

# Prof. Arrak Ghanim Mohammed

Department of Media/Al Farabi University College

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## Education:

**PhD**, Media College /Baghdad University,2017

**MSc**, Media College /Baghdad University,2012

**BSc**, Media College /Baghdad University,2010

## Profile:

- Teaching in the Department of Media / Al-Farbi College since 2016 - up until now,for its three branches including(Journalism, Tv and radio and journalism, Public Relations) with all its four stages.
- Working as a decision maker as a course in the media department in 2018.

## Teaching:

### 1- International Public Relations:

It is concerned with improving the image of the state and the image of international companies, and building a media message to bring about world peace and renounce violence and extremism.

### 2- Writing for public relations:

Developing the skills of public relations practitioners in the field of writing in the media.

### 3- The language of media discourse:

It addresses linguistic issues in the media message, in an attempt not to make linguistic, grammatical or morphological errors.

### 4- Media Research Methods:

Teaching the principles of writing scientific research in a objective manner away from subjectivity, and learning the ways in which a solid scientific research can be written.

## **Research Focus**

**Interested in research related to the following:-**

- 1- International Public Relations.
- 2- Digital diplomacy and the theory of privilege.
- 3- The field of digital media education.

## **Publications**

- 1- The communicative content of “Israeli” popular diplomacy from the perspective of international public relations.
- 2- Foreseeing the future in the practice of public relations.
- 3- Aggressive behavior on social media.
- 4- Strategies for reforming the image of the government in the management of public relations in crises.
- 5- International public relations and global peacekeeping via the Internet.
- 6- The role of media education in confronting extremism and terrorism.
- 7- Principles of dialogue communication in public relations via the World Wide Web.
- 8- Frameworks for building Iraq's image through the practice of international public relations in the presidential websites.
- 9- Social networking sites as a factor in changing the stereotype.

## **Affiliations/Activities**

- 1- Member of the Iraqi Journalists Union..
- 2- A journalist at the Iraqi Media House.
- 3- A journalist at the Independent Press Agency.
- 4- Member of the Iraqi Public Relations Association.
- 5- A member of many committees in Media department and outside it within the framework of Al-Farabi University College since 2016 until now.