

Dr. Abderrahmane Azzi

Short CV

Abderrahmane Azzi is professor of Communication, University of Sharjah, UAE, a post he has held since 2006.

Professor Azzi served as the dean of College of Communication, University of Sharjah, UAE, from 2011 to 2016. He was instrumental in the College's success in being accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), USA, 2016.

Born and raised in Algeria, Azzi received his B.A. in journalism from the University of Algiers (1977), later becoming a reporter for *El Chaab* (the people) daily newspaper in Algiers. At North Texas State University, he earned M.A. in Journalism (1980) and Ph.D. in Sociology of Mass Communication (1985.)

After earning his Ph.D., Azzi returned to Algiers to start his position as an assistant professor at the department of communication of the University of Algiers. In the 11 years as faculty member of the department, he taught journalism's introductory classes for freshmen and communication theory and media ethics for graduate students.

Afterwards, Azzi traveled, taught and held academic positions in many universities in Asia and the Gulf region. His teaching and research extends to more than 30 years. He has taught communication at IIUM (IIUM University, Kuala Lumpur (Malaysia), King Saud University (Saudi Arabia), UAEU (United Arab Emirates University) in Al Ain, UAE, and University of Sharjah, UAE.

Azzi held many academic positions as coordinator of the radio & TV program at the University of Algiers, Vice-Chancellor for Post-Graduate Studies and Scientific Research at the University of Algiers, Chair of the Department of Mass Communication at IIUM University, Malaysia, and Chair of the Department of Mass Communication the UAEU, UAE, Vice Dean and Dean of College of Communication, University of Sharjah, UAE.

Azzi is most known for his theory called VDT (Value Determinism Theory of Media) , a theory which is praised and commented by eminent media scholars as Prof. Christians G. Clifford, Prof. Max Mcombs, author of Agenda-Setting Theory, and Prof. Em Griffin. Azzi received Ben Badis Prestigious Award from University of Mostaganem (Algeria), and an Honorary Award from University of Laghwat (Algeria) for his contribution to ethical communication.

Azzi has published and co-authored 28 books more than 50 articles and studies in many academic journals in Arabic and English. His research work on media ethics includes his recent books in Arabic titled: *Media Law and Ethics in the Context of Social Media: Reading in Ethical Theory and Theory of Ethical Duty in Journalism Practices*. His research papers on media ethics in English include: 1) "The Morality of Journalism Ethics: Reading in Nursi's Theory of God's Attributes, " in *Journalism Studies*, Vol 11, 6, 2011,

2) "Ethical Theory and Social Media", in Theophilus Kofi Gokah, *Media Anothology: A Critical Reader – Visualizing Mass Media from a Macro Perspective*, Nova Publication, New York, 2016, pp. 173-184 - and
3) the upcoming "Teaching Media Ethics in a Global Context," in *Global Discourse and Discord*, Cambridge Scholars Publishing, UK, 2018.

He is currently working on ethical theory; a cross-cultural comparative analyses and on translating on his work on VDT into English.