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Dr. Khalid Ibrahim Abdelaziz Ishag

Date of Birth: 1 Jan 1978

Nationality: Sudanese

Languages: Arabic (Mother Tongue) & English

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Personal Skills

- Experience in University Teaching & Administrative for 13 years
- Publishing a Number of Researches in the Specialization Field
- Ability to Prepare and Develop Study Plans
- Ability to Use Technical Medium in the Educational Process
- Ability to Dealing with the Team and with Different Cultures and Nationalities.

Educational Qualifications

- **Dec 2012:** PhD in Public Relations and Advertising, College of Communication Science, Sudan University of Science and Technology, Dissertation Title: The Effectiveness of the Internet as A Communication Medium in Public Relations, Sudan. (PhD Degree Equivalency from Ministry of Higher Education, UAE).
- **Nov 2007:** Master of Arts in Communication with Very Good Grade, Department of Communication, University of Khartoum, Sudan.

- **July 2002:** Bachelor of Arts (B.A) in Public Relations and Advertising with Excellent Grade, Faculty of Communication, Omdurman Islamic University, Sudan.

Scientific Ranks

- March 2019 to Date: Associate Professor in Public Relations & Advertising, Aldar University College (UAE).
- May 2016 to Date: Associate professor in Public Relations & Advertising, West Kordufan University, Sudan.
- May 2016 to Feb 2019: Assistance Professor in Public Relations & Advertising, Aldar University College (UAE).
- Oct 2012 to April 2016: Assistance Professor in Public Relations & Advertising, West Kordufan University, Department of Information and Communication Technology, Sudan.
- Nov 2007 to Sept 2012: Lecture in Public Relations and Advertising, West Kordufan University, Department of Information and Communication Technology, Sudan.

Academic Experiences

- March 2019 to date: **Dean**, School of Arts and Social Sciences, Al Dar University College, UAE.
- June 2017 to Feb 2019: **Acting Dean**, School of Arts and Social Sciences, Al Dar University College, UAE.
- June 2015 to Feb 2016: **Dean** of Communication College and the Founder, West Kordufan University, Sudan.
- Sept 2016 to June 2017: **Chair** of Mass Communication Department, Al Dar University College, UAE.
- Feb 2015 to Feb 2016: **Chair** of the Quality and Strategic Planning Office, Faculty of Communication, West Kordufan University, Sudan.

- May 2010 to March 2011 and Feb 2014 to June 2015: **Chair** of Information and Communication Technology Department, West Kordufan University, Sudan.
- April 2013 to Feb 2014: **Chair** of Academic Office, West Kordufan University, Sudan.
- Aug 2008 to May 2010: **Chair** of General Department (Supervisor for first Year Students), West kordufan University, Sudan.
- March 2000 to October 2007: Administrative Staff at the University of Khartoum, Sudan.

Publications

- Khalid Ishag (2019): Work Stress Sources of the Communicator in Public Relations “A field Study on Governmental Institutions in UAE, Journal of Al-bahith Alaalami, University of Baghdad, Issue No. 42, ISSN: 1995-8005,Iraq.
- Khalid Ishag (2019): The Reality of the Use the Watsapp as Medium for Social Media by University Students, journal of Communication Sciences, Omdurman Islamic University, Issue No. 5, Sudan.
- Khalid Ishag (2017): Multi-Media Importance and Reasons for the Use in Higher Education, Elhikma Journal For Media and Communication Studies, Issue 11, Algeria.
- Khalid Ishag (2016): Use of the Internet as a Medium of Communication in Governmental Corporations in Sudan, Journal of West Kordufan University for Science and Humanities, Issue 10, Sudan.
- Khalid Ishag (2015): The Impact of Using Social Media Networks on University Student, Journal of Islamic Sciences and Arabic Language, Issue 1, Sudan.

- Khalid Ishag (2014): The Reality of the Use the Internet by Faculty Staff, Journal of West Kordufan University for Science and Humanities, Issue 8, Sudan.

Methodology books

- Khalid Ishag (2015): Communication & Contemporary Governmental Public Relations, ISBN: 978-99942-3-803-3.
- Khalid Ishag: New Media & Freedom of Expression (Under printing).

Conferences & Workshops

- Nov 2016, Dec 2018 Knowledge Summit: Mohammed Bin Rashid Al Maktoum, UAE.
- March 2018: international Conference on Computer Auditing, Al Dar University College, Dubai, UAE.
- May 2017: Second International Media Forum (Media & Terrorism): Controls and provisions, University of Jazeera (UAE).
- Oct 2016: Innovation and Entrepreneurship, Mohammed Bin Rashid Center for Government Innovation, UAE.
- September 2014: 12th Information Forum, National Information Center, Sudan.
- May 2009: Regional Press in Sudan, National Council for Press & Journalistic Publication, Sudan.
- Jan 2008: Electronic Press, National Council for Press & Journalistic Publication, Sudan.

Training

- 2014: Promote the Professional Performance for Faculty Staff, Continuing Professional Development Center, Professional

Association of Sudanese Higher Education Academic Staff, Sudan.

- 2011/2012: English Language, English Language Institute, University of Khartoum, Sudan.
- 2010: Educational Preparation, Staff Development Center, University of Khartoum, Sudan.
- 2009: The Role of Academic Supervisor, Open University of Sudan, Sudan.
- 2007: Advanced Courses in Computer, Development Studies and Research Institute, University of Khartoum, Sudan.
- 2007: Uses Arabic language in media, Arabic Language Complex, Sudan.
- 2006: Journalistic Editing Course & Press Coverage in Conflict Areas and Computer Use for Press Purposes, Teeba Press, Journalist Training Center, Sudan.
- 2005: English Language, Sudan Institute for English language Teaching, Sudan.
- 2004: Professional journalist, National Council for Press & Journalistic Publication, Khartoum, Sudan.

Teaching & Learning/ Undergraduate Courses

- Public Relations Management
- Advertising and Consumer Behavior
- Introduction to Public Relations
- Introduction to Digital Media
- Introduction to Communication Science
- Art of Persuasion
- International Public Relations
- Corporate Communication

- Public Relations Campaigns
- Advertising and Promotion
- Laws & Media Ethics
- Media Writing
- Media Planning
- International Communication
- Editorial Editing
- Communication Technology
- Electronic Press
- Media Economics
- Islamic Media
- Media & Development
- Arabic Language & Media
- Sudanese Media
- Professional Writing in Arabic
- Supervision of Field Internship
- Supervision and Participation in Graduations Project

Teaching & Learning/ Graduate Courses

- Electronic Media
- The Right to Communicate and Other Freedoms
- Pluralism and Cultural Diversity
- Intellectual Property and Copyright
- Public Opinion and Propaganda.

Supervised of Thesis/ West Kordufan University, Sudan

- Saber Younis 2016: The Effectiveness of the New Media to Formation of Mental Image for Governmental University in Sudan.

- Al-amen Aboh 2016: Communication Function of Public Relations in Institutions of Higher Education.
- Al-Tahir Mohammed 2016: Public Relations and their Role in Crisis Management of Communication Companies.
- Benazir Adam 2016: The Effectiveness of Public Relations in Improving the Mental Image of Governmental universities.
- Mashreq Habib 2016: The Reality of Communication Activities of Public Relations in Communication Companies.
- Alaa Adam 2016: Public Relations and Their Role in Governmental Universities.
- Zuhair Saad 2016: Communication Methods in Public Relations in Industrial Institutions.
- Badruddin Barakat 2016: International public Relations and its Role in Improving the Mental Image of Sudan.

Committee Member for Thesis / West Kordufan University, Sudan

- Yasser Ibrahim 2016: The Impact of the Press Advertising on the Editorial Policy of Newspapers.
- Sara Ahmed 2016: The Impact of Television Advertising on Behavior Change For the local Consumer.
- Suleiman Al-amen 2015: Media Effectiveness in the Civil Administration in Sudan.
- Fatima Mansour 2014: Media Dimensions of Websites and Social Media Networks.

Committees Membership/ University of Sharjah

- Member of Examination Committee, September 2019.
- Member of the Advising and Academic accreditation Committee, September 2019.
- Member of the Polarization Committee, September 2019.

Committees Membership/ Al-Dar University College

- Committee Rapporteur, Preparation of the Sociology Bachelor Program, January 2019.
- Committee Chair, Preparation of the PR Master Program, May 2018.
- Committee Rapporteur, Preparation of the Law Bachelor Program, January 2019.
- Member of the Excellence Awards, Research and Community Service Committee, Nov 2017.
- Member of the Scientific Research Committee, Sept 2017 to Date.
- Member of the Students Council Election Committee, October 2017.
- Member of College Council, May 2016 to Date.
- Chair of the Plans and Curricula Committee, May 2016 to Date.
- Chair of the Examination Committee, May 2016 to Date.

Committees Membership/ West Kordufan University

- Member of University Council, August 2008 to May 2016.
- Member of Deans Council, June 2015 to May 2016.
- Member and Rapporteur of the Committee to Upgrade the Department of Information and Communication Technology to the College of Communication, Oct 2014.
- Chair, Committee of the Preparation of the Mass Communication, Master Program, April 2015.
- Chair, Committee of the Preparation of the Mass Communication, Higher Diploma Program, April 2015.
- Chair, Preparation Committee for the Mass Communication, Diploma Program, March 2015.
- Member, Committee of the Preparation of the Communication College Program, Al-Geneina University, April 2015.
- Chair, Committee of the Preparation the Regulation of the Communication College, June 2015.

- Member, College of Islamic Sciences and Arabic Language Council, August 2008 to June 2015.
- Chair & Member, Examinations Committee for Different Academic Years, May 2008 to April 2016.
- Member, Committee for Graduation Ceremony, December 2014.

Membership of scientific associations and journals and organizations

- Member, Professional Association of Sudanese Higher Education Academic Staff, Sudan, Nov 2011.
- Member of Editorial Board, Journal of Islamic Sciences and Arabic Language, West Kordufan University, Sudan, April 2015 to Date.
- Member of Sudanese Public Relations Union, Nov 2007 to Date.
- Member, Darfur Association of Journalists and media professionals, Sudan, July 2006.
- Member & Founder, Al-Tarabut Charitable Foundation, Sudan, May 2005 to Date.
- Member of Sudanese Journalists Union, Oct 2004 to Date.
- Member, El-Gabas Organization for Social Development, Sudan, July 2002 to Date.

Awards & Thanks

- June 2017: Certificate of Excellence in Teaching, Best Faculty in School of Arts and Social Sciences, Aladr University College, UAE.
- May 2017: Certificate of Thanks and Appreciation, University of Jazeera, UAE.
- Jan 2017: Certificate of Appreciation, Support and Active Involvement in the ERT Visit Al Dar University College, UAE.