

## CV

1. **Name and Surname:** Yosra Jarrar
2. **Date of Birth:** 1984
3. **Title:** Assist. Prof. Dr.
4. **Education:**

Degree	Field	University	Year
BA	English Language and Literature	Yarmouk University/ Jordan / Jordan	2006
MA	Linguistics	Yarmouk University/ Jordan	2010
Ph.D	Communication and Media Management	American University of Cyprus	2016

### 5. Academic Titles:

- Assist Prof** : 2017 (Faculty of Communication & Faculty of Humanities/ Girne American University)
- Assoc. Prof** :  
University)
- Assoc. Prof** :
- Professor** :

### 6. Managed Master and PhD thesis

#### 6.1. Master Thesis

Aliasghar, O. (2017). The Role of Public Relations in Security: A Case Study of Kurdistan Security Force, Asayish. Girne American University.

Ali, A. (2017). PR and Social Media during Election Campaigns: A Look inside the 2016 US Presidential Election Campaign. Girne America University.

Aigbovbiosa, A. (2018). Framing Presidential Campaigns; A Study of Donald Trump/ Hillary Clinton's Presidential Campaign Debates and Speeches. Girne America University.

Horoub, I. (2018). A Comparative Critical Discourse Analysis of Al-Jazeera and Al-Arabiya English's Online Coverage of the Gulf Dispute between June 5<sup>th</sup> and October 5<sup>th</sup> 2017. Girne American University.

## 7. Publications

Jarrar, Y. (2011). *The Impact of Auditory Processing Disorders on Jordanian Children's Language*. Amman, Jordan.

Jarrar, Y. (2015). Assessing the Ethicality of Promoting the Current Egyptian Regime by Some Egyptian Channels: The Complete Cure Device as a Case Study. *Online Journal of Communication and Media Technologies*, 5(4), 1-28.

Jarrar, Y. (2016). Branding Strategies: A Chronological Review. *ARP International Journal of Social Sciences*, 1 (1), 71-82.

Jarrar, Y. (2017). A Comparative Critical Discourse Analysis of Al-Jazeera and AL-Arabiya's Coverage of the Egyptian Protests in the Period Preceding and Following Morsi's Ouster. *Dirasat: Human and Social Sciences*, 44 (4), 251-264. (Scopus Indexed)

Bukhari, S., & Jarrar, Y. (2018). Identifying Ideology through Comparative Analysis of Pakistani and Indian Newspaper Headlines. *Intermedia International e-Journal*, 5 (8), 12-27. (International Journal).

### PAPERS ACCEPTED for PUBLICATION

Framing the Egyptian Uprising by Pan Arab News Networks: Tracing the Protest Paradigm in Al-Jazeera and Al-Arabiya's coverage of Egyptian Protests from June 2013 to June 2014.

Folklore Songs as Means of Raising Awareness or Enforcing Nationalist Differences: Arab Idol as a Case Study.

Attracting Younger Millennials: Lifting Bond Out of a Transitional Sinkhole.

### 7.1. Papers presented at international conferences and published in *Proceedings*

8. International Symposium of New Media from the Past to the Future hosted by Istanbul University in cooperation with TRT. (May 10th to 15th, 2017). Paper entitled: Humorous Insights: Setting the Agenda through Political Cartoons on the POTUS

### 8.1.1. International Citations

## 8. National and International Projects

### 9. Administrative:

Head of Digital Marketing and Social Media, GAU, 2017-Present

### 10. Bilimsel ve Mesleki Kuruluşlara Üyelikler

*Member of the Jordan Society for Scientific Research (JSSR)*

### 11. Prizes and Awards

### 12. Courses (Last Two Years)

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
	Güz	Introduction to Communication	3	0	30
		Introduction to PR	3	0	10
		Reporting Techniques	3	0	20
		Promotion Management	3	0	15
		Research Methods (BA)	3	0	20
		Research Methods (MA)	3	0	5
	İlkbahar	Film Analysis and Criticism	3	0	12
		Media Ethics/Communication Ethics	3	0	20
		Personal Selling/Tactics of Selling	3	0	17
		Introduction to Public Relations/Practice of PR	3	0	10
		News Report Writing /News Writing	3	0	30
		Research Methods (MA)	3	0	4
Media Policies (PhD)	3	0	1		
2016-17	Güz	Introduction to Communication	3	0	27
		Reporting Techniques	3	0	15
		Promotion Management	3	0	10
		Research Methods (BA)	3	0	20
		Research Methods (MA)	3	0	5
		Media Ethics	3	0	2

		Media Policies	3	0	1
	<b>İlkbahar</b>	Film Analysis and Criticism	3	0	15
		Media Ethics/Communication Ethics	3	0	15
		Introduction to Public Relations/Practice of PR	3	0	12
		News Report Writing /News Writing	3	0	27
		Current Problems with the Press	3	0	5
		Media Ethics	3	0	2