

In the name of God, the most Merciful, the most
Compassionate

Curriculum Vitae

First: Personal Data

Name	Dr. Rizk Saad Abdelmoety Sayed Ahmed
Nationality	Egyptian
Religion	Muslim
Marital status	Married
Current work	Professor of Mass Communication - Faculty of Mass Communication - Misr International University.
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Second: Qualifications and educational background

1. He obtained a bachelor's degree in journalism and media - Public Relations and Advertising Division from the Faculty of Arabic Language in Cairo - Al-Azhar University with a very good grade with honors in 1983.

2. He obtained a master's degree in public relations and advertising, Public Relations and Advertising Division from the Faculty of Arabic Language in Cairo - Al-Azhar University with an excellent grade in 1989 and its topic was: "The Role of Public Relations In Islamic Banks In Egypt, A Comparative Field Study"
3. He obtained the doctorate degree "PhD" in public relations and advertising from the Faculty of Arabic Language - Al-Azhar University in Cairo - with a grade of second honors - in 1994 and its topic was: "The Role of Religious Opinion Leaders in Addressing Contemporary National Issues in Egypt: A Field Study".

Third: Previous and Current Employment Positions

- 1) Demonstrator on 29/2/1984
- 2) Assistant Lecturer on 1/4/1990
- 3) Lecturer on 30/6/1994 at the Faculty of Arabic Language in Cairo - Department of Journalism and Information - Al-Azhar University
- 4) Seconded to work at Misr International University from 1999 to 2009.
- 5) Assistant Professor at the Faculty of Al-Azhar and Media - Misr International University since December 2005.
- 6) Professor at the Faculty of Al-Azhar and Media - Misr International University since December 2013, until now.
- 7) He worked on the editorial team of Sawt Al-Azhar University newspaper.
- 8) Worked in all sections of the newspaper "Akhbar Misr" and "Akhbar Upper Egypt" in the period from 1992 to 1998.
- 9) Seconded to teach in the departments and faculties of media in each of the faculties of specific education and October 6 University, where **he taught the following courses:**
 - Course: Introduction to Public Relations and Advertising.
 - Course: Introduction to Public Communication
 - Course: Communication Theories.
 - Course: Public Relations and Advertising Department.
 - Course: Educational Media Policies.
 - Course: Media Planning.
 - Course: Al-Tahrir for Public Relations and Advertising.
 - Course: Introduction to Marketing and Advertising.
 - Course: Radio and Television Advertising and Design Methods.
 - Course: Press Advertising and Design Methods.

- Course: Information and Development.
- Course: Production of Media Materials.
- Course: Practical cases in public relations and advertising.
- Course: Practical Exercises.
- Course: Media Translation.

Fourth: Scientific and university activities:

- 1) Participation in the development of educational curricula at the Faculty of Mass Communication - Misr International University, in the study plan submitted to the Supreme Council of Universities - in 2003, 2006, 2009 and 2012.
- 2) Contribution to the modernization of teaching methods at the university and teaching some courses online.
- 3) Participation in the seminar on discussions of scientific plans submitted by teaching assistants and assistant teachers for later registration.
- 4) Participation in the seminar to discuss local and international conference research submitted by faculty members.
- 5) Attending seminars and cultural meetings held at the Faculty of Mass Communication at the university, and actively participating in them.
- 6) Academic follow-up of professors specialized in teaching courses of the requirements of the Faculty of Mass Communication and writing reports on the various dimensions of the educational process for them 2004-2007.
- 7) Preparing the periodic report on the results of the tests held at the university in order to evaluate the levels of student performance in the various tests 2002-2009.
- 8) Follow-up students of public relations and advertising when they implement graduation projects in advertising agencies outside the university.
- 9) Permanent review of the courses taught and developed in line with the needs of students and academic development at the university.
- 10) Preparing teaching schedules and exams for the Faculty of Media and Al-Alsun at the university 2001-2008.
- 11) He was President of the Control of the Faculty of Mass Communication from 2001 to 2009.
- 12) Continuous participation with the Graduation Projects Evaluation Committee at the college.
- 13) The researcher is a member of the College Council, and Secretary of its Council since January 2011 until now.
- 14) He is responsible for the Accreditation and Quality Coordinator at the Faculty of Mass Communication from January 2011 until now.

- 15) Made a proposed concept for teaching the Media Legislation course, which was to be taught starting from Fall 2012.
- 16) Attending the Student Affairs Committee when discussing problems and scientific reports submitted by the various committees at the university regarding the Faculty of Mass Communication.
- 17) Supervising and discussing many master's and doctoral theses in each of the universities of (Al-Azhar - Cairo - Ain Shams - Benha - Helwan - Zagazig - Sohag - South Valley - Mansoura - Aswan - Minya - Misr International University)
- 18) He supervised and discussed many master's theses in English, including:-
- Attitudes of Egyptian Women Towards Health Awareness Campaigns: A Comparative Study Between Perceptions and Attitudes in Two Different Environments.
 - The Influence of Social Media Consumption on Cultural Alienation among Youth: A comparative study between Egypt and Russia
 - The Role of Women's Empowerment Campaigns Strategies on Females' Perception of Their Rights: A Comparative Study Between Egypt and The United States of America Social Marketing Campaigns
- 19) Preparing the training material and implementing many training courses in the field of media, public relations and advertising, in Egypt and some Arab countries.
- 20) Member of the Board of Directors and founder of the Egyptian Public Relations Association
- 21) Public Relations Consultant
- 22) Fellow of the Egyptian Public Relations Association (Scientific Membership)
- 23) Member of the Editorial Board and Secretary of the Journal of Public Relations Research in the Middle East (peer-reviewed scientific journal)
- 24) Vice Chairman of the Journal of Public Relations Research in the Middle East (peer-reviewed scientific journal)
- 25) Chairman of the Scientific Research and Ethics Committee at the Accreditation and Quality Assurance Unit from January 2016 until now.
- 26) Member of the Scientific Committee for Research Arbitration at the Scientific Journal of Media and Communication Technology Research - Faculty of Media and Communication Technology - South Valley University.
- 27) Member of the Scientific Committee for Research Arbitration - Journal of Media Research - Faculty of Mass Communication, Al-Azhar University.

28) Member of the Scientific Committee for Research Arbitration - Journal of Social Sciences - Faculty of Arts - Zagazig University.

Fifth: Certificates and Awards:

- 1- Certificate of scientific achievement from Misr International University in the academic years 2014- 2016- 2018.
- 2- Certificate of participation in the third scientific conference of the Saudi Society for Public Relations and Advertising, Kingdom of Saudi Arabia (Riyadh) from 7/4/2015 to 9/4/2015
- 3- A certificate of thanks and appreciation from the Department of Public Relations - Faculty of Mass Communication, Al-Azhar University - for attending the discussions of graduation projects of 2018-2019.
- 4- A certificate of thanks and appreciation from the Faculty of Mass Communication, Al-Azhar University, for participating in the activities of the Sixth International Forum of the African Media Union entitled "Media and Terrorism" March 2019
- 5- A certificate of thanks and appreciation from the Faculty of Mass Communication, Al-Azhar University, for participating in the opening activities of the regional headquarters of the North Africa Association of African Universities under the patronage of President Abdel Fattah El-Sisi, March 2019
- 6- A certificate of thanks and appreciation from the Faculty of Mass Communication, Al-Azhar University, for participating in the activities of the first forum for Al-Azhar media professionals under the title "Media and Identity Preservation" in May 2019.
- 7- A certificate of thanks and appreciation from the Media and Communication Unit - Faculty of Mass Communication, Al-Azhar University, for participating in the activities of "Higher Education Leaders in Africa", which was organized by Al-Azhar University under the title "The Role of Higher Education Institutions in Promoting the Higher Education Strategy in the African Continent" July 2019.
- 8- A certificate of appreciation from Misr International University for attending the "Academic Innovation Management" course in September 2019.

- 9- Certificate of participation in the eighth scientific conference of the Saudi Society for Public Relations and Advertising, Kingdom of Saudi Arabia (Riyadh) from 26/2/2020 to 27/2/2020
- 10- A certificate of thanks and appreciation from the Faculty of Mass Communication, Al-Azhar University, for participating in the arbitration of graduation projects for graduate students in the Department of Public Relations and Advertising of the year 2020.
- 11- Certificate of participation in the ninth scientific conference of the Saudi Public Relations and Advertising Association, Kingdom of Saudi Arabia (Riyadh), entitled "Specialized Media in Light of Field Developments and the Multiplicity of its Methods", May 10, 2023