

Asmaa Mosad Abo Eita

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Passionate Associate Professor with 11 years of experience administering education and classroom procedures both autonomously and in collaboration with department faculty and leaders. Building foundations for next generation of academics. With advanced teaching skills, leadership experience, and a goal-oriented mindset aimed at improving teaching, modernizing courses, and advancing the department.

- Deputy Director of the Quality Unit at the college and The Coordinator of the Student Evaluation Committee.
An Academic Member of the committee responsible for establishing the new curriculum for the college and introducing programs for digital media production that have been approved to start in the academic year 2024/2025.
- Created lesson plans and semester outlines for every class session in accordance with specified course objectives, and Developed exercises and resources to demonstrate practical applications of course principles.
- Integrated educational technologies into both online and in-class instruction to enhance learning, by Stayed updated on pedagogical developments, refining and enhancing teaching strategies.
- Found research topics for students, assisting them with information gathering and analysis, and motivate them to achieve learning objectives.
- A researcher in the field of Digital Media with experience of collecting and analysing the data.
- Holder of many courses in Digital media like (Communication technology, Digital Media and Communication, Introduction to Multimedia, Multimedia directing methods, Lighting, filming & editing, Directing for Radio & Television, E-marketing, Introduction to radio and television and digital media, Internet in PR)

Skills

Interdisciplinary Collaboration
Online Teaching
Educational leadership
Academic Publication

Online Class Discussion
Project Management
Problem-solving abilities
Conflict Resolution

Research and analysis expertise
Classroom Instruction
Team Leadership
Time Management
Academic Advisory
Discussion Planning
Lesson Planning

Inclusive Learning
Research Writing
Critical Thinking
Public Speaking
Academic Counseling
Collaborative learning
Academic advising

Recent Awards

Award Of Media Crativity From The “Media And Digital Transformation Foundation” In The African Research Level 2023/2024.

Award Of The First Project From The “Al-Shorouk Festival For Media Students' Creations - Higher International Institute Of Media” As An Advisor of the project 2022/2023.

Award Of The First Project From The “Al-Shorouk Festival For Media Students' Creations - Higher International Institute Of Media” As An Advisor of the project 2017/2018.

Professional Experience

- **Associate professor** at radio and television department at 6 October University, Giza, Egypt. 2024- Now
 - **Assistant professor** at the faculty of media and mass communication, 6 October University, October city, Giza ((since 2015-2024))
 - **A research student** at the faculty of media and mass communication, 6 october University. ((since 2014 – 2015))
 - **A lecturer** at faculty of Arts, Hadermout University, south Yemen. ((since 2013- 2014))
 - **Enterprise trainer** at Motataweoun, Hadermout, south Yemen. ((May 2014))
 - **Journalism specialist** at the Ministry of Education, Eldaqahliya, Egypt. ((since 2007-2012))
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Education

- **The Ertificial Intelligence Journalism And Media Of The Metaverse Professional Diploma By (AIJDF)- Dubai. 2024**

- **Professional Digital Media Diploma, AUC, 2024.**
- **PHD By dissertation Faculty of mass Communication, Cairo university, in Digital Media and Interactive Communication under supervised by PROF.DR. Enshrah El-Shal, With the first honors and the printing recommendation. 2015.**
- **Master by dissertation, Faculty of Arts, Helwan University, Mass communication department, 2011.**
- **Diploma of educational media, Faculty of education, Tanta University, 2010.**
- **Bachelor of Arts, Faculty of arts, Tanta University, Mass communication department, Media section 2002- 2006.**

Work duties

- Deputy Director of the Quality Unit at the college since 2022/2023
- Supervisor of field training and summer training groups at the Faculty of Media and Communication Arts since 2015 until now.
- Supervisor of graduation projects at the Faculty of Media and Communication Arts since the academic year 2014/2015 until now
- Coordinator of the Student Evaluation Committee at the college for the academic year 2022/2023 and until now
- Coordinator of the Teaching and Learning Standard from 2019/2020 until now
- Member of the electronic exam monitoring committee for the academic year 2019/2020.
- Head of the Fourth Division Control from September 2016 to June 2019.
- Director of the website for the College of Media and Communication Arts from June 2015 to June 2019.
- Responsible for e-learning at the College of Media and Communication Arts from June 2015 to June 2019.
- Director of Academic Advising for the College of Media and Communication Arts from September 2015 to January 2018.
- Coordinator of the Administrative Device Standard for the year 2016/2017.
- Coordinator of the Scientific Research Standard for the years 2015/2017 and member of the

Scientific Research Standard for the years 2017/2018.

- Research student at the Faculty of Media, October University - from September 2014 to May 2015.

- Teacher in the Department of Journalism and Media, Faculty of Arts, Hadhramout University - Yemen. Since September 201, Teaching various university courses for different academic levels (media documentation, communication theories and methods, media translation, foreign language media terminology, electronic journalism, foreign media texts)

Scientific output

1. **Using AI tools in Analyzing Media Content, and Their Relationship to the Efficiency of Analysis Skills among Media Faculties' Students**

under publication in a scientific journal Q2

2. **The effect of students study of the techniques of filmography and television directing in identifying artificial intelligence video: an experimental study.**

under publication in a scientific journal Q2

3. **A research paper entitled Addressing sustainable development issues in television advertisements for children's hospitals " It was presented at the Third International Conference of the Faculty of Mass Communication, October 6 University, entitled Digital Media Content Industry and Sustainable Development December 2, 2024**

4. **How Will Metaverse Technologies Affect the PR Profession? Expected Futuristic Practices Based on the Vision of a Sample of PR Practitioners. Presented in the fourth international conference "Digital Media, Artificial Intelligence Technologies & Metaverse" hold by Gulf University, Bahrain, 30-31 October 2024.**

5. **The Impact of Youth Use of Metaverse on Understanding and Remembering the Cultural Content**

An Experimental Study, published in a scientific journal (TOJDE) Q2

It received the second place award in the category of scientific research at the level of Africa from the Digital media Foundation.

6. [Attitudes Of Egyptian University Students Towards The Image Of The University Professor Through SNs.](#)
7. [The Role Of Parents In Monitoring Their Children While Exposed To The Content Of Entertainment Video Applications: A Qualitative Study Of Tiktok And Youtube Platform.](#)
8. [The Effect Of Adolescents' Dependence On Tiktok On Shaping The Mental Imang Of The Egyptian Girl.](#)
9. [Short Cartoon Videos Story Treatment On Youtube Foe Social Issues.](#)
10. [The Role Of Government Pages On FB In Raising Health Awareness Among Egyptian Citizens Towards The Crisis Of The Spread Of Corona Virus.](#)
11. [The Image Of Terrorist Groups On Social Networking Sites: A Case Study Of Emirate Of Sinai.](#)
12. [Addressing Political Issues In SNs And The Attitude Of Egyptian Youth Toward The Event Of June 30: A Case Study Of Tamarod.](#)
13. The use of foreign letters by Egyptian youth in writing Arabic and its relation to text content perception: A study on mechanisms and motivations. Research published in the first conference of Pharos University - November 2014.
14. The relationship between exposure to foreign cinematic dramas presented on Arab satellite channels and the lifestyle of Egyptian youth: A research paper presented at the First International Scientific Conference of the Faculty of Education – Aswan University, titled: "Education for Development and Modifying the Ethical Path," 2014.

Courses

- Digital Transformation, Center for Continuous Learning, October University – October 2023
- Social Media Course - AUC - November 2023
- Multimedia Course - AUC - August 2023
- Mobile Journalism Course - AUC - June 2023
- Data Journalism Course - AUC - April 2023
- Internet Writing Course – AUC – January 2023
- MoCourse on the Use of Artificial Intelligence in Digital Media Production – Nile University – April 2024

- dern Trends in Teaching, Center for the Development of Faculty Members' Skills, Cairo University, 2021
- Examsystems and student assessment, Center for the Development of Faculty Members' Skills, Cairo University, 2021
- Academic Advising Course - October University - November 2021.
- Creating a virtual class using Microsoft Teams - October 6 University - September 2021.
- Financial and legal aspects of university work, Center for the Development of Faculty Members' Skills, Cairo University, 2021.
- Research Ethics, Center for Faculty Development, Cairo University, 2020.
- Interactive online university courses, Center for the Development of Faculty Members' Skills, Cairo University, 2020.
- Essentials of Blended Learning, Center for Development of Faculty Members' Skills, Cairo University, 2020
- University Teacher Preparation Course – October 6 University in collaboration with the Faculty of Education, Helwan University – July 2019
- Communication Skills Course from the Faculty of Engineering, Mansoura University, in 2007 under the auspices of Life Makers in Mansoura.

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