

The teacher: Mehaya Zineb

Chercheur



Teaching units

- Subject: Research methods and techniques in media and communication sciences
- Subject: Analysis of press releases

Publications and articles

- Mehaya Zineb, Modern communication technology and administrative processes in the organization - the Internet as a model - a field study at the Mobilis Corporation of Tebessa - Journal of Human Sciences at Oum El Bouaghi University, June 2020.
- Mehaya Zineb, The role of environmental media via Facebook in spreading environmental awareness among young people, a field study at the University of Tebessa, Journal of Communication and Journalism, 01/31/2023.
- Mehaya Zineb, The role of local media in the tourism development of the city of Tebessa from the point of view of the journalists of Tebessa Regional Radio, International Journal of Social Communication, 04/01/2022.
- Mehaya Zineb Tourism communication and change management in Algeria, Journal of Research and Studies, 07/22/2022,
- Mehaya Zineb, Lectures on institutional communication, book, Soham Publishing and Distribution House, 2019.

Communication

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DIPLOMES

- **Baccalaureate:** Literature and Languages, 2010
- **licence:** Communication and Public Relations in 2013
- **master:** Communication in organizations in 2015
- **doctorat:** information and communication in organizations in 2021

2. National Forums

- Mehaya Zineb, Towards preparing a communication plan to advance the Algerian tourism sector, during and after the Corona crisis (a strategic vision), Zawia University of the Tunisian Republic, Tunisia, 03/12-16/2021.
- Mehaya Zineb, Cultural tourism marketing through visual discourse - an analytical reading of a sample of Algerian cinematic films -, Zian Achour University of Djelfa - Algeria -, 06/22-23/2022
- Mehaya Zineb Digital media education for children on the use of social networking sites (using YouTube as an example), University of Kasdi-Merbah Ouargla, 03/21-22/2022
- Mehaya Zineb The role of institutional communication in achieving quality supervision at the university - a field study at the University of Tebessa - University of Blida 2 Lounissi Ali, 11/27-28/2019.
- Good Governance: The Optimal Strategic Direction for a Better Future, Larbi Tebessi University, Tebessa, Algeria, 10/13-14/

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