

Faculty Info Sheet

Name: Dr. Mathani Hassan Abashar

Title: Program Coordinator

Scientific Degree: Assistant Professor

Education:

- (ph.D) In communication (Public Relations and Advertisement) with grade (excellent) .
- “M.A” In Faculty of Dawa and Communication .
- B.A In journalism and communication with (honours V.good).

Research Interest and publication :

- Research on The reality of Arab media research in the field of digital media
- Research on The ethics of Public Relations : (Field study on a sample of Public Relations staff in UAE).
- Research on regional broadcasting and their role in the development in corporation with Kassala broadcasting station.
- Research on TV advertising and mental image formation.
- Research on the advertising on television and broadcasting.

Hobbies: Reading, Travelling, sports.

Biography brief: Dr.Mathani Hassan Abashar is assistant professor of communication (Public Relations and Advertisement) at University of Modern Sciences . She previously was assistant professor of

communication (Public Relations and Advertisement) at Emirates College of Technology . Abu Dhabi .UAE, lecturer at Ajman University (partime) , lecturer at Omdurman Islamic University (partime) .She earned her B.A in (journalism and communication)from Omdurman Islamic University , her M.A in the Faculty of dawa and communication from Omdurman Islamic University , Her (ph.D) in(communication specialization public relations and advertisement) from Omdurman Islamic University