



College of Communication and Media

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Research groups

Members	Contact information	Description and areas	Publications
Title: Uses of the new media			
Dr. Rahima Aissani	rahima.aissani@aau.ac.ae	Focuses on topics related to the uses of new means of communication and media: 1. Uses of the Internet and its applications. 2. Uses of social networks. 3. Uses of smart phone applications.	"The Motives for the Use of Twitter by Arab Youths", Communication Today, Scientific journal of the Faculty of Mass Media Communication at the University SS. Cyril and Methodius in Trinova, Slovakia, Vol. 9, No. 1, .2018
Dr. Abdulrahman Abdullah	+971 37024970 abdulrahman.abdullah@aau.ac.ae		
Dr. Faycal.Farhi	+971 2 6133542 faycal.farhi@aau.ac.ae		
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Title: Media and Mass Communication education in the Arab world			
Dr. Rahima Aissani	rahima.aissani@aau.ac.ae	Focuses on studies relate to media curriculum and education of communications technologies, In the colleges and institutes of media and communication, in Arab universities	Media and communication education in Arab universities; A comparative analytical study of the teaching plans of some faculties and departments of Media and Communication "(under arbitration), Arabian Journal of Media and Community, The American University in Cairo (Q2).
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Title: Uses of social media			
Dr. Faycal.Farhi	faycal.farhi@aau.ac.ae	Focuses on topics	"Social media as news

Dr. Mohamed Chettah +971 37024975 relate to the uses of social media sources for TV news channels: A study in the newsrooms". International Journal of Innovation, Creativity and Change, Vol.12, No.3s, 2020.
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Title: Digital Public Relations

Dr. Rahima Aissani rahima.aissani@aa.u.ac.ae Focuses on studying contemporary topics that relate to organize and manage public relations through digital media and the new technologies.

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