

Prof. Dr. Abdullah Abdul-Momen Mahyub Al-Tamimi

Name: Dr. Abdullah Abdul-Momen Mahyub Al-Tamimi

Yemeni nationality

Place and date of birth: Taiz – 27/05/1966

Marital status: Married

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Academic Degree: Assistant Professor

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Qualifications:

Ph.D. in Media 2003 Faculty of Arabic Language – Department of Media, Al-Azhar University – Arab Republic of Egypt, with a grade of excellent with first class honors.

Master's degree in media in 1997, Faculty of Arabic Language, Department of Mass Communication, Al-Azhar University, Arab Republic of Egypt, with grade excellent.

Bachelor's degree in Mass Communication 1992, Faculty of Arabic Language, Department of Mass Communication, Al-Azhar University, Cairo, with grade good.

Detailed specialty: Radio and Television

scientific reseach

1- News treatment of Arab issues on Egyptian and Yemeni television, a comparative analytical study in 2003.

Television Advertising and Viewers' Behavior – An Analytical and Field Study on a Sample of the Yemeni Audience, 1997.

Published Books and Books

Modern trends in the management of media institutions 2011 AD, Dar Al Afaq Al Mashreq for Publishing and Distribution – Sharjah, United Arab Emirates.

The Strategy of Winning the Elections – Media Vision – 2012, Dar Ward for Publishing and Distribution – Amman, Jordan.

Yemeni satellite channels and their role in news coverage of the current crisis – an exploratory study. The Arab Foundation for Strategic Studies 2020

Arab media strategy – a future vision – is under publication.

Research and studies published in refereed scientific journals

Attitudes of students of the College of Media, Media and Humanities about media training in the college, Journal of Social Affairs, Sharjah 2011, Social Society Issue 110, 2011.



Research on local radio and its role in promoting identity Al Watania – A field study on a sample of Emirati university students, Journal of Contemporary Values, Fourth Issue, Algeria 2012.

Research on “University Youth’s Uses of Social Media and Achieved Satisfaction”, Annals of Arts, Ain Shams Journal, Ain Shams University, Cairo, Vol. 40 2012 AD.

Research on the role of social media in increasing political participation among Yemeni immigrants, a field study – Journal of Media Studies, issue eleven 2020, Berlin, Germany.

General Studies (unpublished)

The art and skill of speaking in the media.

Scientific research methods and skills.

morale boosting strategy.

The role of Yemeni media in promoting dialogue and tolerance among Yemenis.

Improving and building a mental image.

future leaders.

The art of managing media organizations.

Television drama deals with women’s issues in Arab societies.

The art of managing political alliances... and communicating with others.

Yemeni media and its management of the Yemeni crisis.

Academic experience

2008-2014 Assistant Professor, College of Mass Communication – Ajman University.

2011 Visiting Professor at the College of Mass Communication, Al Jazeera University – Dubai

2007-2008 Visiting Assistant Professor at the College of Mass Communication – Ajman University

2003-2006 Assistant Professor in the system (part-time), Ajman University.

1998 – 1999 AD Assistant Lecturer in the Department of Mass Communication, Taiz National University – Yemen

management experience

2019 Founder of Bait Al Arab Channel – Turkey

2016-2017 Independent work as a management consultant and marketing consultant for commercial projects – Malaysia.

2010-2014 Coordinator of the radio and television track at the College of Information and Communication – University Ajman.

2000-2005 Managing Director of the Kicking International Trading Group – Dubai Free Zone

2005-2007 Marketing and media consultant for many companies and commercial establishments in Dubai.

Academic Courses I Taught

Communication theories.

Media planning and media campaigns.

Principles of Marketing.

The media in the Arab Gulf states.

Management of media organizations.

Special topic in public relations and advertising.

Research Methodology.

E-Marketing.

Methods for measuring public opinion.

Radio and TV ads.

Radio and Television News.

display and display.

Media ethics and legislation.

Media and development.

Supervising field training and graduation projects.

Technology skills

Working on the model program, through which the following is done:

Student registration, material uploading – and the add and drop system.

Absence preparation.

Grading control.

Download notes and warranties.

Take short quizzes for the students.

information literacy – knowledge of electronic information sources, and how to use the internet to obtain information.

Take advantage of the services provided by social media to find alternatives and environments for learning.

Teaching skills

Use the interactive method during the teaching process.

Use the focus group and workshop method.

Use short film view for some videos.

Training students to speak and stand in front of their colleagues and prepare in advance for the lecture.

Teaching and training students on the skills of searching for information from various sources.

Using the practical applications of the materials that require this through the use of the following skills: (Photography – Lighting – Montage – Photoshop – Presentation and Presentation).

Conducting field visits to the headquarters of scientific institutions and informing students closely about the experiences of others.

Work in the field of quality

She worked as a member of the Academic Accreditation Committee, through which:

Preparing educational programs and describing courses.

Determine the practical aspects of some materials.

Preparing the vision, mission and goals of the college.

Chairman of the Book Writing Committee, through which the specifications of the curricula and books to be written are determined, and the course description and vocabulary.

Chairman of the College Book Evaluation Committee.

Work through a plan at the beginning of each semester outlining the activities, community visits and work I will be doing during the semester.

Ensure that students' satisfaction is measured by evaluating the course material, its presentation, and their understanding of it through the model e-program.

Sending a report on the material taught during the semester – mentioning the strengths and weaknesses in the textbook and providing the necessary proposals to develop the subject – the scientific committees participating in it

Head of the college book writing committee.

Chairman of the Academic Book Evaluation Committee.

Member of the Academic Accreditation Committee at the college.

Member of the faculty selection committee to work in the college.

Member of the University's annual research competitions jury.

Member of the committee for evaluating practical training for college students.

Representing the college in many official forums and events.

Member of the College Student Selection Committee.

Member of the college reception committee.

10. Member of the preparatory committee for conferences and scientific events at the college.

Participating in conferences, seminars and workshops

2019 Participation in the Owais Al-Qarni Endowment Conference in the Perspective of Civilization Renaissance from 23-24/8/2019 in Istanbul – Turkey.

2017 Participation in a working paper on "The Skills of an Effective Manager in Dealing with the Media" at the Sixth International Forum for Professional Training – Management Development and Entrepreneurship Forum – Malaysia.

2012 Participation in the "Social Media" symposium, the culture of use and the limits of responsibility – Dubai Press Club.

2012 Participation in the "Creative Thinking and Education Challenges" conference – Ajman.

2012 Participation in the Gulf Conference "Arab Media and Nation Issues" Gulf Center for Studies – Sharjah.

2012 Participation in the Arab Media Forum, Dubai.

2012 Participation in the "Modernity" symposium, Prince Badr bin Abdul Mohsen bin Jalawi Center, Sharjah.

2011 Participation in the conference "Media for Expression and Means of Change" through a research paper entitled "Youth use of social media in direct marketing".

2011 AD Participation in the symposium of the Gulf Center on the economic repercussions of the Arab revolutions, Sharjah.

2011 Participation in the eleventh Gulf Conference "Arabs in the Next Decade" Sharjah

2011 Participation in the Second Fujairah Media Forum "Translation and Arabic Language in the Media".

2010 Participation in the "e-learning" conference – University of Bahrain – by presenting a research paper entitled the university professor and his role in e-learning.

2010 Participation in the symposium "Gulf Cooperation Council Where to" Gulf Center for Studies, Sharjah.

Gulf Center for Studies – Sharjah.

2010 Participation in Al-Ahram Symposium “The Road from Press Institutions to Media Companies” Dubai International Center, Dubai.

From 14 to 15 December 2010, participation in the International Conference on “Media and Crisis Management, Stakes and Challenges” – University of Sharjah.

2010 Participation through a working paper in the symposium “Youth and Technology: Benefits and Misuse” The Case of the Emirates – Gulf Center for Studies.

2010 Participation in the symposium “Magazine, Cultural Memory – Obstacles and Prospects – Ajman 2010 AD. Participation in the “Media and Law” symposium, University of Sharjah.

2010 Participation in the “E-Learning” symposium – Umm Al-Momineen Association – Ajman.

2009 Participation in the Arab Media Forum – Dubai.

2008 Participation in the Arab Media Forum – Dubai.

2008 Participation in the symposium of the eighth annual conference of the Gulf Center for Studies – Sharjah.

2007 Participation in the “Commercial Advertising” symposium in the Gulf region, by presenting a working paper in Ajman.

2007 Participation in the Arab Media Forum – Dubai.

2007 AD: Participation in a working paper entitled “Management of Media Institutions” during the opening of Afaq Media Channel – Ajman.

2006 Participation in the Sharjah Book Festival symposium through a television interview – Sharjah TV.

2006 AD Participation in the Arab Media Forum – Dubai.

2005 Participation in the Arab Media Forum – Dubai.

2003 Participation in the Arab Thought Forum Symposium – Cairo.

2003 Participation in the conference of the Center for Future Studies – Cairo.

Get training courses and certificates

2013 AD Course in Time Management Skills – Ajman University.

2013 AD Course “E-Learning” Ajman University.

2013 AD course “Conflict Management”, Ajman University.

2013 CE Certificate of thanks from the Municipality and Planning Department – Ajman – for preparing a television and radio advertisement that embodies the suffering of sanitation workers.

2012 AD Contribution to the Eighth Scientific Convergence Conference – Ajman University.

2012 Certificate of participation in the success of the “My Language is My Identity” campaign, Ajman University.

2012 Certificate of participation in the conference “Creative Thinking and Education Challenges”, the Mother of the Faithful Society, Ajman.

2012 Certificate of Participation in the Arbitration of the Female League – Ajman University.

2011 Certificate of participation in the evaluation of research work for the seventh session – Ajman University

2010 A certificate from the Score Plus Center in completing the study program in the English language course 2010 in the Autonomous Administration, ATC Center, Sana’a

2010 Skills course to discover yourself and others Sana’a.

2010 International Electronic Academic Priorities Management Course – Sana’a.

2010 International Electronic Academic Decision Making Course – Sana’a.

2010 course of discovering and employing energies at the International Electronic Academy – Sana’a.

2009 Strategic Planning Course Abu Dhabi, United Arab Emirates.

2009 Certificate of Appreciation for supervising the best research paper from Ajman University.

2009 Certificate of participation in the evaluation of research work – Ajman University.

2008 Presentation and Presentation Skills and Training of Art Trainers – Dubai.

2008 A course in strategic planning for the workforce in the application of the total quality system – Dubai

2007 Certified expert in public relations and media from

the 2002 British Academy course in management – Dubai.

1998 AD Course in Planning Advertising Campaigns – Cairo.

1998 AD Various courses in computer programs.

Areas of interest

Media training.

Marketing and management training.

Research and development in modern management methods for media organizations.

WORK ON evaluating the impact of Islamic satellite channels.

Foreseeing the future of Arab media in the next stage.

Evaluation of media performance in media institutions.

Providing consultations and feasibility studies in the media fields.

The training courses I have taken

Media campaign planning course.

A course in the methods and skills of searching for work in the media.

A course in dealing with the media.

How do you set up a successful media project??

Small media projects course.

A course in the art of preparation and feasibility study.

A course to improve and build the mental image of organizations and institutions.

A course in content planning and leadership of the media work team.

Effective trainer skills course in dealing with the media. Malaysia.

Future Leadership and Strategic Planning Course

– Malaysia A course in modern skills in media editing.

A course in methods and methods of scientific research.

public activities

Participation in radio interventions in many daily radio programs.

Participate in commenting and analyzing many political and intellectual issues in some newspapers.

Participation in many media activities and panel discussions.

Weekly columnist for the Yemeni newspaper.

Previously, he supervised many research and graduation projects for college students.

Participate in the discussion of the annual research and graduation projects in the college.

Supervising researchers and graduate students in designing research and arbitration models.
