The biography  :

Name  : Dr.  Raya Qahtan Ahmed

Date of birth: 4/13/1968

Marital status: Married.

Number of children: 3.

Religion   : Muslim.

Specialization:   Public Relations.

Job:  Teaching.

Academic degree:  Assistant Professor.

Work address:    Al-Jadriya Complex / University of Baghdad.

Work phone: 07705713870.

Mobile phone: 07903416928.

Email: dr.rayya1968@gmail.com

dr.rayaq.ahmed@comc.uobaghdad

.edu.iq

First: Academic qualifications.

Academic degree/university/college/history.

1 . Bachelor's

University of Baghdad, College of Arts, 1990.

2 . Masters / University of Baghdad / College of Arts / 2001.

3 . Ph.D.

University of Baghdad / College of Information 2006.

Second: Career progression

Position / entity / period from - to.

1.  Supervisor of the Library of the College of Mass Communication / University of Baghdad (Contract) University of Baghdad / College of Mass Communication1/5/ 2003 until 1/9/2004.

2.  Teaching at the College of Mass Communication / University of Baghdad from 9/11/2006 until now.

3.  Head of the Public Relations Department.  College of Mass Communication / University of Baghdad from 12/18/2007 until 8/31/2009.

4.  Secretary of the College Council, College of Mass Communication / University of Baghdad, from 1/9/2009 to 2011.

5.  Director of the Opinion Poll Unit, College of Mass Communication, University of Baghdad, from 12/18/2016 until 10/1/2019.

Third: university teaching.

Entity (Institute/College) University Period, From - to

1.  Department of Journalism, Ahl al-Bayt University (PBUH)

Karbala. September 1, 2004 until September 1, 2006

2.  Department of Public Relations / College of Mass Communication, University of Baghdad, from 9/11/2006

Until now .

3.  Department of Mass Communication, Imam Jaafar al-Sadiq University, from September 1, 2005

Until 1/9/2007.

4.  Department of Journalism, Islamic University College (Al-Najaf Al-Ashraf). 10/1/2011

Until 1/7/2014

●Fourth: The courses that I taught.

Section, Subject,The year :

1.  Journalism,   Public Relations 2004 -2006

2.  Psychological warfare, press 2011-2014

3.  Public Relations,

Public Opinion 2007-2009.

2011-2014.

4.  Media, Scientific Research Methods 2005-2007.

5.  Public Relations, Public Relations campaigns 2009 - until now

6.  Public Relations ,

. Planning in Public Relations 2006/2012.

2005 - 2007.

7 .  Public Relation, Seminar (Graduate/Master’s Studies) 2011/2012/2014/2016.

8.  Public Relations, Digital Public Relations (Graduate Studies / Masters) 2013/2015.

9.  Public Relations, Public Opinion polls (postgraduate / doctoral studies) 2017-2020.

10.  Public relations campaigns (postgraduate/master’s studies) 2019 - until now.

11. Image in Public Relations (Postgraduate/Master’s Studies) 2020-2021.’

12.  International variables and Public Relations (postgraduate studies / doctorate) 2021-2022.

● Fifth: Theses, supervised by:

Name of the dissertation /department/year:

1.  Attitudes of the public of Baghdad towards non-governmental organizations. Public Relations 2012.

2.  Attitudes in public opinion towards road advertisements in the city of Baghdad. Public Relations 2011.

3.  The Iraqi public’s image of the offices of inspectors general. Public Relations 2015.

4.  Television advertising and its role in stimulating the purchasing behavior of Iraqi women. Public Relations 2015.

5.  Employing public opinion polls in public relations programs... A field study. Public relations 2017.

6.  The image of private education among the Iraqi public, a survey study.

7 .  The effectiveness of pharmaceutical marketing of pharmaceutical company products.Public Relations,2019 .

8.  The image of the security forces among the population of cities liberated from ISIS: A study of the population of the city of Mosul.Public Relations,2019.

9.  The role of new media in enhancing the political culture of university students.Mass Communication.

10.  The role of government security media in managing security crises.Mass Communication, 2020.

11.  Employing public relations for the promotional mix in brand marketing.Public Relations ,2021.

.12.  Public Relations activities in Iraqi industrial companies.2021.

13 .  Attitudes of the Iraqi public towards the cultural activities of the Ministry of Culture   A field study.2022.

14.  International public relations campaigns to raise awareness of the Covid-19 virus. An analytical study of the United Nations/Iraq Office campaigns and the World Health Organization campaign in Iraq.2022.

15 .  The role of social responsibility programs in building the image of foreign oil companies operating in Iraq - a field study.2022.

16.  Contents of the (Vaccine  Taslam) campaign to raise awareness about vaccines against the Covid-19 virus (An analytical study of the Ministry of Health’s Facebook page).in

17.  Military topics in the specialized press, the Iraq tent, as an example

● Sixth: Scientific conferences and seminars in which he participated.

Title, year, venue, type of participation (research, poster, attendance):

1. The image of Iraq on websites, analytical study 2011, Baghdad, research paper.

2. The image of the family in dubbed Turkish series, 2013, Najaf Al-Ashraf, research.

3. The role of public relations in addressing security crises, the fall of Mosul as a model, 2015, Baghdad, research paper.

4. Towards building a strategy for public relations in the security services, 2017, Baghdad, research paper

5. Communication and Civil Peace 2017, Baghdad, research paper.

6. Attitudes of the Iraqi public in social networking sites regarding social issues, 2017, Sulaymaniyah, research.

7 . An image of e-learning at the College of Information / University of Baghdad, Cairo, 2018, research.

8. Patterns of university students’ exposure to social networking sites. Baghdad, 2023, research paper.

9. The phenomenon of cheating in exams and ways to address it, Baghdad, 2023, research paper.

10. Sustainable development in Iraq, reality and future, Baghdad, 2022, research paper.

11. Employment advertisements on Facebook pages, between truth and illusion, 2022, Baghdad, research paper.

12. The role of the stereotypical image of the father in divorce cases in society, Baghdad, 2022, research paper.

13. The reality of university youth’s use of digital platforms, 2022, Baghdad, research paper.

14. The reliability of public opinion polls through social media, 2022, Sulaymaniyah, research paper.

15. Connotations of colors in Arab flags, 2021, Baghdad, research paper.

16. The image of women in the curricula of the primary stage, an analytical study, 2010, Baghdad, a research paper.

17. The image of the hero in primary school curricula An analytical study of history, 2012, Baghdad, research paper.

18 . An image of the Counter-Terrorism Service on social networking sites 2017, Baghdad, research paper.

19. Digital communication activities for public relations in the Iraqi Ministry of Defense 2017, Baghdad, research paper.

20. The relationship between the teacher and the student in light of e-learning and the Covid-19 pandemic, 2021, Baghdad, research paper.

21 . Public opinion polls between scientific methodology and current obstacles, 2021, Baghdad, research paper.

22. The reality of drug abuse in Iraqi society and the level of youth awareness of its harms, 2021, Dhi Qar, research paper.

23 . Types of approaches and methods used in public opinion research and studies Analytical study, 2020, Baghdad, research paper.

24. Mechanisms and methods for selecting and adopting the curriculum and methods in doctoral dissertations and master's theses in the College of Mass Communication, an analytical study, 2019, Baghdad, research paper.

25. Notes on the application of statistical processes in public opinion research at the College of Information, 2018, Baghdad, research paper.

26. Experimental research in media studies, 2018, Baghdad, research paper.

27. The image of the other  in the primary school curricula   An analytical study in the subject of Islamic education for the first to the sixth grade of primary school, 2018, Baghdad, research paper.

28. Notes on audience and public opinion research in media studies, 2018, Baghdad, research paper.

29. The role of social networking sites in maintaining community security, 2017, Baghdad, research paper.

30. The role of social media sites in implementing public relations campaigns on sustainable development issues   (Action and Hope) page as a model, 2017, Baghdad, research paper.

32. Vision in National Reconciliation, 2017, Baghdad, research paper.

33. A model for public relations and media in educational institutions, 2012, Baghdad, research paper.

Seventh: Other scientific activities.

Inside and outside the college:

1. Organizing a poll for the Iraqi public regarding the best journalist in Iraq 2017.

2. Member of the Advisory Committee in the Public Relations Department of the General Secretariat of the Council of Ministers. 2013.

3. Organizing a poll for the Iraqi public regarding the best journalist in Iraq 2018.

4 . Member of the Ministerial Committee for Awareness of the Dangers of Drugs, Ministry of Higher Education and Scientific Research.

5. Implementing an electronic public relations campaign to raise awareness about Covid-19 for the year 2020.

6. Member of a committee in the House of Wisdom to develop a strategy for building the Iraqi child, House of Wisdom / Social Studies.

7 . Implementing an electronic public relations campaign to urge the Iraqi public to plant the evergreen Albizia tree, 2020.

8. Implementing a public relations campaign to introduce distinguished Iraqi personalities, 2021.

9. Implementing a public relations campaign to educate ancient Iraqi civilizations, 2022.

10. Implementing a public relations campaign to maintain family ties with family and relatives in 2023.

11. Implementing a public relations campaign to raise awareness about hemorrhagic fever 2022.

12. Implementing a public relations campaign to raise awareness of fake employment advertisements on Facebook, 2023.

13 . Lecture on: How to manage a researcher’s personal page on the ResearchGate platform.

14. Lecture on: Content analysis in public relations research.

15 . Lecture on: How to prepare a research plan.

16. Member of a committee in the Ministry of Interior to develop security media.

17. Member of a university committee on good citizenship 2022.

18 . Member of the ministerial committee to evaluate a private college 2021.

● Eighth: Research projects in the field of specialization to serve the environment and society or to develop education.

Title of research, place of publication, year:

1. The image of the family In dubbed Turkish series. Al-Najaf Al-Ashraf 2013.
2. Communication and civil peace. Baghdad 2017.
3. Types, contents and research methods used in public relations research In the College of Information. Baghdad 2008.

4 . Image of e-learning at the College of Information / University of Baghdad. Cairo 2018.

1. The image of the martyrs’ institution among the families of the martyrs, victims of terrorism, war operations and military mistakes: a field study. 2022.
2. The effectiveness of the electronic public relations of the Martyrs Foundation: an analytical study of the contents of the website and the official social networking sites of the Martyrs Foundation.2022.

7 . Visions in developing the curricula of media departments and colleges in Iraqi public and private universities. Babylon 2022.

8. Picture of the Counter-Terrorism Service on social media sites. Baghdad 2021.

9. Public relations and media activities in educational institutions. Baghdad 2012.

● Ninth: Membership in local and international scientific bodies.

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● Tenth: Letters of thanks, awards and certificates of appreciation.

Letter of thanks, award, or certificate of appreciation, donor, year:

1. Thanks and appreciation from the University of Baghdad for the years 2008, 2009, 2009, 2019, 2020.

2. Thanks and appreciation from the Ministry of Higher Education and Scientific Research for the years 2010, 2017, 2020, 2021, 2021, 2022, 2023,

3. Thanks and appreciation from the Ministry of Education 2011.

4 . Thanks and appreciation from the General Secretariat of the Council of Ministers, 2014.

5. Thanks and appreciation from the Undersecretary of the Ministry of Higher Education and Scientific Research for the years 2013, 2020, 2023.

6. Thanks and appreciation from the Counter-Terrorism Service, 2021.

7 . Office of the Prime Minister, 2022.

8. Certificate of appreciation from Sulaymaniyah University for the years 2018, 2022.

9. Certificate of appreciation from the College of Information / University of Baghdad 2022.

10. Certificate of appreciation from the College of Mass Communication/Iraqi University for the years 2022, 2023.

11. Thanks and appreciation from the Scientific Supervision and Evaluation Service / Ministry of Higher Education and Scientific Research, 2022.

12. Thanks and appreciation from Gilgamesh National University, 2022.

● Eleventh: Written or translated books.

Name of the book, year of publication.

1. Islamphobia 2011.

● Twelfth: Languages.

✔ Arabic language

✔ English language

✔ Turkish language.