

Assist. Prof Nahla Najah Abdullah

Department of Media/Al Farabi University College

Email: dr.nahla.najah@alfarabiuc.edu.iq

Education:

PhD, University of Baghdad, 2018.

MSc, University of Baghdad, 2013

BSc, University of Baghdad, 2010



Profile:

-Academic lecturer in Al Farabi University college since 2013 –up till now.

As I had given lectures in the three branches of Media department like Journalism branch, Tv & Radio Journalism branch, and Public Relations branch for the all fourth stages.

Teaching

1. Principles of Public Relations/1st stage /Media Department/Public Relations Branch and Radio and Television Journalism Branch:

It is one of the basic subjects studied by the student in the media department because of its scientific vocabulary which brings together important vocabulary with valuable content for the concepts of public relations and their relationship to communication patterns, the means and methods of direct and indirect public relations, in addition to many other concepts.

2. Public opinion polls/the third stage/Public relations branch:

It is one of the basic and attendance subjects studied by the university student. It contains vocabulary related to public opinion, its importance, history, field and electronic opinion poll methods. The material contains important practical aspects.

3. Public relations campaigns/the 4th stage/Public relations branch:

It is considered one of the basic and attendance materials which contain theoretical and practical aspects.

Research Focus

1. Public Relations
2. Mental image
3. Social media sites
4. Facebook
4. Public Relations and Society

Publications

1. Employment of social media sites to confront rumors (single research) published in the Journal of Medad, Center for Islamic Research and Studies / Iraqi University, Issue 3/42 in 2018.
2. Public Relations and Achieving Social Peace (joint) research published in the proceedings of the 20th annual scientific conference of the College of Media / University of Baghdad, Journal of Media Researcher 22-23 December 2019.
3. Public Relations through social media and health crisis management, a research published in Larak Journal of Philosophy, Linguistics and Social Sciences / College of Arts / Wasit University Issue 38, Volume 3 on July 1, 2020.
4. The effectiveness of Public Relations in addressing the phenomenon of electronic extortion, a research published in Galas Magazine / Emirates Open College, issue 55 August 2020.
5. The image of the media woman as another for the other media man, a (joint) research published in the Journal of the Media Researcher 2019.

Affiliations/Activities

1. Member of the administrative body of the Iraqi Public Relations Association.
2. Member of the editorial board of the Journal of the International Institute for Arab Renewal.
- 3- I have participated annually in many committees in the Media Department, and outside it / Al-Farabi University College since the establishment of the college in 2013 and until now.