CURRICULUM VITAE

Rasha A. Abdulla, Ph.D.

Associate Professor and Chair Journalism and Mass Communication The American university in Cairo Tel: +(20.2) 2 2615 3435 +(20.12) 100 6012

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EDUCATION

University of Miami

(Aug. 2000 - Dec. 2003)

Ph.D. in communication

• Dissertation: The uses and gratifications of the Internet among Arab students in Egypt.

Georgia State University

(Aug. 1999 - May 2000)

Ph.D. student in communication

The American University in Cairo

(Sept. 1992 - Feb. 1996)

Master of Arts degree in journalism and mass communication (JMC)

The American University in Cairo

(Sept. 1988 - June 1992)

Bachelor of Arts degree in JMC with highest honors (ranking first)

- Minor: political science
- G.P.A.: 3.82/4.00 -- highest G.P.A. among Bachelor of Arts students

TEACHING EXPERIENCE/AWARDS

Associate Professor and Chair

(Aug 2010-present)

Journalism and Mass Communication Department The American University in Cairo

Associate Professor

(May 2010-present)

Journalism and Mass Communication Department The American University in Cairo

International Visiting Scholar/Researcher

(March-April 2009)

The Annenberg School for Communication, University of Southern California (On pre-tenure leave from AUC)

International Visiting Scholar/Researcher

(April 2009)

College of Communication, Marquette University (On pre-tenure leave from AUC)

Excellence in Research Award, School of Business, Economics, and Communication, AUC (May 2007)

Assistant Professor and Graduate Director

(Aug. 2009-May 2010)

Journalism and Mass Communication Department

The American University in Cairo

Assistant Professor

(Jan. 2004-May 2010)

Journalism and Mass Communication Department

The American University in Cairo

Courses Taught:

JRMC 200 (Introduction to Communication)

JRMC 201 (Mass Media Writing I)

JRMC 202 (Mass Media Writing II)

JRMC 270 (Online Communication)

JRMC 301 (Editing and Design)

JRMC 320 (Communication Research Methods)

JRMC 500 (Communication Theory)

JRMC 501 (Advanced Reporting and Writing)

JRMC 504 (Advanced Mass Media Research)

JRMC 580 (Impact of Television: Issues and Development)

JRMC 588 (Comprehensive Exams)

JRMC 590 (Online Communication)

JRMC 599 (Research Guidance and Thesis)

International Visiting Professor

Portland State University

(Summer 2006)

Courses Taught:

SP 399 (Communication, Culture, and Middle Eastern Societies)

INTL 410/510 (The Internet in the Arab World)

Advanced Teaching Certification

University of Miami's Instructional Advancement Center

(Dec. 2003)

International Communication Association Outstanding Teaching Award

(May. 2003)

Graduate Teaching Assistant (Communication)

(Aug. 2000 – Dec. 2003)

University of Miami

Instructor of Record for:

CBR 301 (Measurement and Analysis for Broadcast and Cable Audiences)

COS 211 (Public Speaking)

Graduate Teaching Assistant (Communication)

(Aug. 1999 - May 2000)

Georgia State University

Instructor of Record for:

JOUR/SPCH 2500 (Communication Research Methods and Technology)

JOUR 1010 (Basic Journalism Writing)

Faculty Advisor/Managing Director

(Sept. 1998 - Aug. 1999)

Caravan, student newspaper of the American University in Cairo (AUC)

Lecturer of Journalism and Mass Communication

(Sept. 1997 - Aug. 1999)

The American University in Cairo

Courses Taught:

JRMC 301 (Editing and Design)

JRMC 401 (Advanced Journalistic Writing)

JRMC 311 (Writing for Broadcast Audiences)

JRMC 312 (Newspaper Staff I)

JRMC 412 (Newspaper Staff II)

RESEARCH PUBLICATIONS

- Abdulla, R., and Abou Oaf, M. (in press). Collective Guilt As a Response to Evil: The Case of Arabs and Muslims in the Western Media. In M. Fackler & R. Fortner (Eds.), Blackwell Handbook of Global Communication and Media Ethics. Oxford: Blackwell.
- Abdulla, R. (2010). The changing Middle East media over the past 20 years: opportunities and challenges. In B. Korany (Ed.), *The Changing Middle East*. Cairo: The American University in Cairo Press.
- Abdulla, R. (2009). Policing the Internet in the Arab World. *Emirates Occasional Papers*. Abu Dhabi, United Arab Emirates: The Emirates Center for Strategic Study and Research (ECSSR).
- Abdulla, R. (2009). The Federal Democratic Republic of Facebook. *Democracy*, 34.
 April. Available online from http://democracy.ahram.org.eg/eng/Archive/Index.asp?CurFN=engf1.htm&DID=9904
- Abdulla, R. (2009). The Federal Democratic Republic of Facebook. [In Arabic]. *Democracy*, 34. April.
- Abdulla, R. (2008). *Arabic language use and content on the Internet*. Report presented to the Bibliotheca Alexandrina as part of the Access to Knowledge project. Available online at http://www.bibalex.org/a2k/attachments/references/rasha%20en.pdf

- Abdulla, R. (2008). *Arabic language use and content on the Internet* [In Arabic]. Report presented to the Bibliotheca Alexandrina as part of the Access to Knowledge project. Available online at http://www.bibalex.org/a2k/attachments/references/rasha%20ar.pdf
- Abdulla, R. (2007). *The Internet in the Arab world: Egypt and beyond*. New York: Peter Lang.
- Abdulla, R. (2007). Islam, jihad, and terrorism in post 9/11 Arabic discussion boards. *Journal of Computer-Mediated Communication*, *12*(3). Available online from http://jcmc.indiana.edu/vol12/issue3/abdulla.html
- Abdulla, R. (2007). *Translating Cultural Diversity into Policy Action*. Working Paper, the UNESCO World Report on Cultural Diversity.
- Abdulla, R. (2006). An overview of media developments in Egypt: Does the Internet make a difference? *Global Media Journal--Mediterranean Edition, 1*(1), 88-100.
- Abdulla, R. (2006). *The Status of Higher Education in Egypt: Where Are We Compared to Others? And Why?* The AUC Research Conference Proceedings. The American University in Cairo, Egypt.
- Abdulla, R. (2005). *Towards believing what you see on the Egyptian news.... Well, at least most of it.* The AUC Research Conference Proceedings. The American University in Cairo, Egypt.
- Abdulla, R. (2005). Taking the E-train: The development of the Internet in Egypt. *Global Media & Communication*, *I*(2), 149-165.
- Abdulla, R. (2005). *The Internet in Egypt and the Arab world*. [In Arabic]. Cairo: Afaq Publications.
- Abdulla, R. (2005). Review of the book *Women and Media in the Middle East: Power through Self-Expression. University of Washington Resource Center for Cyberculture Studies*. Available online at http://www.com.washington.edu/rccs
- Abdulla, R. (2005). What they post: Arabic-language message boards after the September 11 attacks. In M. Salwen, B. Garrison, & P. Driscoll (Eds.), *Online News and the Public*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Abdulla, R., Garrison, B., Salwen, M., Driscoll, P., & Casey, D. (2005). Online news credibility. In M. Salwen, B. Garrison, & P. Driscoll (Eds.), Online News and the Public. Mahwah, NJ: Lawrence Erlbaum Associates.

- Lin, C., Salwen, M, & Abdulla, R. (2005). *Uses and gratifications of online and offline news: New wine in an old bottle?* In M. Salwen, B. Garrison, & P. Driscoll (Eds.), *Online News and the Public.* Mahwah, NJ: Lawrence Erlbaum Associates.
- Abdulla, R. (2004). The Egyptian oral rehydration therapy campaign (1983 1991): From theory to successful strategy. In A. Singhal, M. Cody, E. Rogers, & M. Sabido (Eds.), *Entertainment-Education and Social Change: History, Research, and Practice*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Abdulla, R. (2003). The uses and gratifications of the Internet among Arab students in Egypt. *Doctoral dissertation*, The University of Miami, Coral Gables, Florida. Dissertation Abstracts International, DAI-A, 65/01, 11
- Abdulla, R. (2000). Why kids want their MTV: A cross-cultural perspective. In *Civic Discourse in the Middle East and Digital Age Communication*. L. Gher, & H. Amin (Eds.), Greenwich, CT: Ablex.
- Abdulla, R. (1996). The uses and gratifications of music television in Egypt: Why kids want their MTV. *Master's thesis*, The American University in Cairo, Cairo, Egypt.

RESEARCH PRESENTATIONS

- Abdulla, R. (2010). *The Digital Divide and Internet Freedom: The Case of the Arab World.* Presented to NCA 2010 (National Communication Association) Convention, San Francisco, CA.
- Abdulla, R. (2010). *The Digital Divide and Internet Use for Political Activism in Egypt.* Presented to NCA 2010 (National Communication Association) Convention, San Francisco, CA.
- Abdulla, R. (2010). *Social Networking Systems and Political Activism*. Presented to the 18th AUC Annual Research Conference. The American University in Cairo, Egypt.
- Abdulla, R. (2010). *The Use of Social Networking Systems among Youth: Can Facebook force change?* Presented to the Roundtable on Youth Media Consumption and Production in the Arab countries and Iran, UNICEF and the Issam Fares Institute for Public Policy and International Affairs, the American University of Beirut, Lebanon.
- Abdulla, R. (2010). Social Networking Systems: Challenges to Privacy and Freedom of Expression. Presented to Al Arabi Magazine Annual Workshop, Ministry of Information, Kuwait.

- Levine, T., Ali, M., Dean, M., Hartman, J., Abdulla, R., Sultan, F., & Garcia-Ruano, K. (2010). Toward a Pancultural Typology of Deception Motives. Presented to ICA 2010 (International Communication Association) Convention, Singapore.
- Abdulla, R., & Keenan, K. (2009). Gender and Perceptions of Celebrity Advertising in Egypt. Presented to the AUSACE (Arab-US Association for Communication Educators) Convention, Cairo, Egypt.
- Abdulla, R. (2009). *Privacy VS Freedom of Expression on Facebook*. Presented to the Global Mobility Roundtable (GMR) Convention, Cairo, Egypt.
- Abdulla, R. (2009). *Reporting on Religious Diversity in the Media*. Presented to the Global Forum on Freedom of Expression, Oslo, Norway.
- Abdulla, R. (2009). *Online Freedom of Expression in the Arab World*. Presented to the Press Freedom on the Internet Conference, Center for Socio-Legal Studies, London.
- Abdulla, R. (2009). *Measuring Public Opinion in Egypt: The Case of the Information and Decision Support Center's Public Opinion Poll Center*. Presented to the Advances in Audience and Consumer Measurement Conference, Miami, Florida.
- Abdulla, R. (2007). Towards Enhancing Media Education in the Arab World: Overcoming Problems and Achieving Accreditation. Presented to the AUSACE (Arab-US Association for Communication Educators) Convention, Dubai, United Arab Emirates.
- Abdulla, R. (2007). *On the Road to Academic Accreditation: The Importance of Research and Balanced Curricula.* Presented to the International Conference on Higher Education in the 21st Century, Manama, Kingdom of Bahrain.
- Abdulla, R. (2007). Sampling methods: What works and what does not work for Egypt. Presented to the Cairo International Conference on Public Opinion (CICPO), Cairo.
- Abdulla, R. (2006). *Convergence, Consolidation, and Con-News*. Presented to Prince Talal Center for American Studies and Research conference on Journalism in American Cinema, The American University in Cairo, Cairo.
- Abdulla, R. (2006). *Women and the Internet*. Presented to the Arab League Conference on Women and the Media, Cairo.
- Abdulla, R. (2006). *The Status of Higher Education in Egypt: Where Are We Compared to Others? And Why?* Presented to the AUC Research Conference. The American University in Cairo, Egypt.
- Abdulla, R. (2005). *The Internet and the health of the civic society in Egypt*. Presented to NCA 2005 (National Communication Association) Convention, Boston, MA.

- Abdulla, R. (2005). The Internet in Egypt and the Arab World: How governments deal with the free flow of online information. Presented to NCA 2005 (National Communication Association) Convention, Boston, MA.
- Abdulla, R. (2005). Towards believing what you see on the Egyptian news.... Well, at least most of it. Presented to the AUC Research Conference, The American University in Cairo, Egypt.
- Abdulla, R. (2004). The uses and gratifications of the Internet among Arab students in Egypt. Presented to NCA 2004 (National Communication Association) Convention, Chicago, Illinois.
- Abdulla, R. (2004). *Using alumni surveys for assessment: Surveying alumni from the American University in Cairo*. Presented to NCA 2004 (National Communication Association) Convention, Chicago, Illinois.
- Abdulla, R. (2004). *Teaching American and Arab students in Egypt and the US*. Presented to NCA 2004 (National Communication Association) Convention, Chicago, Illinois.
- Abdulla, R. (2004). *New approaches for Egyptian media leadership in the Arab world*. Presented to the AUSACE (Arab-US Association for Communication Educators) Convention, Cairo, Egypt.
- Abdulla, R. (2004). *Youth attitudes towards Arabic video clips in Egypt*. Presented to the American Research Center in Egypt Conference on Music and Television, Cairo, Egypt.
- Abdulla, R. (2003). *Creating community: What the Internet means to Arab students*. Presented to NCA 2003 (National Communication Association) Convention, Miami, Florida.
- Abdulla, R. (2003). Exploring the concept of virtual community among international students. Presented to ICC 2003 (Intercultural Communication Conference), Miami, Florida.
- Lin, C., Salwen, M, & Abdulla, R. (2003). *Uses and gratifications of offline Newspapers and online news*. Presented to ICA 2003 (International Communication Association), San Diego, California.
- Abdulla, R. (2002). Content analysis of major Arabic-language online message boards following September 11. Presented to NCA 2002 (National Communication Association) Convention, New Orleans, Louisiana.

- Abdulla, R., Garrison, B., Salwen, M., Driscoll, P., & Casey, D. (2002). The credibility of newspapers, television news, and online news. Presented to AEJMC 2002
 (Association for Education in Journalism and Mass Communication), Miami, Florida.
- Lin, C., Salwen, M, & Abdulla, R. (2002). *Uses and gratifications of online and offline news: New wine in an old bottle?* Presented to AEJMC 2002 (Association for Education in Journalism and Mass Communication), Miami, Florida.
- Salwen, M., Driscoll, P., Garrison, B., Abdulla, R., Campbell, K., & Casey, D. *Third- person perceptions of fear during the war on terrorism: How each side of the digital divide perceives the other.* Presented to AEJMC 2002 (Association for Education in Journalism and Mass Communication), Miami, Florida.
- Abdulla, R. (2002). Online Arabic-language discussions of 9/11 and the aftermath: What are they saying on the other side of the Atlantic? Presented to BEA 2002 (Broadcast Education Association), Las Vegas, Nevada.
- Abdulla, R. (2002). A content analysis of an Arabic-language message board following September 11. Presented to ICC 2002 (Intercultural Communication Conference), Miami, Florida.
- Abdulla, R. (2001). *The Internet in the Middle East: An overview of developments and current status*. Presented to the NCA 2001 (National Communication Association) Convention, Atlanta, Georgia.
- Abdulla, R. (2001). Age, gender, & music genre as predictors of the uses and gratifications of MTV in Egypt. Presented to the NCA 2001 (National Communication Association) Convention, Atlanta, Georgia.
- Abdulla, R. (2001). *Arabic music on the Internet: Copyrights or copywrongs?*Presented to the AUSACE (Arab-US Association for Communication Educators)
 Convention, Atlanta, Georgia.
- Abdulla, R. (2001). *Internet radio in the Middle East*. Presented to BEA 2001 (Broadcast Education Association), Las Vegas, Nevada.
- Abdulla, R. (2001). Modernism, postmodernism, & Pink Floyd: Is there anybody out there? Presented to ICC 2001 (Intercultural Communication Conference), Miami, Florida.
- Abdulla, R. (2000). *International music across cultural boundaries: But hey, does the term really exist?* Presented to ICC 2000 (Intercultural Communication Conference), Miami, Florida.

- Abdulla, R. (1999). *The impact of Music Television (MTV) on music broadcasting in Egypt and the Middle East region*. Presented to ARTICLE 19 (International Centre Against Censorship), Cairo, Egypt.
- Abdulla, R. (1998). Why kids want their MTV: A cross-cultural perspective. Presented to the AUSACE (Arab-US Association for Communication Educators) Convention, Cairo, Egypt. Abstract available at http://www.gsu.edu/~wwwaus/conference3.html

INVITED LECTURES & PRESENTATIONS

- Freedom of Expression in Egypt in a Politically Sensitive Year. Invited public lecture for the Department of Communication, California State University Long Beach. Nov. 2010.
- Reporting Across Cultures. Invited presentation for Media Diversity Workshop. Media Diversity Institute: Rabat, Morocco. Oct. 2009.
- Reporting Across Cultures. Invited presentation for Media Diversity Workshop. Media Diversity Institute: Ifrane, Morocco. Oct. 2009.
- Blogging and Social Change in the Arab world. Invited Lecture for the Health Communication and Communication Technology and Society Group, Professor Sandra Ball-Rokeach. University of Southern California, Los Angeles, CA. March 2009.
- Blogging As An Institution in the Arab world. Invited Lecture for Professor Thomas Goodnight's doctoral seminar on "Macro Theories of Communication: The Economy of Attention." University of Southern California, Los Angeles, CA. March 2009.
- Online News Media and the Recent Mideast Conflict. Invited Lecture for Professor Philip Seib's class. University of Southern California, Los Angeles, CA. March 2009.
- *Media Systems in the Arab World: How Free Is the Information Flow.* Public Lecture. Marquette University, Milwaukee, WI. April 2009.
- *Communication, Conflict, and Middle East Cultures*. Invited Lecture for Professor James Scotton's class. Marquette University, Milwaukee, WI. April 2009.
- *Non-Verbal Communication in the Arab World.* Invited Lecture for Professor Lynda McCroskey's class on "Non-Verbal Communication." California State University at Long Beach, Long Beach, CA. April 2009.

- How the Western Media Cultivates the Arab Image. Invited Lecture for Professor Lynda McCroskey's class on "Communication Theory." California State University at Long Beach, Long Beach, CA. April 2009.
- Reporting Across Cultures. Invited presentation for Media Diversity Workshop. Media Diversity Institute: Cairo. Jan. 2009.
- The Power of Facebook: Online Social Networks As Tools for Civic Engagement. Public Lecture: The John D. Gerhart Center for Philanthropy and Civic Engagement. The American University in Cairo. Nov. 2008.
- Freedom of Expression on the Internet in the Arab World. Lecture and book signing event (The Internet in the Arab World: Egypt and Beyond. Peter Lang, 2007): Books and Books, Miami, Florida. January 2008.
- From Dissertation to Publication. Invited Lecture for doctoral students and faculty members: University of Miami, Coral Gables, Florida. January 2008.
- Using the Internet in the Media Coverage of Human Rights Issues. Training Session: The Egyptian National Council for Human Rights. July 2007.
- Women and Media in the Arab World. Public Lecture: Portland State University, Portland, Oregon. August 2006.
- *The Internet in Egypt and the Arab World.* Public Lecture: Web Salon Series, Sakiet el Sawy Cultural Wheel, Cairo. Feb. 2006.
- The Internet in Egypt and the Arab World: Where Are We Heading? Invited Lecture: AUC's Intensive English Program (IEP). The American University in Cairo. Nov. 2005.

AWARDS AND HONORS

• Excellence in Research Award, School of Business, Economics, and		
Communication, AUC		(May 2007)
• International Communication Association (ICA) Outstanding Teaching Award		
		(May 2003)
• University of Miami Outstanding Graduate Student Award	-2003	(April 2003)
• University of Miami Research & Creativity Award -1st place	ce	(March 2003)
• University of Miami Outstanding Graduate Student Award	-2002	(April 2002)
• University of Miami Research & Creativity Award -2nd pla	ice	(March 2002)
• University of Miami Scholarship	(Aug. 20	000 - Dec. 2003)
• Georgia State University Scholarship	(Aug. 19	99 - May 2000)
• The 1993 Mostafa and Ali Amin Journalism Award		(Feb. 1993)

• Academic Merit Fellowship

(Sept. 1992 - June 1994)

JMC department, AUC.

• Nominated by the Office of Student Affairs, AUC, (June 1992) for the Parents' Association Cup (awarded to "the most active graduating student combining extracurricular activities with high academic achievement.")

• AUC Sports Merit Scholarship (tennis)

(1989 - 1992)

• Dean's List (1989 - 1992)

PROFESSIONAL EXPERIENCE

International Media Consultant

(2004 - present)

Provide consultations on Arab media, new media, freedom of expression, and research related thereto. Assignments include USAID and European Union-funded projects. Clients include IREX (The International Research and Exchanges Board), the Anna Lindh Foundation, Freedom House, the Open Society Institute, Panos Institute Paris, Internews Network, Cospe International, UNESCO, UNICEF, GLG Consulting (Gerson Lehrman Group), Media Diversity Institute, Bibliotheca Alexandrina, and Zogby International.

Training and Communication Expert

(1994 - present)

Conduct a variety of training workshops to various clients, including Iraqi journalists (March-April 2005), African journalists (ongoing -- twice a year), and various international organizations and corporations.

Founding Editor in Chief

(2008 - present)

Digital Literacy Series, published by the Egyptian Cultural Palaces Authority, Ministry of Culture

Book Reviewer/Copy Editor

(2001 - present)

Clients include McGraw-Hill, Longman, and the United Nations

Unit Coordinator

Marketing, Public Relations and Publications Unit

(July 1996 - Aug. 1997)

AMIDEAST

Publications Specialist

(July 1994 - June 1996)

AMIDEAST

Announcer

(Sept. 1994 – Aug. 1999)

Radio Cairo (Local European Service, Overseas English Service)

Free lance writer/editor

(1992 - present)

PROFESSIONAL AFFILIATIONS:

- Association for Education in Journalism and Mass Communication (AEJMC)
- International Communication Association (ICA)
- National Communication Association (NCA)
- Arab-US Association for Communication Educators (AUSACE)

SPECIAL SKILLS

Computers

• Apple Macintosh

Teach and work extensively on several desk-top publishing and graphic design packages including QuarkXpress, Page Maker, Adobe Photoshop, and FileMaker Pro.

• PCs

Teach and work extensively on a variety of software packages, including Microsoft Office: PowerPoint, Microsoft Excel, Microsoft Access, and Microsoft Word.

Internet and Web Design

- Work on Dreamweaver 4.0 & Flash 5.0 Web Design packages
- Doctoral course on new media, University of Miami, USA

(Spring 2001)

• Doctoral course on new media and HTML Web Design, Georgia State University, USA (Spring 2000)

 Attended several on-line Internet courses at Spectrum Virtual University, USA

(Oct. 1995 - 1999)

Grant Proposal Writing:

• Two-day workshop on Successful Grant Proposal Writing, University of Miami, USA

(October 2002)

Statistical Analysis

- Extensive data analysis on SPSS (formerly known as Statistical Package for the Social Sciences).
- Work on spreadsheets such as Microsoft Excel and Microsoft Access.

Languages

- Excellent spoken and written Arabic (mother tongue)
- Excellent spoken and written English (660 on TOEFL)
- A fair knowledge of French

INTERESTS AND ACTIVITIES

Music

- Recording artist (songs and dialogue) for the Arabic version of Sesame Street and several Disney productions
- Official voice of Daisy Duck for the Arabic-language Disney channel (1995 present)
- Perform regularly at the **Cairo Opera House** and other cultural venues as a **solo artist** (**singer/guitarist**) and as part of several bands. Audiences ranging from 300 to 6,000

(1997-present)

• Founding member of the Osiris Singers Choir, AUC.

(May 1993 – Aug. 1999)

• Member of the Sobhi Bidair and Friends choir.

(2004 – present)

• Record advertising jingles in English and Arabic.

Tennis

- Represented AUC for four years in the (1989 1992) National Universities' Tournament and won four gold medals, a silver medal, Best Female Tennis Player cup, and a certificate of sports achievement.
- Represented AUC and won three times (1989 1991) in Limasol, Cyprus, against Limasol Sporting Club.
- Represented AUC and won in London, (1989) England, against Richmond College.
- Ranked second on the national level. (1987)
- Represented Egypt in the Arab Tennis Tournament in Algeria, and ranked third.
- Winner of nine national titles (first place), and eight (1986 1989) second and third places on the national level.

PERSONAL DATA

Date of Birth
Place of Birth
Nationality
Marital Status
: 03/22/1973
: Cairo, Egypt
: Egyptian
: Single

REFERENCES

Furnished upon request.