

Bouziane Zaid, PhD.

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EDUCATION

2009. Ph. D. in Communication, Department of Communication, University of South Florida. USA. Dissertation title: *Public Service Television Policy and National Development in Morocco*.

1999. Master of Arts in Mass Communication, Mass Communication Department. University of South Florida.

PROFESSIONAL SUMMARY

- A strong academic teaching and research record
- Leadership in curriculum development and academic management
- Consultancy activity producing six country reports
- Expertise in community development

PROFESSIONAL EXPERIENCE

- August 2018-present: Associate Professor, University of Sharjah, UAE.
- August 2017-July 2018: Visiting Associate Professor, American University of Sharjah, UAE.
- August 2016-July 2017: Associate professor, Al Akhawayn University in Ifrane (AUI), Morocco.
- August 2009-July 2016: Assistant professor, AUI.
- August 2003-July 2009: Lecturer, AUI.

- August 2009-May 2015 and September 2016-July 2017: Chair of the Communication Studies Program (AUI) :
 - Curriculum development
 - Quality assurance
 - Course assignments and distribution
 - Organize Internships and Exit tests
 - Lead program meetings and set agendas
 - Partnerships with International universities

- June 2011-September 2013: Undergraduate School Coordinator (Vice Dean) of the School of Humanities and Social Sciences (SHSS):
 - Implement the objectives of the University and the School mission with regards to academic matters
 - Prepare and coordinate SHSS course schedules for each semester
 - Outreach campaign to increase the number of high quality students

- Work with School program coordinators to carry out course scheduling, Internship defenses, Exit Tests
 - Coordinate visits by partner institutions for SHSS Programs validation
 - Assist the SHSS Dean in a variety of administrative duties
- August 1999-May 2003: Teaching Assistant at the Communication Department, the University of South Florida, USA.

LIST OF PUBLICATIONS

Journal articles and book chapters:

Zaid, B. 2018. "Comparative study of broadcast regulators in the Arab world," *International Journal of Communication*, USC Annenberg Press, (In Press).

Zaid, B. 2017 "The Authoritarian Trap in State/Media Structures in Morocco's Political Transition," *The Journal of North African Studies*, 22(3), Taylor & Francis, 340-360.
<http://www.tandfonline.com/doi/full/10.1080/13629387.2017.1307910>

Zaid, B. 2016. "Internet and Democracy: A Force for Change or an Instrument of Repression," *Global Media and Communication Journal*, 12(1): 49-66. Sage Publication.
<http://journals.sagepub.com/doi/abs/10.1177/1742766515626826>

Zaid, B. 2016. "Public Service Broadcasting Structure and Performance in Morocco and the MENA Region," in *Public Service Media Initiatives in the Global South*, Anis Rahman and Gregory F. Lowe (eds.) Vancouver: Simon Fraser University Library, 40-51.
<http://monographs.lib.sfu.ca/index.php/sfulibrary/catalog/view/1/1/8-2>

Zaid, B. 2016. "State-Administered Public Service Broadcasting in Morocco," in *Crossing Borders and Boundaries in Public Service Media*, Greg Lowe and Nobuto Yamamoto (eds.). Göteborg, Sweden: Nordicom, 153-167.
<http://www.nordicom.gu.se/en/publikationer/crossing-borders-and-boundaries-public-service-media>

Zaid, B. 2016. "تنظيم الإعلام السمعي البصري العربي: ضوابطه القانونية والسياسية." Al Jazeera Center for Studies. <http://studies.aljazeera.net/ar/mediastudies/2016/10/161027083826459.html>

Zaid, B. 2016. "Social Media, Privacy and Implications for Democracy," in *Social Media Reconsidered: Proceedings of the Symposium on Social Media*, edited by B. Zaid. Ifrane, Morocco: Al Akhawayn University Press, 51-63.

Zaid, B. & Ibahrine, M. 2016. "Spectrum Management and Democratization in Morocco," in *International Journal of Information Technology, Communications and Convergence*. <http://www.inderscience.com/info/ingeneral/forthcoming.php?jcode=ijitcc>.

Zaid, B. 2015. "Morocco: Kokka shudo niyuru Kokyo Service Hoso" (in Japanese: State-Administered Public Service Broadcasting in Morocco), Nobuto Yamamoto (trans. and ed.) *Journalism no Kokuseki (Nationality of Journalism)*. Tokyo: Keio University Press, 93-114.

Zaid, B. 2014. "Audience Reception Analysis of Moroccan Public Service Television," *Middle East Journal of Culture and Communication*. 7(3): 284-309.

Zaid, B. 2014. "Quantitative Content Analysis of Moroccan Public Service Television," in *Global Media Journal Arabian Edition*, 3(1-2): 3-19.

Zaid, B. 2013. "Morocco's Media System in a Democratic Transition," in *Media and Democratization: The African Experience*, Edited by A. A. Olorunnisola and A. Daoua. PA. IGI Global, 15-31

Zaid, B. 2013. "Media in Morocco," in *Past Glory Future Wonders*. A. Marzouk & N. Messari (Eds.). Ifrane, Morocco: Al Akhawayn University Press, 46-54.

Zaid, B. 2009. "Al Jazeera," in *Saudi Arabia and the Gulf Arab States Today: An Encyclopedia of Life in the Arab States*. Edited by S. Maisel and J. Shoup. Westport CT.: Greenwood, 238-240.

Zaid, B. 2008. "Abdelaziz Bouteflika," *Encyclopedia of Political Communication*, Edited by Lynda Lee Kaid & Christina Holtz-Bacha. Sage Publication, 63-64.

Zaid, B. 2001. "Bakhtin's Dialogic Model and Popular Culture," in *Culture and Mass Communications in the Caribbean*. H. Regis (Ed.). Gainesville, FL.: University Press of Florida.

Books:

Zaid, B. 2010. *Public Service Television Policy and National Development in Morocco: Contents, Production, and Audiences*. Saarbrücken, Germany: VDM Verlag (**by invitation**). <http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1099&context=etd>

Zaid, B., and Ibahrine, M. 2011. *Mapping Digital Media: Morocco*. The Open Society Foundation. http://www.soros.org/initiatives/media/articles_publications/publications/mapping-digital-media-morocco-20110617/OSF-Media-Report-Morocco-06-14-2011-final-WEB.pdf

Professional reports:

Zaid, B, Hidass, A, Ksikes, D. 2018. *Assessment of Media Development in Morocco*, UNESCO. (Forthcoming)

Zaid, B. 2017. "Freedom of the Net Report, Morocco 2017," Freedom House Report.
<https://freedomhouse.org/report/freedom-net/2017/morocco>

Zaid, B. 2016. "Freedom of the Net Report, Morocco 2016," Freedom House Report.
<https://freedomhouse.org/sites/default/files/FOTN%202016%20Morocco.pdf>

Zaid, B. 2015. "Freedom of the Net Report, Morocco 2015," *Freedom House Report*.
https://freedomhouse.org/sites/default/files/resources/FOTN%202015_Morocco.pdf

Zaid, B. 2014. "Freedom of the Net Report, Morocco 2014," *Freedom House Report*.
<https://freedomhouse.org/sites/default/files/resources/Morocco.pdf>

Zaid, B. 2013. "Freedom on the Net, Morocco 2013," *Freedom on the Net Report*.
http://freedomhouse.org/sites/default/files/resources/FOTN%202013_Full%20Report_0.pdf

Conference proceedings:

Zaid, B. (editor). 2016. *Social Media Reconsidered: Proceedings of the Symposium on Social Media*. Ifrane, Morocco: Al Akhawayn University Press.

Zaid, B., El Kasmi, A, Legrouri, A, (Co-editors). 2007. *International Workshop. Women in Water Management*. Published by UNESCO Chair for "Water, Women and Decision Power."

Online articles:

"New Press Code in Morocco to Still Send Journalists Behind Bars,"
<http://mediapower.android-drupal.com/content/new-press-code-morocco-still-send-journalists-behind-bars>, October 19, 2015

"Early Days for Digital Media in Morocco," by Bouziane Zaid & Eleanor Kelly,
<https://www.opensocietyfoundations.org/voices/early-days-digital-media-morocco>
December 3, 2012

"Viewpoint: Global Voices Summit & Technology-Driven Research,"
<http://www.mediapolicy.org/2012/10/global-voices-summit-academic-workshop-technology-driven-research/>, October 29, 2012

"Mobile is next major trend," <http://theglobalherald.com/mapping-digital-media-in-morocco-mobile-is-next-major-trend/19615/>, June 30, 2011

"Development in Public Service Television in Morocco," <http://theglobalherald.com/media-development-in-public-service-television-in-morocco/12610/>, March 7, 2011.

ACADEMIC PRESENTATIONS

1. Paper entitled: "Comparative Study of Broadcast Regulators in the Arab world," presented at 1st Conference on Media and Communication, Abu Dhabi University, 19-20 March 2018.
2. Papers entitled "The Authoritarian Trap in Media/State relations in Morocco's Political Transition," at the fourth annual Social Science Conference organized by Al Akhawayn University in Ifrane, Morocco, 22-24 May 2017.
3. Paper entitled: "Structure: Media in Political Transition in Morocco," presented at the international conference on "Media in Political Transition in the Southern Mediterranean," organized by the University of Cambridge and Al-Jazeera Center for Studies, Doha, Qatar, 7-9 January 2017.
4. Paper entitled: "Comparative Study of Broadcast Regulators in the Arab world," presented at the University of Antwerp in collaboration with the Free University of Brussels and organized by the Re-Visionary Interpretations of the Public Enterprise (RIPE), Brussels, Belgium, 22-24 September 2016.
5. Papers entitled "State-administered public service broadcasting in Morocco," at the third annual Social Science Conference organized by Al Akhawayn University in Ifrane, Morocco, 21-22 May 2016.
6. Paper entitled "media in political transition" presented at Crown Center for Middle East Studies and Al Akhawayn University Dialogue on Contemporary Issues, Al Akhawayn International Conference Center, Ifrane, 22 May 2016.
7. Paper entitled "Political dissent and online freedom in Morocco," presented at the Internet Governance Forum, João Pessoa, Brazil, November 10-13, 2015.
8. Papers entitled "A Human-right based approach to internet privacy in higher education" and "State-administered public service broadcasting in Morocco." Presented at the Arab-US Association for Communication Educators (AUSACE) 20th Annual Conference "Global Trends and Prospects in Mass Communication," held in Doha, Qatar, October 24-26, 2015.
9. Paper entitled "Internet Privacy in Higher Education" presented (via video) at the *CPRsouth2015*, "The Changing Landscape of ICT Governance and Practice," organized by the Innovation Center for Big Data and Digital Convergence and Yuan Ze University, Taiwan 26 - 28 August 2015.
10. Paper entitled "Internet and Democracy: A Force for Change or an Instrument of Repression" presented in the GeoMedia 2015: Spaces and Mobilities in Mediatized Worlds, held in University of Karlstad, Sweden, 5-8 May, 2015.
11. Paper entitled "Internet Privacy in Higher Education" presented at UNESCO's Connecting the Dots conference, held at UNESCO's headquarters in Paris, France, 3-4 March 2015.
12. Paper entitled "Internet Governance and Activism in the Context of Social and Political Change in the Middle East" in the workshop on "peaceful change and violent conflict" organized by DAAD (the German Academic Exchange Service) and the Iranian Center of Strategic Research held in Tehran, Iran 2-4 December 2014.

13. Paper entitled "State-administered public service broadcasting in Morocco." International conference on "Public Service Media Across Boundaries" organized by the Re-Visionary Interpretations of the Public Enterprise (RIPE) in Keio University in Tokyo, Japan, 27-29 August 2014.
14. Paper entitled "Internet and democracy in Morocco: a force for change or an instrument for repression." International Conference on "Social Media and the Transformation of Public Space," the University of Amsterdam and the Royal Netherlands Academy of Science, Amsterdam, Netherlands, 18 to 20 June 2014.
15. Paper entitled: "Net Freedom in Morocco." In the Freedom Online Coalition conference, Tallinn, Estonia, April 28-29, 2014.
16. Paper entitled, "Net Freedom in Morocco," presented in a panel on "Human Rights Online: Emerging Threats and Opportunities," at the Internet Governance Forum, held in Bali, Indonesia, October 21-24, 2013.
17. Paper entitled "The Internet, the Public Sphere and Morocco's Democratic Transition," The Arab-American Association of Communication Educators (AUSACE), Ecole Supérieure Roi Fahd de Traduction in Tangier, Morocco, 11-15 November 2013.
18. Paper entitled "Quantitative Content Analysis of the programming of public service TV in Morocco" in the expert working group on data collection on television and on-demand audiovisual services in the countries of the partnership of the Euromed Audiovisual III programme, organized by the European Audiovisual Observatory and the Arab States Broadcasting Union (ASBU), in the ASBU headquarters in Tunis, September 23-24, 2013.
19. "Digital media and political mobilization during the Arab Spring, the case of Egypt and Morocco." National Institute of Pakistan Studies and German Academic Exchange Service, Quaid-i-Azam University, Islamabad, Pakistan, September 9-13, 2013.
20. "Journalism, Media and Hate speech in Morocco and the MENA region." Regional Symposium: "Combating Extremism and Hate Speech in Africa while protecting Freedom of Expression." Saly, Senegal on 3- 4 October 2012.
21. "Digital media and political activism in Morocco" in Global Voices Citizen Media Summit on "Digital Media and Disruptive Publics." Nairobi, Kenya on June 29-30, 2012.
22. "Digital News and Journalism Ethics in Morocco". The World Press Freedom Day Conference in Tunis, Tunisia on May 3-6, 2012.
23. "Mapping Digital Media in Morocco." AUCASE Conference, the American University of Beirut, Lebanon, October 27-November 1, 2011.
24. "Quantitative Content Analysis of Moroccan Public Service Television." The International Association for Media and Communication Research (IAMCR), Istanbul, Turkey, July 13-17, 2011.
25. "Audience Reception Analysis of Moroccan Public Service Television Audiences." The International Association for Media and Communication Research (IAMCR), Istanbul, Turkey, July 13-17, 2011.

26. "Audience Reception Analysis of Moroccan Public Service Television Audiences." The Gulf Research Center Conference. Cambridge, U.K., July 6-9, 2011.
27. "The Old and New Media in Morocco." Journée d'étude organisée par le Groupe de Recherche, "identité et différence" et la licence professionnelle, "médias et communication interactive." University Hassane I, Oujda, Morocco. May 3, 2011.
28. "A Typology of Moroccan Media System in the Country's Democratic Transition". International Conference on Media, Culture and Education. Faculty of Arts and Humanities, Moulay Ismail University, Meknes, Morocco. 23-25 November, 2010
29. "Media Policy in Morocco." The International Association for Media and Communication Research (IAMCR), Braga, Portugal, July 18-22, 2010.
30. "Morocco's Media System in a Democratic Transition". The International Communication Association Conference, Chicago, USA, May 20-25, 2009.

TRAVEL GRANTS

1. Internet Governance Forum: Brazil (November 2015) and Bali (October 2013). Funding source: Freedom House
2. CPR South 2015: Taipei, Taiwan (August 2015) Funding source: Innovation Center for Big Data and Digital Convergence
3. UNESCO's Connecting the Dots conference, held at UNESCO's headquarters in Paris, 3-4 March 2015. Funding source: UNESCO.
4. Freedom Online Coalition: Tallinn, Estonia (April 2014), Geneva, Switzerland (February 2014). Funding source: Ministry of Foreign Affairs of Estonia.
5. Re-Visionary Interpretations of the Public Enterprise (RIPE) in Keio University: Tokyo, Japan (August 2014). Funding source: Open Society Foundation
6. UNESCO's "Connecting the Dots" conference: Paris (March 2015). Funding source: UNESCO
7. DAAD (the German Academic Exchange Service) workshops on "peaceful change and violent conflict" in Islamabad, Pakistan and Tehran, Iran (December 2013 and December 2014): Funding source: DAAD.
8. European Audiovisual Observatory and the Arab States Broadcasting Union (ASBU): Tunis, Tunisia (September, 2013). Funding source: Euromed Audiovisual III programme.
9. Regional Symposium on Combating Extremism and Hate Speech in Africa while protecting Freedom of Expression, in Saly, Senegal (October 2012). Funding source: Open Society Foundation.
10. The Gulf Research Center Conference in Cambridge, U.K., (July, 2011). Funding source: Gulf Research Center.

ACADEMIC AWARDS

Best Faculty in the School of Humanities and Social Sciences in 2012 and 2017, Al Akhawayn University of Ifrane, Morocco

RESEARCH FELLOWSHIPS

- Graduate Teaching Assistantship: Communication Department, the University of South Florida (1999-2003).
- Graduate Research Assistantship: Mass Communication Department, the University of South Florida (1998-1999).

COURSES TAUGHT

Undergraduate courses:

- Integrated marketing communication, Public relations writing, Principles of advertising, writing for media, Introduction to public relations, Global communication and media policy, Internet governance, Media and society, Digital media, Communication and media theory, Media and development, Senior thesis, Honors seminar, Public service media, Human communication, Introduction to mass communication, Public speaking, Introduction to communication

Graduate courses:

- Al Akhawayn University: International communication seminar, Media and communication seminar
- Moulay Ismail University: Public relations, Communication theories, Research methods, Global communication, Media and society
- Ecole d'Economie et de Gouvernance in Rabat: Public relations, Political communication and territorial marketing

CONSULTANCY WORK

- UNESCO: To produce a country report on the media landscape in Morocco. September 2014-December 2017.
- Freedom House: the Internet Freedom Project, January 2013 – August 2018 to produce yearly reports on net freedom in Morocco.
- High Authority of Audiovisual Communication (*Haute Autorité de la Communication Audiovisuelle*--HACA): To conduct professional training for the Department of Monitoring on content analysis of TV and radio programming, October – December 2013.
- Open Society Foundation: the OSF's Media Program, Mapping Digital Media Project, January 2010-December 2013 to write a country report on digital media in Morocco.

LANGUAGES

English, Arabic, French (professional fluency)