

Mitra Naeimi

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Education

2013 (Dec) – present: PhD Researcher– Dept. of Public Communication, Faculty of Communication,
University of Navarra, Spain.

2008-2011: MA of Global Studies (Major in Media & Communication Studies) – Lund University,
Sweden

2006-2009: MA in North American Studies (Cultural Studies) – Department of North American Studies
Faculty of World Studies, University of Tehran, Iran

2002-2006: BA in Media & Communication Studies – Media & Communication Studies Department,
Faculty of Social Sciences, University of Tehran, Iran

Research & Academic Publications

Theses

2011: “Dialectics between Formal Political Culture & Civic Culture through Internet: An Analysis of the
US State’s War Discourse and the US Anti-War Activism from February 2009 to June 2011,” Lund
University’s Student Theses Database, 2011.

2009: “An Analysis of Barack Obama’s Media Campaign Strategies: An American Approach to Political
Communication,” Tehran: University of Tehran Libraries System, 2009.

Articles

2014: “How Political Branding Affects Politics; Studies of Hassan Rouhani’s Political Co-branding
Strategy” in *Political Marketing (2nd Edition): principles and applications* (Jennifer Lees-Marshment,
ed.), Routledge.

2012: “State’s Approach to Virtual Citizenship: A Typology of Forth & Fifth Five-year Development Plans of Iran,” co-authored paper with Prof. Dr. Saied Reza Ameli & Marziyeh Khelghati, in *Global Media Journal*-Persian Edition, Spring Volume.

Essays

2012: Summary of MA Thesis (“An Analysis of Barack Obama's Media Campaign Strategies for the 2008 Presidential Election: An American Approach to Political Communication”), published in March 2012 newsletter of Political Marketing Group, P.S.A. (Political Studies Association) Specialist group, available at <https://sites.google.com/site/psapmg/home>.

2012: State of Political Marketing in Iran, published in Newsletter July 2012 of Political Marketing Group, P.S.A. (Political Studies Association) Specialist group.

Conferences & Workshops

2014, 30th June- 12th July: 2014 Annenberg-Oxford Media Policy Summer Institute (University of Pennsylvania/University of Oxford), University of Oxford, Oxford, UK.

2014, 22nd May: “Jihad and Just War: A Comparative Study of Political Islam and Political Catholicism”, joint paper with Angela Miceli & Javier Gil, presented to Rethinking Political Catholicism: Empirical and Normative Perspectives Conference, John Cabot University, Rome, Italy.

2011, 31st of May: “State, Citizen & Virtual Space: An Analysis of Legislators’ Approach to Virtual Citizenship in Iran,” joint paper with Marziyeh Khelghati, presented to Media & Teaching Citizenship Conference, Tehran Municipality (Branch of Social & Cultural Affairs), Iran.

2011, 7th of May: “Political Science & Linguistics scholars and Reduction of Meaning in Contemporary Global Society: Wars of Objectives or Wars of Semiosises?”, the Seventh Conference of the Nordic Association for Semiotic Studies, at the Centre for Cognitive Semiotics, part of the Centre for Languages and Literature, Lund University, Sweden.

2008, 9th of January: “Clash of Exceptionalisms: How American Neo-Conservatives and Al-Qaeda Terrorists Interpret Liberty,” joint paper with Prof. Mohammad Ali Mousavi, presented to the International Conference on “Liberty and Justice: America and the Middle East,” CASAR- Center for American Studies and Research, American University of Lebanon, Beirut, Lebanon.

Academic Work Experience

2011-2013: September–present: Internal manager & scientific editor, *Global Media Journal*-Persian Edition, Faculty of Social Sciences, University of Tehran.

2012, Fall: Researcher, Project of Virtual Space, Politics & Religion: The Case of Iran, Virtual Studies Center, Faculty of World Studies, University of Tehran.

2012, 18th of February to 10th of March: Instructor and Lecturer, four-session workshop on “Discourse Analysis: Theory and Methodology”, Iranian Association of Cultural Studies and Communication (IAOCSC), Faculty of Social Sciences, University of Tehran.

2012, 8th of February: Instructor and Lecturer, one-day workshop on 2011 APA style and writing guidance for article writing in Social Sciences in Persian, Global Media Journal, Faculty of Social Sciences, University of Tehran.

2007-2008: Teaching assistant, research & translation project manager, Dept. of North American Studies, Faculty of World Studies, University of Tehran.

Academic Membership

2012 spring–present: Iran’s coordinator in PSA International Political Marketing Group, UK.

2011–present: Member of Nordic Association for Semiotic Studies (NASS) and föreningen för semiotik (Swedish Society for Semiotic Studies - sffs), Lund University, Sweden.

2011–present: Member of Iranian Association for Cultural Studies & Communication (IAOCSC), University of Tehran, Iran.

Languages

Persian native

Fluent in English

Reading proficiency in Arabic