



University of
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Faculty of
Mass Communications

ACHIEVEMENTS YEAR BOOK 2016/2017

ACHIEVEMENTS
BOOK

2016 / 2017

FACULTY OF Mass Communications

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DEAN'S WELCOME



Professor
Ibtessam A. El Guindi
Dean of the Faculty
of Mass Communication

Dearest Graduating Students,

Welcome to our distinguished Faculty to which we are all proud to belong.

Our main policy is to encourage you to be creative, different, proficient and able to utilize your skills.

In addition, we do our best to meet the same British academic standards in course planning, teaching, exam writing and grading through our three programs of study: Broadcast, Journalism and Advertising & Public Relations. These Programs aim at refining students' knowledge, exploring their talents, enhancing their creative way of thinking in order to be able to cope with today's rapidly changing and highly competitive environment. We are heading not only towards a man of success but also a man of value as well.

Our ambitions and dreams have no limits because of our outstanding staff members and teaching assistants, our brilliant-minded students, prominent and unique resources such as the well-equipped studios and computer labs. This is why our highly qualified graduates have gained a world-wide recognition and they are actually occupying famous posts in Egyptian, regional and international media institution sand their performance is remarkably appreciated. Studying at the Faculty of Mass Communication, MSA is a unique experience.

For us education is not just academics, it is how you enrich your way of living. Therefore, I invite you all to make use of being one of the University Community and participate in various social, cultural, scientific and sports activities.

So make your study years at the university as rewarding and enjoyable as you can. And day by day what you choose, what you think, what you do is what you become. My door is always open to hear your suggestions for continuous improvement and to keep our Faculty ahead of competition. So it is with our joined efforts, hand in hand, fortified with the belief in ourselves and the power of youth... that we can transcend the hope of a better tomorrow and turn it to reality... for a better world.

With warm regards,

01 On the road to excellence

Steps of ongoing
development

MA program progression

In the ongoing plan of the faculty to pioneer the field of post graduate studies among other private universities and become the first to extend its academic services and programs beyond bachelor degree to further provide its graduates with an MA program, the post graduate studies committee was able to finalize the course program for its proposed MA program entitled “Intercultural Communication” marking the few final steps before its official launching.

The faculty has started working on the MA program since 2015 a period during which courses description were finalized and validated through the review of courses in other well-known universities, all of which was pushed forward by the desire to provide graduates with continuous quality learning venue in needed research areas that other universities do not offer.

Training protocols for students

“Following the previous internship protocols the faculty has signed with ART – Mehwar TV – Dream - and CBC TV, the faculty continues to mark better protocols for students every year”

1. El Nahar TV:

A collaboration for internship protocol that the faculty has signed with El Nahar TV Network to organize the flow of interns from the faculty students to the on set varied work areas of the network including, directing, shooting, editing, and TV presenting.

The protocol also entails the potential recruitment of the outstanding students throughout the training period.

2. The Arabic Media Center:
in May 2016 the faculty sealed its 2nd protocol with the Arabic

Media Center; providing more practical training opportunities for the students.

The protocol comes on a more wholesome level as it includes holding workshops, training sessions, seminars with media practitioners and giving students access to the whole wide range of the center’s activities.



Staff Training

1. “Leadership” Workshops: a series of workshops that were held earlier in 2017

These workshops included 2 significant themes; “Team Building” and “Coaching for strategic Behavioral Change” where the faculty’s staff were introduced and able to practice new approaches of team building, implementing this side on the student-instructor in class relationships, as well as how new methods and techniques can be used to reach a needed behavioral

change.

The workshops featured a number of professionals in the fields of Mass Communication and leadership building, including Mass Comm. Dean Prof. Ibtessam El Guindi, along with Prof. Samir Hussien

2. E-Library Resources Orientation Training session: held over a period of 2 days, the trainees were introduced to the new changes and developments of E-libraries, and how to best utilize it.

Training protocols for staff

3. Research excellence

Workshop program:

A set of workshops that took place starting year 2015, aiming at improving the researching methods and techniques for the staff members and keeping them up to date with the latest changes in such domain.

During the Fall of 2016/Spring of 2017 two workshops were held in this program; "Sampling in Media research" and "Common Mistakes in Research"... with the participation of over 70% of the staff members in these workshops to guarantee the pass on of knowledge to students of the faculty.

4. Graphics and Animation

Workshop:

attended by the Faculty Editing staff, to further pursue a graphics diploma at the Soviet Culture Center

Students Internships & workshops

1. "Being a remarkable TV presenter" By TV Anchors and Presenters Dr. Mohamed Saeed Mahfouz and Moataz El Demerdash:

A workshop that tackled different aspects of being a successful presenter with both; practical and theoretical sides covering:

- Presenter character building
- Various presenting speech techniques
- On Air and off Air presenting
- Presenter's reactions and gestures

The workshop featured on set practical engagement of students, as well as studio based practices

2. Career Advice Day:

The faculty's Broadcast and Journalism Departments co-

launched the career advice day in collaboration with the faculty of Engineering, in May 2017.

which features the presence of Vodafone, General Motors, El Masry EL Youm, and Sabbour Co.

The event was a free access alumni event dedicated to best fit the faculty graduates for the market place and give them needed help in approaching the various venues they have for their career choices...

The event was able to successfully achieve its goals through

- Career advising and orientation sessions
- Caliber assessment sessions
- Skills development workshops

Students Internships & workshops

3. El Masry El Youm Internship:

The Journalism department arranged an internship agreement with EL Masry El Youm Newspaper in September 2016. Journalism students were able to finish an internship program at the newspaper where they were being trained on

- Live work experience,
- On set management techniques in journalism,
- News filtering and editing
- News Sourcing

Participants were able to engage in the actual work of the newspaper for the duration of their internship after which 4 articles by MSA – Mass Communication Students were published on El Masry El Youm Website.

02 Stepping Ahead of success



Faculty Staff achievements

PHDs and Masters Degrees

During Fall 2016 / Spring 2017 two of the most prominent members of the faculty received their PHD/ MA degree with honors:

1. Dr. Hala El Zahed – Journalism

Dept.:

presenting her dissertation entitled “Image of Egyptian Revolution in British and American Newspapers” in November 2016, upon a remarkable defense session the researcher received her PHD degree with honors for her thorough exploration of the sample, and her sound resolutions that were based on the solid foundation of a much praised analysis that was implemented over a long period of time.

2. Yasmine Osama – Journalism

Dept.:

presenting a thesis on “The Image of Women in American and British Press” in which she was able to run a

collective analysis of how the press in these two countries portrayed women and framed their stories... the study was praised by the committee for its significant data foundation and profound results that made it stand out in such a commonly researched domain.

3. Amira Abdel Moniem – Broadcast

Dept.:

on a rather more academic level, the thesis of “The effect of Data Collection Methods on the sample responses”: tackled the basic foundation of the research techniques and how researchers can choose the appropriate data collection method to guarantee maximum response rate. The study was able to reach sound results to



be applied by future researchers in the field of scientific research.

4. Sara Zaklama – Journalism Dept.:
the researcher received her MA degree in May 2016 for her research on “Framing Analysis for Medical Issues: A Comparative study between El Ahram and New York Times Newspapers where. Where the researcher was able to scrutinize the techniques of coverage and the implementations that existed on the threshold of the press coverage for both newspapers.

5. Mai Magdy – Broadcast Dept.:
A study of “The Motives of Watching Drama Series online among Egyptian Youth” that was presented in October 2016, in which the researcher followed the trend of online TV exposure and traced the reasons of such a phenomenon, while also shedding the light on the potential consequences of this pattern of exposure in regard to the nature of TV production and common exposure patterns.

Staff Participations in Conferences and their publications

Off campus, Mass Comm. Faculty staff members make sure to take steps forward in the various fields and venues of mass communication and academic life with their participations in conferences and publications sector.

1. 21st Annual Conference of the Arab-U.S. Association for Communication Educators (AUSACE) attended by Dr. Reham Samy:
Held on 24th – 27th October 2016 in Tangier-Morocco, Dr Reham from Mass Communication faculty – MSA, presented her paper on “social networking sites and conflicts; a new perspective” which was submitted and presented in one of the conference’s sessions where it was praised for the analytical perspective that she used thoroughly and the sound resolutions she was able to reach.

2. 24th International World Congress of Political Science attended by Dina Talaat:
Held in July 2016, in Poland, Ms. Dina submitted her research under the title of “ Causes of Corruption in the Arab Spring Countries: A Cross-national Comparative Perspective”. The paper was internationally acclaimed by the congress committee for its wide span perspective and up to date implementation, to be further presented and published in the official publication of the congress. Ms. Dina was also chosen as the president of one of the research sessions that featured researches from around the world.



3. “The European Conference on Media” - “The International Academic Forum; IAFOR” – Brighton, UK by Dr. Marwa Ragae:
Held in July 2017, Dr. Marwa of the Mass Communication Faculty staff presented her study on “Women as a minority; Gender Stereotypes in the Media”... to have a further input in the field of equality. The researcher presented her paper before the conference committee which was received in acknowledgment of the thorough depiction of the cases included and the general situation of women in media...

4. “The Image of Women in American and British Press” by Yasmine Osama:
Further to the successful research she has presented, El Dar El Arabi Publishing House took extreme interest in publishing the study in a market oriented book version in August 2016.

5. “Voice in Poetry” By Dr. Aidy Aly
In April 2016 the renowned poet and instructor at the faculty published yet another book that comes as a sequel to his contributions in the domain of Arabic literature, published by the “General Egyptian Book Organization”

03 Glimpses of Success

An account on
awarded achievements

Market Place contribution

The faculty makes sure to update its system regularly to ensure that students receive up to date knowledge and skills acquirement which entail them to have better potentials in the market place and for that graduates of Mass Communication faculty excel in their various work places among which are:

- Jamila Awad – Actresses
- Lina Tahtawy – 1st Sports reporter – On Sport
- Sara El Sheikh – Egypt Today
- Amira El Fiky – Daily News
- Nayef Bandar – Director and anchor in Rotana Masreya
- Marina Gamil – TV Presenter – On TV
- Shaimaa Abdullah – EL Masry El youm
- Rana Heweidly – Presenter – Al Ghad TV Channel

Staff Awards

The Book Union Award 2016; granted to Dr. Aidy Ali for his book “Ripe Fruits of Arabic poetry” an applied critical approach in poetry.

Students Awards

"Following the lingering excellence of students of the faculty, such excellence was able to grant them prizes in national and international festivals and competition such as "Ebdaa of Dubai" – Sharjah Festival – and IAMS Culture Competition... we take pride in the new students who enrich the faculty with their winnings in current festivals as well."

1. Mohamed Abdel Salam – Golden Prize – El Shorouk Graduation project Festival 2016

"I have been up, I have been down" documentary was chosen to be among the competing graduation projects in the broadcast dept. in El Sherouk Festival for graduation projects which was held at Cairo Opera House.

Through his high order shooting technique that was able to capture the core of sky diving, the student was able to rank the first place in the festival receiving the first prize.

2. Honorary Mention and Best Slogan – National Campaign for water consumption in 2017 – Mass Communication faculty students were nominated and took part in the campaign amongst different universities to design the national campaign for smart water consumption. Students were able to submit a comprehensive campaign under the supervision of Dr. Rania Shaaban, which awarded them "Best Slogan", and an honorary mention from the competition committee.

3. Students; Donia Essam and Menat Allah Ashraf, were nominated to participate in the ACT conference in 2016, where they presented their papers on "How can Instagram cause depression to teenagers" and "Violence news and its effects on people cultivation of fear". The two students were accepted by the higher committee of the conference for their high influential papers.

4. Competition of the best campaign for "White" tissues: where students from Advertising and PR. Dept. participated in this competition to form a complete Social Media Campaign in competition with students from other universities where our students have won and were granted a "special mention" for their creative idea and implementation.

5. On another note, in the sports department, student Nourhan Mahmoud Amer was able to rank First place in the African Shooting Championship 2016 – upon which she was able to participate in the Rio 2016 Olympics. Eighth place in the World Cup for Shooting In Poland 2016, Ninth Place in the World Cup for Shooting in Austria 2016. while student Sereen Sameh, ranked First Place in Power lifting world championship in 2017

Solid feet
on the ground

Charity and community service

The Faculty of Mass Communication thrives on giving back to community, through organizing a number of events that witness an exceptionally high participation from its students:

1. ANTI-HARASSMENT CAMPAIGN;

where students decided to go beyond presenting a regular campaign for their graduation project and took it a step further; in collaboration with the Faculty of Computer Science, as they are currently working on developing a mobile application that work on sending alarm messages and identify the location of the victims to those around them.



2. ANTI-SMOKING CAMPAIGN – حياه بلا تدخين :

Reaching out to more than 2500 students through a two to three days campaign that includes activities, medical awareness, and help programs for quitting.



3. ORPHANS DAY:

Hosting a vast number of kids on campus and planning a day of games, activities and great fun

4. WORKERS DAY:

Showing gratitude and due thanks to the workers of MSA in a special celebration by student and staff alike.

5. An average of volunteered in various acts of charity with Lebaladna Charity organization



Guest Speakers

1. MARIAM SHERIF;

the guest speaker for vitiligo medical condition is a famous blogger on facebook, with a varied portfolio of activities among university students, including visits to make awareness about the vitiligo and how to recover from it. This lecture was attended by more than fifty students where they fully got introduced to vitiligo medical condition and how people suffer from it and how we must respect the people who have it.

2. ASHRAF SAEED NASSER;

the creative director of Animation Advertising agency "Saadi/Gohar" and one of the most creative directors in Egypt.

Ashraf Saied is a Creative Director with over sixteen years' experience in the advertising field. He is experienced in above and below-the-line advertisement as well as magazine development. He has rendered designs, devised concepts and executed campaigns for numerous clients

in several fields. One of his most famous TV advertisements is Al Aroussa Tea TV Ad that was aired in Ramadan 2015, which was rated as one of the best TV advertisements in Ramadan and which attracted a lot of media and popular attention on traditional and social media channels. Some of the other clients that Ashraf worked on include El Rashidy El Mizan (Ekhtra3 ya Kotsh), koki, Trio villas, EgyptAir, Emaar, Mobinil, Telecom Egypt, Toyota, Juhayna, Domty, Alex Bank, Citibank, Banque Du Caire, Ideal Zanussi, Universal, Roca, Orascom, New Giza, Al Ahly for Real Estate Development, Linkdotnet, British Gas, The International Foundation for Electoral Systems and the United Nations Office on Drugs and Crime.

This session was held to help the advertising students understand the real practical life of advertising through the one on one live session between him and Mass Communication students.



Exceptional
achievements
of the faculty

Projects and Grants

Aspire International Media “AIM” Festival

AIM Festival for Youth; An annual international festival where media students unite with prominent media figures to bridge the gap between academia and the practical field and assure a great level of experience sharing.

In its last edition the festival featured the participation of seven Arab countries including; KSA, UAE, Jordan, Lebanon, Tunisia, Kuwait, and Bahrain, along with Egypt where MSA, Cairo University, and AUC all took part in its official competition for Broadcast, Journalism, and Advertising & PR categories.

The festival jury members included prominent figures in the academic and practical fields of media among which are Tarek Nour, Marian Khoury, Eqbal Baraka, Saeed Sadek, Medhat EL Adl among others who worked on a total of twenty three submitted productions chosen by the screening committee of the festival.



Projects and Grants

• ACT CONFERENCE

An international annual three days conference that hosts a vast number of media researchers and practitioners from Egypt and abroad at MSA University to discuss the on-goings of the media scene

The conference held its 2nd edition under the title of “Media role in promoting the culture of Peace”, which included 4 research sessions including a total of 22 researches depicting the efforts and actions to promote peace and sustain it through media. The conference also included a round session that featured sound resolutions from media practitioners and professors.



• 2017 EDITION OF MSA TODAY

a student to student quarterly publication by the Faculty of Mass Communication, covering all the up to date affairs internally and off campus by the very hands of both; staff and students



Projects and Grants

• BOOK FAIR

In collaboration with El Ahram Organization, The Faculty hosts its annual Book Fair which features a vast number of authors and publications that vary from novels, to academic references

The fair featured a vast number of authors and publications that vary from novels, to academic references

The 2016 Fair witnessed MSA's Writers Competition Awards and the launching of the MSA's Students first publication; Sikondo



• MSA TV STREAMING

After 4 years of on campus streaming, MSA University celebrated the launching of the official ONLINE streaming of MSA TV in 14th July 2016, in the presence of a distinguished lot of media and public figures.

The event also included paying tribute and acknowledgment to some of Egypt's media figures among which were; Yousra, Medhat El Adl, Mohamed Sobhy

MSA TV runs as a Student-Staff Online streaming TV that features work and productions of students of Mass Communication faculty as well as special programs by students of different faculties in the channel.

The channel came as a realization of the long desired dream of providing students of media a venue to present their work in its different shapes and forms.

In fact, the channel provides variety of options for students and graduates to participate with their work either in English or in Arabic, all of which in the varied fields of Directing, Editing, Script Writing, or Presenting



What they've
said about
Mass Comm Faculty

Special Guests

H.E. DR. HELMY EL NAMNAM – MINISTER OF CULTURE;

I am glad to see that the faculty and the whole university are well aware that their role transcends education, its rather a place of enriching culture and building characters.

H.E. HESHAM ZAAZOU – EX-MINISTER OF TOURISM; Watching the graduation projects of Mass Communication students, makes me rest assured that Egypt is heading towards a very promising horizon

DR. MEDHAT EL ADL - AUTHOR;

The Faculty succeeded in getting together young generations of media and prominent media figures to send a blunt message of peace against all sorts of cultural extremities

MOHAMED EL HAWARY – EDITOR IN CHIEF;

it's a pleasure to be here, students of this faculty always keep me surprised one time after the other with their remarkable work.

PROF. GALAL ZAKI – PROFESSOR AND PRACTITIONER IN ADVERTISING;

It is indeed a pleasure and an honor to witness the faculty holding a grand event like "Arab Innovation Media Festival"

EQBAL BARAKA – JOURNALIST AND WRITER;

I was amazed by the creative ideas this faculty is capable of nurturing and pursuing, and that's the true meaning of success.

PROF. ANNA – MIDDLESEX UNIVERSITY REPRESENTATIVE;

over the years that I have come to monitor the work of this faculty I have witnessed it grow and flourish one year after the other and now I can safely say that in different aspects it exceeded our own British standards

DR. MOHAMED AKBAR – PROFESSOR OF MEDIA AT AMERICAN UNIVERSITY IN KUWAIT (AUK);

It is my first time to be here in Egypt and to see the charm of this country... I was also thrilled to see such a remarkable faculty, and the outstanding work it presents, I would love to be here again.

Graduation projects Panelists

MRS. KHAIREYA AL BESHAWY – CRITIC;

Every time I come as a jury for the graduation projects I keep wondering “How is this time going to be different” and time after time you “students” never cease to amaze me with the creativity and sense of art you have.

PROF. AMANY FAHMY – PROFESSOR OF MEDIA AT CAIRO UNIVERSITY;

It’s a pleasure to watch such high quality and creative ideas for the graduation projects in such a unique faculty.

OSMAN BADRAN – ADVERTISING PRACTITIONER; you have exceeded my expectations, I am proud of you... I mean it.

DR. GHADA EL NASHAR – PROFESSOR OF MEDIA – AUC & ACU;

it’s a pleasure to be here and watch such out of the box ideas that these students present, very proud of the faculty and its students.

UK Examiners

PROF. ANNA CLAYDON – MIDDLESEX UNIVERSITY:
Over the years that I have come to monitor the work of this faculty I have witnessed it grow and flourish one year after the other, the work you have been doing is fascinating, and the graduation projects took my breath away... I can safely say that in different aspects it exceeded our own British standards

DR. TONY STEIGER – BEDFORDSHIRE UNIVERSITY:
You have a level of excellence here, and the collaboration you have with other universities is very beneficial, we both get to learn from each other.

DR. NEIL HENDERSON – MIDDLESEX UNIVERSITY:
I have seen some of the work which was very very good, and the graduation projects have been very interesting for me to watch and see the developments of students and their ideas.

Students and graduates

JAMILA AWAD;

I feel very Honored and grateful to my doctors who have guided me throughout.

MARINA GAMIL;

It was the faculty that got me my internship in the TV, and now being a TV presenter, it was also my doctors who got me to excel and stand out.

MOHAMED DIAA;

now that its all over; they were the best 4 years of my life

LINA TAHTAWY:

I look back on my four years of study at MSA, and now being the first sports reporter on TV it gives me great pride that I received this standard of education and have meet with such professionals throughout my college years which all made it much easier for me to be where I am now.

RAMY SOLIMAN:

One of the things I really enjoyed here is the student teacher relationship, it is far more than just a class based one, they are always here for us, and it is more of a family atmosphere.

DINA EL HAWARY:

I can safely say that studying here nurtured my potentials and enriched my perspective a lot, especially having practitioners to teach us, along with all the extra activities we get involved in.