Curriculum Vitae
January, 2010

Basyouni Ibrahim Hamada (PhD)
Professor of Communication & Public Opinion, Cairo University & American University in Cairo
Former Acting Dean, Faculty of Mass Communication, MSA University
http://www.msa.eun.eg/index_mcom.htm
Secretary General, Global Communication Research Association
http://gcra.uaeu.ac.ae/
Chairman, Communication Research Center (CRC)
http://crcegypt.com/

Academic Qualifications

- The Professorship rank from Cairo University, (my home university) Faculty of Mass Communication, Egypt, 2002.

- The Associate Professor rank from Cairo University, Faculty of Mass Communication, 1997.

- Ph. D., Cairo University, Faculty of Mass Communication, Egypt, 1991.

  Major: Mass Communication.
  Dissertation: Mass Media and Decision Making: An Applied Research on Egyptian Decision Makers.
  Grade: Excellent with honors.

- M.A. Cairo University, Faculty of Mass Communication, Egypt, 1987.
  Major: Mass Communication.
  Thesis: Agenda-Setting Function of Mass Media.
  Grade: Excellent with honors.

- B.A: Cairo University, Faculty of Mass Communication, Egypt, 1983.
  Major: Mass Communication.
  Grade: Excellent with honors.

Academic & Work Experience

- 2010- Present, Professor of Communication & Public Opinion, Faculty of Mass Communication, Cairo University.
- 2009, Advisor to Minister of State, UAE.
- September 2005-Present, Professor of Communication and Public Opinion, Faculty of Mass Communication, Cairo University,

- October 2008- Present, Accredited External Examiner/Supervisor at American University of London, www.americanuniversity.org.uk

- September 2007-September 2008, Acting Dean, Faculty of Mass Communication, MSA University,

- September 2007-Spring, 2008, Professor of Communication, Department of Journalism and Mass Communication, The American University in Cairo (AUC).

- June 2007-Present, President & CEO, Communication Research Center., (CRC), www.crcegypt.com

- September 2006-January 2006, Chair, English Department, Faculty of Mass Communication, Cairo University.

- September 2003-September 2005: Office of the Assistant Provost for Scientific Research Affairs United Arab Emirates University. http://srs.uaeu.ac.ae/en/

- 2001- Present, Secretary General, Global Communication Research Association. http://gcra.uaeu.ac.ae/

- July 2008- Present, Chair, IAMCR Islam & Media Working Group,

- 1997-2005: Associate Professor, Division of Language and Communication, Mass Communication Program, Faculty of Humanities and Social Sciences, United Arab Emirates University. http://www.uaeu.ac.ae

- 1996-1997: Associate Professor, Department of Communication, Faculty of Revealed Knowledge and Human Sciences, International Islamic University Malaysia (IIUM), Malaysia. http://www.iiu.edu.my/academics.php

- 1991-1996: Assistant Professor of Mass Communication, Faculty of Mass Communication, Cairo University, Egypt. http://www.cairo.eun.eg/

- 1987-1991: Teaching Assistant, Faculty of Mass Communication, Cairo University, Egypt.

- 1983-1987: Lecturer, Faculty of Mass Communication, Cairo University, Egypt.

Teaching Experience
Undergraduate Courses Taught at Cairo University
- Communication Theories
- International Communication
- Public Opinion
- Public Relations Campaign Strategies
- Public Relations Management
- Advertising Management and Campaign Planning

- Advertising Editing and Layout
- Mass Communication Research Methods (1)
- Mass Communication Research Methods (2)
- Persuasion
- Issues in Mass Communication Research
- Mass Media & Society
- Development Communication
- Communication in Modern Societies
- Introduction to Mass Communication
- Organizational Communication
- Social Marketing
- Principles of Public Relations
- Planning in Public Relations
- Public Relations Management
- Applications of Public Relations
- Special Subject in Public Relations
- Practicum in Public Relations
- Internship in Public Relations
- Principles of Advertising
- Economics of Advertising

Graduate Courses Taught at Cairo University

- Communication Research Methods
- Media and Society
- Special Subject in Public Relations
- International Advertising
- Public Opinion and Persuasion
- Mass Communication Theories

Undergraduate Courses Taught at the International Islamic University Malaysia (IIUM)

- Introduction to Communication
- Communication Theories
- Principles of Advertising
- Management of Advertising
- Public Relations Campaign Strategies
- Principles of Public Relations

Undergraduate Courses Taught at United Arab Emirates University

- Communication in Modern Societies
- Development Communication
- Introduction to Mass Communication
- Organizational Communication
- Social Marketing
- Principles of Public Relations
- Case Studies in Public Relations

- Public Relations Writing
- International Public Relations
- Public Relations Research
- Readings in Public Relations
- Applications of Public Relations
- Special Subject in Public Relations
- Practicum in Public Relations (1)
- Practicum in Public Relations (2)
- Internship in Public Relations
- Capstone Course in Public Relations
- Principles of Advertising
- Economics of Advertising
- Advertising Management and Advertising Campaign

Undergraduate Courses Taught at American University in Cairo (AUC)
- Media Ethics
- Introduction to Mass Media

Undergraduate Courses Taught at Faculty of Mass Communication, MSA University
- Mass Communication Theories and Models
- Principles of Public Relations

Scholarly Publications

Articles Published in Refereed English Journals

1. Hamada, Basyouni I. et al, Modeling Perceived Influences on Journalism: Evidence from a Cross National Survey of Journalists, Journalism and Mass Communication Quarterly, Spring, 2010.

2. Hamada, Basyouni I., Satellite Television and Public Sphere in Egypt: Is There a Link?, Global Media Journal, Spring, 2008. http://lass.calumet.purdue.edu/cca/gmj/sp08/gmj-sp08-hamada.htm

3. Hamada, Basyouni I., Development Communication: A Critical Appraisal, Journal of Global Communication Research Association, Fall 2004. http://gcra.uaeu.ac.ae

4. Hamada, Basyouni I. , Global Culture or Cultural Clash, An Islamic Intercultural Communication Perspective, Global Media Journal, Fall 2004. http://lass.calumet.purdue.edu/cca/gmj/

5. Hamada, Basyouni I. ICTs and Cultural Diversity with Special Reference to the Islamic Perspective, The Journal of International Communication, Volume 10, Number 1, 34 – 53, 2004.

6. Hamada, Basyouni I., <u>Satellite Broadcasting Regulation and Cultural Exception: An Arab Islamic View</u>, The Egyptian Journal for Communication Research, Volume 22, Number 1, 2004.

7. Hamada, Basyouni I., <u>Media**, **Violence and Terrorism in the Arab World</u>: <u>Critical Assessment</u> Political Research Series, Center for Political Research and Studies, Faculty of Economics and Political Sciences, Cairo University, Egypt, 1-25, 2004.

8. Hamada, Basyouni I., <u>Internet Potentials for Democratization: Challenges in the Arab World,</u> The Journal of Development Communication, Volume 14, Number 2, 12 – 31, 2003.

9. Hamada, Basyouni I., <u>Historical and Political Analysis of Mass Media in Egypt</u>, The Egyptian Journal for Communication Research, Volume 9, Number 2, 1-31, 2002.

10. Hamada, Basyouni I., <u>The Arab Image in the Minds of Western Image-Makers,</u> The Journal of International Communication<u>,</u> Volume 7, Number 1, 7-35, 2001.

11. Hamada, Basyouni I., <u>The Initial Effects of the Internet on the Muslim Society</u>, The Journal of International Communication, Volume 6, Number 2, 50–70, 1999.

Chapters Published in Refereed English Scientific Books

1. Hamada, Basyouni I., <u>Satellite Broadcasting Regulation and Cultural Exception: An Arab Islamic View of Communication</u>, in Kiran Prasad, (Ed), Media Law and Ethics: Readings in Communication Regulation, BRPC, India, 2007.

2. Hamada, Basyouni I., <u>Communication Revolution and Academic Freedom in the Arab and African Universities</u>, in Ahamed Butan, (Ed), UNESCO, 2007.

3. Hamada, Basyouni I., <u>Communication Revolution and the Right to publish,</u> in Ahamed Butan, (Ed), UNESCO, 2007.

4. Hamada, Basyouni I., <u>Media**, **Violence and Terrorism in the Arab World</u>, in Boafo S. T. Kwame and Coudray Sylvie, (Eds), Media, Violence and Terrorism, UNESCO, Paris, 101 – 106, 2003.

5. Hamada, Basyouni I., <u>Islamic Culture Theory, Arab Media Performance and Public Opinion,</u> in Splichal, Slavko. (Ed), Public Opinion and Democracy, Hampton Press, Cresskill, New Jersey, USA, 215-239, 2001.

6. Hamada, Basyouni I., <u>Arab Media and Communication Systems in the Information Age: The Challenges and Responses</u>, in Naren Chitty, (Ed),

Faces of Globalization, Media and Communication in the Age of Globalization, Ganga Publishing House, India, 120-145, 2003.

Articles Published in Refereed Arabic Journals

1. Hamada, Basyouni I., <u>Environmental Communication, The Reality and Future Visions, An Assessment Research</u>, Global Media Journal, The Arabic Version, Department of Journalism and Mass Communication, The American University in Cairo, 2006.

2. Hamada, Basyouni I., <u>Social Impact of Mass Media : The Recent Global Research Trends.</u> Egyptian Journal for Public Opinion Research, Volume 8, Number 2, Volume 2, 25- 65, 2003.

3. Hamada, Basyouni I., <u>Freedom of International Electronic Information and the Sovereignty of National State with Special Reference to the Developing Countries,</u> Political Research Series, Center for the Study of Developing Countries, Faculty of Economies and Political Sciences, Cairo University, Egypt, Number 3, 1-40, 2002.

4. Hamada, Basyouni I., <u>United Arab Emirates and Communication Technologies: Theoretical and Practical Trends,</u> Egyptian Journal for Public Opinion Research, Volume 2, Number 1, 47-96, 2001.

5. Hamada, Basyouni I., The <u>Role of Mass Media in Setting the Agenda of Educational Issues in the Arab World</u>, Political Research Series, Center for Political Research and Studies, Faculty of Economics and Political Sciences, Cairo University, Egypt, Number 99, 5 – 45, 1996.

6. Hamada, Basyouni I., <u>Media Use and Political Participation</u>, Political Research Series, Center for Political Research and Studies, Faculty of Economics and Political Sciences, Cairo University, Egypt, Number 99, 1 – 42, 1995.

7. Hamada, Basyouni I., <u>Media Use and Political Efficacy of Public Opinion in Egypt</u>, Political Research Series, Center for Political Research and Studies, Faculty of Economics and Political Sciences, Cairo University, Egypt, Number 88, 1-39, 1995.

8. Hamada, Basyouni I., The <u>Relationship Between Journalists and Politicians in the Arab World,</u> Journal of Aalam Al- Fikr, Kuwait, The National Council for Culture and Arts, Number 26, 66-100, 1994.

9. Hamada, Basyouni I., <u>Experimental and Quasi Experimental Research Designs</u>, in Wadoda Badran,(Ed), Research Designs in

Social Sciences, , Center for Political Research and Studies, Cairo University, Egypt , 89 – 120, 1992.

Books Published (in Arabic)

1. Towards a Media and Communication Strategy to Support Overpopulation Problem in Egypt, Cairo, Alamalkotob, 2009.

2. Hamada, Basyouni I., Studies in Communication, Communication Technologies and Public Opinion, Cairo, Alamalkotob, 2008 (583 pages).

3. Hamada, Basyouni I., Opinions in Press, Politics and Society, Cairo, Alamalkotob, 2008 (200 pages).
http://www.alamalkotob.com/productdetails.aspx?ProductID=1184

4. Hamada, Basyouni I., Recent Global Research Trends in Media and Communication Technologies, Al Bayan Newspaper, Dubai, United Arab Emirates, 2003 (237 pages).

5. Hamada, Basyouni I., Public Opinion and Decision Making, The Emirates Center for Strategic Studies and Research, Abu Dhabi, United Arab Emirates, 2002 (30 pages).

6. Hamada, Basyouni I., Mass Media and Politics: Cairo, Nahdet Al- Shark Publishing House, Cairo, Egypt, 1997(375 pages).

7. Hamada, Basyouni I., The Role of Mass Media in Decision Making in the Arab World,,   Arab Unity Studies Center, Beirut, Lebanon, 1993 (368 pages).

Papers Published in the Proceedings of International Conferences (In English)

1. Hamada, Basyouni I., Media Reform and Credibility in Egypt: An Applied Research, IAMCR, Paris, 2007.

2. Hamada, Basyouni I., New Media and Islamic Cultural Diversity in a Globalized World. The International Conference and General Assembly of the International Association for Media and Communication Research (IAMCR), Porto Alegre, Brasil, 2004, the paper is available at: http://www.pucrs.br/famecos/iamcr/indexe.htm

3. Hamada, Basyouni I., Informational Revolution: Major Trends and Developments, UNDP Conference in association with UNESCO Office and Dubai Women's College on Arab Women

and Information Technologies Dubai, UAEU, 1-3 January, 2004, (Power Point Presentation attached).

4. Hamada, Basyouni I., <u>Al Jazeera TV and September 11th, 2001: An Arab Islamic World View of Terrorism</u>, INA, 1 Harmattan, Paris, Volume 3. 51-72, 2003, (Published in English & French).

5. Hamada, Basyouni I., <u>Reflections on Arab TV and Arab National Identity,</u> INA, 1 Harmattan, Paris, Volume 1. 101 – 104, 2003, (Published in English & French).

6. Hamada, Basyouni I., <u>Good Governance, Transparency, Accountability and Development Communication: Are Decentralization and Democratic Participation the Same?,</u> UNESCO International Experts Brainstorming Meeting on Development Communication, New Delhi, 1-3 September, 74 – 76, 2003.

7. Hamada, Basyouni I., <u>Reflections on ICTs and Poverty Alleviation,</u> UNESCO International Experts Brainstorming Meeting Proceedings on Development Communication, New Delhi, 1-3 September, 1- 5, 2003.

8. Hamada, Basyouni I., <u>Information and Communication Technologies: Opportunities and Challenges for Cultural and Linguistic Diversity</u>, Proceedings of the Conference of the French National Commission for UNESCO in association with UNESCO on: "Freedom of Expression in the Information Society" in preparation for the World Summit on Information Society, Geneva, 71-101, 2002. the paper is available at: http://www.unesco.org/comnat/france/Colloque_liberte_expression_2002/B_I_Hamada.doc

The English & French versions are available at: http://www.unesco.org/comnat/france/coloque_Com09et10_2002.htm

Papers Presented at International Conferences (in English)

- Hamada, Basyouni I., Hanitzsch, Thomas, Rosa Berganza, Incilay Cangoz, , Folker Hanusch, Sonia Virginia Moreira, Peter G. Mwesige, Claudia Mellado Ruiz, Zvi Reich & Dani Vardiansyah Noor (2009): Modeling Perceived Influences on Journalism: Evidence from a Cross-National Survey of Journalists, 59th Annual Conference of the International Communication Association, Chicago, 21-25 May 2009
- Hamada, Basyouni I., Hanitzsch, Thomas, Incilay Cangoz, Folker Hanusch, Christopher Karadjov, Sonia Virginia Moreira & George Terzis (2008): Cultural Determinants of the Journalist's Professional Worldviews: A Cross-

National and Multilevel Analysis, ECREA's 2nd European Communication Conference "Communication Policies and Culture in Europe", Barcelona, 25 - 28 November 2008.

- Hamada, Basyouni I., Hanitzsch, Thomas, Mihai Coman, Rosa Berganza Conde, Folker Hanusch, Christopher Karadjov, Zvi Reich, Peter G. Mwesige & George Terzis (2008): Perceived Influences on Journalistic Cultures and Professional Autonomy: A Cross-National Comparison, 26th Congress of the International Association for Media and Communication Research, Stockholm, 20-25 July 2008.

- Hamada, Basyouni I., Journalistic Culture in Government and Privately – owned Media Organizations in Egypt: A Comparative Analysis, presented at The International Communication Section. International Association for Media and Communication Research (IAMCR), Stockholm, 2008.

- Hamada, Basyouni I., The Democratic Potentials of the Islamic Theory of Public Sphere versus the Legal Framework of Politics and Media in the Arab World, presented at the conference of International Association for Media and Communication Research (IAMCR), Stockholm, 2008.

- Chair one of the session of Islam and Media Working Group, held at International Association for Media and Communication Research (IAMCR), Stockholm, 2008. http://www.mediaandglobaldivides.se/programme/46-programme/83--sections-and-working-groups.html

- Hamada, Basyouni I., Terrorism and Media Discourse, presented at the Conference of "Development, Terrorism, and Security in the Middle East, organized jointly by The National Center for Middle East Studies, Terrorism Studies and Research Program and Konrad Adenauer Stiftung, December 5-6, 2007, in Cairo.

- Hamada, Basyouni I., The Role of Media in International Conflicts: paper presented at AUC Symposium on "Media and Wars" AUC, 2006.

- Hamada, Basyouni I., Media & Civil Society, Paper Presented at the International Conference on "Media, Civil Society and Good Governance, Center for Political Research and Studies, Cairo University, Egypt, 2006.

- Hamada, Basyouni I., ICTs and Sustainable Development: Strategies and Research Trends: Keynote Address, 12-14 December, 2005, South China Normal University, Guangzhou Province, China.

- Hamada, Basyouni I., Media that Arab Citizens want: Free, Independent, Pluralistic and Responsible, UNESCO/IPDC Experts' Meeting on Media Development in the Arab Region, 6-8 December 2004, Doha (Qatar).
- Hamada, Basyouni I., Emiratization in Media: Labor Force Perspective, International Conference of Gulf Research Centre on "Manpower and Unemployment in the Gulf Region, Dubai, UAE, October, 9, 2004.

- Hamada, Basyouni I., <u>New Media and Islamic Cultural Diversity in a Globalized World.</u> The International Conference and General Assembly of the International Association for Media and Communication Research (IAMCR), Porto Alegre, Brasil, 2004.

- Hamada, Basyouni I., <u>Informational Revolution: Major Trends and Developments,</u> , UNDP Conference in association with UNESCO office and Dubai Women's College on Arab Women and Information Technologies Dubai, UAEU, 1-3 January, 2004.

- Hamada, Basyouni I., <u>Satellite Broadcasting Regulation and Cultural Exception,</u> An Arab Islamic View, Barcelona Forum, 2004, 28-29 May, 2004.

- Hamada, Basyouni I., <u>Good Governance, Transparency, Accountability and Development Communication: Are Decentralization and Democratic Participation the Same?</u> UNESCO International Experts Brainstorming Meeting on Development Communication, New Delhi, 1-3 September, 2003.

- Hamada, Basyouni I., <u>Reflections on Arab Television and Arab National Identity,</u> The International Forum of the National Audio-Visual Institute on: "Media and Temporality", Paris, France, 2002.

- Hamada, Basyouni I., <u>Internet and Democratization with Special Reference to the Arab World,</u> The International Conference of the Union for Democratic Communication on: "Democratic Communication in a Branded World", School of Journalism and Communication, Carleton University, Ottawa, Canada, 2001.

- Hamada, Basyouni I., <u>Arab Media and Communication System in the Information Age: The Challenges and Responses,</u> The International Conference of the Global Communication Research Association on: "Media & Communication Research in the Age of Globalization", Macquarie University, Sydney, Australia, 2001.

- Hamada, Basyouni I., <u>Communication Technologies in the United Arab Emirates,</u> International Conference on: Zayed: Visions and Achievements, Abu Dhabi, UAE, 2001.
- Hamada, Basyouni I., <u>Arab Image in the Minds of Western Image- Makers,</u> The 23rd IAMCR General Assembly and Scientific Conference on: "Communication Beyond 2000, Technology, Industry and The Citizen in the Age of Globalization", Singapore, 2000

- Hamada, Basyouni I., <u>The Initial Effects of the Internet on the Muslim Society,</u> the 22nd IAMCR Scientific Conference on: "After Ten Years of Change: Media Systems in Transition on the Eve of the Information Society of the 21st Century", Leipzig, Germany, 2000.

- Hamada, Basyouni I., <u>Islamic Cultural Theory, Arab Media Performance and Public Opinion</u>, the 21st IAMCR Scientific Conference and General Assembly of IAMCR, Glasgow, Scotland, 1998.

- Hamada, Basyouni I., <u>Mass Media in Egypt</u>, The Conference of Communication Department, International Islamic University Malaysia on: Mass Media in Muslim World, Malaysia, 1997.

Organizing of International and Local Conferences

- International Association for Media and Communication Research (IAMCR) Islam & Media Working Group Conference organized in New Mexico, August 2009, in which I was responsible for: choosing the theme of Islam & Media Working Group, circulating call for papers, selecting papers for presentation, selecting chairs of sessions, in addition to many other administrative procedures.
- Organizing a joint conference between Marriage Fund and Emirates Center for Strategic Research & Studies in may 2009 on "Emirates Youth and International Financial Crisis" in which I was responsible for determining the conference theme, researchers and speakers, topics of the conference, and other logistics for the event as a whole. I also presented a paper on "International Media and management of International Financial Crisis".
- Organizing a joint conference between Marriage Fund and Gulf Center for Research & Studies in may 2009 on "Global Culture and Family Stability in Emirates" in which I was responsible for determining the conference theme, choosing papers' presenters and topics of the conference. I also presented a working paper on the general theme of the conference.
- Organizing a joint conference between Marriage Fund and Al Bayan Research Center in April 2009 on " Youth and Social Development in Emirates: Challenges & Responsibilities " in which I was responsible for determining the conference theme, researchers and speakers, topics of the conference, and other logistics for the event as a whole.

Attendance of International, Regional & Local Conferences/Symposia

1. Hamada, Basyouni I., the 6TH UAE <u>Annual Research Conference,</u> Al Ain, UAE Scientific Research Affairs, UAEU, 28– 30 April, 2005.

2. Hamada, Basyouni I., 5th UAE <u>Annual Research Conference,</u> Al Ain, UAE Scientific Research Affairs, UAEU, 28– 30 April, 2004

3. Hamada, Basyouni I., <u>The 4th UAEU Annual Research Conference,</u> Al Ain, UAE Scientific Research Affairs, UAEU, 27 – 29 April, 2003.

4. Hamada, Basyouni I., <u>The Third UAEU Annual Research Conference,</u> Al Ain, UAE Scientific Research Affairs, UAEU, 27 – 29 April, 2002.

5. Hamada, Basyouni I., <u>The Annual Conference of the Faculty of Humanities and Social Sciences</u> on: Globalizing: Reactions and Interactions, Al Ain, UAE, FHSS, 25-27 April 2003.

6. Hamada, Basyouni I., <u>The Annual Conference of the Faculty of Humanities and Social Sciences</u> on: The Future of Social Sciences, Al Ain, UAE, FHSS, 25-27 April, 2002.

7. Hamada, Basyouni I., <u>The Arab Summit for Information and Communication Technologies</u>, Dubai, UAE. Dubai Internet City, 12 October 2002.

8. Hamada, Basyouni I., <u>International Conference on: Globalization: The Perceptions, Experiences and Responses of the Religious Traditions and Cultural Communities in the Asia Pacific</u> Region, Kuala Lumpur, Malaysia, The International Movement for a Just World (JUST), Malaysia and The International - Christian Peace Movement (Pax CHRIST), Australia, 1- 2 May, 1997.

9. Hamada, Basyouni I., <u>International Conference on: English and Islam: Creative Encounters,</u> Kuala Lumpur, Malaysia, International Islamic University Malaysia, 5-7 December 1996.

10. Most International Conferences organized by Faculty of Mass Communication, Cairo University & Center for Political Research and Studies, Faculty of Economics and Political Sciences as well as other academic media institutions in Egypt, during the period from 1983 to 1995, were attended.

Externally Funded Research Projects

1. July, 2009, Towards Media & Communication Strategy to Support Population Policies in Egypt, Funded by The National Population Council, Egypt.
2. Selected in December 2007 to conduct the Egyptian Case as part of the international research project: **Worlds of Journalism Project** as a quantitative survey. For more information about the project, Please visit the link below. http://www.worldsofjournalisms.org/network.htm

3. November 2007–February 2008, <u>Saudi Satellite Television Project</u>: The project aims to analyze the content of about 160 Saudi Satellite Television Channels during the period from November 1, 2007 to January 31, 2008. The purpose is to evaluate the performance of the government as well as the privately–owned channels. This is a joint research project conducted with Center for Communication Research of the Arabian Advanced Systems.

4. September 2004, Research Project on: <u>Dubai Exhibition Industry: Past Experience, Present Situation and Future Trends</u> (Principal Investigator). Funding Organization: Department of Economic Development, Dubai Government.
5. August 2004, Research Project on: <u>Abu Dhabi Police Workplace Environment: Staff Survey</u> (Principal Investigator). Funding Organization: Abu Dhabi Police, Ministry of Interior, UAE.
6. August 2004, Research Project on: <u>Public Attitude Towards Abu Dhabi Police,</u> (Principal Investigator). Funding Organization: Abu Dhabi Police, Ministry of Interior, UAE.
7. April 2003, Research Project on: <u>Listeners' Survey of Abu Dhabi Radio</u> (Principal Investigator). Funding Organization: Abu Dhabi Radio.

8. April 2003, Research Project on: <u>Workplace Environment and Future Directions of Abu Dhabi Radio,</u> (Principal Investigator). Funding Organization: Abu Dhabi Radio.
9. May 2004, Research Project on: <u>Al Ain Community Policing,</u> (Principal Investigator). Funding Organization: Al Ain Police.
10. January 2003, Research Project on: <u>Al Ain Tourism Festival Survey</u> 2003, (Co – Investigator), Funding Organization: Al–Ain Economic Development and Tourism Promotion Authority.

Research Papers Grants

- May 2002: UNESCO grant to conduct a research project on: <u>Media, Violence and Terrorism in the Arab World: A Critical Assessment from January 1998 to December 2002.</u>

  - August 2002: UNESCO grant to conduct a research paper on <u>Information and Communication Technologies: Opportunities and Challenges for Cultural and Linguistic Diversity</u>

  - July 2002: The French National Audio-Visual Institute grant to conduct two research papers on: 1) <u>Al Jazeera TV and September 11th, 2001: An Arab Islamic World View of Terrorism</u>, and 2) <u>Reflections on Arab TV and Arab National Identity.</u>

Academic Financial Support

- May 2008, Cairo University financial support to contribute to the conference of the International Association for Media and Communication Research (IAMCR) that will be held in Stockholm.

- July 2007, Cairo University financial support to contribute to the conference of the International Association for Media and Communication Research (IAMCR), held in Paris.
- July 2006, Cairo University financial support to contribute to the third conference of the Global Communication Research Association, held in China.
- May 2005, World Bank financial support to contribute to the meeting of the Steering Committee that was held in June 2005, Rom, Italy for preparation of the first World Congress on Communication for Development.

- December 2004, UNESCO financial support to contribute to the UNESCO Experts Meeting on Arab Media Development, Doha, Qatar.

- July 2004, United Arab Emirates University financial support to attend the International Conference of IAMCR held in Porto Alegre, Brasil.

- May 2004, Catalonia Broadcasting Council financial support to contribute to Barcelona Forum held in Barcelona.

- January 2003, UNESCO financial support to contribute to UNESCO Development Communication Experts Meeting Held in New Delhi, India.

- 2003, INA financial support to contribute to INA conference on media coverage of September 11, 2001, Paris, 2003.

- September 2001: Friedrich Ebert Stiftung (Germany) financial support to attend the international conference of the Global Communication Research Association held in Sydney, Australia.

- July 2002: United Arab Emirates financial support to contribute to the International Conference of   IAMCR held in Barcelona.

- 2002, financial support of the French National Commission for UNESCO in association with UNESCO to contribute to the works of the panel for preparation phase for the World Summit on Information Society, Geneva.

- May 2001: Union for Democratic Communication financial support to attend the International Conference of the union held in Ottawa, Canada.

- July 2000: United Arab Emirates University financial support to attend the International Conference of IAMCR held in Singapore.
- July 1999: United Arab Emirates University financial support to attend the International Conference of IAMCR held in Germany.

- July 1998: United Arab Emirates financial support to attend the International Conference of IAMCR held in Glasgow.

- May 1996: International Islamic University Malaysia Grant to attend the international conference of the International movement for a Just World, held in Malaysia.

- **Membership in Professional and Academic Associations and Journals**

- Member of the Advisory and Review Board of, <u>Journal of Promotion Management</u>, Louisiana State Uni., USA. To have a look over the advisory & review board please see this link: http://richardnelson.org/JPMboardcurrent.html

- Full details on journal of promotion management are found at: http://www.informaworld.com/smpp/title~content=t792306911~db=all

- Member of the Editorial Board of International Journal of Communication, Division of Culture, Media and Society, Macquarie University, Sydney, Australia, 2002- present.
- Full details on the journal are available at: http://www.internationalcommunicationsjournal.com/editorial.asp

- Secretary General, Global Communication Research Association (GCRA) Macquarie University, Sydney, Australia, 2001- present.

- Founding member & Managing Editor, Journal of the Global Communication Research Association. 2002 – 2005.

- Member of the International Organizing Committee of the 26 IAMCR conference that has been held in the American University of Cairo (AUC), July 2006 on: Information and Communication Technologies and Knowledge Society

- Member of the International Organizing Committee of the third international conference of the Global Communication Research Association on: ICT and Sustainable Development: Strategies and Research Trends, December 12 to 14, 2005, South China Normal University, Guangzhou, Guangzhou Province, China.

- Member of the Organizing Committee of the 6th UAE Annual Conference, 2005.

- Member of the Organizing Committee of the 5th UAE Annual Conference, 2005.

- Member of the Organizing Committee of the 4th UAE Annual Conference, 2004.

- Member of UNESCO panel for the preparation phase of the World Summit on Information Society (WSIS) in 2002.

- Member of the International Organizing Committee of the second international conference of the Global Communication Research Association on: Communication for Development in the Information Age: Extending the Benefits of Technology for All, January 7-9, 2003, Banaras Hindu University, Varanasi, India.

- Member of the International Organizing Committee of the first international conference of the Global Communication Research Association on: Media and Communication Research in the Age of Globalization, Macquarie University, Sydney, Australia, September 24 – 26, 2001.

- Founding member & Secretary of IAMCR Islamic Media Working Group, International Association for Media & Communication Research (IAMCR), 2002 - present.

- Associate Editor &member of Advisory Board, Global Media Journal, American University in Cairo.

- Member of the Editorial Board, Research Sector Magazine, UAE University, 2003 –2005

- Member, Experts Referee Panel for Research Review, Kuwait University, 2003-2005.

- Member, Academic Promoting Committee, Kuwait University, 2003-2005.

- Member of   International Association for Media and Communication Research (IAMCR), 1990 - present.

- Founding member of Under Represented Areas Network (URAN) and the coordinator of the Arab world, 2000 - present.

- Member of Union for Democratic Communications (UDC), Ottawa, Canada, 1998-present.

- Member of the Arab American Educators Association, 1999 - present.

- Member of the Executive Board of Population Communication Society of Egypt, 1995 - 1998.

- Member of the Arab Press Prize Committee of Dubai Press Club and Federation of Arab Journalists in 2000

International Achievements

- Selected in 2008 as the Chairman of the Swedish-Egyptian Committee for Journalism and Communication Curricula Development. The Swedish International Development Cooperation Agency **SIDA** & The Swedish Institute for Further Education of Journalists **FOJO** and The Faculty of Mass Communication at Cairo University have agreed in principle to launch a joint large-scale project that will focus on a) media literacy, b) Journalism education curriculum development, c) Youth media production workshops, and d) Media and human rights textbook.
  For more information about this project, please contact Fojo director at:
  http://fojointernational.fo.hik.se/fojo_international/fojo

- Selected by the World Bank, UNESCO, and FAO to serve on the Steering Committee (StC) of the First World Congress on Communication for Development (WCCD) that was held in March 2006 in Rom, Italy. The first face-to-face meeting of the Steering Committee was held in Rom, June 29 until July 1, 2005. The second meeting was held in the World Bank Headquarter in Washington D.C, IN 2005. The proceedings of the congress can be accessed at the link below:
- ftp://ftp.fao.org/docrep/fao/010/ai143e/ai143e01.pdf

- As Founder and Chairman of the communication research center (CRC) www.crcegypt.com, I am working to help redress the gap between academic and applied research in Egypt and Arab region as well. The center adopts the international code of ethics and has prominent communication scholars serving on the Advisory Board.

- Served as the Visiting Editor of the Global Media Journal, the Arabic Edition, Fall, 2007. For more information about this issue, please visit the link below: http://www1.aucegypt.edu/academic/gmj/07Fall/editorsnote.html

- As Acting Dean of the Faculty of Mass Communication at M.S.A University I was responsible for all tasks and activities that led to the accreditation of the program of study by Middlesex University, it was a great success that the program of study has been revalidated and accredited by a British University. My responsibilities include: Coordination with the program leaders, Link Tutor and all Staff members in the revalidation process, facilitating requirements for Mass Communication Faculty, managing student activities, staff issues, training and development, updating module materials and modules guides, supervising and implementing time table and reporting to the President of MSA on staff affairs, student affairs and program of the study.

- As Secretary General of the Global Communication Research Association and member of the International Organizing Committee of the Association's conferences, I worked with the President of the Association and local organizers to promote the conferences' call for papers; preparing the academic programs of the conference, organizing the business meetings of the Executive Board and other organs of GCRA. Also had a role in the inaugural proceedings, making a keynote address at the opening sessions. Chairing many panels in addition to the final session of the conferences. Furthermore, work together with a multi-media designer at the United Arab Emirates University to design and update the website of the three conferences at: http://gcra.uaeu.ac.ae

- As Managing Editor of the Journal of Global Communication Research Association, I initiate the call for papers, conduct the preliminary review for submitted articles for possible publication in the journal, choose the papers' referees, make follow–up , notify the authors with review outcomes, decide on the possibility of accepting or rejecting the articles, oversee the Journal's website which is available at: http://gcra.uaeu.ac.ae

- Selected to serve as a member of UNESCO panel for the preparation phase of the World Summit on Information Society (WSIS) in 2002. The work responsibility includes taking part in preparing an action plan to be considered by WSIS that has been held in Geneva December 2003; conducting a research paper on: Information and Communication Technologies in the Information

Age: Opportunities and Challenges for Cultural and Linguistic Diversity. My contribution as well as others' works are published at http://www.unesco.org

- Selected in (1998) to review a textbook entitled "Principles of International Journalism and International Information Exchange" to be taught in Arabic, English, and Russian languages in the College of Journalism, University of Merzah, O'zbekiston.

- Selected as reviewer for some English and Arabic refereed journals.

Membership at UAE & Cairo Universities Committees

- Committee Member, Higher Studies Committee, Faculty of Mass Communication, Cairo University, 2005-Present
- Committee Member, UAE University Image-Building Plan.
- Committee Chair, Scientific Research, Division of Language and Communication, 2004.
- Committee Member, Search Committee, Division of Language and Communication, 2004.
- Committee Member, UAE University Committee for Financing and Coordinating between Projects of Creative Teaching Methods, 2003.
    - Committee Member, Faculty of Humanities and Social Sciences, Statistical Analysis of Final Exam Results Committee, 1998-2002.
    - Committee Member, Faculty of Humanities and Social Sciences, The Curriculum Committee, 1999-2003.
    - Committee Member, Faculty of Humanities and Social Sciences, The Travel Committee, 1998-2002.
    - Committee Member, Faculty of Humanities and Social Sciences, Higher Studies Committee, 2000-2002.
    - Committee Member, Faculty of Humanities and Social Sciences, Academic Research Committee 2000-2003.
    - Committee Chair, Department of Mass Communication, Scientific Research Committee, 1999-2003.
    - Committee Member, Department of Mass Communication, Self- Evaluation Study Committee, 1998.
    - Committee Member, Faculty of Humanities and Social Sciences, The Development Committee. (1997-1999).
    - Committee Member, Faculty of Humanities and Social Sciences, Faculty Annual Report Committee (1997-2002).
    - Committee Member, Faculty of Humanities and Social Science, The Faculty 5-year Plan Committee, 2001.
    - Committee Member, Faculty of Humanities and Social Sciences, M.S.C. Development and Social Planning Committee (1998-1999).
    - Committee Member, Faculty of Humanities and Social Sciences, M.A. Islamic Studies Committee (1999).
    - Committee Member, Faculty of Humanities and Social Sciences, Scientific Research Committee (1998-1999).

- "Cultural and Technological Determinists of Public Opinion Research: A Comparative Study between U.S.A & Egypt, by Eman Essa, 2007.

- "Internet Regulations and Cultural Identity, by Lamees El Boghdady, American University of London, 2008.

- " The Role of Egyptian President's Speeches in Building Media Agenda" by Samah Ali, 2006

  Supervisor of the following M.A Theses that are being conducted by the M.A students at the Faculty of Mass Communication, Cairo University:

- New Media and Public Sphere: Abeer Azmi, 2006.

- Media and Good Governance: Eman Mahmoud, 2005.

- International Communication and Dialogue among Civilizations: Hyat Badr.

- Factors affecting Agenda-Building in Yemen Journalism: Awatef Ahmed, 2005.

- Freedom of Internet Communication and State Sovereignty: Amgad Saheen, 2005.

- Impact of Independent Newspapers on Political Legitimacy of Egyptian Political System: Neiven Nofal, 2005.

- Impact of Internet on Ethics of Public Relations Practice: Hatem Atef, 2006.

- Journalists and PR Specialists Relationships: Eman Taher, 2005.

- Impact of Virtual Society on the Identity of Egyptians, Wala Mahmoud, 2007.

- The role of Mass Media in Marketing Activities of NGOs in Egypt, Enas Ahmed, Helwan University.

- The Role of Organizational Communication in Conflict Management: The Case of Ministry of Higher Education in Egypt, Sayed Ali.

- External Examiner for a PhD Dissertation submitted to the Department of Political Sciences and Public Administration, Faculty of Commerce, Assiut University, on Effectiveness of Communication Organizations in Promoting Political Awareness in Egypt: Ramdan Abdel Mawgood, 2008.

- External Examiner for a Master Thesis submitted to the Department of Political Sciences and Public Administration, Faculty of Commerce, Assiut University, on "The Role of Information Centers in Community Development": Mohamed Mohamed Ali, 2008.

- External Examiner for a Master Thesis submitted to the Department of Political Sciences and Public Administration, Faculty of Commerce, Assiut University, on :Political Dimensions for the Development of Basic Education and its Reflection on National Security in Egypt": Aaesha Mohamed Ahmed, 2008.

- External Examiner for a PhD Dissertation submitted to the Department of Public Relations at Cairo University on "Internet Advertising" by Dr. Soha Batrawy, in 2006.

- External Examiner for M.A. thesis submitted to the Department of Public Relations at Cairo University on "PR and Organizational Communication "by Mona Ali, in 2006.

- External Examiner for a Ph.D dissertation submitted for the degree of Doctor of Philosophy in the Department of Media and Communications at Macquarie University on: PR in PRC: Patterns of Practice in the Development of Public Relations in China by TSUI, Yee Wan Linda in 2002.

- Co-Supervisor of a thesis submitted for Master degree from Faculty of Mass Communication, Cairo University by Khouri, Huda on Mass Media and Agenda-Setting in UAE, in 2001.

- Co-Supervisor of a thesis submitted for Master degree from Faculty of Mass Communication, Cairo University by Mahmoud Abdel Fattah on Mass Media and Conflict Management, The Case of Gulf War" in 1998.

- Co-Supervisor of a dissertation submitted for the degree of Doctor of Philosophy from Faculty of Mass Communication, Cairo University by Ashraf Abdel Mogheth on Television Viewing and Family Interaction in 1992.

- Co-Supervisor of a thesis submitted for Master degree from Faculty of Mass Communication, Cairo University by Abdul Aziz Kablan,on The Impact of Television Viewing on Social Interaction in 1994.

- Co-Supervisor of a thesis submitted for Master degree from Faculty of Mass Communication, Cairo University by Gaweesh, Shakar on International Communication Function of Foreign Egyptian Offices" in 1992.

Master Students' Research

The following are the research projects that have been initiated and conducted under my supervision. All were completed in the pre-master year that a student has to study before he registers his Master thesis at the Faculty of Mass Communication at Cairo University.

Research Projects of 2007-2008
1. Media Usage and Trust in Egyptian Government Declarations.
2. International Public Relations and Egyptian National Image.
3. Impact of Children TV Channels on Children Behavior.
4. How do Western Media affect Attitude of Tourists toward Egypt?
5. Usage of Egyptian Media and Legitimacy of Egyptian Political System.
6. Attitude of Elite toward Quality of Education in Egypt.
7. Top Management and the Practice of Public Relations in Egypt.
8. Internet Usage and Youth Social Isolation.
9. Lack of Information and Credibility of Egyptian Government.
10. Digital Divide and Economic Divide: Is there a Link?
11. The Role of Public Relations in Egyptian Election Campaigns of 2005.
12. Image of Islam and Muslims in the West after 2001 Events.
13. Lack of Right to Access and Diffusion of Rumors about Health of President Mubarak.
14. How does Internet Usage Enhance Human Rights?
15. Internet Usage and Knowledge Gap among Internet Users.
16. The Role of Print Media in Creating Awareness about Electronic Government.
17. Media & Terrorism: Is there a Link?
18. Egyptian Media Coverage of War against Iraq.

Research Projects 2005-2006

Research projects of Master Students of 2005-2006 have been accepted for presentation at IAMCR conference that was organized at AUC Journalism and Mass Communication Department. I was a member of the Organizing Committee of this conference during my service as Professor of Communication at AUC. The following are the research papers that have peen conducted under my supervision and presented at graduate students section of IAMCR 2006 in Cairo.

1. Impact of Islamic Sites on the Dialogue among Muslims and Christians.
2. Impact of Press Coverage of Parliament Election on Voting Decisions in Egypt.
3. Globalization of Media and Cultural Identity of Egyptians.
4. Role of Journalists in Political Reform in Egypt.
5. Do New Media threaten Old Media?
6. Women's Self Image and Political Participation in Egypt
7. Rural and Urban Digital Divide and its Social and Political Consequences.
8. Effectiveness of NGOs Communication in the Age of Information.
9. The Missing Role of Egyptian Mass Media in Building National Image.
10. Impact of Graphic Animation on the Purchase Behavior of Children in Egypt.
11. Mass Media and Islamic Development Paradigm.
12. Problems of Electronic Government in Egypt.
13. Credibility of Egyptian Government during 2005 Parliament Election.
14. Communication Behavior and Perception of Political Reality.
15. Impact of TV Serials and Films on Street Children

Consultations and Related Experience

- 2007-2008, Member of Egyptian Council for Human Rights National Awareness Campaign Committee
- 2008-Member of The Egyptian National Center for Social and Criminological Research committee for Human Rights Research Committee.
- 1997- 2005 : Lecturer at a number of United Arab Emirates Research Centers such as the Emirates Center for Strategic Studies and Research, Al-Bayan Media Training Center, and Ideal for Media, Training and Advertising.
- 1990-1996: Al-Ahram Newspaper Consultant, Advertising Department, Cairo, Egypt.
- 1990-1996: Director of Al-Ahram Media - Buy Research Center (AMBRC).
- 1995: Consultant for the American Green Com Organization Projects in Egypt.
- 1995: Communication Planning Advisor for United States Agency for International Development Projects in Egypt (Ministry of Public Works and Water Resources).
- 1992- 1996: Expert of Media and Communication Research for Al- Wafai & Associates, Communication and Advertising Corporation.

- 1993-1994: Expert of Communication Training for the Ministry of Population and Family Planning, Egypt.
- 1992-1993: Consultant and Principal Investigator for Johns Hopkins University Population Communication Research Projects, Egypt.
- 1990 - 2005: Communication Researcher for many public and private organizations in the Arab World including Egypt, Kuwait, Jordan, and United Arab Emirates.
- 1990-present: Designer of many workshops in the areas of communication skills, public relations, public opinion measurements, advertising, marketing and organizational communication.

Unpublished Research Projects

Fifty (50) research studies were conducted covering most of the communication areas especially, ICTs and development, public communication campaigns, international communication, media & society, public relations and advertising, public opinion surveys, population communication among other fields. The majority of these projects were conducted during the period from 1984 – 2004.

Nature of Work
Research Manager, Principal Investigator, Research Consultant, Research, Analyst, Statistical Analyst, Research Associate, Field Supervisor, Interviewer, and Focus Group Discussion Moderator.

Current Research Projects
- Communication Research Methods (Book)
- Public Opinion: Origins, Theories and Methods (Book)
- Journalistic Culture in Egypt (An applied research)

Computer Skills

- Online courses delivery via WebCT & Black Board programs.
- SPSS, and other statistical programs in teaching communication research methods.
- Power Point, Excel, Publisher, Adobe Photoshop, Quark Express, and Front Page among others are being used for the purpose of teaching, research, & training.

Email: basyouni_hamada@yahoo.com **or**
basyouni.hamada@gmail.com

- **Date of Birth:** 20/8/1961
- **Nationality**:   Egyptian
- **Marital Status:** Married with 2 daughters