

Biography of Professor Zakia Menasra in English

Name and surname	Menasra zakia
Date and place of birth:	22-02-1972 batna
Professional email	menasra.zakia@univ-khenchela.dz
: Phone:	0675159505
Rank :	Assistant Professor A Original
Institution:	Algeria03

Specialization	Certificates	Date Obtained
Gradual	*Bachelor of Media and Communication, specializing in Public Relations - University of Batna.	2010
	*Bachelor of French Language - University of Batna.	2008
	⌘ Banking Techniques Certificate - University of Continuing Education – Batna.	2008
	⌘ Bachelor's degree in Arabic Literature, University of Batna.	2013
Post-graduation:	*Master of Communication Semiology, University of Algiers 03. *PhD student in Media and Communication Sciences, University of Algiers 03.	2014 Starting from 2014/2015

Professional pedagogical competencies (subjects taught, professional experience, etc.):

- ❖ Professional experience: A. Contractor at the University of Batna for the years 2015 and 2016, teaching courses in theater criticism, advertising design, specialized and electronic journalism, and a methodology course in the Department of History, University of Batna.
- ❖ Teaching courses at the University of Khenchela, Department of Social and Human Sciences: Image Semiology course, Specialized and Electronic Journalism course, Current Issues course, General Semiology course, Research Techniques and Methods course in Media and Communication Sciences for two years, one semester only, Information Society course for one semester only, General Semiology and Image Semiology for more than six consecutive years, Methodology Forum course for three consecutive years.

The most important scientific activities: (publications, interventions, research teams, etc.):

_ National Forum at Batna University 01 entitled "Islamophobia in American Cinema" Presentation entitled: "Semiological Analysis of the Film "Islam: An Untold Story by Tom Lee" - 2016.

_ Remote intervention at Batna University 1 Title of the national conference: "Understanding Film Studies; Boundaries and Dimensions" 2019 The intervention is entitled "The Importance of the Narrative Film in Defining Algerian Culture - A Reading of the Film Kahla and Bayda".

_ Intervention at a national forum at Abbas Laghrour University, Khenchela, entitled: Social Media and Managing the Discussion on Algerian Women's Issues, February 26, 2024. The intervention was entitled "Reading the Most Important Topics on the Channel_In My House and Useful Recipes_" as well as a member of the organizing committee at the same forum.

_ Speech at a national forum at Abbas Laghrour University, Khenchela. The forum was entitled: "The culture of digital content production among young Algerians". April 29, 2024. The speech was entitled "A semiological reading of Khabib's channel as a creator of Algerian tourist content".

_ Member of the organizing committee for a national forum at Abbas Laghrour University on November 25, 2024, entitled "Information and Communication Technology and the Crisis of Values in the Educational System: A Multidisciplinary Approach."