



## C.V

### **Prof. Rabab Abdel Rahman Hashem**

Professor in the media Department,  
the Faculty of Arts, Helwan University.

Member of the Media Studies Sector Committee at the Supreme  
Council of Universities

Member of the Book Review Committee at the General Egyptian  
Book Organization, Ministry of Culture

Lecturer at the Leadership Preparation Institute, Ministry of Higher  
Education

Former Vice Dean of the International Higher Institute for Media at  
Shorouk Academy

Former Vice Dean of the Faculty of Mass Comm. for Education and  
Students' Affairs, October 6 University

Former Head of RTV Department, the Faculty of Mass Comm.,  
October 6 University

BA - MA - PhD in Mass Communication from Cairo University.  
Diploma in Digital Media from the American University in Cairo

2025

### **1-Personal data:**

- Name: Rabab Abdel Rahman Hashem
- Date of Birth: 30/9/1978
- Mobile: 01212285575
- Residence: Maadi, Cairo.
- Profession: Professor in the department of Mass Communication (Radio and Television Division), The Faculty of Arts, Helwan University.
- Email: [rababhashim@ymail.com](mailto:rababhashim@ymail.com)
- University Email: [rabab\\_hashem@arts.helwan.edu.eg](mailto:rabab_hashem@arts.helwan.edu.eg)

### **2- Qualifications:**

- Diploma in Digital Media, Kamal Adham Center for Television and Digital Journalism, American University, 2021.
- Ph.D. of Mass Communication, The Department of Radio and Television, The Faculty of Mass Communication, Cairo University, with first honor, in the thesis of "Television and journalistic coverage of political reform issues in the Egyptian society and its role in shaping public knowledge and attitudes towards it", 2008.
- M.A. of Mass Communication, The Department of Radio and Television, The Faculty of Mass Communication, Cairo University, with an excellent grade, in the thesis of "The role of television in the Egyptian child's perception of the Palestinian child's reality", 2004.
- Bachelor's degree in Mass Communication, The Department of Radio and Television, The Faculty of Mass Communication, Cairo University, 1999.

### **3- Academic positions:**

- Former Vice-Dean of the Higher International Institute for Media at Al-Shorouk Academy.
- Former Vice Dean of the Faculty of Mass Comm. for Education and Students' Affairs, October 6 University.

- Former Head of the Radio and Television Department, Faculty of Mass Communication, October 6 University.
- Professor in the Department of Mass Communication (Radio and Television Division), The Faculty of Arts, Helwan University, starting from 28 September 2021.
- Associate Professor in the Department of Mass Communication (Radio and Television Division), The Faculty of Arts, Helwan University, starting from October 2015.
- Lecturer in the Department of Mass Communication (Radio and Television Division), The Faculty of Arts, Helwan University, starting from December 2009.

#### **4- Published and unpublished books and scientific research:**

##### **4- A- Published books:**

- A book titled "Applications of Artificial Intelligence in Media", General Egyptian Book Organization, Ministry of Culture.
- A book titled "Digital Media.. Uses and Effects", Egyptian Lebanese Book store for publication, Cairo, 2024.
- A book titled "Media and Political Reform in Egypt", Arab World for publication, Cairo, 2011.

##### **4- B- Published scientific research:**

- "Using mobile journalism in content production and displaying on Egyptian TV channels and their websites", The Egyptian Journal of Media Research, The Faculty of Mass Communication, Cairo University, Issue 83 (Part Two), April/June 2023.
- "Recent trends in the research of television image impacts: A critical and future vision", Journal of Media Research and Studies, International Higher Institute for Media, Shorouk Academy, Issue 22, October-December 2022.

- “Psychological effects of social networking sites: Towards a theoretical model”, The Egyptian Journal of Mass communication Research, The Faculty of Mass Communication, Cairo University, issue 81, Second Part October 2022.
- “Social effects of social networking sites: An executive proposal to enhance their positive use”, The Egyptian Journal of Public Opinion Research, The Faculty of Mass Communication, Cairo University, Vol. 19, Issue 4, fall 2020.
- "University youth's perception about the dangers of social networking sites on the national belonging", The Egyptian Journal of Public Opinion Research, The Faculty of Mass Communication, Cairo University, Vol. 19, Issue 1, Winter 2020.
- "The role of TV channels in shaping the public awareness about the reality of the Egyptian economy", The Egyptian Journal of Radio and Television Research, The Faculty of Mass Communication, Cairo University, Issue 14, Spring 2018.
- "Professional standards of TV picture usage in the governmental and private channels to present the violence in the Egyptian society", The Egyptian Journal of Public Opinion Research, The Faculty of Mass Communication, Cairo University, Volume 16, Issue 1, March 2017.
- "Coverage frames of preparing the 2013 Egyptian constitution in the Arab news channels: Applied to the Nile News and Al-Jazeera Mubasher Misr", The Egyptian Journal of Mass Communication Research, The Faculty of Mass Communication, Cairo University, Issue 52, September 2015.
- "The role of TV channels in shaping the image of the police among the Egyptians after 30<sup>th</sup> June", ‘The Egyptian Journal of Mass Communication Research, The Faculty of Mass Communication, Cairo University, Issue 47, April / June 2014.

- "The role of the private Egyptian channels in shaping the attitudes of the educated audience towards the performance of the Freedom and Justice Party" , The Egyptian Journal of Mass Communication Research, The Faculty of Mass Communication, Cairo University, Issue 43, January / June 2013.
- "The dimensions of Professional and ethical responsibility of TV dialogue programs in the governmental and private channels in covering the 2012 Egyptian presidential elections", The Egyptian Journal of Mass Communication Research, The Faculty of Mass Communication, Cairo University, Issue 42, October / December 2012.
- "The role of TV talk shows presented in the governmental and private channels in shaping the attitudes of the Egyptian public towards political participation after the January 25th Revolution", The Egyptian Journal of Public Opinion Research, The Faculty of Mass Communication, Cairo University, Vol. 11, Issue 1, January / March 2012.

#### **5- Training programs:**

- "Artificial Intelligence in Education, Training, and Scientific Research" Course, Nile University, February 2025.
- "Canva Pro for design and artificial intelligence" course, National Foundation for Research, Consultation and Training, 19/20 March, 2024.
- "Artificial Intelligence applications in digital media" course, Media Graduates Association, October 2023.
- "Introduction to digital journalism" course, Reuters, 2022.
- professional editing for films & programs" course, Russian Cultural Center, 2021.
- "Electronic exams" course, Student Assessment and Evaluation Center, Helwan University, 17/18 January 2021.
- Courses in English conversation, American University in Cairo, 2020/2021.

- "Writing for the Internet" Course, Kamal Adham Center for Television and Digital Journalism, American University in Cairo, 2020.
- "Social Media" Course, Kamal Adham Center for Television and Digital Journalism, American University in Cairo, 2020.
- "Data Journalism" Course, Kamal Adham Center for Television and Digital Journalism, American University in Cairo, 2020.
- "Mobile Journalism" Course, Kamal Adham Center for Television and Digital Journalism, American University in Cairo, 2020.
- "Multimedia" Course, Kamal Adham Center for Television and Digital Journalism, American University in Cairo, 2020.
- "Essay and objective exams" course, Student Assessment and Evaluation Center, Helwan University, 19/20 December 2020.
- The webinar of "financing research projects", Research Support Center, Helwan University, 21 November 2020.
- English courses, Berlitz Center, 2017/2018.
- "Graphics" course, Yat Center, Maadi, 2016.
- "ICDL" course, Yat Center, Maadi, 2014.
- "How to write a course description and report" course, Quality Assurance Unit, The Faculty of Arts, Helwan University, 15/12/2014.
- "Quality Standards" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 28-29/10/2014.
- "University Administration" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 19-20 / 10/2014.
- "Scientific Publication" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 24-25/ 6/2014.
- "Professional Behaviors" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 22 – 23/6/2014.
- "Scientific Research Ethics" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 17-18/ 6/2014.

- "Organizing scientific conferences" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 15-16 / 6/2014.
- "Preparation of research projects" course, Capabilities Development Center of the Faculty Members and Leaders, Helwan University, 18/1/ 2011.
- Computer courses in Windows, Word, Excel, Power Point, and Internet.

#### **6- Courses (undergraduate - postgraduate):**

- Psychological and social approach to mass media.
- Communication technology.
- Media research.
- Writing for radio and television.
- Documentary films.
- Applied advertising.
- Radio and TV production.
- Radio and TV directing.
- A special topic on radio and television.
- Radio and television advertising.
- Communication theories.
- Media and crisis management.

#### **7- Administrative and academic experiences:**

- Internal reviewer for the Radio and Television Program, Faculty of Mass Comm., October 6 University.
- Reviewer for the Egyptian Journal of Media Research issued by the Faculty of Communication at Cairo University, the Journal of Media Research issued by the Faculty of Mass Communication at Al-Azhar University, the journal of Faculty of Arts issued by the Faculty of Arts at Helwan University, the Arab Journal of Media and Communication Research issued by the Faculty of Mass Communication at Al-Ahram

Canadian University, the Arab Journal of Communication and Digital Media Research, issued by the Faculty of Mass Communication, Modern University for Technology and Information, the Journal of the Faculty of Arts at Sohag University.

- Participated in the work related to the “Strategic Planning” standard at the Quality Assurance Unit, Faculty of Arts, Helwan University, 2025.
- The head of the committee formed to put the credit hours postgraduate regulation, The Department of Mass Communication, Helwan University.
- Vice head of the academic program project "Digital Media", The Faculty of Arts, Helwan University.
- The head of the committee formed to set the curriculums of the academic program "Digital Media", The Faculty of Arts, Helwan University.
- Arbitrator for RTV graduation projects in some media colleges and institutes.
- Participation in the acceptance committees for students of the Radio and Television department in some media institutes.
- Supervisor of the committee formed to set the curriculums for radio, television and digital media as a part of the academic regulation of the Faculty of Mass Communication, Helwan University, in the context of transforming Mass Communication Department into a college, 2020.
- Supervisor of the committee formed to describe RTV and digital media curriculums, The Department of Mass Communication, The Faculty of Arts, Helwan University.
- The head of the committee formed to evaluate postgraduate courses, The Department of Mass Communication, The Faculty of Arts, Helwan University

- Participation in the admission committees of postgraduate students, Radio and Television Division, The Department of Mass Communication, The Faculty of Arts, Helwan University.
- Participation in the "organizational structure" standard in the Quality Unit, The Faculty of Arts, Helwan University, 2015/2016.
- General Supervisor of Graduation Projects in the Radio and Television Division, academic year 2011/2012, 2012/2013, The Department of Mass Communication, The Faculty of Arts, Helwan University.
- Participation in the control work, The Faculty of Arts, Helwan University.
- Participation in courses' descriptions in the undergraduate level, the Department of Mass Communication, The Faculty of Arts, Helwan University.
- Discussing some Master and Ph.D. theses.
- Supervising some Master and Ph.D. theses.

#### **8- Scientific conferences:**

- Participation as a speaker in a panel discussion at the 3rd Scientific Conference: "Digital Media Content Creation and Sustainable Development", Faculty of Media and Communication Arts, October 6 University, December 2–3, 2024.
- Participation as a speaker in a panel discussion at the 8th Scientific Conference: "The Future of Media Production in the Age of Artificial Intelligence", CIC Media, December 11, 2024.
- Participation as a speaker in a panel discussion at the second scientific conference "The Future of Faculties of Media and Media Studies in Light of Digital Challenges", the Faculty of Mass Communication, Nahda University, 11 July, 2023.

- Participation as a speaker in a panel discussion at the 28th International Conference "Media Content Industry in the Digital Age: Mechanisms and Challenges", the Faculty of Mass Communication, Cairo University, 7-8 May 2023.
- Presenting a paper titled "Mobile Journalism in the Digital Age" at the international conference "Living in a Digital Age", organized by the German Institute for Oriental Research in cooperation with Nile University, 11-13 March 2023.
- Participation as a speaker in a panel discussion in the 27th International Conference "Challenges of Arab Media in the Light of Sustainable Development Plans", the Faculty of Mass Communication, Cairo University, 29-30 May 2022.
- Participation as a commentator on the research presented in some scientific conferences in media faculties.
- Participation as a speaker in a panel discussion with a paper titled "Digital Citizenship & New Public Sphere" in the 2nd Annual International Journalism Conference: "The Impact of Contemporary Changes on the International Journalism between the First and Developing Worlds", 22-23 December 2021.
- The award for the best research paper titled "Using mobile journalism in the TV content industry in light of the Corona crisis", the Fifth International Scientific Conference: "Media and Digital Transformation in the Light of Vision 2030", Canadian Higher Institute for Media Technology, December 15-16, 2021.
- Participating with a research titled "University youth's perception about the dangers of social networking sites on the national belonging", the 25th International Scientific Conference: "The Media Industry in Light of Technological and Investment Opportunities and Challenges" The Faculty of Mass Communication, Cairo University, 17-18 April 2019.

- Attending the conference titled "The Future of Interdisciplinary Studies in Human and Social Sciences", The Faculty of Arts, Helwan University, 15-16 March 2016.
- Attending the annual scientific conferences at the Faculty of Mass Communication, Cairo University.
- Attending some scientific conferences in the private Egyptian Faculties of Mass Communication.

#### **9- Societal contributions:**

- Member of the Media Studies Sector Committee at the Supreme Council of Universities.
- Member of the Book Review Committee at the General Egyptian Book Organization, Ministry of Culture.
- Lecturer at the Leadership Preparation Institute, Ministry of Higher Education.
- Participation as a speaker in the seminar "Media Creativity in the Age of Artificial Intelligence", organized by the Arab Association for Scientific Research and Communication Studies in Lebanon, in collaboration with the Arab Forum for the Faculty of Media and Applied Languages at Nahda University, February 20, 2025.
- Participation as a speaker in the seminar "Our Children and Social Media", Arab Childhood Academy for Training and Capacity Building, Arab Council for Childhood and Development, December 30, 2024.
- The head of the judgement committee of the "TV Reporter" competition, the thirteenth universities Youth Week for Egyptian universities and institutes, Helwan University, 2023.
- Lecturer at the Center "Media Training and Studies for Africans", the Ministry of State for Media.

- The keynote speaker of the second scientific seminar titled "Mobile Journalism between Research and Application", at the International Higher Institute of Media, Al-Shorouk Academy, December 27, 2022.
- The keynote speaker in the webinar "Challenges of Scientific Research in the Field of Media", organized by the Faculty of Mass Comm., October 6 University, 9 December 2021.
- Attending a workshop titled "Media Professional Principals to Address Child Rights Issues", Arab Council for Childhood & Development, 2021.
- Participation in a research for the Ministry of Higher Education and Scientific Research titled "Executive mechanisms for rationalizing the use of social media and facing rumors", 2019.
- Participation with a paper titled "The Egyptian experience in correcting the stereotype of women in the media: reality and aspirations", and The keynote speaker, in the regional workshop "Enhancing the image of women in the Arab media", Kingdom of Bahrain, 4/5 October 2017.

#### **10- Articles:**

- "The Oasis accident.. learned lessons", Al-Ahram Newspaper, 26 October, 2017.
- "TV picture and incidents of violence and terrorism", Al-Ahram Newspaper, 14 September 2017.
- "Maspero.. between the demolition and building claims", Al-Ahram Newspaper, 17 December, 2016.
- "Media and the image of the police, Al-Ahram newspaper", 27 April 2016.
- "Basic education in Egypt", Al-Ahram newspaper, 24 March, 2016.