

# SHORT CURRICULUM VITAE



## GENERAL INFORMATION

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Google Scholar: <https://scholar.google.com/citations?user=2qg6CqQAAAAJ&hl=en>

Scopus ID: 57208802801

## EDUCATION

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McGill University, Montreal, Canada 2012-2013  
Department of Art History and Communication  
*Post-doctoral Fellow* (member of Canada Research Chair in Technology and  
Citizenship group).

Concordia University, Montreal, Canada  
2005-2010  
Joint PhD Program in Communication Studies  
*PhD, Communication Studies*

University of Leeds, Leeds, UK 2003- 2004  
*MA, Communication Studies (with distinction)*

## ACADEMIC EXPERIENCE

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**The University of Sharjah** 2017-Present  
College of Communication  
*Associate Professor*

**Canadian University of Dubai, Dubai** 2016-2017  
School Communication & Media Studies  
*Associate Professor*

**Canadian University of Dubai, Dubai** 2013-  
2016  
School Communication & Media Studies  
*Assistant Professor*

**American University in the Emirates, Dubai, UAE** 2011-2012  
*Assistant Professor*

**Concordia University, Department of Communication Studies** 2006-2010  
Montreal, Canada  
*Lecturer*

**Concordia University, Department of Communication Studies** 2006-  
2008  
Montreal, QC  
*Teaching assistant*

**Ajman University of Science & Technology, UAE** 2000-  
2002  
*Lecturer*

## **OTHER PROFESSIONAL EXPERIENCE**

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**University of Sharjah** Sep- 2019-Current

College of Communication

Assistant Dean & Coordinator of the Graduate Program

**Canadian University of Dubai, Dubai** 2015-2016

School Communication & Media Studies

*Acting Dean*

**Canadian University of Dubai, Dubai** 2013- 2014

Coordinator, General Education

## **SELECTED PUBLICATIONS**

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Ben Moussa, M. and Benmessaoud, S. (2021) Public Relations Online Engagement as Discursive Practice: The case of Dubai Cares. *Public Relations Inquiry*, 10(1), 49-71.  
<https://doi.org/10.1177/2046147X20979291>

Ben Moussa, M., Benmessaoud, S., & Douai, A. (2020). Internet Memes as “Tactical” Social Action: A Multimodal Critical Discourse Analysis Approach. *International Journal Of Communication*, 14, 21. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/14534>

Douai, A. and Ben Moussa, M. (2020). Internet and social media in Morocco. In N. Miller & N. Miladi (Eds) *Routledge Handbook of Arab Media*. Routledge.

Al Jazat, N. and Ben Moussa, M. (2020). Understanding Online Selfie Behaviors and Perceptions Among Emirati Youth. *American Communication Journal*, 22(2). 2 <http://www.ac-journal.org/>

Ben Moussa, M. (2019) Rap it Up, Share it Up: Identity Politics of youth “social” movement in Moroccan online rap music. *New Media & Society*, 21(5), pp. 1043–1064.  
<https://doi.org/10.1177/1461444818821356>.

Braun, S., Ben Moussa, M., Dafri, W., & Stranjančević, A. (2019). Socialization and the construction of a professional identity among public relations students in United Arab Emirates. In Mafaldo Carmo (Ed.), *Education applications & developments IV* (pp. 15-24). Lisbon, Portugal: InScience Press. SBN-13: 978-989-54312-3-6

Ben Moussa, M. & Seraphim, J. (2017). Digital Gender Divides and E-Empowerment in the UAE: A

- Ben Moussa, M. & Seraphim, J. (2017). Digital Gender Divides and E-Empowerment in the UAE: A Critical Perspective. *International Journal of Education and Development using Information and Communication Technology*, 13 (3), pp. 145-166.
- Douai, A. & Ben Moussa, M. (2016, Nov), The Emerging “Alternative” Journalism Paradigm: Arab Journalists and Online News. *Arab & Muslim Media Research*, 9:2. pp. 165-182.  
[https://doi.org/10.1386/jammr.9.2.165\\_1](https://doi.org/10.1386/jammr.9.2.165_1)
- Douai, A & Ben Moussa, M. (2016) *Mediated Identities and New Journalism in the Arab World: Mapping the “Arab Spring”*. London, UK, Palgrave & McMillan. DOI: 10.1057/978-1-137-58141-9
- Ben Moussa, M. & Douai, A. (2014) ‘The Digital Transformation of Arab News: Is there a Future for Online News after the “Arab Spring”?’ *Applied Journalism and Media Studies*, 3(2):133-154. [doi.org/10.1386/ajms.3.2.133\\_1](https://doi.org/10.1386/ajms.3.2.133_1) (Scopus Q3)
- Ben Moussa, M. (2013) ‘From Arab street to social movements: Re-theorizing the role of social media in the Arab Spring’. *Westminster Papers in Communication and Culture*, 9, 2: 45-67.  
<http://doi.org/10.16997/wpcc.166>