

Soumaya Berjeb

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PROFESSIONAL SUMMARY

Assistant professor, media trainer, researcher in communication sciences, audiovisual production expert and diligent Communications Manager with 12 year progressive career across both internal and external communications. Offering excellent management and organizational skills to coordinate multiple, concurrent projects. Articulate writer with talent for creating engaging content.

SKILLS

- Research in Media studies and Communication Sciences
- Audiovisual contents production (TV-RADIO-DIGITAL)
- Strategy development and communication consultation
- Team Leadership and Event Coordination
- Social Media Management and project coordination
- Training in journalism and Communication

EDUCATION

Ph.D. | Sciences of Information and Communication 04/2018

Institute of Press and Sciences of Information, Manouba

Dissertation title: International media conflict discourse: the Syrian crisis as a model

M.D. | Sciences of Information and Communication 06/2011

Institute of Press and Sciences of Information, Manouba

Dissertation title: The political discourse of Al-Jazeera English: The image of US President Barack Obama as an example

J.D. | Journalism, Audiovisual production 06/2009

Institute of Press and Sciences of Information, Manouba

Dissertation title: The Arab Counterpropaganda: Al-Jazeera Arabic Channel and Al-Jazeera English Channel Difference and Coalition

WORK HISTORY

COMMUNICATIONS COORDINATOR 01/2021 to CURRENT

Observatory for the defense of the state's civil | Tunis, Tunisia

MEDIA TRAINER 03/2014 to *CURRENT*

For several institutions (DW, BBC Media Action, UNESCO, CFI, etc.) | Tunis, Tunisia

ASSISTANT PROFESSOR IN MEDIA STUDIES 03/2012 to *CURRENT*

Institute of press and Sciences of Information (IPSI) | Manouba, Tunisia

COMMUNICATIONS DIRECTOR 01/2012 to *CURRENT*

Akademia award for the freedom of press and other events. Tunis, Tunisia

COMMUNICATION CONSULTANT (Gender) 11/2020 to 11/2021

CILG VNG International | Tunis, Tunisia

Communication trainer for Leadership support program for active women in The civil society of the partner municipalities of the PLMI

PRESS OFFICER 04/2010 to 02/2021

University of Manouba | Manouba, Manouba

DIGITAL COMMUNICATION CONSULTANT 08/2020 to 11/2020

Article 19 | Tunis, Tunisia

JOURNALIST 10/2013 to 03/2018

Akademia magazine and other newspapers | Manouba, Tunisia

MONITORING ANALYST 08/2011 to 10/2011

The Higher Instance for Elections (ISIE) | Tunis, Tunisia

MAIN CONFERENCES AND SCIENTIFIC PUBLICATIONS

PUBLISHED ARTICLES AND RESEARCH UNDER PUBLICATION

Article: Stereotypes of Poor Social Groups in the Tunisian Media Discourse during the Outbreak of Corona: Perceptions, Practices and Ethics – Conference: Stereotypes and Ethical reporting: Journalism Studies and Practices

The Arab European Association (AREACORE) 22 October 2021 (Tunisia – Germany)

Article: Tunisian Radio in the audio universe: Reflection on new professional contexts, technological issues and the challenges of media content – Published soon in

RadioMorphoses - GRER International Conference entitled: Radio in the Audio Universe 9, 10 and 11 November 2022- LAVAL University –CANADA

Article: The theme of “justice” in the Tunisian media discourse: contexts backgrounds and dimensions.

Published in collective book will be published soon by Muhammad Ali Publishing House 2022- supervised by ROSA LUXEMBURG STIFTING –TUNIS

Article: Media challenges in managing the Corona crisis: fake news and communication resistance mechanisms

Published in Collective book containing the works of the first international conference of young researchers 2021 - (Morocco).

Article: The international media discourse on the Syrian minorities during the war: the cultural and ideological dimension

Published in a collective book containing the scientific works of IPSI International Forum: “Media, Communication and Cultural Diversity 2019- (Tunisia)

Article: The debate about the report of the Commission on Individual Freedoms and Equality in the Media: Mechanisms of Interpretation and Guidance Strategies

Published in collective book will be published by Muhammad Ali Publishing House 2021- supervised by ROSA LUXEMBURG STIFTING –TUNIS

Article: The reality of Tunisian women a decade after the revolution: Restrictions and opportunities in politics, law, and the media

Published in a collective book that includes the works of the International Forum entitled: Efforts to empower women in Iraq between the available opportunities and the restrictions imposed - the University of Mosul – IRAQ

Article: Journalism under Pressure: A mapping of editorial policies and practices for journalists covering conflict Country - Report Tunisia – A book published by UNESCO - (Norway).

Article: Media dealing with the phenomenon of clandestine immigration: from the awareness function to political exploitation - Kerkennah disaster 2018

Published in a collective book containing the scientific works of the second international symposium of social sciences and Humanities 2018 – headed by IDRAK scientific Research Center and the British Idarak Group for education, Trainings and Events – **(Tunisia)**

LAST ACADEMIC PARTICIPATIONS 2023:

AREACORE Winter School - Mobility and migration: November 2021

Master Class: Mobility and migration from / to the Maghreb- European area: The history, the images and the socio-political readings

A master class communication that I'd given to students from several countries in the Arab World and to students from Germany in 15th November 2021.

ORSAM SYMPOSIUM – Turkey: 14-15 February 2023

SC: International media discourse on the raw materials crisis in the Arab world at the time of the Russian-Ukrainian war

International Symposium – ORSAM – University of Istanbul – Turkey

JSRN SYMPOSIUM - UK - 28 Mars 2023

SC: The Digital safety issues through the Tunisian journalists' perceptions: Which professional, technical and legal guarantees?

Online Symposium focusing on Digital Threats against Journalists – JRSN - UK

A Research visit to DW -- "International Media Studies" (IMS)- Bonn (Germany) (21 May to 21 June 2023)

Capacity building: a Mobility offered by Dutch Well Academy, I was invited to give courses about digital safety for IMS students and to present some of my research to colleagues from Bonn university and others.

Participation in COMTECDEV colloquia (15-17 May 2023) - UNESCO – Paris – France

Article + SC: The crisis of content production in the Artificial Intelligence era in the North African Media : see more on :

<https://www.colloqueia.comtecdev.com/2023/03/17/the-crisis-of-content-production-in-the-era-ofartificial-intelligence-in-the-north-african-media/>

MAIN CONFERENCES AND SCIENTIFIC COMMUNICATION (SC)

SC: The crisis of content production in the Artificial Intelligence era in the North African Media

SC: Tunisian Media challenges: 10 years of democracy10.. 10 Different contexts - Commission on the Status of Women and Religion and Media Interest Group Panel 2021 - Association for Education in Journalism and Mass Communication - AEJMC / USA 7-11 August 2021

SC : Communication and public space' alterations – the research project 'PHC Maghreb 2017' (France, Tunisia, Morocco, Algeria) – IPSI, Higher Institute of Documentation (ISD) & Paul Sabatier Toulouse 3 University (**France**) and several Maghrebin universities.

SC: Gender, Media and Terrorism: Which relationship?
(GEST Project) – (**Ukraine, Maghreb**)

SC : Safety of Journalists covering in conflict and sensitive issues - the research group MEKK at the Department of Journalism and Media Studies at Oslo and Akershus University College in cooperation with The Norwegian UNESCO commission, The Norwegian Union of Journalists, and IAWRT (**Norway**)

SC : Arab woman' role in the political scene in North Africa and Middle East zones – hosted by the Abdallah Moursili Universal Center and the Faculty of Laws and Political Sciences - TIPAZA University (**Algeria**).

SC : The right to freedom of expression and journalistic practices: what relationship? Human Rights Approach Based on Higher Education in the Maghreb – the Research Project (ABDEM) / TEMPUS program of Twelve Universities from the European Union (EU) and Maghreb Zone/ the University of La Rioja, project leader **EU: (Spain, UK, Italy, Belgium) & Maghreb : (Tunisia, Algeria, Morocco)**

SC: Media Studies and political discourse analysis in Tunisia in Transition Project - Change by change administered by the Chair of International Politics at the University of Passau and Institute for Near and Middle Eastern studies at the Ludwig-Maximilian's University Munich and several Tunisian partners and supported by DAAD (**Germany**).

SC : Tunisian TV channels focused on Bardo terrorist's attack (2015) : Agenda Setting : objectivity & deontology - 22nd International Conference of the German Middle East Studies Association (DAVO) 1st Section Conference of the Islamic Studies Section of the German Oriental Society (DMG)/ Bochum University (**Germany**)

SC : Violent Media discourse : Dialogue and Conflict - Project of Idrak center for scientific research in collaboration with Mostansiria University (**IRAQ-Tunisia**)

SC : Media, public space and violence- Project of Social Sciences Research Methodology Training Workshop for North African Scholars , organized by Harry Frank Guggenheim Foundation) , CIMAT : Center of Maghreban Studies in Tunis and CIMA : Center of Maghreban studies in Algeria for researchers from : Tunisia, Morocco and Algeria : (**Maghreb & USA**).

MAIN PARTICIPATION IN INTERNATIONAL PROJECTS

Researcher in project - Journalism under Pressure: A mapping of editorial policies and practices for journalists covering conflict Country - Report Tunisia
Headed by United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Norway 2015 Oslo and Akershus University College of applied sciences

Researcher in ABDEM Project: Human Rights Based Approach in Higher Education. Diploma in Human Rights in Higher Education – 2016/2017
Headed by University of La Rioja – Spain

Researcher in Tunisian German Project - Tunisia in Transition
Headed by Ludwig-Maximillan Universidad München – Germany
2014-2015

Researcher in Gest project 2019 – Gender studies
Headed by University of Vytauti Magni Caunae – Ukraine in collaboration with Manouba University and Sultan Moulay Slimen University - Faculty of Arts and Humanities Beni Mella- Morocco

Trainee in Building knowledge in Global Affairs and Public Policy in Arab Countries in transition - October 2014
The American University in Cairo – Egypt 2014

LANGUAGES

- ARABIC 
- ENGLISH 
- FRENCH 