



Dr. Thouraya SNOUSSI

Associate Professor, University of Sharjah

PERSONAL INFORMATION

Citizenship: Canadian

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Profile Link:

<http://www.venusinfo.org/leadership/awards/2018/hss/thouraya.html>

Research gate profile:

https://www.researchgate.net/profile/Thouraya_Snoussi/contributions

LinkedIn profile:

<https://www.linkedin.com/in/thouraya-snoussi-76027244/>

EDUCATION AND DEGREES OBTAINED

DEGREES	FIELD OF STUDY	YEAR	INSTITUTION/COUNTRY
PhD.	Mass Communication	2000	Stendhal University (France) (got the equivalency from MOHESR, UAE since 2012)
Master	Mass Communication	1997	Stendhal University (France)
Bachelor	Journalism and Communication	1996	IPSI- Mannouba University (Tunisia)
High School Diploma	Arts	1992	Secondary School Almenchya (Tunisia)

PROFESSIONAL AND ACADEMIC EXPERIENCE

ACADEMIC YEAR	INSTITUTION/ COUNTRY	POSITION AND COURSES
Sep. 2018:	University Of Sharjah	Associate professor and Coordinator , College of Communication, Khor Fakkan Branch
Feb. 2015 till Aug.2018	Algurair University/UAE	<p>Acting Dean, Head of Department and Associate professor in Mass Communication, College of Mass Communication:</p> <p>Duties :</p> <ul style="list-style-type: none"> -Conducting the affairs of the Deanship in the College of Mass Communication, -Coordinating the program of Bachelor in Public Relations, -Coordinating the program of Professional Diploma in Journalism, -Coordinating the relationship between AGU (Al Ghurair University) and Media, -Supervising the Press Coverage of all AGU activities in UAE and International Mass Media, -Advising students, -Teaching PR courses, -Overseeing the proper functioning of the examination period, -Working on the development of the College curriculum, -Academic membership committee, -Research membership committee, - Integrity committee
2012-2015	Emirate's College of Technology/UAE	<p>Ass. Professor, Media and PR Coordinator :</p> <p>Duties:</p> <ul style="list-style-type: none"> -Conducting the coverage of various academic,

cultural and social activities of ECT (Emirate's College of Technology), in National and International Mass Media,

-Teaching various Mass Communication and PR courses: Main courses taught are :

- .Media skills in English(**English**),
- . Internet applied in PR,
- . Writing for PR,
- .Writing for Mass Media,
- .Internship (**English and Arabic**),
- .Introduction to mass communication (**English**),
- .Advertising: Principals Techniques(**English**),
- . Public opinion,
- .PR in practice,
- . Introduction to Radio and TV,
- .Crisis management,
- .Documentary Films,
- .Interpersonal Communications,
- .Introduction to social sciences, etc.

2006-2012

University of
Mannouba/Tunisia

**Ass. Professor in Radio and Television:
Duties:**

-Teaching Radio and Television courses:

- .Introduction to broadcasting Journalism,
- .Radio production,
- .TV production,
- .Digital TV...etc.

-Coordinator Assistant, **URTIC** (Research Unit :
Technologies of Information and Communication)

-President, Exam Committee

-Member in several Master defence Committees

-Journal referee, in RTC (Tunisian Communication
Revue).

2007-2008	Tunisian National Radio/Tunisia	Radio Producer and Host: Duties: - Preparing and submitting a weekly cultural radio program "Likaa Assahab" (Arabic language)
2004-2006	CH Montreal TV/Canada	TV Producer and co-host : Duties: -Preparing and co- presenting a cultural weekly TV program " La Caravane du Maghreb" (French and Arabic language)
2002 (winter semester)	University of Montreal (UM)/Canada	Lecturer: Duties: -Teaching : course entitled "Introduction to Advertising"
2001-2003	Alressala Newspaper, Montreal/Canada	Journalist and Editor in Chief, Duties: -Supervising the French section for the Newspaper -Editing a weekly Column, in the Arabic section
1996-2000	Stemdhal University Grenoble/France	Researcher: Duties: -Preparing and editing research studies reports about broadcasting Media in the era of internationalization
1995-1996	Alsahafa Newspaper Tunis/ Tunisia	Journalist: Duties: -writing daily press releases published in the cultural pages of the newspaper
1995-1996	Tunisian National Radio/Tunisia	Radio Host: Duties: -Preparing and presenting a weekly live cultural program

REFREED JOURNAL PUBLICATIONS AND CONFERENCES

Books:

- 1- Snoussi T (2007) *"Tunisian Television in the nineties: Controversy between the state restrictions and multinational competition"*, Publipress, Tunis, Nov. 2007 (French)
- 2- Snoussi T (2016) *"Modern Technologies Uses: Theoretical approaches and social penetration"*, University Book House, Alain, Jan. 2016. (Arabic)
- 3- Snoussi T, Gindeel H. and Said M. (2018) *"Terrorism crises Communications"*, University Book House, Alain, in process. (Arabic)

Journals:

- 1- Snoussi T (2009) *"Public Opinion and Tunisian National Religious Media "*, *research paper* prepared and presented in the International Conference on Public opinion and the media: a window on the Arab world, IPSI and Conrad Adenauer Foundation, Nov. 2008 and *published* in the **Tunisian Revue of Communication RTC**, (refereed journal), Tunis, 2009
- 2- Snoussi T (2009) *"Religious thought in the Arab satellite channels," research paper* prepared and presented in the Tunisian-Egyptian Joint Seminar on media and religious challenges of the age, the Ministry of Religious Affairs - February 2009 and *published* in the **Proceedings of the seminar**, same year.
- 3- Snoussi T (2010) *"Ethics of Journalism in the Private Broadcasting Media sector in Tunisia"*, *research paper* prepared and presented in the International Conference on Journalistic Ethics, IPSI and Conrad Adenauer Foundation April 2009, and *published* in the **Tunisian Revue of Communication RTC**, (refereed journal), Tunis, 2010
- 4- Snoussi T (2011) *"Interactive Communication and Tunisian Youth "*, *research paper* prepared and presented in the International Conference on Communication, Youth and Media, IPSI and Conrad Adenauer Foundation, April 2010, and *published* in the **Tunisian Revue of Communication RTC** (refereed journal), Tunis, 2011

5- Snoussi T (2012) "*Features of Arab religious communication space*", a research paper *published* in the **Journal of Arab States Broadcasting Union (ASBU)**, Issue 3, Oct. 2012

6 Snoussi T (2013) -"*Social media uses in Arabic countries: example of Tunisian and Egyptian youth*", oral presentation and research paper, 18th Congress of The Arab- US. Association of Communication Educators (AUSACE), Tangier /Morocco, 11-15 November 2013 and *published* in the **Arabic Journal of Media and Communication Research**, Al Ahram Canadian University, 3rd number, 1st year, (refereed journal), Egypt, Dec. 2013

7- Snoussi T (2014) "*Citizen Journalism and reproducing roles*", *research paper* prepared and presented in the International Conference on Communication, IPSI and Conrad Adenauer Foundation, April 2011, and *published* in the **Journal of PR Research Middle East**, Egyptian Association of PR, 2nd number, 1st year, (refereed journal), Egypt, June 2014

8- Snoussi Tand Said M (2014) "*The terrorism in Iraqi Media*", *research paper published* in the Journal of **Arab States Broadcasting Union (ASBU)**, Issue 4, Tunis, Oct. 2014

9- Snoussi T (2015) "*When Media becomes a partner in industry Crisis*", International Conference on Information and Communication Industry, Tatouane, Morocco, April, 2015, **published in Journal of PR Middle East, issue 14**, (refereed journal),Oct.- Dec. 2016

10 Snoussi T (2015) -"*The electronic newspaper Happy Family: case study* ", refereed scientific paper presented at the conference of " Media Family and the need for development", and won a cash prize, University of Al-Ahsaa, Saudi Arabia, 2 to 3 November 2015, **published in Arab Media and Society**, (refereed journal) **Issue 23, Winter 2017.**

11- Snoussi T and Said M (2016) "*Media coverage of Terrorism crises*", International Conference: Media against Terrorism, Al-Shoorooq University, Cairo, feb 2016, **published in the proceeding.**

12- Said M and Snoussi T (2016) "*Media coverage: comparison between Al-Jazzera and Al-Arabya Channels*", presented in the International refereed conference about the role of Shareea, Law and Media in the confrontation of Terrorism, Zarqa University, and *published* in a **collective book**, Al-Warraaq for printing and publishing, 1st edition, Jordan, Mar. 2016

- 13- Snoussi T (2016) *"The advanced regionalism and the role of Media: Theoretical approach, the 9th international conference of Media industry, Tatouan, Morocco, April 2016. Under publishing in the proceeding*
- 14- Snoussi T (2016) *"Turkish drama and its effects in Arabic youth: Semiotic study"*, a research paper *published* in the **Journal of Arab States Broadcasting Union (ASBU)**, Issue 1, Tunis, Mar. (2016)
- 15- Snoussi T (2016) *"Media Management of Terrorism crisis: The case of Charlie Hebdo"*, *published* in **Arab Media and Society** (refereed journal), issue 22,"Media and Terrorism", Cairo, Egypt, spring (2016)
- 16- Snoussi T (2016) *"The media coverage of economic programs"*, research paper prepared for the Seventh Annual Forum of Saudi Association for Media & Communication, Media and Economy, Integrated Roles to Promote Development, Riyadh, Dec. 2015. Updated and *published* in the **Journal of PR Research Middle East**, Egyptian Association of PR (refereed journal), 12th issue, Egypt, Sep. (2016)
- 17- Snoussi T (2016) *"The receiver in the area of the Web TV"*, International conference: *The future of the traditional and new Media"*, Petra University, Jordan, Dec. 2016 (published in the proceeding).
- 18- Snoussi T (2017) *"Development of crisis management in a time of digital communication: the use of "Face time" during the coup attempt in Turkey"*, International conference: Media and political changes in the Middle East, College of Mass Communication, Al Yormook University, Nov. 2017, **published in a collective Book, Alwarqa for publishing, 2017**
- 19- Snoussi T (2017) *"Terrorist discourse: semiotic study"*, international conference of Press Institute of Information and communication IPSI, and Conrad Adenauer Foundation, April 2017, **under publication in RTC (refereed journal)**
- 20- Snoussi T (2018) *"Digital Media and Educational Role; Study Case of an Arabic E-Magazine"*, J Mass Communication Journalism 8: 358. doi: 10.4172/2165-79121000358
<https://www.omicsonline.org/open-access/digital-media-and-educational-role-study-case-of-an-arabic-emagazine-2165-7912-1000358.pdf>
- 21- Snoussi T (2018) *"E-Learning in higher Education ICT faculty usage in the UAE private universities: Case study"*, Journal of Information Technology and Management, **in process of publication, (Scopus Journal)**

22- Snoussi T (2018)“ *New Media and cultural mediatization*”, Journal of Communication Today, **in process of publication, (Scopus Journal)**

23- Snoussi T & Khamis A(2018) “*Social Media usage in higher education : Case study*”, Journal of Communication Today, **in process of publication, (Scopus Journal)**

Conferences (Oral presentations):

1- “Media content and Road Safety: a quantitative approach”, ***oral communication*** presented during the annual workshop organized by the Arab Agency for the Prevention of Road safety, Tunisia, 2010 – *Arabic communication*

2- “Networking Communication”, ***oral communication*** presented during the activities of the National Symposium of the Organization of Childhood and Family, Tunisia, October 2010- *Arabic communication*

3- “Interactive communication and uses of social media in Tunisia”, ***oral presentation***, broadcasting Journeys at Tunis, Oct.2010, *French communication*

4-“Social media VS the power of the message”, ***oral presentation***, 11th international conference on communication and mass media, Athens, 13-16 of Mai 2013 – *English communication*

5- “Technological Convergence: Concept and challenges”, ***oral communication*** presented in the annual international forum for Tunisian Internet Agency, Sousse, Tunisia, August 2009 - *French communication*

6-“Digital Applications: from connection needs to struggle needs ” , ***oral communication*** emerged from an awarded refereed research paper “ Best Scientific Research Award”, the 18th Conference, AUSACE, Tangier / Morocco, Nov. (2013)-*Arabic communication*

7- “Modern Technologies Uses: Theoretical approaches and social penetration”, Oral presentation about my last published Book, University of Abdel Almalik Assaadi, Tatouane, April 2016

8- “New Media dedicated to Family: which content”, ***oral presentation***, 15th international conference on communication and mass media, Athens, 13-16 of Mai 2017 – *English communication* <https://www.atiner.gr/2017/2017MED.pdf>

9- "Emerging trends in storytelling", Manipal International Media Research Conference, Academy of Higher Education, Dubai Campus, April, 2018, *English communication*

10- "Communication crisis and ICT", ASOS Congress, Alanya- Antakya, Turkey, 3-5 Mai 2018, *Arabic communication*

<https://dspace.univ-ouargla.dz/jspui/bitstream/123456789/15692/1/Targu-Younes.pdf>

11- "E-Learning Environment use in higher education: Case study", KEY NOTE SPEAKER, CAM2018, Venus International Foundation, Chennai, India, May, 2018 *English communication*

AWARDS AND HONORS

Scholarship of excellence: Tunisian Ministry of Higher Education: 1996-2000, in order to complete Master and PhD Degrees in France (Laureate).

Award for the best Research Paper: 18th conference of the Arab-US. Association of Communication Educators, AUSACE, Tangier, Nov. 2013

Financial award for the best Research Paper: International conference: Media Family and the need for development, University of Al-Ahsaa, Saudi Arabia, Nov. 2015

Distinguished LEADER in Humanities and Social Siences AWARD, Higher Education Leadership Awards-HELA2018, Chennai, India, Jan,6th, 2018
<http://www.venusinfo.org/leadership/awards/2018/hss/thouraya.html>

Woman In Education Leadership Award, 9th Asia's Education Excellence Awards CMO ASIA, Sentosa, Singapore, Aug,1st, 2018
<http://www.cmoasia.org/>

https://drive.google.com/drive/folders/1UCcN_tQxDNMyFrZDEAS3sJHmyCXPRrOf

SUPERVISED RESEARCHES

Supervising over 36 researches projects: Students in Bachelor of Journalism and in Bachelor of Communication and Master in communication, from 2006 to 2012, IPSI, Mannouba University (Tunisia).

CONSULTING AND TRAINING ACTIVITIES

YEAR	RECIPIENT	CONSULTING AGENCY	ACTIVITY DESCRIPTION
2013 (Nov.)	Gaz and electricity company employees	Truthful Solutions (TPS)	<p>Tasks: <i>Train Media managers how to improve their verbal and written communication skills. I was supervising a workshop dedicated to writing in both print and online newspapers, in both languages: Arabic and English. It was also focused on different types of Media products and PR materials such as brochures, PR Statements, press releases, and Advertising campaigns.</i></p>
2014 (Mai. And Jul.)	Media Students	Continuing Education Center-ECT	<p>Tasks: Supervise 2 consecutive training courses: The first training course was about "Radio and TV Hosting programs", and the 2nd one was about "Creating and presenting Radio Adds scenarios". The main duties for the 1st training course were: <i>Train students how to write, prepare and present all kind of TV programs (News, debates, Show...etc.). It was based on practical exercises and production of different kind of broadcasted programs.</i> The main duties for the 2nd training course were: <i>Train students how to Write a</i></p>

			<i>screenplay ads and the way they have to record the scenarios in the studio.</i>
2015 (March)	Directors of Immigration Authority (VIP)	Continuing Education Center-ECT	Tasks: <i>Train clients how to achieve various PR manager Tasks : write and present a press release, organize and host a conference and deal with media and journalist questions as an official spoke man/ woman</i>
2017-18	Training sessions : الإعلامي الشامل	Center of Training and consultancy AGU	Tasks: <i>Train clients different Journalism and PR shapes and proprieties</i>

ADMINISTRATIVE EXPERIENCE

-Coordinator: Coordinating all academic aspects for the programs: Bachelor of Arts in Public Relations and Bachelor of Arts in Mass Communication (Radio and TV): Teaching schedules, course materials, curriculums, advising...etc.

-Deanship affairs responsible (Acting Dean), College of Mass Communication, Al Ghurair University, (2015-till Aug.2018): I am actually responsible of all administrative tasks related to dean's permissions at the College: Exams supervision and validation of final results, validation of recruitment and registration of news students, preparation and validation of students probation plans, re-orientation of students, distributing courses to faculties, supervising the academic operations, representing the College in the Board meetings, developing news programs...etc.

-Head of Department, Bachelor of Public Relations, College of Mass Communication, Al Ghurair University, (2015-till now): Coordinating all academic aspects for the program: Teaching schedules, course materials, curriculums, advising...etc.

-Media and PR Coordinator, Emirates College of Technology, (2012-2014): I participated in executing marketing strategies to promote the College, and

represent the ECT in the cultural and social events at UAE as well as covering all the academic, cultural and social activities held at the College.

-Coordinator and trainer, Continuing Education Center, ECT (Emirates College of Technology), (2012-2014): I was responsible for training schedule and organization for the training courses held at the Center.

-Member in the Accreditation Committee (2012-2014): I participated in preparing to get the accreditation for the Bachelor program for MCPR (mass communication and public relations) at ECT: Writing syllabus, identifying the outcomes of each course, choosing the text books, fixing the prerequisite for number of courses...etc.

-Coordinator, URTIC (Research Unit about Information and Communication Technologies), IPSI-Tunisia, (2009 to 2012): I used to manage the scientific events, programming periodic meetings, preparing the agenda and assuring the contact with the rest of the members to participate in the scientific activities and seminars.

-Member in Master thesis Discussion Jury (2015-2018): I participated as a member of Jury in Master thesis discussion during these last 2years, in the College of Communication, University of Sharjah, UAE.

UNIVERSITY AND COMMUNITY SERVICE

- Chair of the Recruitment Committee, College of Mass Communication/ECT: I was responsible in pre selection of candidates and Heading the recruitment sessions (interviewing candidates,) and then preparing the recruitment report to the President of AGU (2015-2018)

- Member of the "Academic integrity and grievance committee" AIGC/ AGU: I was conducting audiences with student's accused of teaching during final exams period, reviewing the appeal cases and demands, attending the committee meetings to discuss complains and get a final decision. (Sep. 2015 to Aug. 2018)

- Member of the "Promotion committee"/AGU: As a member, I participated in developing the promotion criteria manual for AGU and in the examination of a number of candidates application (Sep. 2015 to Aug. 2018)

- Chair of the "Teaching and Learning Committee"/ECT: I was supervising the committee activities, and enhancing and assuring the quality of teaching and learning at the ECT. (2012-2014)

- Member of the "Scientific and Social Committee"/ECT: I was participating on scheduling and preparing for cultural events and external visits for ECT faculties.(2012-2013)

- **Member of the “Exams Committee”/ECT:** I was participating in the preparation of final exams time tables, coordination of the faculty members proctoring schedules, the classrooms preparation, cheating cases registration ...etc. (2013-2015)

- **Member of the “Exam Cycle Review Committee” /ECT:** I participated in writing, distributing and analyzing the results of a questionnaire for students and faculties about the circumstances to hold final exams in previous years, as well as in the redaction of the final report.(2012)

- **Member of the “Organization Committee”, the International Conference COL MENA 2013:** I participated in the organization for the international conference (call papers, accommodations, advertising...etc).(2012)

- **Course leader/ECT:** I was coordinating a number of course files each semester: revising the handouts, putting exams and model answers and collecting student’s samples for each course from professors teaching the same course.(2012-2015)

- **Head of the Exam Committee/IPSI, University of Mannouba, Tunis, (Sep. 2010 to Aug. 2012):** I used to supervise all the exam procedure for the bachelor level and assuring examinations conduct in the best of circumstances.

-**Member in the Exam Committee, IPSI, University of Mannouba, Tunis, (Sep. 2006 to Aug. 2010):** I participated on assuring examinations conduct in the best of circumstances.

TRAINING AND WORKSHOP PARTICIPATION

***April 2016:** Workshop, **Strategic Planning**, Al Ghurair University, Dubai (UAE)

***Mars 2015:** Workshop, **Quality assurance**, Emirates College of Technology ECT, Abu Dhabi (UAE)

***March 2013:** Workshop, **Presentation skills**, Emirates College of Technology ECT, Abu Dhabi (UAE)

***December 2012:** Workshop, **Strategic planning**, ECT 2012, Abu Dhabi (UAE)

***December 2012:** Workshop, **Effective learning**, ECT 2012, Abu Dhabi (UAE)

***September 2011:** Workshop, **Broadcasting Journalism Coverage**, IPSI and Deutch Villa Foundation, Tunis (Tunisia)

***December2006:** Training courses (for the trainer), in **Broadcasting Journalism**, ESJ, Liles (France)

***December1995:** Training course, National Tunisian TV, **News Department**, ERTT (Tunisian Television and Radio Establishment), Tunis (Tunisia)

LANGUAGES

Arabic, English and French

MEMBERSHIPS

***2016 till now:** Member at the refereed board, Journal of Legal, Ethical and Regulatory issues, Allied Academies, ISSN: 1544-0036, E-ISSN: 1544-0044, **SCOPUS INDEXED JOURNAL**,

***2016-till now:** Member at the editorial board, Journal of PR Research Middle East, Scientific Refereed Journal, ISSN: 2314-873X, (EPRA), Egypt

***2009-2010:** Member at the refereed board of the Tunisian Revue of Communication, (RTC), (indexed Journal), Press Institute of Information, IPSI, Manouba University, Tunisia

***2009-till now:** Committee Member of the Arab Association for Protection of Road safety (AAPR), Tunisia and Abu Dhabi, UAE

REFERENCES

WILL BE PROVIDED UNDER REQUEST