



**Khaled Gaweesh**  
**Associate Professor, Assistant Dean**  
**College of Communication**  
**University of Sharjah**  
**United Arab Emirates**



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Khaled Gaweesh is an associate professor of public relations and advertising at the College of Communication, University of Sharjah (UoS) United Arab Emirates. He received a Ph.D. and an M.A. in mass communication from Faculty of Mass Communication Cairo University. His research interests include Image studies on individual, groups, countries, and culture; and its relationship with communication, the use and effects of social media from social and political perspectives, and interdisciplinary advertising studies especially the one related to politics, culture, image and audience.

He currently teaches “Public Relations Writing” at the undergraduate level, “Advanced Research Methods” and “Seminar in Communication Technologies” at the graduate level. He has been the Coordinator of Graduate Program at the College of Communication (UoS) for three years and starting September 2017, he became the Assistant Dean of the College of Communication UoS. He has taught in Cairo University, United Arab Emirates University, College of Applied Sciences Oman. He was a visiting scholar at University of South Carolina from 1996 till 1998 when he was working on his Ph.D. dissertation. In a previous life, he worked as a research manager, advertising copywriter, translator & editor for 15 years. His background in advertising, research, copywriting, translation, and editing prepared him for a life an Academic.

