

Contact Info:

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**Biographical
sketch:
(Academic
Degrees-
Fellowships and
Associations)**

1. B.Sc. in Journalism, Faculty of Communication, Cairo University.1975
2. M.A. in Journalism, Suhag Faculty of Arts, 1984
3. Ph.D. in Journalism, Faculty of Arts, Suhag with the first degree of honors.,1988
4. Promoted to an Assistant Media Professor 1994
5. Promoted to a Professor 2002

Publications:

The following referred research papers were published:

1-Press handling of current events, an analytical study of Al Ahram, Wafd,Osboo'(their handling of the Egyptian plane accident)

2-Trends in the production and layout of children magazines, a field study.

3-Structural components of Arabic electronic newspapers, an analytical comparative study of Al Ahram, Al Anwar and Asharq al Awsat newspapers.

4-Feedback of school textbook Layout for preparatory school students in Upper Egypt, Field Study.

5- Media handling of Luxor event. Field study.

6-Effects of using computers on performance of makeup editors in Egyptian newspapers. Field study.

7-Egyptian papers' handling of the issue of Egyptian-Sudanese relations, analytical comparative study of Al-Ahram, Wafd and Asha'b newspapers during 1995.

8-Public Relations and the image of the Egyptian Police in Upper Egypt, a field studies.

9-The Internal functions of Public Relations in the Central Security Machinery. field study.

10- Public relations functions in The Assuit Petroleum Refinery Company. Assessment Study.

11-Egyptian newspapers handling issue of market economy transformation. Analytical Study.

12-School Newspapers Layout at different age groups.

13- Designing and layout of school newspapers.

14- Social and economic issues as presented during the People's Assembly elections.

15- The relationship between form and content of newspapers, an applied study on makeup editors toward front page of Egyptian newspapers.

16- Development of Investigation form layout techniques, an analytical comparative study of Al Akhbar and Akher Sa'a papers in different periods.

Published Books:

17- Newspapers Layout: Theory and Practice.

	<p>18- Magazine Layout.</p> <p>19-Public Relations from the perspective of Social Service.</p> <p>20-Administration of Social Institutions.</p> <p>21- International Communication.</p> <p>22- Political Science: An Introduction.</p> <p>23 – Public Relations Management.</p> <p>24- Specialized Newspapers Layout.</p>
<p>Academic Research Interests:</p>	<p><u>Supervision of Academic Dissertations:</u></p> <p>Several M A and Ph.D. dissertations were supervised. These include:</p> <p>1-The role played by economic sections in newspapers in spreading awareness of economic reform issues.</p> <p>2-Press handling of disasters.</p> <p>3-Advertizing in regional newspapers.</p> <p>4-Techniques in the production and layout of Arabic military magazines.</p>

5-Diplomatic communication in Egyptian newspapers.

6-Interactivity in e-newspapers web sites.

7-The image of the United Nations in Arab newspapers.

8-Trends in the media discourse in handling the issues of Islamic minorities as illustrated by Arab newspapers.

9-Designing a female Egyptian Magazine.

10- The social responsibility of television advertising.

11-Pressures affecting the work of communicators in public relations departments.

12- Utilizing regional media by people in Upper Egypt.

13-Egyptian papers handling of corruption issues.

14-Layout of e-papers on the Internet, an applied study of Egyptian and American papers.

15-Layout of sports newspapers,

16-Factors affecting the Layout of front page in Egyptian private newspapers.

17-Factors affecting the Layout of the weekly edition of Arabic newspapers.

18-The role played by diplomatic media men in shaping public Audience Attitudes.

19- Dramatic handling of Naguib Mahfoouz's novels.

20- Role of Egyptian Newspapers in spreading awareness of parliamentary issues.

Conferences:

- 1- Papers were presented in a number of conferences organized by Mass Communication faculties and in other faculties including Demyatt Faculty of Education, Minia Faculty of Arts, Assuit and South Valley, Faculties of Arts.
- 2- Organizing a number of academic conferences in South Vally University, in Luxor, Red Sea, Suhag and Aswan.