

Zahra Ojagh

Department of Communication of Science and Technology, Faculty of
Communication and Cultural Studies, Institute for Humanities and Cultural
Studies

Assistants Professor

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SKILLS

- Communication and Media
- Education and training
- Coordination
- Administration and management
- English language
- Reading comprehension
- Critical thinking

Experience

Head of the Department of Communication and Cultural Studies , Institute for Humanities and Cultural Studies, Tehran, Iran	Nov 2018—Current
Member of Editorial Board of the Journal of Interdisciplinary Studies of Media and Culture , Institute for Humanities and Cultural Studies, Tehran, Iran	[Apr 2017—Current]
Assistant Professor , Institute for Humanities and Cultural Studies, Tehran, Iran	[Dec 2015—Current]

Deputy Director of Graduate Studies , Institute for Humanities and Cultural Studies, Tehran, Iran	[Mar 2018—Dec 2018]
Advisor , Academy of Sciences, Tehran, Iran	[Jul 2016- Jul 2017]
The member of scientific board , Museum Academy, Tehran, Iran	[2016 - Current]
Scientific editor of the Journal of Global Media Journal , [University of Tehran], [Tehran, Iran]	[Feb 2011—Sep 2018]
Coworker Researcher , [National Research of Iranian Science Policy], [Tehran, Iran]	[Jun 2015—Nov 2016]
Editor of the special issues of the Journal of Tarjoman: Propaganda and Electoral Campaigns , [Institute for Humanities and Cultural Studies, Tehran, Iran]	[Sep 2016—Sep 2016]
Invited professor , University of Tehran], [Tehran, Iran]	[Sep 2013—Jan 2016]
Director of Graduate Studies , [University of Tehran, Alborz Campus], [Karaj, Iran]	[Sep 2014—Sep 2015]
Head of research Team , [National Center of Globalization Studies, Tehran, Iran]	[Mar 2014—Sep 2015]
Invited Researcher , Institute of Social Studies and Research	[Jun 2010-Nov 2014]
Invited Professor , University of Payam e Nour- Center of Graduate School, Tehran, Iran	[Sep 2009-Sep 2014] [Sep 2013-Mar 2014]
Invited Professor , University of Tehran , Tehran, Iran	[Nov 2007-Apr 2011]
Invited Professor , University of Tehran , Tehran, Iran	Sep 2013-Mar 2014
Invited Researcher , Academy of Sciences, Tehran, Iran	Jun 2009-Jun 2011
Administration Manager of the Journal of Global Media Journal , University of Tehran, Tehran, Iran	[Jul 2006-Dec 2008] [Jul 2005-Dec 2006]
Researcher , National Research of Iranian Science Policy, Tehran, Iran	
Editor of the Journal of Science and Technology Studies, University of Sharif's High School	

Education

PhD, Communication Studies, [University of Tehran], [Tehran, Iran]

Dissertation: Public Communication of Science in Iran: Mixed Study of the Role of the Popular Science Magazines in improving Public Understanding of Science from 1900-2010

Master's Degree, Communication Studies, University of Tehran], [Tehran, Iran]

Thesis :The Characteristics of the Communicative Rationality in Iranian Public Sphere

Bachelor of Science, Radiology, Medical University of Tehran, Tehran, Iran Sep 2000

Teaching Focus

Media Language (Discourse, Narrative, Frame,etc)

Theories of Communication

Cognitive Theories of Media

Science and Technology in Media

Public Opinion

Qualitative Methodology

Cognitive analysis of Media Content

Media economics

Research Focus

I work on Media, science, policy and Culture. I am interested to study on the representation of issues such as science, disasters, and political events in media. Generally, I try to understand how Iranian media communicate science and policy to public and explain the social image that media representation of science and policy does

make. Also, I am interested to analyze audience response to media and so, I study media psychology and Cognitive science.

Since 2015, I have studied on citizen science as a basic concept in science museums. I am interested in interactions of various types of knowledge as tacit, public and scientific ones. After occurrence of Pandemic in 2020, I am engaged in framing it in different media.

Journal publication

1. Ojagh, S.Zahra (2023), “Comparative analysis of the framing of Covid-19 in the IRAN’s national media and Instagram between March and October 2019”, *Journal of the Popularization of Science*, Accepted Manuscript
2. Ojagh, S.Zahra (2022), “Studying the role of the media in the voter turnout: Systematic Review of relevant articles between 2011-2019”, Accepted Manuscript,
3. Ojagh, S.Zahra (2022), “Identifying Crisis Response Strategies during the Covid-19 Pandemic in the Sphere of Iranian Media”, *Media Management Review*, 1 (4): 399-417, doi: 10.22059/ijsp.2022.90396
4. Ojagh, S.Zahra (2022), “Comparing the Rhetorical characteristics of the Covid-19 related content in TV, News Agencies and Instagram”, *Global Media Journal*, 16 (2):107-134, doi: 10.22059/gmj.2023.354274.1286
5. Ojagh, S.Zahra (2022), “The Language of Suffering: Frame Analysis of the Poverty and Poor in Iranian Media”, *Iranian Journal of Social Problem*, 13 (1):69-103, doi: 10.22059/ijsp.2022.90396
6. Ojagh, S.Zahra & Nurzad, Faraze (2022), “Analysis of 9- to 11-year-old - Children and Smart Phones Relationship: A Qualitative Study”, *Quarterly of Social Studies and Research in Iran*, Accepted Manuscript, D oi: 10.22059/jisr.2022.330237.1238
7. Ojagh, S.Zahra & Abbasi Shavazi, Mohammad Jalal (2022), “Public Demography for Narrowing Research-policy Gap in Iran”, *The International Journal of Humanities*, 29 (2): 95-118.

Doi: 10.52547/eijh.29.2.9

8. Ojagh, S.Zahra (2021), "Framing of agricultural biotechnology in news agencies of the Islamic Republic of Iran: A deductive study", *Journal of the Popularization of Science*, 12 (1): 235-250. Doi: 10.22034/popsci.2021.288359.1093.
9. Ojagh, S .Zahra (2021), "Framing Agricultural Biotechnology in Iranian News Agencies between 2005 and 2017", *New Media Studies*, 7 (26): 335-368. Doi: 10.22054/nms.2021.60646.1198.
10. Fouladband, Frazane & Ojagh, S.Zahra (2021), "Native Model to develop media sexual education based on Iranian Cultural attributes ", *Cultural Studies & Communication*, Accepted Manuscript. Doi: 10.22034.2021.520693.2299
11. Ojagh, S .Zahra; Nademi, Maryam& Moayed Hekmat, Nahid (2020), "A Study of Hiding Moral Val Channels", *Global Media Journal*, 15 (1):1-22. Doi: 10.22059/gmj.2020.80510
12. Ojagh, S .Zahra & Shokufe Karimi (2020), *Semiotic Analysis and Operation of Ideology in Historical Series: The Case of " Dar Cheshme-e Baad"*, *Sociological Journal of Art and Literature*, 11 (2): 1-19.
13. Ojagh, S .Zahra & Vaez, Sepide(2019), *Characteristics and transformations of child discourses in Peyk DaneshAmooz and Roshd e DaneshAmooz Magazines*, *Thinking and Children*, 10 (1): 1-36.
14. Sarvestan, Mosayyeb; Karimi Alavi, Mahmood; Ojagh, S. Zahra (2019). *Challenges to Religious Movie Iranian Cinema: A Case Study of the Movie "Rastakhiz"*, *Interdisciplinary Studies in Media and Culture*, 9 (1): 127-156.
15. Ojagh, S. Zahra (2019). *The changing role of science journalism in Iran*, *Culture-Communication Studies*, 20 (45):103-126.
16. Ojagh, S. Zahra , Abbasi, MD Jalal (2019). *Discourse analysis of Mediatized pronatalist policies: Suggestion strategy*, *Journal of Population Association of Iran*, 13 (25): 133-164.
17. Ojagh, S. Zahra , Abbasi, MD Jalal (2019). *Iranian Demographic Discourses: Policy and Media Reproduction*, *Majlis & Rahbord*, 26 (97):137-164.
18. Ojagh, S. Zahra (2019). *Media Education for Children: True Content for School Children*, *Journal of Cultural Studies and Communication*, 14 (53): 221-247.

19. Ojagh, S. Zahra (2019). Qualitative Content Analysis of the most visited websites in Health: Persuasive Content for Changing Smoking Behavior, *Journal of New Media Studies*, 4 (16): 224-260.
20. Ojagh, S. Zahra (2017). Translation of Local Food's Knowledge: A Strategy to Improve Nutrition and Public Health. *Iranian Journal of Nutrition Science & Food Technology*, 12 (1): 181-186.
21. Ojagh, S. Zahra & Vaez, Sepide (2017). The Role of Media Literacy in Resolving Children's Role-Identity Conflict: A Case Study of the Children's Audience of Spider-Man Cartoons, *Global Media Journal*, 12 (1): 21-39.
22. Ojagh, S. Zahra (2017). Traditional models of the Public Communication of Science and Crimean Congo Hemorrhagic Fever in Iran (2017), *Journal of the Popularization of Science*, 4 (17): 23-31.
23. Ojagh, S. Zahra & Mirzaei Mousavi, S.Rasoul (2016). Analysis of Communicative actions and Self-presentation in Telegram's Groups. *New Media Studies*, 2 (5): 75-100. DOI: [10.22054/cs.2016.7035](https://doi.org/10.22054/cs.2016.7035)
24. Ojagh, S.Zahra & Ojagh, S.Fatemeh (2015). Restrictions on the Freedom of Press; International Human Rights' Legal System versus Islamic Republic of Iran's Legal System. *Global Media Journal*. 10 (1): 20-37.
25. Ojagh, S.Zahra; Sheikh Jabbari, Mohammad Mehdi; Vesali, Mansor; Zare, Mehdi, & Dorostian, Arezo (2013). On the essence and necessity of public understanding of science, *Iranian Journal of Engineering Education*, 14 (56): 117-132.
26. Ojagh, S.Zahra (2013). The Social Role of Translation for increasing public science literacy: ignoring the Functional linguistics in Iranian Popular Science Magazines, *Translation Studies*, 11 (41): 46-58.
27. Abdollahyan, Hamid & Ojagh, S.Zahra (2013). A Historical Analysis of Public Communication of Science in the Public Science Magazines published during 1910-2010. *Research on Information Science & Public Libraries*. 19(2):235-255.
28. Abdollahyan, Hamid & Ojagh, S.Zahra (2013). A Comparative Analysis of the Role of Iranian Public Science Magazines in Upgrading Scientific Knowledge of their Audience, *Quarterly Journal of Cultural Studies & Communication*, 9 (31): 43-62.

29. Abdollahyan, Hamid & Ojagh, S.Zahra (2013). Calling to Audience by Science Communication Magazines, *Culture-Communication Studies*, 14(24): 7-25.
30. Ojagh, S. Zahra & Vakil, Hamid (2013). Environmental Impact Assessment: Achieving Sustainable Development through Increased Civil Literacy, *Journal of the Popularization of Science*, 4 (4):19-26.
31. Abdollahyan, Hamid & Ojagh, S.Zahra (2012). A Thematic Content Analysis of Iranian TV Ads: The Role of Commercial Ads on Iranian Children Health. *Quarterly Journal of Communication Research*, 19 (4): 93-108.
32. Sheikh-Jabbari, Mohammad Mehdi & Ojagh, S.Zahra (2012). Structure of Communication of Science and Society in Iran: Popularizing Science, *Science Cultivation*, 2 (2): 64-70.
33. Ojagh, S. Zahra (2012). The lack of Science Communication in Iranian Academies, *Journal of Communication Management*, 28: 62.
34. Vesali, Mansour & Ojagh, S.Zahra (2010). Promoting Science: Conceptual Topics, Methods and Importance, *Journal Management System*, 19 (44): 62-67.
35. Ojagh, S. Zahra (2010). A Review on the Nature of Public Science Communication and it's theories, *Journal of the Popularization of Science*, 1 (1): 24-32.
36. Abdollahyan, Hamid & Ojagh, S.Zahra (2006). The role of identity making processes in development of Iranian public sphere, *Quarterly of National Studies*, 7 (4):3-27.
37. Abdollahyan, Hamid & Ojagh, S.Zahra (2006). Localizing of Communicative Action theory for analyzing of Development and Modernity process in Iran, *Global Media Journal*, 1 (1): 1-20.
38. Abdollahyan, Hamid & Ojagh, S.Zahra (2006). Reproducing of traditional rationality and characteristics of communicative rationality in Iranian public sphere. *Journal of Cultural Studies & Communication*, 2 (7):43-61.
39. Ojagh, S. Zahra (2005). Information society-information explosion: information phobia, administrative Evolution, 2005 (50): 97-118.

Book Chapter

1. Ojagh, S. Zahra & Zardar, Zarrin (2020), *From the ancient world of Elam to modern science communication*. In *Communicating Science :A Global Perspective*, edited by Toss Gascoigne, Bernard Schiele, Joan Leach, Michelle Riedlinger with Bruce V.Lewenstein, Luisa Massarani, Peter Broks. Australian National University Press. Australia.
2. Ojagh, S. Zahra (2019). *Iran's Risk Society and need to Responsible, Reflexive and Citizen-based Academies*, In *Research in University Social Responsibility*, Edited by Jabbar Rahmani, Publisher: Institute of Cultural and Social Studies, Tehran. Iran.
3. Ojagh, S. Zahra (2008). *Is e-learning promoting social capital in Development, globalization and ICT (defining the D in ICT4D)*, working report in Karsland University.

Book

1. Ojagh, S. Zahra (2021). **Theory and Method: Frame Analysis**, Samandar Publisher, Tehran, Iran.
2. Ojagh, S. Zahra (2022). **Reflections on Science Communication and Iranian Experience**. Institute for Humanities and Cultural Studies Publisher, Tehran, Iran.

presented articles in the Conferences and Meetings

1. Ojagh, S. Zahra (2023), *Explanation the role of Science Communication in Science Diplomacy, Domestic Meeting : From Science Diplomacy to Cultural Diplomacy*, IHCS, 29 February

2. Ojagh, S. Zahra (2022), The Relation between City and Development: From Displace to Place, Domestic Meeting in City's Narrative and Communication, Iranian Academy of Arts, 9 February
3. Ojagh, S. Zahra (2022), Demonstration of poverty after the violation of Joint Comprehensive Plan of Action by USA in Iranian Online Media, Domestic Meeting in Presence and absence of the underprivileged, poverty and the poor in the Iranian media, 31 January
4. Ojagh, S. Zahra (2022), The nature and process of studies in Communication of Science and Technology, Domestic Meeting in Research in Communication and Cultural Studies, IHCS, 12 January
5. Ojagh, S. Zahra (2021), Misinformation in Iranian Media: Formal Media and Social Networks, symposium of Providing and Publishing Science News: Expectations and Facts, Mustafa's Science and Technology Foundation, 12 October
6. Ojagh, S. Zahra & Nurzad, Faraze (2021), Understanding the interactions of 9 to 11 year old children with smartphones and their understanding of this interaction, International Congress of Children'S World Life in Iran, 9 October
7. Galyani, Golnesa & Ojagh, S. Zahra (2020), Visibility of Library and Information Science and Science Communication in Iran, Annual Meeting of Association for Information Science and Technology, 25-29 October
8. Ojagh, S. Zahra (2018). Essence and Management of Public Opinion, In: Communicating Humanities, Production & Industry. Institute for Humanities and Cultural Studies. Tehran.
9. Ojagh, S. Zahra (2018). Media Education for toddlers in Iran, In: Information & Media Literacy, Tehran.
10. Ojagh, S. Zahra (2018). Science Communication and Cultural transformation in Iran: Historical Review on Narratives ,In: Semiotics of Culture, Art, and Literature, University of Shahid Beheshti, Tehran.
11. Ojagh, S. Zahra (2018). Science Communication and Science Popularization: Two Concepts. In: Conceptualizing Science Popularization. National Research Institute for Science Policy. Teharn.

12. Ojagh, S. Zahra (2017). The role of Science Journalism to communicate science to public in Iran, In: Duties and Responsibilities of Communication Field in Contemporary Iran. Hoseinieh Ershad, Tehran, Iran.
13. Ojagh, S. Zahra (2017), Museum as a medium for communicating Science, Domestic Meeting in Learning Scientific Concepts in Museum, National Museum of Science and Technology,
14. Ojagh, S. Zahra (2017).Challenges of Science Journalism in Iran. In: Communicating to Audiences. Iranian Museum of Science and Technology.
15. Ojagh, S. Zahra (2016). Suicides and New Production, In: Suicides and media Representation, In: Interdisciplinary review on Suicide and its representation in Media. Iranian Sociological Association.
16. Ojagh, S. Zahra (2016). Historical Review on the Development of Science and Technology Museums, In: Museum as a Context for science Communicating, Iranian Museum of Science and Technology.
17. Ojagh. S. Zahra (2016). From Health to Mental Health through Media Literacy. In: Opportunities and Challenges of the Virtual Space, Tehran, Iran.
18. Ojagh, S. Zahra & Vakil, Hamid (2016). Forming Self: Smart Phones in Contemporary Iran”, Conference of ACLA. Iran Is Not As It Is Told: Contemporary Persian Art and Culture. Harward University. (17-20 March..2016)
19. Ojagh, S. Zahra (2016), Style of Public Communication of Science in Iran, 2016 PCST Conference. Hupkapi University. Istanbul. Turkey. (26-28 April 2016)
20. Ojagh, S. Zahra & Musavi Mirzaei, S. Rasul (2016). Ethical Self control in water issue: Analyzing Iranian Lingual style in telegram In the International Conference of Water and Environment in the New Millennium: Education and Capacity Building. University of Tehran. (3-5 Dec 2016)
21. Ojagh, S. Zahra (2015). Science in Iranian Consumer Culture: Analyzing the role of popular science magazines to change general culture of society. In: The Future of the Culture,(19-20 May).
22. Ojagh, S. Zahra, & Vakil. Hamid (2014). Analysis of the role of Iranian women pictures in empowering Marginal Groups. In: Women Education and Empowerment. University of ??, Madrid, Spain.

23. Ojagh, S. Zahra (2014). Media and Science Communication, In: Popularization of Science, Media and Culture, Iranian Association of Popularization of Science
24. Ojagh, S. Zahra (2012). The Functions of Iranian Popular science in Contemporary Iran, In: Popularization of Science, Media and Culture, Iranian Association of Popularization of Science and University of Tehran
25. Ojagh, S. Zahra (2012). Science Communication in Schools, In: Physics Education In Iran, University of Zanjan, Zanjan, Iran.
26. Ojagh, S. Zahra (2011). Constructing the scientific literate netizen: Science Communication on the Iranian world wide web (IWWW), In: Malaysia.
27. Abdollahyan, Hamid & Ojagh, S. Zahra (2010). The role of religion in Iranian public sphere, Conference of media and religion, In RMIT, Malaysia.
28. Ojagh, S. Zahra (2005). Future study of Iranian Modernity based on the characteristics of Iranian Public Sphere , In: The Futurism, Technology, and Development Landscape. University of AmirKabir, Tehran, Iran.