

# Assist. lecturer Raghda Raa'd Ahmed

Department of Media/Al Farabi University College

Master degree /Assist. lecturer

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## Education:

Msc, University of Aliraqia- Year- 2013-2014.

BSc, University of Aliraqia- Year-2016-2017.

## Profile:

Teaching in the Department of Media in Al-Farabi University College since 2017, specializing in journalism. I supervised many research and graduation projects in the same department. I taught many courses and subjects in the department, including the radio and television journalism branch, and public relations branch as well. In addition, I have multi participations including trainings, seminars, workshops and field applications. Moreover, I have interests and working papers which include digital media and electronic extortion as well as fighting rumors and what is related to human rights and refugee issues.

## Teaching

Teaching many subjects, vocabulary and curricula, including:

1. **Media Legislation and Ethics - Public Relations Branch** - This subject includes important topics and axes, the most important of which is how to deal with media legislation and laws, how the media person has professional immunity, and how to preserve media content without being subject to legal accountability.
2. **Media Legislation - Radio and Television Journalism Branch** - This subject includes important topics and axes, as the most important of which is the way to deal with media legislation and laws, how the media person has professional immunity, and how to preserve media content without being subject to legal accountability.
3. **Media and Digital Education - Radio and Television Journalism Branch** - This subject includes articles which depends on clarifying the way to deal with the media and how the recipient can get the correct news from the reliable source, so the basic role of media education would be emerged the, as it works to give the individual many instructions about education, monitoring and follow-up of people since their upbringing.

4. **Investigative Journalism - Radio and Television Journalism Branch** - The subject proceeds from the method of detecting corruption, reaching the truth and what is beyond the truth, and uncovering the circumstances of the crime or the prevailing corruption or the case about which an investigative investigation is to be conducted.

5. **Radio and Television Advertising - Radio and Television Journalism Branch** - This subject deals with the way of presenting the commercial content and the method of marketing as well as the difference between media campaigns and advertising campaigns. This article presents many tools, methods and methods which determine media communication between the advertiser, the market and the public. This title explains the stimulations which should be adopted to reach the targeted audience. In addition, there is an important aspect, which is to identify the strategy of similarity and the strategy of the difference in the (commercial) media content during the marketing process.

## **Research Focus**

1. I have research interests in the field of human rights, women's and children's issues, as well as refugee issues, as I wrote my Master research outlines this article.
2. I have research projects, some of which have been completed and others still ongoing, including (e-learning, the role of social networking sites in covering crises, electronic extortion, rumors.)
3. Participation in seminars, workshops and working papers on digital e-marketing.
4. Digital media, new media, electronic media.

## **Publications**

- The refugee issue in social networking sites, an analytical study of the tweets of international agencies.
- E-learning in Iraq.
- E-marketing, digital promotion tools and methods.

## **Affiliations/Activities**

- Member of the Iraqi Academics Syndicate.
- Member of several committees within the college.