "Sportyats" during the academic year 2022/2023.
7. Organized workshops for Journalism and Radio & Television Division students in collaboration with the Youth Welfare Department on television reporting skills during the academic year 2023/2024.
8. Supervised the graduation project of Journalism Division students in a technological magazine titled "TechnoLife" during the academic year 2023/2024.
9. Chaired the organizing committee for the graduation project ceremonies for all three divisions (Journalism, Radio & Television, and Public Relations & Advertising) during the academic year 2023/2024.
10. Organized a workshop titled "Artificial Intelligence" for Journalism and Radio & Television Division students during the academic year 2024/2025.
11. Organized a workshop titled "The Art of Promo Production" for Journalism and Radio & Television Division students during the academic year 2024/2025.
12. Organized a workshop titled "Digital Content Creation" for Journalism Division students during the academic year 2024/2025.
13. • Organized a workshop titled "Digital Journalism Writing Skills" for Journalism Division students during the academic year 2024/2025.

Awards & Honors:

- First Place Award in Africa for supervising the graduation project magazine "TechnoLife" from the Media and Digital Transformation Foundation
- Honored by the International Government Communication Forum in Sharjah
- Honored by the UAE Journalists Association in Dubai.

