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Personal Data and Contact Information

Full Name: Mohamed Elamin Musa Ahmed Ibrahim

Nationality: Sudanese

Date of birth: 4/18/1963

Place of birth: Ghibiesh – West Kordofan - Sudan

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Qualifications:

- PHD in Communication (2003) from Omdurman Islamic University – Omdurman – Sudan. Title: "Nonverbal Communication in Holly Quran"

- MA in Journalism (1988-1993) from High Institute of Journalism, Rabat - Morocco. Title: "Nonverbal Communication: Emblems in Morocco and Sudan: Exploratory-Experimental Study"
- BA degree in Journalism (1984-1988) from High Institute of Journalism, Rabat - Morocco

Publications:

I - Books:

- 1 – (1994) Psychological Factor and Communication – Rabat: Al Nawras
- 2 – (1996) Nonverbal Communication – Rabat
- 3 – (1998) Journalism Basics – Rabat
- 4 – (1999) Hassan II: Study in Genius - Rabat
- 5 – (2003) Nonverbal Communication in Holy Quran – Sharjah: Department of Culture & Information.
- 6 – (2011) Introduction to Graphic Design – (Refereed textbook) - Sharjah: Sharjah University.
- 7 – (2012) Effective Communication: Foundations and Applications - (Refereed book) - Sharjah: Sharjah University.
- 8 - (2012) The Art of Disguising – Sharjah: Department of Culture & Information.

II – Studies and Papers:

- 1– Sudanese Newspapers and Democratic Transition: Any Relationship? – In: Zran, Jamal and Milady, Nouredine (January, 2019) – “Media and

Democratic Transition in Arab World: The Beginning of the End of the Arab Exception – Tunisia: Arab Media and Communication Network

2 – Teaching Media in Sudan: Integration of Theory with Practice – Paper presented in the Conference of “Assessment of Academic Learning of Communication and Media in Sudan” which held on July 29-31, 2018 – Khartoum, Sudan.

3 - Prophet Muhammad (PBUH) as the Ideal PR Practitioner: A Nonverbal Communication Perspective – Journal of Islam in Asia – Islam in Asia, Vol 14 No 3: Special Issue Islam and Creativity, December 2017.

4 - Arab TV Channels’ Logos: A Semiotic Study of Graphic Design Effectiveness - Alhikma Journal of Communication and Media Studies – Alhikma Publishing. No.7, January-June 2017.

5 - Effective Communication through Arab Universities Websites – Alhikma Journal of Communication and Media Studies – Alhikma Publishing. No.7, January-June 2016.

6 – Manifestations of Image in New Media: Technical and Philosophical Dimensions – Algerian Journal of Communication – No.23 – June 2015.

7 - The image of Islam in the Web: What Do Image Search Engines Say? – Paper presented in the “International Conference on the Presentation of Islam and Muslims in Media 2008 – July 29-30, 2008 – International Islamic University Malaysia - Kulliyah of Islamic Revealed Knowledge and Human Sciences – Kuala Lumpur: Malaysia.

8 – Dilemma of Human Communication in Information Explosion Era - in Ajman University Journal (Ajman – Vol.11, N°3, December 2006)

9 – Applications of Multimedia in Arab Online Media - Paper presented at the International Conference of: Internet Journalism in Arab World: University of Sharjah – November 22-23, 2005.

10 – The Future of Public Relations in the Infomedia Age – Paper presented at the International Conference of: Public Relations in Arab World and Globalization: University of Sharjah – May 4-5, 2004.

11 – Hassan II: Communicative Behavior and Genius of Leadership – Paper presented at the International Conference of: Hassan II: Biography and Glories - (Rabat: 6-9 July 2000).

12 - Basics of Layout Editing using Computer - in Moroccan Journal of Communication Studies (Rabat - N°10, May 1999)

III - Symposiums:

- Speaker at Aljazeera 7th Forum – 16-18 Mar. 2013 – Doha.
- “Media and the Global Economic Crisis: Awareness, Vulnerability. And impact”. A paper presented in the Symposium of “The Effects of the Global Economic Crisis on Media”. The Arab Cultural Club, Saturday 30, 2009.

Experience:

I – Administrative:

- Acting Dean of School of Communication (October 25, 2015 to January 22, 2016) – Al Dar University College – Dubai.
- Mass Communication, chair and program coordinator (March 2, 2016 to up now) – School of Communication - Al Dar University College – Dubai.

II - Teaching:

- Assistant professor of Online Journalism – Department of Mass Communication – College of Arts and Science – Qatar University (August 2016 up to now). I taught the following courses:

1. Media and Society
2. News Reporting, Writing and Editing
3. Online Journalism
4. Multimedia Reporting and Writing 1
5. Print & Online Journalism Capstone
6. Multimedia Reporting and Writing 2

- Associate professor of communication - Al Dar University College – Dubai (July 2016 to August 2016).

- Assistant professor of digital media – Al Dar University College – Dubai (September 2014 to July 2016). I taught the following courses:

1. Writing for Digital Media
2. Digital Media Skills
3. Introduction to digital media
4. Introduction to public relations
5. Digital Photography
6. Introduction to Advertising
7. Public Relations Management
8. Mass Media in UAE
9. Information technology and society

- Assistant professor of graphic design and multimedia - College of Communication – Sharjah University (September 2007 to 2014). I taught the following courses:

1. Online Journalism

2. Media Writing I
 3. Computer Assisted-Reporting
 4. Layout and Design
 5. Introduction to Graphic Design
 6. Applications in Graphic Design
 7. Infographics
 8. Preparation of Multimedia materials
 9. Multimedia Design and Production
 10. Graduation project in Graphic Design and Multimedia
 11. Principles of Visual Media
 12. History of Visual Media
 13. Photography
 14. Digital Photojournalism
 15. Media in the UAE
 16. Communication Theories
 17. Media Translation
 18. Public Opinion
 19. Communication in Arab and Islamic Heritage
 20. Communication in Modern Societies
- Assistant professor – Faculty of Information, Mass Communication & Public Relations – Ajman University of Science and Technology (February 2003-Augst 2007).

I taught:

1. Online Media
2. Newspaper Design and Layout
3. Specialized Press
4. Photojournalism
5. Applications in Multimedia & Desktop Publishing
6. Internet for Communication
7. Broadcast Delivery.
8. Principles of Social Marketing

- Also, I prepared Laboratory Manual for Multimedia; Lab. Manual for News Writing & Editing II; Lab. Manual for Layout & Design.

- Lecturer at the High Institute of Information and Communication, Rabat – Morocco (2000/2001), I taught: Layout and Design.

- Lecturer at the High Institute of Journalism and Communication, Casablanca – Morocco (1998-2000). I taught: Introduction to Communication; Introduction to Computer; Layout and Design; Multimedia; Psychology of Communication.

- Lecturer at Information & Journalism Formation Institute, Casablanca, Morocco (1995-1997). I taught: Layout and Design;

III – Layout Editing and Designing:

- Layout editor and designer from 1989 to 2002.

- Layout and design manager at "Al Mountakhab" sportive newspaper – Rabat – Morocco (1993-2002).

- Layout editor at "Al Mithaq" Moroccan daily newspaper (1992-1993)

- Layout editor at "Anwal" Moroccan daily newspaper (1991-1992)

IV – Journalism:

- Editor at the Saudi Communication Center in Rabat – Morocco (1993)
- Editor and art manager of "Al Mihwar Al Iqtisadi" business magazine – Tanger – Morocco (2001)

Community Service & Trainings:

- “Media Effective Communication within Gulf Crisis” – A paper presented in workshop organized by Qatar National Museum entitled: The Role of Media in Gulf Crisis (February 18, 2018).
- “Effective Communication through New Media in Humanitarian Sector” - A paper presented in the second forum of “Media and Humanitarian Action” organized by RAF Foundation (Doha, May3, 2017).
- “Image use in Press Story” – A training course implemented in Al-Watan Center for Media Training (Doha, April 2017).
- “Effective Communication Skills with Partners” (Arabic) Public training, Ajman Police – UAE Ministry of Interior – Ajman - UAE (April 29 – May 2, 2015).
- “Skills of Verbal Language in Pleadings” (Arabic) Public training, Emirates Association for lawyers and legal – Almezmaah Studies and Research Center – Dubai - UAE (9 –11 February 2015).
- Lecturer and member of the jury in the workshop: "Cartoon", which organized by the Public Authority of Youth and Sport Welfare – UAE on Dec. 30, 2012.

- “Skills of Dealing with media: The Role of Spokeswoman.” A forum organized by: Skills for Exhibition & conference. Dubai, October 29, 2009.
- “Modern methods in publication design” (Arabic) Public training, Center of Continuing Education & Community Service – Sharjah University (18-21 October 2009).
- “The Poetry of Image”. Seminars at University of West Kordofan (Alnohoud – Sudan) (August 2007)
- I presented a seminar in “Applications of Communication Modern Technologies” for The EMIRATES SCOUT ASSOCIATION at Dubai Press Club (Dubai, 11-21-2006).
- I presented a seminar in "The Art of Disguising" for trainees at "The Police School" – Sharjah/UAE, (October 2004).
- I presented four seminars for students at University of West Kordofan (Alnohoud – Sudan) (August 2003):
 - 1 – Human Communication and Media
 - 2 – The Internet as a Medium
 - 3 – Globalizing Communication
 - 4 – The Effects of IT on Media Development
- I participated in the second workshop for training correspondents of "Attajdid" (Fes August 2002).
- I participated in workshop for training journalists of "Attajdid" Moroccan daily newspaper, within four lectures (September 2001).
- I participated in workshop for training journalists of "Al Ittihad Al Ishtiraqi" Moroccan daily newspaper, within seven lectures (July 2000).

- I participated in workshop for training PR people of Trade & Industry Rooms in Morocco, how to produce pamphlets (Casablanca 9/26/1996).

IT Experience

I – Software

1 – Desktop Publishing & Graphic Design

a – Al Nashir Assahafi (Versions: 1 – 1.09 – 6 – 7.04 – 7.5.2 – 8 – Dibaj)

b – Quark XPress (Versions: 1 – 3.11 – 4.03 – 4.04 Passeport – 5 – 6.5 – 7.02 – 7.5)

c – Adobe PageMaker

d – Adobe InDesign (Versions: 1 – 2.0 – CS - CS2 – CS3 – CS4 – CS5– CS6 - CC)

e – Adobe Photoshop (Versions: 1 – 2.5 – 3 – 4 – 5 – 5.5 – 6 – 7 – CS – CS2 – CS3 – CS4– CS5– CS6 - CC)

f – Adobe Illustrator (Versions: 8 – 9 – 10 – CS - CS2 – CS3 – CS4– CS5 – CS6 - CC)

g – Ulead PhotoImpact (Versions: 11 – 12 – X3)

h – Macromedia Freehand (Versions: 3 – 4 – 5 – 7 – 8 – 9 – 10 - MX)

i – Typestyler (Versions: 2 – 3)

j – Microsoft Office (Versions: 95 – 97 – 98 – 2000 – 2003 – 2004-2007Mac)

2 – Web Design

a – PageMill (Versions: 2 – 3)

b – Front Page

c – Director 7, MX

d – Flash 5, 7, CS3.

e – Dreamweaver 3, 8, CS3 – CC

3 – Video Editing

Final Cut Pro

II – Hardware

1 – Apple Macintosh

Mac Plus – Classic - MACII – LC – LCIII – Performa 400 – Performa 450 – Performa 7500 – Quadra 800 – Quadra 950 – Power Mac 4400 – G3 – G4 – G5 - Power Book series – iMac – iMac (Core 2 Duo) – Mac Pro

2 – Laser Printers and Image Setters

QMS – Laser Writer Pro850 – HP LaserJet 5000 - LaserJet 5100 – Xerox Phaser 7300 (Color A4&A3) - Image Setter Agfa 5000 – Image Setter Mako ECRM.

3 – Scanners:

Apple One Scanner – Agfa series – HP ScanJet - Umax PowerLook 2100XL (A3).

4 – Presentation Facilities and Video Conferencing:

- Data show

- Smart Board

- Video Conferencing

Research and Creative Areas

- New media

- Online Journalism
- Graphic and web design
- Layout and desktop publishing
- Nonverbal Communication as general, and Visual Communication specifically
- Effective communication
- IT and how it can influence our life
- Psychology of Communication
- Economy and communication