

CURRICULUM VITAE

GENERAL INFORMATION

Name: Ben Moussa, Mohamed

Email: mbenmoussa@sharjah.ac.ae

Tel. (+971) 06 505 3623

Fax (+971) 06 5053602

Languages: Arabic, English, French & Spanish.

ORCID: <https://orcid.org/0000-0003-4333-1865>

Research Gate: https://www.researchgate.net/profile/Mohamed_Ben_Moussa

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

Scopus ID: 57208802801

EDUCATION

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

The University of Sharjah

2017-Present

College of Communication

Associate Professor

Courses Taught:

Canadian University of Dubai, Dubai
School Communication & Media Studies

2016-2017

Associate Professor

Canadian University of Dubai, Dubai
School Communication & Media Studies

2013-2016

Assistant Professor

American University in the Emirates, Dubai, UAE

2011-2012

Assistant Professor

Concordia University, Department of Communication Studies
Montreal, Canada

2006-2010

Lecturer

SELECTED PUBLICATIONS

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>

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/>

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.

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
- Braun, S., Ben Moussa, M., Dafri, W., & Stranjančević, A. (2018). Professional identity construction and socialization among public relations students in United Arab Emirates. In M. Carmo (Ed.), *Proceedings of the Education and New Developments 2018 Conference* (pp. 532-536). Lisbon, Portugal: InScience Press.
- 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). *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

SELECTED CONFERENCE PAPERS

- Ben Moussa, Benmessaoud and Douai Internet Memes as Political Action: A Multimodal Critical Discourse Analysis Approach. *New Nationalisms in an Open World*. Lisbon, Portugal (online), July, 2021.
- Ben Moussa, Zaid, B. and Ayyad, K. Social media use among non-profit organizations in the UAE: An "excellent" approach. 8th European Conference on Social Media. University of Central Lancashire (Online, July 1-2, 2021).
- Ben Moussa, M. (September, 2020) Online Memes as 'Tactical' Social Action: A Multimodal Critical Discourse Analysis Approach. *DN24 : Discourse and Communication as Propaganda*, September 7-9, 2020 (online), Université Saint Louis, Brussel.
- Al Zara, N. and Ben Moussa, M. (January, 2020) Understanding Online Selfie Behaviors and Perceptions Among Emirati Youth. Fifth International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS), Middlesex University Dubai from 14th - 16th January 2020.
- Ben Moussa, M. (April, 2019) Dubai Cares' Public Relations Rhetoric on Facebook Communication Institute of Greece, 5th International Conference on Communication and Management, Athens 15-18 April 2019
- Ben Moussa, Mohamed. Identity Politics of Arab online rap music: Multimodality of youth social movement. the 2018 International Colloquium on Communication (ICC), University of Marburg, Germany from Sunday July 22 - to Thursday, 26 July 2018.