

KAREEM FADHIL, PH.D.

Associate Professor, Media and Mass communication / (Specific Specialization) Advertising semiotics.

Mobile: +00962797165737 /WhatsApp +962 777886397

Email: kareem.ahmad.fadhil@uruk.edu.iq

Google Scholar: <https://scholar.google.com/citations?hl=en&pli=1&user=Lz6ZaQ4AAAAJ>

ORCID: <https://0000-0002-6732-9703>



Education

2014

PhD Philosophy of (General specialization) Media and Mas communication / (Specific Specialization) Advertising semiotics.

https://drive.google.com/file/d/1yba3V7Q2PCdb1Qfd9suLJN-6Gu3eftV/view?usp=drive_link

2003

Cambridge Certificate in Information Technology Skills.

https://drive.google.com/file/d/1OJnPGGHwg24Rp70nGZg5qPUW3yJhNQl1/view?usp=drive_link

1995

MA of (General specialization) Media and Mas communication / (Specific Specialization) Advertising Design.

https://drive.google.com/file/d/1Hc1Ekhe_WCqr1qkA9KAxV5lwapg82mFK/view?usp=drive_link

1990

Bachelor's degree in Media and Mas communication / Advertising.

https://drive.google.com/file/d/1dmr5sVH_XmbpzMVO9PN5-BLyGye1Jij7/view?usp=drive_link

Academic Experience

14/10/2024-Until now- Iraq

Associate Professor in Department of Advertising Technologies - College of Applied Arts & Department of Radio and Television Journalism- Faculty of Media - Uruk University.

1/9/2011 – 31/8/2024 - Jordan

Associate Professor in Advertising Design and Industry- Film, TV. & Theater Scene Design Department- Faculty of Architecture and Design/ Al-Ahliyya Amman University.

https://drive.google.com/file/d/1TLzn8_6S9bT6Im1rIeTiAlg3rEGAugF/view?usp=drive_link

9/11/1995 - 27/2/ 2011- Libya

Lecturer in Media Arts Department- Faculty of Arts and Media - Al-Fateh University

https://drive.google.com/file/d/1JOlbVL7s1MM0Yeuyx9iX46Lq7-koQ5P4/view?usp=drive_link

Administrative Experience

Experience in university teaching for thirty years:

- Head of the Department of Film, Television and Theatrical Design/ Faculty of Architecture and Design/ Al-Ahliyya Amman University 15/9/2021 to 15/9/2023.
- A second researcher in a sponsored research project to establish a VR laboratory, 2020 -2021 Al-Ahliyya Amman University.
- Chairman of the Supreme Committee charged with establishing cinematography and media studio, 2021 to date / Arena Complex / Al-Ahliyya Amman University
- Editor-in-Chief of Jordan Juniors Magazine - 2016-2017.2021 to date.
- Head of the Media Department - Faculty of Arts and Media - University of Tripoli for the years 1998, 1999.
- Editor-in-Chief of Jordan Jenner's Magazine 2016-2017
- Editor-in-Chief of the scientific journal (Arts and Media), which is published by the College of Arts and Media, Tripoli, according to the decision of the Director of the Department of Publications and Artistic Works (Libya), No. (26) of 2009.

Skills

- Proficiency in computer programs specialized in the following digital media industry

- Corel Draw + Photo Paint
- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Audition
- Adobe Premiere CC
- Adobe After Effects CC
- Cinema 4D
- Final Cat
- Auto Cad

Practical Training

Course Title	The place	Date
Drawing and Design Program Corel Draw + Photo Paint	Tripoli- Libya	2002
Information Technology Skills	Tripoli- Libya	2003
Engineering drawing program AutoCAD	Amman – Jordan	2012
3D Max Program	Amman – Jordan	2013
Montage program Final Cat	Amman – Jordan	2013
Computerized Digital Advertising Industry Adobe After Effects CC L1 for Motion Graphics	Amman – Jordan	2018

https://drive.google.com/file/d/1QyvEDztjbCcXmct6pzfliDvu7Xt8TN4b/view?usp=drive_link

Practical Experience

- Directing and editing a documentary film on the occasion of the centenary of the Hashemite Kingdom, 2021, Al-Ahliyya Amman University.
https://drive.google.com/file/d/1CYgS7xP47_yIU1PWYN1a32CSWTGRfeat/view?usp=drive_link
- Screenwriting, directing and editing of a number of advertising films (promo), 2019, Al-Ahliyya Amman University.
https://drive.google.com/file/d/1ZpOCuVUQi49ja2by6UBLNfwy9QBgytgm/view?usp=drive_link
https://drive.google.com/file/d/1WT2WdHJtn7hnU2m4EuR1JqYgU64rFNTh/view?usp=drive_link
https://drive.google.com/file/d/1gK9Z6ywqMRMaUpPeRbZUhJt7j2R29Xje/view?usp=drive_link
https://drive.google.com/file/d/1zRJG1b-u_HlynNjDLVGX3iN32ihstRcQ/view?usp=drive_link
- Designed and produced by Al-Balqa Journal for peer-reviewed research and scientific studies, 2014-2016 Al-Ahliyya Amman University.
https://drive.google.com/file/d/1cJo6G2fXHnHvI0YM2uetAXMGOHAUNxda/view?usp=drive_link
- Design and implementation of the Quality Culture Guide, Al-Ahliyya Amman University, The Hashemite Kingdom of Jordan, 2012.
https://drive.google.com/file/d/1XWbogMjwOSsR7PyzmyZaUFpWliRUDqkD/view?usp=drive_link
- Design and implementation of advertising publications for the schedule of the University of Tripoli, for the academic year 2010-2011.
https://drive.google.com/file/d/1i0IGevfzCEQgXldksl5YkFy4Fs2HBxbV/view?usp=drive_link
- Design and implementation of the College Academic Guide, Faculty of Arts and Media, Tripoli, Libya, 2009-2010.
https://drive.google.com/file/d/1uCgPYRVq9AF1ePBQkduLm-76i84GJJ7X/view?usp=drive_link

Research, Conferences, Books authored, Research Projects

- **Researches**
 1. The Adoption of AI in Knowledge Management and Sustainability in Iraq Universities.
The Second Sharjah International Conference on Education “AI AND BEYOND: SMART EDUCATION UNLOCKING POTENTIAL IN THE DIGITAL AGE”.
University of Sharjah, 2025. (Scopus)
<https://www.sharjah.ac.ae/Conferences/SIJEDU25>
 2. Montage Methods in the Poetry of Sa’di Yusuf.
Eurasian Journal of Applied Linguistics (EJAL) 9 (3), P: 272-284. 2024. (Scopus, Q1)
<https://ejal.info/article-view/?id=672>
 3. Role of The Production Designer in Filmmaking – The Pre-Production of Narrative Film As A Case Study.
Journal of Namibian Studies 33 (S2(2023)), 5651-5680. 2023. (Scopus, Q2)
<https://namibian-studies.com/index.php/JNS/article/view/1883>

4. The Significance of the Emblem at an Academic Institution-Designs of Visual Identity–The Logo As A Model.
Journal of Namibian Studies: History Politics Culture 33, 5539-5565. 2023. (Scopus, Q2)
<https://namibian-studies.com/index.php/JNS/article/view/1582>
5. The social and economic implications of advertising on satellite TV channels Study at the Middle East Television Center MBC.
Studies in development and society 7 (2), 36-49. 2022.
<https://asjp.cerist.dz/en/article/205955>
6. Future TV news between credibility and professional ethics.
Research and studies in new media 2 (3), 17-29. 2021.
<https://asjp.cerist.dz/en/article/168322>
7. International advertising agencies and methods of media dominance and monopoly. Arts and media 2 (1), 115-136. 2010.
8. The development of printing and its impact on the artistic form of newspapers
Arts and media 1 (1), 213-187. 2009.
9. The potential social impacts of satellite broadcasting coming to the Arab region.
Journal of Media Research. Media Research Center, Issue No. 3, Volume No. 2 Tripoli- Libya, 1998.
10. The contents of persuasive communication in the field of press advertising, Arab Culture Magazine, Issue No. 3, Benghazi - Libya, 1998.
11. The economic and social implications of advertising, Journal of Media Research. Media Research Center, Issue No. 2, Volume No. 1 Tripoli- Libya, 1997.
- He received the Creativity Medal from the management of the International Scientific Conference, “Media and Politics from the Perspective of Reality - Conflict or Integration.” (2020)
https://drive.google.com/file/d/1thnLgCL6cZzU2pK6ggnsD13YBLKOqIv0/view?usp=drive_link

• Conference Research

1. The Adoption of AI in Knowledge Management and Sustainability in Iraq Universities.
The Second Sharjah International Conference on Education “AI AND BEYOND: SMART EDUCATION UNLOCKING POTENTIAL IN THE DIGITAL AGE”.
University of Sharjah, 2025. (Scopus)
<https://www.sharjah.ac.ae/Conferences/SHJEDU25>
2. Mechanisms of making advertising discourse and the potential for its impact on the audience - Advertising the cinematic film as a model, International Conference, University of Baghdad / College of Mass Communication, Iraq, 2020.

3. The effect of advertising on promoting consumer behavior, a study on Arab satellite channels, Middle East Television Center, as a model, Fifth International Media Conference - Al-Ahliyya Amman University, Jordan, 2012.
4. Information technology and its impact on international media communication: International Conference on Information Technology, Zarqa University, Jordan, 2012.
5. The role of public relations agencies in activating the performance of media institutions: the second media conference, Al-Fateh University / Faculty of Arts and Information, 2000.
6. Mass media, the second media conference, Al-Fateh University/ College of Arts and Information, 1999.

• Books Authored

1. Media of communication, 2003
2. Design and production of publications, 2002

• Research Projects

1. Supporting the design learning process with the aid of Virtual Reality technology (VR): Case study of Architecture and Design school at Al-Ahliyya Amman University.
2. Architectural landscape in the arts of film and television drama in Jordan - a comparative analytical study.

Professional Community Involvement

https://drive.google.com/file/d/1PWRXTAPsQ7Zlutmph7DWKNlqmGxdyXZ/view?usp=drive_link

1. Participation in today's dialogue on global press freedom/keynote speaker, Euro-Mediterranean Media Union, 2024.
2. Presenting a workshop entitled: The Impact of Soft Power in Shaping Public Opinion/Libya/ targeting candidates for the Libyan Parliament, 2023.
3. Organizing a workshop entitled: Making Animated Mobile Films 2022.
4. Representing the university in the University of Jordan celebrations on the occasion of the 60th anniversary of His Majesty King Abdullah II, supervising the college's art exhibition, and showing the documentary film on the Kingdom's centenary, 2022.
5. Launching the University Cinema event in partnership with Ishtar Iraq Film Production Company 2022.
6. Organizing a workshop entitled: The Film Industry and Its Technical Challenges, 2022.

7. Presenting a workshop as a trainer for graduate students from Al-Ahliyya Amman University entitled: Effective Communication Skills, 2022.
8. Supervising the establishment of Al-Ahliyya Amman University film and television studios, and following up the three stages of implementation, based on the decision of Prof. Dr., the honorable university president, 2021.
9. Organizing a workshop entitled: Social Responsibility for Drama, 2021.

Teaching Portfolio

1. Advertising agencies
2. The art of informative advertising
3. Advertisement design
4. Digital editing
5. Digital media
6. New media
7. Television directing
8. Applications in advertising
9. Organizational communication
10. Applications in public relations
11. Means of communication
12. Research methods in the media
13. Media and communication theories
14. Basic Design (1) (Two Dimensional)
15. Basic Design (2) (Three Dimensional)
16. Computer- Aided Design -1 2D
17. Color theory
18. Psychology & Psychology of Design
19. History of Cinema
20. Theories of drama and philosophy of the visual design
21. Criticism and screenwriting
22. Cinema and Television Techniques
23. Graduation project 1
24. Graduation project 2
25. Editing techniques and theories
26. Detailed Drawings -1 (cinema and TV)
27. Advertise Design for dramatic production

28. Cinema and Television Techniques
29. History of art and architecture
30. Visual design for the dramatic arts
31. Schools and Trends of Global Art

Committee Membership

Committee	Name of Organization	Dates
Head of the website committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2019/2020
Head of the Academic Advising Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2019/2020
Head of the University Competence Committee/at the academic department level	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2019/2020
Head of the Subject Equivalency Committee/ at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2019/2020
Member of the Supreme Committee for Activities and Community Service/at the university level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Member of the College Council.	Al-Ahliyya Amman University	2020/2021
Member of the social and extracurricular activities committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Member of the Accreditation and Quality Management Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Head of the Academic Advising Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Head of the subject equivalency committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Chairman of the University Proficiency Examination Committee/at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Chairman of the Accreditation and Quality Management Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Member of the Scientific Research Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2020/2021
Member of the College Council.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Study Plans Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Examinations and Tests Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the field training and labor market communication committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Scientific Research Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Strategic and Executive Plan Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Graduate Follow-up Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022

Member of the Public Safety Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Distressed Students Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Scientific Research Ethics Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Hourani Award for Arts and Design Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the student admission committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the preparatory year committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the Graduation Projects Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2021/2022
Member of the College Council.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Head of the field training and labor market communication committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Member of the Strategic and Executive Plan Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
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Member of the Graduate Follow-up Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Member of the Hourani Award for Arts and Design Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Member of the Distressed Students Committee at the college level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Head of the Scientific Research Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Head of the Academic Advising Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Head of the Study Plans Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Head of the Subjects Coordination Committee for the academic years/at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Member of the Graduation Projects Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Head of the subject equivalency committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Member of the field training and labor market communication committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Member of the Accreditation and Quality Management Committee at the academic department level.	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2022/2023
Chairman of the website committee at the college level	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2023/2024
Chairman of the Scientific Research Committee at the academic department level	Faculty of Architecture and Design/ Al-Ahliyya Amman University	2024/2023

Languages

- English: Good in speaking, good in writing and reading.
- Arabic: Excellent in reading, writing and speaking.

Affiliation

- Member of the Euro-Mediterranean Forum for Press and Media.
- Member of the Scientific Committee of the Journal of Studies in Development and Society as an expert/ Algeria - Hassiba Ben Bouali University, Chlef.
- Member of the Iraqi Journalists Syndicate.
- Member of the Iraqi Academics Syndicate

References

- Prof. Aziz Ahmad Alrahamneh, Al- Balqa Applied University , AL- Salt College for Human Sciences, azizrahamneh@bau.edu.jo
- Prof. Qusai Shambour, Middle East University, Dean of the Faculty of Information Technology, Middle East University, q.shambour@ammanu.edu.jo
- Prof. Mohammad Mbydeen, Al- Ahliyya Amman University, Dean of the Faculty of Educational Sciences , mmubydeen@ammanu.edu.jo
- Prof. Dhamer Walid Al-Farras, Hasiba Ben Bou Ali University of Shlef, Faculty of Human Sciences,Algeria, dhamerus@yahoo.com
- Prof. Abdulkrim Ziani, Al Ain University, United Arab Emirates/ abdulkrim.ziani@aau.ac.ae