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**Scholarly Books**

* *Effective Communication: Foundations and Applications* (refereed book). Sharjah: Sharjah University (2012).
* *The Art of Disguising*. Sharjah: Department of Culture & Information (2012).

**Textbooks**

* *Introduction to Graphic Design* (refereed textbook), Sharjah: Sharjah University (2011).

**Articles in Refereed Journals**

* “Prophet Muhammad (PBUH) as the Ideal PR Practitioner: A Nonverbal Communication Perspective”, *Journal of Islam in Asia*, Vol. 14, No. 3.
* “Arab TV Channels’ Logos: A Semiotic Study of Graphic Design Effectiveness”, *Alhikma Journal of Communication and Media Studies*, Alhikma Publishing, No. 7, January–June 2017.
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* “Manifestations of Image in New Media: Technical and Philosophical Dimensions”. Paper presented at the Second International Conference of College of Arts and Social Sciences – Sultan Qaboos University “The Status and Role of Social Sciences in the Study of Contemporary Social Phenomena: Trends and Prospects”, Muscat, Oman, 16–18 December 2012.