

# Salma Adel Elgazzar

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## Profile Summary

Experienced university lecturer with a PhD in Journalism and a strong background in Radio and Television, media literacy, and Scandinavian media systems. Passionate about integrating digital tools into media education, designing engaging curricula, and contributing to academic research. Proven track record of teaching excellence, academic publications, and international exposure.

## Education

PhD in Journalism, Faculty of Mass Communication, Cairo University, 2021

Dissertation: The Scandinavian Media Systems and Their Impact on the Journalistic Discourse Towards Muslim World Issues

Master's in Journalism, Cairo University, 2015

Thesis: Attitudes of Scandinavian Websites Towards Muslims in Europe

BSc in Mass Communication, Cairo University, 2007

## Academic Experience

### **Lecturer, The British University in Egypt (Oct 2021 – Present)**

Modules Taught: Broadcast News Reporting, Media Laws and Ethics

Responsibilities: Curriculum development, delivering lectures and tutorials, student mentoring.

### **Assistant Lecturer, The British University in Egypt (2017 – 2021)**

Modules: Intro to Journalism, Media & Public Opinion, Media Law and Ethics, Web Tools.

### **Assistant Lecturer, Shorouk Academy (2016 – 2017)**

Modules: Journalism Editing, Journalistic Translation, English Editing.

### **Teaching Assistant, Shorouk Academy (2009 – 2015)**

## Industry & Freelance Experience

**Freelance Translator, Zewail University (2013 – 2017)**

**Assistant Editor, IslamOnline.net (2007 – 2009)**

**News Provider, Ramatan News Agency (2007)**

## **Publications**

Elgazzar, S. (2025). Concepts of media literacy among university youth and attitudes towards Netflix content. Journal of Research and Media Studies, Al Shorouk Academy.

Elgazzar, S. (2021). Interpretations of press images on Scandinavian news websites. The Egyptian Journal of Media Research, Cairo University

Elgazzar, S. (2021). Media Literacy in Scandinavian countries. The Egyptian Journal of Media Research, Cairo University.

## **Workshops & Certifications**

Script Writing – UN Women/National Council for Women (2025)

Digital Transformation Certificate – Cairo University (2021)

Octopus Integrated Newsroom Training – BUE (2019)

Reuters & IJNet Webinars on Digital Verification and Sourcing (2019)

## **Skills**

- Teaching and Curriculum Design
- Research and Academic Writing
- News Editing and Translation
- Media Literacy and Ethics
- Microsoft Office, Octopus, Photoshop

## **Languages**

- Arabic – Native
- English – Fluent
- German – Fair

## **Personal Information**

Nationality: Egyptian

Date of Birth: March 14, 1987

Marital Status: Married