

## Professor. Abdulmalek Aldnanai - C. V



Mass Communication / Faculty of public Relations

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**Professor. Abdulmalek Radman Mohamed Aldanani** / Professor of Communication in the Department of Public Relations, Liwa College, Abu Dhabi.

Doctoral thesis entitled: Arab media and the challenges of media globalization - a study on the model of satellite broadcasting, Iraq, in 2004.

Master Thesis entitled: The Information Function of the Internet - A Survey Study to Know Its Uses in the Field of Media, University of Baghdad, Iraq, 1999.

Bachelor of Mass Communication: University of Baghdad, College of Arts, Department of Information, Iraq, in 1995.

- A faculty member in the faculty of Media at Sana'a University.
- Current Position: Associate Professor in Communication - University of Communication – Sanaa University – Yemen
- Head of Journalism Department at the faculty of Media – Sanaa University – 2006-2008.
- Acting professor at the faculty of Media– Ajman University – 2010-2011
- Head of the public Relations and advertising Department /faculty of Media/Al Jazeera University-Dubai for two years.
- Current Position: An Associate professor at the Emirates College of Technology- Faculty of Public Relations and Advertising / United Arab Emirate- Abu Dhabi

### **Training Programs:**

Participated in implementing many programs and training courses like:

- Participated in A Diploma vocational program in the field of modern attitudes in Public relations and advertising from 2-5 to 16-5-2017. United Arab Emirates- Sharjah.
- Implementing a training program on self – motivation from 1/9 to 28/10/2016. United Arab Emirates- ras Al Khaima.
- Implementing a training course entitled The Art and Skills of working in Journalism. United Arab Emirates- Sharjah.

- Implementing a training program in the Emirate of Sharjah media in 2013 on **Management of public relations through information technology and globalization.**
- A training course entitled: The art of preparing the. News. United Arab Emirates- Sharjah-Kalba-2012.
- Implementing a training course entitled: Skills in Press and Media. United Arab Emirates- Sharjah.2012.
- Implementing a program entitled: The **Method of Defining the Framework and Structure for the Informational Project. Yemen.Sana'a.2009.**

**Evaluation and counseling services:**

- Participated in judging scientific programs and advising bases on professional experience like1. Judging a number of researches for publication and participating in scientific conferences.
- Participated in judging for the transfer of Media department at Um Al Qura University to become a Faculty.

**\* Certificates of recognition for scientific posts: (From latest to old):**

Has a number of recognition certificates like:

- - From the faculty of communication – Al Qasmia University- Al Sharjah.
- - From the Bahraini Ministry of Endowments for participating in a conference on 15/10/2019.
- - From Media department at the Gulf University in Bahrain on 31/10/2018
- - From London Centre for research and studies and social sciences for being the chairman of a scientific session in the conference.
- - From the media department at Sultan Qaboos University for chairing a session in the second scientific conference.
- - From the human resources of Al Sharjah government for implementing a professional program for vocational diploma in public relations management in 2017.
- - From the administration of residence and foreigners Affairs in Ras Al Khaima for implementing a training program in 2016.
- - From the Human Resources in Sharjah for implementing a vocational program in public relations management in 2013.
- - A certificate of recognition from Emirates College of Technology for participating in scientific programs since 2013.

**Magazine membership and editorial for journals:**

- - Chief Editor for the scientific research magazine, with impact factor, issued by London center for research and social studies, and a member of the scientific advisory board for the magazine.

- - Chairman of the scientific committee for evaluating media and communication research in the Cambridge Scientific Journal, issued by the Cambridge Center in the Kingdom of Bahrain.
- -- Member of the editorial board of the Journal of Media Studies and Research (Masar), issued by the College of Mass Communication at the Iraqi University in Baghdad.
- -- Member of the editorial board of the Journal of Communication Research and Development, issued by the Arab Association for Scientific Research and Communication Sciences in Beirut.
- -- Member of the editorial board of the Journal of Media and Communication Research, issued by the Arab Network for Science and Communication - Britain. <http://journal.amcn.online>.
- -- Member of the editorial board of the Arab Renewal Journal issued by the International Institute for Arab Renewal, and a member of the Scientific Committee of the Media Studies Unit.
- -- Member of the advisory board of the Middle East Public Relations Research Journal, issued by the Egyptian Association for Public Relations.
- -- Member of the Editorial and Arbitration Committee of the Journal of Islamic University of Minnesota, USA, for Scientific and Academic Research and Studies, issued by the Deanship of Scientific Research, Journal of Islamic University of Minnesota USA.
- -- Member of the editorial board of the Ivy Lee Journal of Public Relations issued by the Iraqi Public Relations Association (IPRA), the specialized magazine.
- -- Member of the editorial board of the International Journal of Communication Sciences, published in Arabic in Germany, since 2017.
- - Secretary of the scientific journal issued by the Supreme Council of Arab Scholars.

**Scientific Awards:**

- Has the reward for the best participating researches in the twentieth annual international conference for teachers of communication (AUSACE) which was held at Qatar University between 24-26/10/2015.

**Administrative and service positions:**

- Head of press Department-faculty of Media – Sana’a University 2006-2008.
- Head of public relation and advertising Department – faculty of Media- Al Jazeera University- Dubai 2011-2013.
- Deputy Director for the republic branch for press and Media in Sana’a- Yemen.
- Chief Editor for research magazine the international magazine published by London center for research and counseling.

- Editor-in-Chief of Research Journal, the international peer-reviewed journal issued by the London Center for Research and Consultation in Kuwait, since 2018.
- Head of the Internet and Digital Technology Unit at the International Institute for Arab Renewal, based in Spain.
- Chairman of the Scientific Committee of the First International Scientific Conference on Public Relations organized by Liwa College in Abu Dhabi during the period from 20-21-3-2023, the website of the International Scientific Conference on Public Relations:
  - <https://lct.ac.ae/liwa-conference/index.php>
- Member in many scientific committees in the department and chaired some of these committees.

### **Published researches in Refereed Magazines**

- - Areas of using artificial intelligence techniques in public relations: “A prospective study applied to a sample of professors of public relations,” Arab Journal of Information and Communication, Issue 33, Saudi Arabia, King Saud University, March 2023, p. 251.
- -- Consumer attitudes towards the integrated marketing communications of the Emirati company "Etisalat" - "A study of a sample of its subscribers in the Emirate of Abu Dhabi", Media Researcher Journal, Issue 52, University of Baghdad, College of Mass Communication, 10/2021, pages 53-86.
- -- Challenges of electronic journalism in light of the competition of social sites: an analytical vision, Scientific Research Journal, issued by the London Research Center, Issue 38, December 2020, pages: 53-72.
- Reverse order from last published and accepted research publication:
- - USING SOCIAL MEDIA WEBSITES TO PROMOTE TERRORISM ISSUES, (A study of site users' sample), "International Journal of Research - GRANTHAALAYAH", Volume 8 Issue 5 May 2020 Edition
- - The Arabic language on social media: “Facebook as a model”, The Arab Journal for Media and Communication, The Saudi Association for Media and Communication in cooperation with King Saud University in Riyadh, No. 23, May 2020, pages 103 to 130.
- - The role of social media in institutional communication: a study to learn about its use in the media field, Journal of Communication and Development, Beirut: Arab League for Scientific Research and Communication Sciences, 2019, No. 25, pages 8 to 38.
- - Emirati press coverage of sustainable development issues: a study of economic attachés in Al-Ittihad and Al-Khaleej newspapers, International

Journal of Media and Communication, Gulf University, Bahrain, 2019, first issue, pages 55 to 76.

- - Addressing issues of extremism and terrorism from the point of view of the Yemeni media - a study by the contactor, the Arab Journal of Information and Communication, published by the Saudi Association for Media and Communication in cooperation with King Saud University in Riyadh, No. 19, May 2018, pp. 53-96.
- - Social Media and its Use in Promoting Terrorism Issues: A Survey Study of a Sample of Website Users, Research Journal, Issue 18, February 2018, London Center for Research and Consultancy Studies, pp. 71-94.
- - TV NEWS COVERAGE OF TERRORISM PHENOMENON FROM THE ARAB AND WESTERN PERSPECTIVES FROM 2011 TO 2016, Journal of Media Critiques (JMC), Vol. 03, No. 11, pp. 11-20, 2017. DOI: 10.17349 / jmc117301. P11-20 .
- - TV news coverage of terrorism issues from an Arab and Western point of view during the period from 2011-2016, The International Refereed Journal, (Media Criticism), No. 11, Part Three, for the year 2017, pages 11-20.
- - Read newspaper papers in light of the competition of electronic journalism: a field study for Yemeni daily newspapers, University of Baghdad: College of Information, Journal of the Media Researcher, No. 32, in 2016, pages 165-193.
- - The impact of modern means of communication on the Arabic language, published in the scientific journal issued by the College of Information and Communication Sciences, University of the Island, Dubai, first issue, 2013.
- - Freedom of expression of opinion in the Yemeni press: a study of press freedom in the light of party pluralism, Beirut: The Arab Journal of Political Science, No. 35, Summer 2012, The Arab Society for Political Science in cooperation with the Center for Arab Unity Studies, p. 144.
- - University media research areas: Baghdad University as a model, published in the scientific journal, published by the College of Education at the University of Dhamar, second issue, January 2007, pp. 33-56.

#### **Participation in conferences and scientific forums**

- (Reverse order from the last conference to the oldest one):
- - Participation in the management of the scientific symposium held by the College of Mass Communication on the ethical use of artificial intelligence applications in scientific research, on 9/6/2023 AD.
- -- Participation in the second international scientific conference of the International Institute for Arab Renewal, which was held in Tunisia under the title: Building a Knowledge Society and Arab Citizenship, during the period from February 1-6, 2023 AD, and chaired a scientific session at the conference.

- -- Participation in the third conference of the College of Information at the Gulf University, under the title Institutional Communication in the Arabian Gulf: Experiences and Challenges, during the period from 1-2 October 2022 at the university's headquarters in Bahrain, and chaired a scientific session at the conference.
- -- Participation in the management of the scientific symposium held by the International Institute for Arab Renewal, entitled: The Impact of Digital Transformation on the Work of Electronic Service Companies - Dimensions and Challenges, on 7/29/2022.
- -- Participation in the International Forum of the Institute of Journalism at the Tunisian University of Bnouba - Tunisia, 30-31-3-2022 AD.
- -- Participation in the seventh meeting of the Arab Association for Scientific Research and Communication Sciences, which was held remotely in Beirut, in cooperation with the Lebanese American University, during the period from November 26-28, 2021, under the title: "The social and ethical responsibility of the media and communication in light of the current reality.
- -- Participation in the first meeting of the Arab Selection Institute in Tunis, Hammamet / Tunisia 11-7-2021 AD.
- - Participation in the Sixth Forum of the Arab Association for Scientific Research and Communication Sciences, which was held remotely in Beirut, in cooperation with the Lebanese American University, during the period from November 26-28, 2020.
- -- Participation in the second international conference of the Gulf University in Bahrain, under the title: Digital Media and Social Transformations in the Arabian Gulf, during the period 1-2-11-2020.
- - Participation in the tenth international conference of the London Center for Research and Social Consulting, and the second virtual conference of the center, entitled "Challenges of Education in the Arab World", during the period from 9/27-29/2020.
- - Participation in the ninth international conference of the London Center for Research and Social Consulting, and the first virtual conference of the center, labeled "Repercussions of Covid 19", during the period from 6-8/6/2020.
- - Participation in the second media meeting of the College of Communication at Al Qasimia University on 20/12/2019 and supervise a research paper presented by college students entitled: "The role of the media in promoting dialogue between cultures."
- - The International Zakat and Comprehensive Development Conference, which was held under the slogan: "Towards activating the civilized role of the Zakat hypothesis in the reality of contemporary societies", in the Kingdom of Bahrain during the period 15-17 / 11/2019.

- - The eighth international conference for the Arabic language in Dubai, during the period 11-13 April 2019, with a scientific research entitled: Arabic in social media - "Facebook as an example".
- - The first scientific conference for the media department of the Gulf University in the Kingdom of Bahrain, during the period 10-31 / 10/2018, entitled: "Media and the challenges of the Arab Gulf", with a research entitled: Sustainable development issues in the UAE economic press: (an analytical study of the economic attachés in the Union's newspapers And the Gulf).
- - The Sixth International Scientific Conference of the London Center for Social Research and Consulting, Amman, Jordan, for the period from 16-18/4/2018, under the slogan: Social and Economic Implications of Terrorism, with a research entitled: Using Social Media to Promote Terrorism Issues - An Analytical Study of a Sample of Users Locations.
- - The second international scientific conference for the media department at Sultan Qaboos University in Muscat, entitled: "Arab Society and Social Media Networks in a Changing World", for the period 10-30 - 11/11/2017, with a scientific research entitled: The role of social media sites in institutional communication - study To know its use in the media field.
- - The Third International Scientific Conference on Communication and Management (ICCM2017), held in the Greek capital, Athens, during the period 24-27 April 2017, with scientific research, entitled: (TV News coverage of Terrorism phenomenon from the Arab and Western perspectives from 2011 to 2016).
- - The Second Scientific International Conference on Social Responsibility, Al-Faisal Center for Social Responsibility in Qatar, research entitled: (Addressing Extremism and Terrorism Issues from the Point of View of Yemeni Media Persons - A Study for the Contact Person), during the period 4-18-18 / 2017.
- - The 20th Annual International Conference of the American Arab Association of Communication Professors AUSACE, which was held in the Department of Media at Qatar University, under the title: (Global Trends in Media and Its Perspectives, during the period from 24-26 October 2015).
- - Scientific workshop of the College of Media and Communication Sciences at the University of Al-Jazira, Dubai, on the methods of modern tests on 9/10/2012, entitled (evaluation methods in modern university tests TEST - study of the model of the Faculty of Information at the University of Al-Jazira).
- - The first international scientific conference for the Press and Media Department at the University of Jordan, Petra, on (Media: Expression and Change Tools), on 12/21/2011, with a working paper entitled: (University media research issues).
- - The second Fujairah Media Forum for the University of Ajman - Fujairah Branch, under the title (Translation and the Arabic language in the Arab media)

during the period from 29-30 March 2011, entitled (the communication revolution and its impact on the terminology of the Arabic language).

- - The Regional Seminar on Science and Technology Ethics (Ethical Issues in the Fields of Scientific Publishing), which was held by the Islamic Educational, Scientific and Cultural Organization -ISESCO- in the State of Kuwait during the period October 26-28, 2010, entitled (Media and Scientific Publishing).
- - The International Conference on the Use of Modern Technology Means in Developing Scientific Knowledge in the Islamic World, Yemen: Hadhramaut, for the period from 16-19 May 2010, on the occasion of Tarim, the Capital of Islamic Culture: Paper entitled: (The Role of Media in Spreading Environmental Awareness). And the second research paper entitled: (The scientific journalist between reality and ambition).
- - A working paper entitled: (The role of the local press in shaping public opinion: a study of the reality of the Yemeni press), at the symposium held by the Yemeni Ministry of Information in 2009, entitled: (The Yemeni press in light of the Yemeni unity - successes and failures).
- A working paper on (TV violence programs and their impact on the behavior of children), in the workshop held by Shadoub Children's Organization, in 2008.
- - Working papers in several training courses organized by civil society organizations, including the National Committee for Women and the Media Women Forum, on issues related to (media and gender), in 2007.
- - A working paper in a workshop held by the Ministry of Information, Institute for Media Training and Rehabilitation, on (Ethics of the media work in light of global transformations), during the year 2005.

### **Published Books**

- Published scientific books: reverse order from last book to oldest book:
- - Participation in the completion of the book of the Public Relations Conference entitled: (Academic qualification and professional practice of public relations).
- -- Authoring a chapter in a scientific book entitled: (The Brief in Public Relations), The World Reads Center, Saudi Arabia, 2021.
- - Public Relations: Theoretical Foundations and Professional Practice, Dar Osama, Jordan, 2019.
- - Modern Communication Research Methods, UAE: Dubai, Al Falah Library for Printing and Publishing, 2016.
- - Arab Satellite Broadcasting and Media Globalization, UAE, Dubai, Al-Jazira University, 2013.
- - University media research fields, the modern university office, Egypt: Alexandria, 2009.



- - A book entitled: (Contemporary Press Issues, Sana'a, University Book House, 2008.
- - Doctoral Research Abstracts for Yemeni Students Graduating from Iraqi Universities during the 1990s: 1990-2000, Yemeni Ministry of Culture, 2005.
- - The Development of Communication Technology and the Globalization of Information, the Modern University Office, Egypt, Alexandria, 2005.
- - The media function of the Internet, Beirut: University Salary House, 2001, and another book edition was published by Dar Al Fajer in Cairo 2003.

**Examples of courses that I taught at universities:**

- The scientific courses that I taught in Yemeni and Emirati universities are:
- - Teaching many academic courses through the distance e-learning platform, the Zoom application, since the beginning of the Covid-19 pandemic in 2019, including online public relations courses, media and community issues, social marketing, public relations and advertising research, and media writing
- - Introduction to Advertising, Introduction to Public Relations, Media Planning and Media Campaigns, Preparation of Media Materials for Public Relations, Public Relations Research and Advertising, Integrated Marketing Communications, Online Public Relations, Writing for Public Relations, Public Relations Programs, Relationships Ethics Public, media campaign planning, principles of social marketing, advertising campaign management, public relations in the applied field, international public relations, media and crisis management, direct and electronic advertising, media and community issues, legislation L and ethics, contemporary theories of media, media research methods, international media, social marketing.

**Development courses:**

- Participated in many development courses, including:
- - Participation in the professional development training program, which was held at Abu Dhabi University for three days, on the use of artificial intelligence in the educational field, for the period from 24-26/8/2022.
- - The founding meeting of the Association of Media Colleges of Arab Universities, which was held at Cairo University during the period from 11-13 July 2010.
- - The eighth international conference and exhibition for e-learning in Cairo during 2009, on (merging technologies: towards achieving excellence in the educational process).
- -The educational workshop held by the Danish School of Journalism and Information at the University of Aden, on (teaching methods and curriculum development), during 2009.

- -The IREX Scientific Program of the United States during 2006, at Yarmouk University in Jordan, and the University of Tennessee in the United States of America, on (Transparency in Education Using Communication and Information Technologies)

**Membership of professional organizations and bodies:**

- - Member of the Iraqi Public Relations Association (IPRA).
- - Member of the Egyptian Public Relations Association.
- -A member of the Arab American Association of Communication Professors AUSACE.
- ACSE member of science programs.
- - Member of the Arab Association of Communication Scientists in Beirut.
- Member of the Supreme Council for Arab Scholars and Thinkers, the Unified Arab Consultative Center.
- - Adviser to the Institute of Human Development Pioneers for Training and Consulting
- - Member of the Yemeni Journalists Syndicate, and the Arab Journalists Union.
- - Member of the Syndicate of Academic Staff at Sana'a University.
- - Founding member of the Association of Media Colleges of Arab Universities.
- - A volunteer member of Saned and the Yemen Red Crescent.

**Other areas and interests:**

- - Editor and writer for many Yemeni and Arabic newspapers and magazines, including the Emirati Marami magazine, and the social and security culture magazine 999.
- - A trainer in the field of various technical and creative media skills.
- Editor-in-chief of the news section of Al-Gomhoria newspaper, Yemen, 1986-1990.
- - A correspondent for the Yemeni Republic newspaper and Yemeni news agencies (Saba) in Baghdad, from 1995-2003.

**Supervising scientific theses and discussions:**

- Supervising and discussing many Master's theses: in Yemen and the Gulf states, including:
- - Discussing master's theses at the Jordanian Middle East University, entitled: The Credibility of Weather Media among the Jordanian Public: A Comparative Study between "Meteorological Management and Arab Weather", by the student Laith Muhammad Abdul Karim Al-Hiyari, and supervised by Dr. Ahmed Ali Erekat.

- -- Discussion of a master's thesis entitled: Employment of Palestinian Journalists for Artificial Intelligence Technologies in Digital Content Management: A field study, in the Department of Media at the Islamic University in Gaza, by student Subhi Hamdan Al-Masalha, and supervised by Prof. Dr. Amin Mansour Qassem Wafi, 2023.
- -- Discussing master's theses at the Middle East University of Jordan, entitled: The Role of Jordanian Television in Addressing National Economy Issues: From the Point of View of Jordanian Businessmen, on 1/24/2021, through the Microsoft Teams platform.
- - Discussion of the Master's thesis entitled: "The public's reliance on the websites of Bahraini newspapers for a source of information: an analytical field study", in the Department of Media and Tourism, College of Arts, University of Bahrain, 2018.
- - Discussion of the Master's thesis, entitled: The Reality of Public Relations in Medium Commercial Enterprises: A Field Study submitted by the student, Amina Abdel Jalil Al-Hamdan, and supervised by Dr. Abdul Sadiq Hassan, in 2018.
- - Discussion of a master's thesis entitled: The effect of using social networks on family bonding in the Kingdom of Bahrain, submitted by the student Jaafar Ahmed Hassan Mubarak, and supervised by Dr. Reda Abdel Wajid Amin, in 2018.
- - Discussing the Master's thesis, entitled: The Media Strategy for Empowering Women in Parliamentary and Municipal Elections, by applying on the Kingdom of Bahrain Television, presented by the student, Novah Ahmed Ali Eid, and supervised by Dr. Zuhair Dhaif, in 2018.
- - Discussion of the Master Thesis entitled: Media Education for High School Students and Their Relationships Using Social Media by App on YouTube, provided by the student Fajr Muhammad Al-Shanu, and supervised by Dr. Zuhair Dhaif, in 2018.
- Discussion of the Master Thesis entitled: The Attitudes of Female University Students towards the Image of Family Relationships in TV Series, Media Department, Al-Ahliyya University, Kingdom of Bahrain, 2017.
- - Discussion of the Master Thesis entitled: The Attitudes of the Bahraini Audiences towards the Ethics of Social Media Uses - A Field Study, Department of Information at Al-Ahliyya University, Kingdom of Bahrain, 2017.
- - Discussion of the Master Thesis entitled: Adolescents' Use of Social Media in the Kingdom of Bahrain and its Relationship with Behavioral Deviations, Media Department, Al-Ahliyya University, Kingdom of Bahrain, 2017.
- - Discussing a Master Thesis entitled: The Yemeni Journalists' Uses of Social Media Networks and the Verifications Verified from it, Sana'a University, College of Information, 2015.

- - Supervising a Master Thesis entitled: Handling Caricature Drawing for Societal Issues in the Yemeni Press: A Study of the Contextual and the Outstanding, Sana'a University, Faculty of Information, 2014.
- - Discussion of a master's thesis entitled: The role of economic journalism in educating the Yemeni public about spoiled and counterfeit food commodities: an analytical study, Sana'a University, College of Information, in 2014.
- - Discussion of a master's thesis entitled: The role of the Yemeni press in tackling the flood disaster in the eastern regions: an analytical study of a sample of Yemeni newspapers, Sana'a University, Faculty of Information, in the year 2014.
- - Discussion of a master's thesis entitled: Factors affecting access to press information in Yemen - An applied study on the contact person, Sana'a University, College of Information, in 2013.
- - Supervising a Master Thesis entitled: Factors Affecting News Selection in the Yemeni Press - An Analytical and Field Study, Sana'a University, College of Information, in 2012
- - Supervising a Master Thesis entitled: (The Role of Yemeni Newspapers in Setting the Priorities of the Audiences towards Political Issues - An Analytical and Field Study), University of Sanaa, College of Information, in 2011.

**Selected publications: (for a complete list please refer to this link/CV)**

[رابط موقع المؤتمر العلمي الدولي الأول للعلاقات العامة في كلية ليوا: https://lct.ac.ae/liwa-conference/index.php](https://lct.ac.ae/liwa-conference/index.php)

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<b>Google Scholar</b>	<a href="https://scholar.google.com/citations?hl=ar&amp;authuser=1&amp;user=uUW0iMQAAAAJ">https://scholar.google.com/citations?hl=ar&amp;authuser=1&amp;user=uUW0iMQAAAAJ</a>
<b>Research Gate</b>	<a href="https://www.researchgate.net/profile/Abdulmalk-AI-Danani">https://www.researchgate.net/profile/Abdulmalk-AI-Danani</a>
<b>ORCID</b>	<a href="https://orcid.org/0000-0003-0664-4299">https://orcid.org/0000-0003-0664-4299</a>
<b>Scopus</b>	<a href="https://ar.wikipedia.org/wiki/%D9%85%D9%88%D8%B6%D9%88%D8%B9:U2n9gey79q8qroks">https://ar.wikipedia.org/wiki/%D9%85%D9%88%D8%B6%D9%88%D8%B9:U2n9gey79q8qroks</a>