

Curriculum Vitae

Name: Hebatalla Saleh Elsayed Saleh

Nationality: Egyptian

D.O.B: June 3rd, 1972

Marital Status: Married, 2 children

Country of residence: Cairo / Egypt

Address in Egypt: 7 Al-Ahlam Street, from Nasr Ahmed Zaki - Abbas El-Akkad

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Occupation:

Lecturer of Public relations and advertisement in Information department, College of Arts, Helwan University.

Scientific Qualifications:

Ph.D. Degree

Ph.D. degree with honors in information. Department of information, College of Arts, Helwan University, 2006.

Wrote as Ph.D. dissertation:

The role of Egyptian newspapers in forming the image of Egyptian parties and their impact on the parties' political participation.

Supervisors:

Scientific supervision: Prof. Dr. Ali Agwa, professor of public relations and the former dean of the college of information in Cairo University.

Participating supervisor: Prof. Dr. Siham Nassar, professor of journalism in the department of information, college of Arts, Helwan University.

I also passed all the preparatory courses of the Ph.D. Program in the information department at the College of Arts, Helwan University, 2002.

Master's degree

Master's degree of Arts, Excellent degree, Department of Information, College of Arts, Helwan University, 2001.

Wrote as M.A. thesis: ***The communicative Function of Vocational Unions: An Applied Study on the Unions of Physicians and Teachers.***

Scientific supervision: Prof. Dr. Safwat Alaalim, Professor of Public relations and advertisement, College of Arts, Cairo University.

Bachelor's degree

B.A. degree holder of Information, very good, Department of Public Relations and advertisement, College of Information, Cairo University, 1994.

Other certificates:

- Passed the TOEFL test which is made in the Center of Languages in the College of Arts, Helwan University, 1998. With a total of 510 degrees.
- Passed another TOEFL test organized by AMID EAST/ Egypt, 2001. With a total of 407 degrees.

Experiences

- (2006 until present) lecturer in Department of Information, College of Arts, Helwan University.
- (1997-2005) worked as assistant lecturer in Department of Information, College of Arts, Helwan University.
- (1995-1997) worked as assistant lecturer in Department of Information, College of Arts, Minia University.

I have taught Methods of Research, Publicity and Public Opinion, Introduction to Public relations Informational documentation, tourism Information, Social Marketing. Production of Information and public relations Programs.

-I also trained students of the department of information on directing The University's newspaper.

I participated in the preparation of some periodicals published by The Union of Physicians.

-I supervised training courses in public relations training center in Egypt.

-Supervising Public Relations graduation projects for media students at Helwan University.

-Assisting in supervising several master's and doctoral theses in the field of public relations and advertising.

-Coordinator of the Quality Unit at the Faculty of Arts, Helwan University, from 2017 to 2019.

- Scientific Research:

- An Analytical Study of Readers' Comments on Some Electronic Newspapers Regarding the Centers of Power and Political Authorities Before, During, and After the Egyptian Revolution.
- The Role of Electronic News Portals in Fear of Crime Victimization considering the Big Five Personality Traits Among University Students.
- Exposure to Social Media in Relation to Political Alienation and Its Reflection on Political Participation Among Egyptian Youth.
- The Effectiveness of the Media as a Source of Information for the Egyptian Public during the Coronavirus Crisis.
- The Effectiveness of Social Marketing of Egyptian Women's Issues through Social Media: An Applied Study on the National Council for Women's Facebook Page.
- The Relationship of Mobile Applications and Smartphones with the Quality of Life Among the Elderly: A Survey Study

Training Courses

I passed training courses at faculty and leadership development project (FLDP) in Helwan University.

1-Effective Presentation 9-11/3/2008.

2-Systems of credit hours 13-15/4/2008.

3-Quality Standards in the Educational Process 6-7/5/2008.

4-Scientific Publishing 18-20/5/2008.

5-Communication Skills in Different Types of Education 25-27/5/2008.

Other SKILLS, ABILITIES

First class knowledge and appreciation of Modern Standard Arabic in its written and oral forms and the ability to communicate this to staff as well as first-class communication skills in Arabic.

Outstanding writing ability in Arabic and experience in translating from English to broadcast able/publishable Arabic and to set and maintain standards in this area. An appreciation and understanding of regional variations in journalistic style and terminology across the Arabic speaking world. A good knowledge of English including complete comprehension of written and spoken English and the ability to communicate effectively.

First class web, computer skills and excellent knowledge of developments in social media.