Rasha El-Ibiary, PhD

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I have over twelve years of teaching and research experience. I have been teaching journalism and mass communication and political science at higher education organizations. I also have been a researcher in various thematic media/politics issues (such as the mediatization of gender; cultural geography and geopolitics; imagery and memory; the politics of fear; media policies; censorship; public diplomacy). I am also an editor, senior reviewer and reviewer with peer-reviewed publishers and academic conferences. I have been an external examiner, reader and co-adviser of master and PhD theses. I developed and executed media and political communication curriculums. In addition, I have more than five years of experience in media development, coordinating and managing development projects with Deutsche Welle Akademie in Egypt. To apply my knowledge and expertise in media development, I managed, developed professional media trainings and academic collaborations with media faculties in Egypt. I planned and organized events, communicated with funding organizations, recruited trainers, provided management advisory services; monitored and evaluated policies and actions, and worked on enhancing the relationship DW Akademie and Egypt's government, in the fields of training, education and gender equality.

**Research Interests**:

Media, Politics and Gender, Cultural Geography, and Geopolitics; Mediated Imagery and Memory; Politics of Fear; Political Communication; Media, Conflict and Human Rights Violations; Public Opinion and Propaganda; Media Policies and Censorship Measures; New Media and Public Diplomacy

**Education:**

**PhD, Politics, Political Communication,** June 14,2006

**School of Geography, Politics and Sociology, *University of Newcastle***, UK

**Specialization**: Political Communication

**Dissertation Entitled**: “Televisual Representation of the ‘War on Terror’: Comparative Analysis of *Al-Jazeera* and *CNN* in Covering the 2003 Invasion of Iraq”

**Supervised by:** Dr. Simon Philpott, Newcastle University, UK

Professor David Campbell, Durham University, UK

**External Examiner**: Professor Jutta Weldes, Bristol University, UK

The thesis primarily demonstrates the relationship binding the audio-visual message presented and conveyed in the television coverage of the 2003 Invasion of Iraq, and the strategic conduct of the assault itself. It tackles the military power-related elements contributing to the construction of visual image: the image production, and the pictorial outcome. In this realm, the thesis draws a comparative content and discourse analyses between *Al-Jazeera*, based in Doha, and CNN, based in Atlanta, providing evidence on the crucial military and strategic role played by instant television in affecting the conduct policies of contemporary wars.

**Master of Arts, Political Science**, June 14, 2001

***The American University in Cairo (AUC)***, Egypt, GPA: 3.522/4.00

**Specialization**: International Relations

Supervised by: Professor William DeMars, Chairman of Department, Wofford College, USA

**Thesis Entitled**: “Transnational Arabic Media and Arab International Relations,” July 2000

The thesis proves, through analyzing the front-page content of the London-based, Saudi-owned, *Al-Hayat* newspaper and via theoretical evidence, the incredible cross-countries power of Saudi petro-dollars on the transnational Arabic media aimed at fulfilling international relations goals. It demonstrates that the Saudi-dominated, apparently independent, transnational Arabic media are just another facet of the state-owned local Arabic media.

**Bachelor of Arts, Journalism and Mass Communication**, February 12, 1998 ***AUC***, Egypt,

GPA: 3.08/4.00

**Specialization**: Journalism  **Minor**: Political Science

**Academic Employment:**

**Assistant Professor, Department of Political Mass Media, Future University in Egypt, Feb. 2016 – Present.** Teaching undergraduate courses, including Civil Society, International Relations, Media Politics and Society, Public Opinion, Communication Theories, Media and the Shaping of Public Opinion and Specialized Writing. Previously (2014-2015) taught on a part-time basis Contemporary Issues in Political Science and Introduction to Political Science.

**Part-time Assistant Professor, Media MBA, German University in Cairo (GUC), Jan 2013-June 2016**. Teaching specialized media courses to post-Graduate students: Media Politics and Society; and Media Innovation

External examiner on Media Management theses:

* Aya Mahrous, July 2016, “Exploring the Factors Affecting Online News Credibility”
* Omar Mostafa, July 2016, “The Effects of Intrinsic and Extrinsic Work-related Variables on Job Satisfaction among Egyptian Online Journalists”

**Assistant Professor, Canadian International College (CIC), from March 2015 (Full Time) – Jan. 2016**. FromSept 2012 (Part Time). Teaching undergraduate courses including, Media and Society; Media Literacy; Global Media and International Relations; Information Society; and Women and the Media. Establishing and maintaining partnership cooperation between CIC and Deutsche Welle Akademie, until the signing of MOU.

**Adjunct Assistant Professor, Journalism and Mass Communication Department (JRMC), School of Global Affairs and Public Policy (GAPP), The American University in Cairo,** Sept. 2009 – June 2013

* **Teaching journalism and mass communication courses to undergraduates. Courses include:**
  + Persuasion, Propaganda and Public Opinion, Introduction to Mass Communication, Mass Media Writing, Multimedia Writing and Newspaper Lab
* **Reader on some MA theses:**

### Marwa Kassem, 2011 “Newspapers Coveage of the 25th of January 2011 Egyptian Revolution: A Content Analysis of Al-Ahram and Al-Masry Al-Yom Newspapers”

* + Valentina Cattane, 2012 “Egyptian Women Bloggers: Perceptions of Empowerment in the Online Public Sphere”
  + Sheehan Kane, 2013 “The Self-Representation of al-Qaeda in Three Phases: 1988-present”
  + May Shams Eldin, January 2019 "Experiences of Egyptian Female Journalists with Workplace Gender Discrimination" GAAP School.

**Assistant Professor, Department of Mass Communication, Faculty of Mass Communication and Alsun, Misr International University (MIU),** Sept. 2006 – Dec.2009

* ***Teaching***: Teaching undergraduate courses, including International Communication, Reporting, Writing for Mass Media (Broadcast, Print and Internet), Media Ethics, Persuasion, Public Opinion and Propaganda.
* ***Quality Assurance Coordinator***: Coordinating work between the Mass Communication Faculty and the Quality Assurance Office, participating in the University Strategic Planning effort, and fulfilling the Annual Faculty Self Study Report.
* ***Supervising MIU’s Students’ Newspaper ‘Our Forum’:*** Suggesting ideas for news and feature stories, assigning stories for students to write about, and guiding and advising students through stories that they report and write.
* ***Contributing Curriculum development:*** Participating in developing a new *Political Communication* Program, as a specialization for undergraduates, diploma and masters level.

**Teaching Assistant, Politics, School of Geography, Politics and Sociology,**

***University of Newcastle upon Tyne,*** UK,Feb. – June 2005

Duties included conducting two weekly seminars on Global Politics (Pol-132), to undergraduates, reflecting on the different arguments and applications of politics and IR theories on current issues. Tasks involved reading and preparing seminar material and issues, explaining and clarifying theoretical approaches, and helping students construct their own political arguments in groups, support their arguments with evidence, and present them collectively.

## Media Development /Projects Coordination Employment

**Local Projects Coordinator in Egypt - Deutche Welle Akademe, Berlin, Germany – 2014 – Present.**

**Duties include**: Helping in managing and developing professional media trainings and academic collaborations projects with media faculties in Egypt; providing management advisory services; participating in projects planning and design, implementation, monitoring and evaluation of policies and actions, and enhancing the relationship DW Akademie and the Egyptian government, specifically in the field of education and gender equality. **Projects Include:**

* **More Women Voices 2015/2016/2017:** Coordinating,co**-**planning, co-managing, and monitoring and evaluating a training program for female media graduates in Aswan, Assiut, Port Said and Alexandria. This included finding, interviewing and selecting trainer for different media trainings. Planning, organizing closing ceremonies, selecting and inviting media figures and speakers, arranging and maintaining partnership between DW and AlAhram Canadian University, throughout 2017. Monitoring and writing reports about the newly established website, sponsored by DW, *Masr El-Nas*.
* **Women’s Voices 2014:** Training programs for Egyptian Women Journalists during Sept. and Nov 2014, Organizing Women’s Voices International Conference “Crossing Borders”, Cairo, 30 Nov. 2014
* **Partnership between DW Akademie and the Faculty of Mass Com., Cairo Univ. (2014 - to present):** Coordinating the cooperation project between DW academy and the Mass Communication Faculty.

#### Key Publications:

***Academic Articles:***

▪ El-Ibiary, Rasha. 2017 “Media Portrayal of Street Violence against Egyptian Women: Women, Socio-Political Violence, Ineffective Laws and Limited Role of NGOs” *IAFOR Journal of Media, Communication and Film*, Vol. 4, Issue 1, ISSN: 2187-0667, pp. 49-64

▪ El-Ibiary, Rasha. 2011 “Questioning the Al-Jazeera Effect: Analysis of Al-Qaeda’s Media Strategy and its Relationship with Al-Jazeera” *Global Media and Communication*, Vol. 7, No. 3, pp.193-198

▪ El-Ibiary, Rasha. 2011“Affective Imagery and Collective Memory: Discursive Analysis of Iconic Images of Pain” *Global Media Journal*, Arabian Edition, Summer/Fall 2011, Vol. 1, No.2, pp. 49-66

▪ El-Ibiary, Rasha. 2011 “New Media, Geopolitics and Terror: Discursive Analysis of Bush and bin Laden’s Rhetoric” *Arab World Geographer*, Vol. 14, No. 3, pp.215-234

***Book:***

▪ El-Ibiary, Rasha. 2010. *One War, Two Televised Worlds*, Lambert Academic Publishing (LAP), Berlin, Germany

***Book Chapters:***

▪ El-Ibiary, Rasha. 2009. “Mediatisation of Terror in Cyberspace: Scrutinizing Al-Qaeda's Media Strategy” in *The Real and the Virtual*, ed. Daniel Riha and Anna Maj. <http://www.inter-disciplinary.net/wp-content/uploads/2009/12/cyber-4.pdf> or <http://www.inter-disciplinary.net/wp-content/uploads/2009/02/el-ibiary-paper.pdf>

**Peer-Reviewed Conference Papers/Presentations:**

**▪ “Internet Censorship and Circumvention Tools as a Form of Resistance: The Case of Egypt”** a refereed research presentation presented at MeCCSA, London South Bank University, January 2018.

**▪ “Branding Through Twitter, Facebook and Instagram as Public Diplomacy in Egypt”** a refereed research presented at the Association for Education in Journalism and Mass Communication (AEJMC) Conference, Chicago, August 2017

**▪** “**Media Portrayal of Street Violence against Egyptian Women**” a paper presented in the International Academic Forum (IAFOR) conference, Brighton 11-14 July, 2016. <http://papers.iafor.org/papers/euromedia2016/EuroMedia2016_30309.pdf>

**▪** **Panelist, Global Media Forum, Media and Gender Panel**, June 2016, Bonn, Germany

**▪ “Social Media as a New Democratizing Public Sphere in Egypt”** a paper presented at the International Association of Media and Communication Research, IAMCR Conference, Dublin, June 2013

**▪ “Popular Geopolitics and the Ethics of Online Video/Photo-Sharing: Facebook and the Israeli Assault on Gaza”** a paper presented at the Media, Communication and Cultural Studies Association, MeCCSA, LSE, 2010 Conference, Jan. 6-8, 2010, LSE, London. Accessible at, <http://www.lse.ac.uk/collections/media@lse/MeCCSA/Default.htm>

**▪ “Cultural Geopolitics, Orientalism, and Hollywood Radicalism”** a paper presented at “Trust” – The Annual Conference of the Media and Politics Group, Political Studies Association, Univ. of Strathclyde, Glasgow, UK, Nov. 2009

**▪ 4th Global Conference - Cybercultures: Exploring Critical Issues, Salzburg, Austria**, 13-15 March 2009 - Presented a paper entitled, “Scrutinizing Al-Qaeda’s Media Strategy: Discursive Analysis of Bin Laden’s Videotaped Messages” accessible at, <http://www.inter-disciplinary.net/wp-content/uploads/2009/02/el-ibiary-paper.pdf>

▪ **Collective Memory and Collective Knowledge in a Global Age, An Interdisciplinary Workshop, The Centre for the Study of Global Memory, LSE, UK**, 17-18 June, 2007

Presented a paper entitled, “Affective Imagery and Our Global Collective Memory” accessible at,

<http://www.lse.ac.uk/Depts/global/EventsPDFs/MemoryWorkshop/AffecitiveImagery_ElIbiary.pdf>

▪ **Fear: Critical Geopolitics and Everyday Life, *Department of Geography, University of Durham*, UK**, 11-12 July 2005 - Presented a paper entitled, “Television Discourse and the Construction of Fear”.

▪ **55th Political Studies Association Annual Conference, PSA2005, *University of Leeds*, UK**, 4-7 April 2005 - Presented a paper entitled, “Television Coverage of the 2003 US-Led Invasion of Iraq: Comparative Content Analysis of *Al-Jazeera* and CNN,” <http://www.psa.ac.uk/journals/pdf/5/2005/El-Ibiary.pdf>

▪ **Dissertation Preparation Conference, *University of Newcastle*, UK**, 5 October 2004

Presented a paper entitled, “Putting Method to Work: Applying Content Analysis on Audio-Visuals.”

▪ **War, Culture & Humanity Conference, *The Centre for Cultural History of War* and the *European Review of History*, *University of Manchester*, UK**, 15-17 April 2004

**Grants / Activities / Professional - Academic Training**

**▪ “Idea Lab – Reimagining Journalism Studies for the Middle East – DW Akademie, Beirut, Jan.-Feb. 2019 –** Selected to participate in a program designed to develop media education in the Middle East using human-centered design. It aims at developing prototypes for future journalism training concepts.

**▪ “Methodologies and Resilience in Cultural Work Workshop” – Med-Culture, Morocco, May 2018** Selected to participate in a training focused on resilience, shaping effective learning experience, and inspiring a safe space to support cultural advocacy, education, policy and management for creating a community of practice.

**▪ Selected to participate in Med-Culture’s Regional Forum, Jordan, November 2017 –** Participation included taking one day training on facilitation and participating in facilitating the conference plenary session and another session.

**▪ Study in the United States Institutes (SUSI) program – in Journalism and Media– Scripps College of Communication, Ohio University – 7 July-18 August 2017 –** Selected from Egypt to participated in an academic training program/grant awarded by the US Department of Stated to selected scholars. It includes pedagogy, panel discussions in media studies, research symposia and presenting a research at the AEJMC conference.

**▪ MedCulture – Shift, Shape and Share – Training for Trainers – Advocacy for Culture (1 &2) Morocco and Tunisia, April-September 2017 –** Selected to participate in a two stages EU funded TOT program for South Mediterranean countries providing the skills to design and deliver an educational program that is appropriate to a chosen context.

**▪ Project Management Professional, The American University in Cairo, Dec-Feb. 2016/2017 –** A preparation course for taking the PMP certificate

**▪ Revisions and Peer Review, Springer Nature, Future University. in Egypt, Nov 2016**

Training provided by Prof. Jeffrey Robens, the Editorial Development Manager as Springer Nature

**▪ Advanced Voice and Speech Coaching, Adham Center for Journalism, Training and Research, May 2013 –** An advanced professional certificate on preparing presenting TV talk shows and interviews. The course includes enhanced voice training session and Awareness to Movement (ATM) sessions.

**▪ How to Write a Competitive Research Proposal for Framework 7, Hyperion Ltd. Training Courses, The American University in Cairo, Feb. 2010** – A professional training course on the tips and strategies of writing a competitive research proposal given by Dr. Sean McCarthy, [www.hyperion.ie](http://www.hyperion.ie)

**▪ Voice and Speech Coaching, Adham Center for Journalism Training and Research, Egypt, July 2009 –** A professional certificate on presenting TV programs, news, and stand-uppers

▪ **Quality Assurance Training, National Authority for Quality Assurance and Accreditation of Education, Egypt, 2007-2009 –** A set of training programs on the basic QA requirements, testing skills, external peer reviewer, and IT skills.

**▪ Teachers Training Program, Misr International University, Egypt, March-June 2007 –** A training program on the various teaching and demonstrating skills, including lesson planning, class management, testing and teaching a micro-lesson

**▪ Postgraduates Who Teach, University of Newcastle, UK, 14-17 November 2004 –** A training program on the main teaching skills and tips required for postgraduates to teach.

**▪ Communication Skills and More+, University of Durham, UK, 25-30 September 2004 –** An intensive training program on a wide variety of communication skills, including team-working, brainstorming, leadership, presentation, interviewing, and CV writing

**▪ Postgraduate Research Training Program in the Social Sciences, University of Newcastle, UK, Sept.2002–June 2003 –** An intensive training program on the theoretical and practical research approaches in social sciences

**▪ International Research Scholarship (IRS) University of Newcastle, UK, 2002-2005 –** A partial scholarship for international students paid as a part of the university fees

**Professional Memberships / Affiliations:**

**▪ Reviewer, International Communication Association, 2018/2019**

**▪ Review Editor, Frontiers in Communication, Political Communication**, <https://www.frontiersin.org/journals/communication/sections/political-communication>, since 2018

**▪ Member at the International Communication Division, Association for Education in Journalism and Mass Communication, AEJMC**, since 2017

**▪ Senior Reviewer with the International Academic Forum, IAFOR**, since 2015

**▪ Editor, Editorial Board member for Sage Open,** <http://sgo.sagepub.com/editorial-board>, since 2013

**▪ Member in the War and Media network,** [www.warandmedia.org](http://www.warandmedia.org), since 2010

▪ **Member in IAMCR,** International Association for Media and Communication Research, since 2010

▪ **Member in MeCCSA,** Media Communication and Cultural Studies Association, Department of Media and Communication, LSE, since 2009

▪ **Member in Interdisciplinary.Net,** an Oxford-based research body dedicated to creative and multidisciplinary research, conferences and publishing, since 2009

▪ **Member in the Political Studies Association’s Media and Politics Group**, UK, since Jan. 2004

#### Skills

▪ Excellent knowledge of Windows 7/10, Office 2010/2013, Google Chrome, Firefox, Explorer, and Adobe Acrobat, OneNote, and SPSS

▪ English Typing at 25+ wpm

▪ Fluent in spoken and written English and Arabic, knowledge in French

### Personal Data

Date of Birth: September 3, 1975

Place of Birth: Giza, Egypt

Nationality: Egyptian

**Referees:**

1. **Dr. Simon Philpott**

Senior Lecturer in Politics - School of Geography, Politics and Sociology

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1. **Professor William DeMars**

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1. **Professor Mervat Abou Ouf**

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1. **Professor Bahgat Korany**

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