

## Basma Abd Elhay Elballat



### Personal Information & Contact

#### Birthdate

5<sup>th</sup> of August 1992.

#### Address:

66 El-Azhar Street, Gamal  
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Suez, Cairo, Egypt.

#### Marital Status:

Married

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## Summary

- **Lecturer** at Mass communication faculty, English program, **Sinai University**- Kantra Branch.
- Responsible for **planning public relations campaigns** at the Ministry of Media, Kuwait.
- Lecturer and trainer in the field of **artificial intelligence** at Sinai University and others.\*
- Member of **the International Classification Center** at Sinai University.
- Deputy Director of **the Training Unit** at Sinai University.

## Experience

- ✓ **Lecturer** at Mass communication faculty, English program, Sinai University- Kantra Branch since 2023 till now.
- ✓ Responsible for **planning public relations campaigns** at the Ministry of Media, Kuwait from 2021 to 2022.
- ✓ **lecturer and trainer** at the Efad Academy in Turkey, in cooperation with Anbar University, the Islamic University of Minnesota, Bani Walid University, and Suleiman International University in Saudi Arabia since 2022 till 2023.
- ✓ Freelancer **Monterre & Designer**.
- ✓ **Data Analyst:** from 2013 till now.
- ✓ **Data Collector:** from 2013 till now.
- ✓ **Researcher in the field of media content analysis in research affiliated with the League of Arab States:** in 2013
- ✓ **Journalist on the Mansoura City website:** from 2009 till 2013.
- ✓ **Journalist in Al-Wefaq newspaper:** in 2009.

## Academic Administrative Experiences:

- Deputy Director of the Training Unit at Sinai University.
- Member of the International Classification Center at Sinai University.
- Responsible for the quality “QA” management and development. Standard, the scientific research and scientific activities standard, and the postgraduate studies standard.
- Responsible for information checking and grammar review at faculty Magazine “Maaber”.

\*\* You can take a look at one of my lectures while scanning QR-Code.

## **Research and national and international scientific experiences: Orcid Num(0009-0009-7785-4606)**

- Published international research entitled “Attitudes of media students toward the use of artificial intelligence tools and technology in education” Second International Conference: Innovations Journal for Humanities and Social Studies (IJHSS)-Malaysia, E-ISSN: 3312-2976, 2024.
- Published international research entitled “The attitudes of faculty members and assistant staff towards students' use of artificial intelligence tools in scientific research” Eighth International Conference: Scientific and Social Research in Turkey, Issue 551, ISBN:978-9922-9838-5-1, 2024.
- Published local research entitled “Digital environmental media and its relationship to shaping public opinion trends towards climate change” in the Journal of the Faculty of Mass Communication, Cairo University, 2024.
- Published local research entitled “The Egyptian youth's uses of YouTube and its relationship to their attitudes towards the Corona pandemic” in the Journal of the Faculty of Arts, Menoufia University 2022.
- Local research published entitled “The Portrayal of Fathers in Egyptian and American Sitcom Series” in the Journal of the Faculty of Arts, Mansoura University, 2018.

### **Teaching Scopes:**

- Cross- cultural communication
- Radio and T.V Direction
- Broadcasting production
- Journalism
- Ethics of scientific research
- Local and International Broadcasting
- Media Translation
- News in Radio and TV
- English Language

### **Education:**

- The Artificial Intelligence from Artificial Intelligence Journalism and Media Metaverse Professional Diploma (AIJD) from AIJRF in Dubai in 2024.
- The Artificial Intelligence Diploma from Nile University in Egypt in 2024.
- PhD degree in Radio & TV Art Radio production section, Faculty of Arts, Mansoura university, First class honors with a recommendation for exchange and publication with Arab and foreign universities in 2023.
- Diploma in training trainers from IFAD Academy in 2022.

- Master's degree in Radio & TV - TV production Section-Faculty of Arts, Mansoura university. "The Portrayal of Fathers in Egyptian and American Sitcom Series "A comparative study", With a grade of excellence, with a recommendation for exchange and publication with Arab and foreign universities in 2019.
- Bachelor's degree of Arts, Media section, Radio& TV, Mansoura University in 2013.

### Achievements:

- Learning artificial intelligence skills in general and in the field of media in general, and then teaching them.
- Self-Learn montage through the "Da Vinci Resolve, KineMaster, VivaCat, and Canva" program.
- Self-learn the arts of design (logo, intro and outro programs, book cover design, and other media designs).
- Learn to improve the Holy Qur'an with its correct rulings by reading Hafs on the authority of Asim.
- Participation in the "Cross-Border Investigative Journalism" series at the ICFJ Pamela Howard Forum on Covering Global Crises.

### Courses:

- Passing Innovative marketing course using artificial intelligence in 2024.
- Passing Voiceover and dubbing course in 2024.
- Passing Teaching Strategies Course according to the National Authority for Quality Assurance and Accreditation in 2024.
- Attendance single best answer course in 2023.
-  Passing course ENGB1D (14 th) grade from (16 th) grades Level At AUC in 2023.
- Passing Directing and photography course at RTI at Masbero in 2023.
- Passing TV preparation and presentation course at RTI at Masbero in 2023.
- Passing Introduction to digital journalism, Reuters in 2022.
- Passing TOEFL Exam at Mansoura University in 2022.
- Attendance Course 2D Animation at Russian Cultural Center in 2022.
- Passing Fundamentals of Digital Transformation Certificate, Mansoura University in 2021.
- Passing Presentation Skills, The University Development center, Mansoura University in 2021.
- Passing Research Ethics, The University Development center, Mansoura University in 2021.
- Passing TOEFL ITP in 2018.
- Passing ICDL CERTIFICATE in 2017.
- Passing 15th Levels at Not Courses Academy 2015 till 2018.

- Attendance several courses at Maspero for Audio settings 2010 till 2013.
- Attendance training at Alhadath channel to prepare an announcer in 2013.
- Attendance courses at Algomhouria Newspaper for Press Arts in 2010.

### **Language Skills:**

- Fluent in speaking English with an American accent, Fluent in writing, reading, and hearing English.
- Fluent in Arabic as a language mother and ability to correct grammatical faults.

### **Computer Skills:**

- Word processing software.
- Presentation software. Email management.
- Video conferencing.
- Social media management.

### **Presentation skills:**

- Making speeches at any public event.
- Explaining projects to a team and delivering results and findings to management teams.
- Teaching people specific methods or information.
- Having experience in (Verbal communication, Body language, Voice projection, Storytelling, and Stage presence skills).

### **Personal Skills:**

- The ability to bear my responsibilities under any circumstances.
- The ability to work, achieve, and focus under pressure.
- Continuous passion for self-development and pursuit of self-study learning.
- Mastering the skill of scientific research on the Internet in all Arab and foreign scientific sites.
- The ability to imagine and think creatively.

### **Volunteer works:**

- Participation in the human project of “The Life Makers Foundation” in Mansoura.
- Participation in the “Resala Association for Charitable Activities”.

### **References:**

- Prof. Mohamed Moawd: Professor of Radio and Television, Faculty of Postgraduate Studies for Childhood and Media - Ain Shams University.  
Phone Number: 01146588433

• Assist. Prof. Mona Taha: Assistant Professor of Journalism  
Faculty of Arts - Mansoura University.

Phone Number: 01127874440

**\*\* Official documents can be sent if requested**