



Islam Abdelkader A. Aboualhuda, PhD

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GoogleScholar: <https://scholar.google.com/citations?hl=en&user=7KREWbUAAAAJ>

Islam is a UK alumnus; he awarded his PhD in media and communication from Bournemouth University (BU), 2018. Currently, he is a lecturer (an Assistant Professor) in the Department of Mass Communication, Mansoura University (MU), in Egypt since 2019. His research have published in well-known media journals in Egypt, as well as presented in prestigious international conferences in media studies, such as IAMCR 2016 and 2022, ISMRC 2018 and in Al-Azhar University Media conference 2021 in Egypt. Islam's research interests include media representations of Islam and Muslims; social media; public relations; framing theory and critical discourse analysis. He teaches different modules both in Arabic and in English at undergraduate and postgraduate levels. Also co-supervises students at Master and PhD dissertations. He delivered a number of lectures to postgraduate and undergraduate students at Swansea and Bournemouth universities, respectively. He is an associate trainer at MUUDC, where he presents courses on Interdisciplinarity in research and How to Design Interdisciplinary Courses in Higher Education.

Education

1. Ph.D. in Media and Communication Aug. 2018.
Bournemouth University, UK
2. M.A. in Mass Communication 2011; Grade: Excellent.
Mansoura University, Egypt
3. B.A. in Journalism - First with Honour 2004; Grade Very Good.
Mansoura University, Egypt

Work Experience

4. Lecturer [part time] in College of Language & Media, AASTMT 2024-present
5. PR & Marketing Adviser [P.T.] 2023

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| 6. Mansoura University Development Centre (UDC) Trainer | 2022 - present |
| 7. Faculty Coordinator of MU International Relations Office | 2020 - present |
| 8. Lecturer in the Department of Mass Communication, MU | 2019 - present |
| 9. Training leader for Mass Communication Students at MU | 2019 |
| 10. Community consultant [P.T.] - Dorset Race Equality Council, UK | 2017 |
| 11. Assistant lecturer in Mass Communication, MU | 2011 - 2015 |
| 12. Demonstrator in Mass Communication, MU | 2005 - 2011 |

Publications

13. Attya, A., & Aboualhuda, I. (2022). Effect of Media Exposure on Women Utilization of Family Planning Methods and their Attitude during COVID 19 Pandemic. *Egyptian Journal of Nursing and Health Sciences*, 3(2), 1-21. <https://doi.org/10.21608/ejnhs.2022.271495>
14. Aboualhuda, I. (2022). Media Exposure to Charitable Organisations Activities and their Credibility among Youth in Egypt. *Journal of the Faculty of Arts-Mansoura University*, 70, 141-156. <https://dx.doi.org/10.21608/artman.2021.91645.1294>
15. Aboualhuda, I. & El-dosuky, M. (2021). Emotional Public Sphere: Sentiment Analysis of Audience Tweets after Shootings at Al-Noor Mosque and the Linwood Islamic Centre in New Zealand. *Journal of Mass Communication Research*, 57(2), 977 –1002. <https://doi.org/10.21608/jsb.2021.168006>
16. Aboualhuda, I. 2011. College students' use of Internet and its relation to their alienation dimensions [In Arabic]. *Mansoura University Journal of the Faculty of Education*, 1(75), 395-434.

Googal Scholar *h-Index* since 2019:

- Citations 5
- 5h-index 2

Submitted Manuscript

- ‘Islamophobia’ or ‘Freedom of Expression’: Framing Charlie Hebdo Cartoons Crisis in Western and Muslim-majority Media, Peace vs. War Journalism Approach

Conferences / Presentations

17. **Paper presented** at Cyber Counter Terrorism International Conference 6-8/12/2022; the Islamic University of Medinah.
18. **Paper presented** at IAMCR Online Conference Beijing 2022, titled: “Framing Charlie Hebdo Cartoons Crisis in Western and Muslim Media, Peace vs. War Journalism”

19. **Paper presented** at the second International Conference for College of Mass Communication (ICCMC 2021), paper entitled “Emotional Public and the New Zealand Mosque Shootings: Social Networked Sites Sentiment Analysis”.
20. **Paper presented** at the ISMRC 11th biennial conference in Boulder, US. 8-11 August 2018.
21. **Paper presented** at IAMCR conference July 27-31 - 2016, in Leicester University, UK.
22. **Paper Presented** in the First Scientific Forum for Young Researchers, December 2010, Faculty of Arts, Mansoura University, Egypt. A paper on: Youth Internet Usage and Alienation.

Other Research Experience

23. **Student Research Assistant** [part-time], Bournemouth University, UK - 2017
 Special issue: “Societies in flux: media, democratisation, and political socialization”
 Interactions: studies in communication & culture, 2017, Vol. 8, No. 2-3
 Mentors Dr Nael Jebril and Dr Jamie Matthews.

Experiences / Skills

2024

- Attended ‘**Technical Writing vs. Academic Writing**’, an Online Webinar. Provided by EKB and Britannica
- Attended ‘**How to Creating Comics and Animations with Artificial Intelligence?**’ an Online Provided by Midocean University
- Partially Attended ‘**The Digital Media and The Sustainable Development**’ an Online Webinar Provided by Midocean University

2023

- Trained staff members at Mansoura University, as a trainer at UDC on “**Interdisciplinary Research**” in academia - 2023
- Awarded and Attended **Erasmus plus ‘International Staff Training Week**’ at Vilniaus Kolegija: VIKO, Lithuania; as part of staff credit mobility between Mansoura University and Vilniaus Kolegija.
- Attended an online workshop on ‘**Using Artificial Intelligence applications in academic research**’. Provided by Afro-Asian University.

2022

- Presented as a trainer at Mansoura University UDC “**How to Design Interdisciplinary Courses in Higher Education**” - May 2022
- Attended “**capacity building for international publishing in the humanities research**” workshop in MU.

- Presented in a symposium on ‘Interdisciplinary Research in Humanities’ a lecture titled: **“Interdisciplinary Research in Humanities: Methodological and Theoretical Frameworks”**

2021

- Awarded The **‘2021 Interdisciplinary Excellence: Educational Design’**; programme certificate. Provided by **Knowledge E & EKB**.
- Attended a workshop (Webinar) titled: **“Engaged and Ethical Online Research”**, Provided by Sage Publications.
- Attended a workshop (Webinar) titled: **“Self-Management”**, by DAAD Egypt. Presenter: Dr Heba Salama
- Attended **Research Funding**, a Web-seminar; Sponsored by EKB; Tanta University and Clarivate
- Attended **Quality and Performance in Scientific Research** (Webinar) Sponsored by EKB; Tanta University and Clarivate.

2011 - 2017

- Completed **“Introduction to Education Practice for Postgraduate Research Students”** Bournemouth University, UK
- Passed **“Questionnaire Design for Social Surveys”** course; Lectured By: Prof Frederick Conrad and Prof Frauke Kreuter, University of Michigan, USA
- Participated in **“Proposal Writing GERLS”** workshop – DAAD, Lectured By, Mr Mohamed Taha

2008 - 2009

- Co-ordinated PARTENERS2, Mansoura University; Titled **“Media and Youth for Community Participation”** Co-project Cairo University; Inter news network and University of Denver, USA.

Scholarship / Award

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| 24. Awarded a Ph.D. Channel-Scheme Scholarship -
Fellowship between Mansoura and Bournemouth Universities. | 2015-2017. |
| Funded by the Egyptian Ministry for Higher Education | Roughly £21,000 |

Language Skills

- Arabic: Mother Tongue
- English: Excellent

Technical/Computer Skills

- Efficient user of SPSS for social sciences statistical analysis
- Competent user of MS Office (specially: PP Presentation, MS Word and Excel)
- A good to a competent user of AI generated content technologies (ChatGPT, Bard, among others)

Media Studies Associations Membership

- ISMRC Membership 2018 - 2019
- IAMCR Membership 2016 - 2024

Teaching Experiences (8 Years since 2016)

Undergraduate Arabic Courses:

- Teaching: “**Digital PR**” 2024-present
- Teaching: “**Integrated Marketing Communications**” 2024-present
- Co-Taught: “**Evaluating Public Relations Programmes**” 2021
- Teaching: “**Corporations’ Administration and Communication**” 2020-present
- Co-Teaching: “**Journalism Translation**” 2020-2023
- Teaching: “**Media Translation**” 2020-present
- Taught: “**Arab and International Journalism**”, MU 2019
- Co-Taught: “**Introduction to Public relations**”, MU 2019

Under and Post-graduate English Courses/Lectures:

- Teaching: “**Introduction to Public Relations and Advertising**” - UG 2019-present
- Teaching: “**Introduction to Media Studies and Practice**” - PG 2019-present
- **Lecture delivered** Nov. 2017

As a guest speaker, a lecture to level 6th students in media and communication at Bournemouth University. Titled: “*Are British Media Islamophobic?*”

25. **Lecture delivered** Oct. 2016

To Erasmus Mundus MA students in Journalism, Media and Globalisation Swansea University, UK. Invited by programme director Dr Savyasaachi Jain.

Co-supervision PhD Thesis:

1. **Ahmed Mohamed Ali** (2023-present)
Applying Social Responsibility Strategies and its Relation to Customers Satisfaction (A Field Study on Digital Service in Egypt Air)

Co-supervision Master Theses (Awarded):

1. **Ahmed Mohamed Ali**
Evaluating the Effectiveness of Public Relations Printout on the Performance of the Employees of the Ministry of Civil Aviation in Egypt

2. Laila Ramadan

Towards a Suggested Precautionary Model for Governmental Communicative Public Relations to increase Awareness of Social Disasters and Crises

3. Gihan Abd Elrhahman

The effectiveness of Social networks in forming Egyptian Public Opinion towards The offensive Cartoons Crisis

4. Farah Bin Eesa

Attitudes of the Kuwaiti Public towards Electronic Customer Service in Private Companies

5. Randa Essam

The Role of Media Campaigns in Raising Awareness about Developmental Projects and Audience's Attitude towards it

6. Esraa Sadek University youth's Attitudes towards the communicative Message of Governmental Institutions in Confronting Electronic Rumors and their Relationship with the Psychological Impacts Constituted by Them

7. Kholoud Ezz El Arab

The Effectiveness of using Assistive Technologies in the Work of the Visually Impaired and its Relation to their Vocational Performance

8. Azza Ahmed Mostafa

The Use of Artificial Intelligence Techniques in the Marketing Campaigns at the Websites of the Multinational Companies and the Attitudes of the Customers and Marketeers towards their effectiveness

9. Shaimaa Genidi

The Effect Of Goods E-Shopping On consumed Purchasing Decisions during Covid-19 Crisis

Co-supervision Master Theses (Under-Supervision):

1. Israa Hijazi (2023 – present)

Strategies of International Touristic Promotion of Private Events and the Audience's View of its Effectiveness

2. Samar Said

The Influence of the Egyptian Youth's Subscription to Influencers' Profiles on Instagram and its Relationship to Loyalty to the Brand

3. Alaa Ahmed (2022 – present)

Public Relations Practitioners' Use of the Principles of Wise Management and its Reflection on the Quality of Services Provided to the Public

4. Abdelsalam Mohammed

The Egyptian Public's Tendencies towards the Corporates' Advertisements through the Social Media Websites and Their Relation To the Brand preference

5. Mohammed Assaf (2021 – present)

The Public's Attitudes towards the Efficiency of Electronic Applications and Communicative Services in Health Institutions in Egypt

6. Basma Mohey (2020 – present)

Attitudes of Youth towards Mobile Applications to Evaluate Products and Services

7. Thany Soliman

Attitudes of University Youth Towards Announcements Influencers on Social Media

8. Fatma Elzahraa Farouk

Employing Infographics in the Television Advertising Campaigns of Service Companies in Egypt