

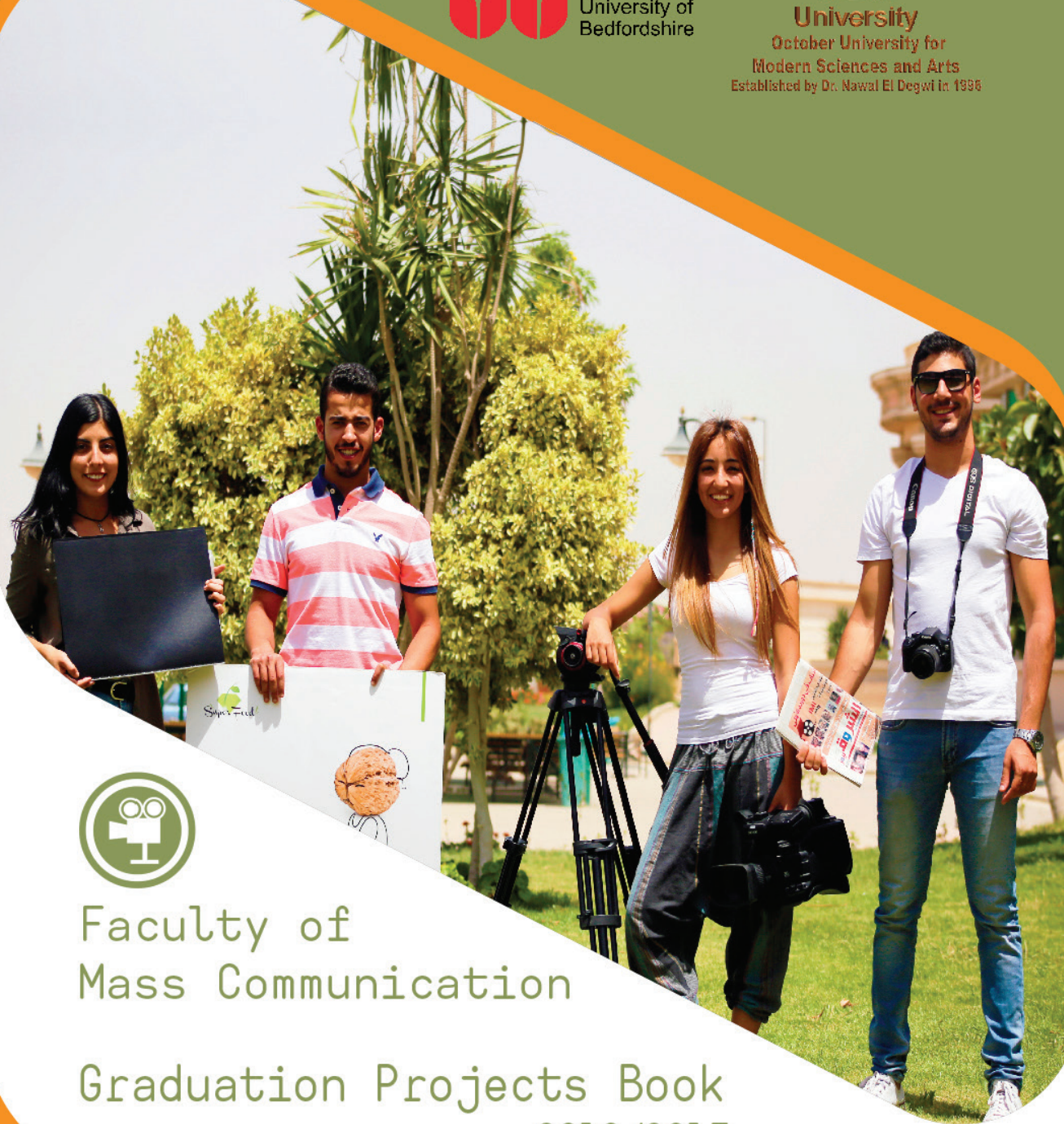


University of
Bedfordshire



University

October University for
Modern Sciences and Arts
Established by Dr. Nawal El Degwi in 1996



Faculty of
Mass Communication

Graduation Projects Book
2016/2017

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Distinguished Graduation Projects
Class 2016-2017

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.


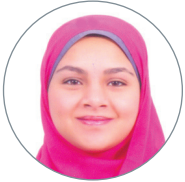






Our ambitions and dreams have no limits because of our outstanding staff members and teaching assistants, our brilliant-minded students, prominent and unique resources such as the well-equipped studios and computer labs. This is why our highly qualified graduates have gained a world-wide recognition 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,

Broadcasting Department
Fall 2016 - Spring 2017

	ID#	Student Name	Project Title	Project Title
	135051	Alaa Raafat Aley-Al-Deen Hassan Ahmad Nassar	درب 1718	A journey through the art haven of Darb 1718 located right in the center of old Cairo
	132489	Amal Fawzy Mamoun Ebrahim	من أول السطر	Investigating the merits of the new act of sexual education for children
	135413	Asmaa Khaled Ahmed Ahmed	بهية	A profile on Baheya cancer hospital for women and the cases that reflect the various dimensions of this situation
	126073	Diana Mohamed Mohamed Ramadan Hafez	هو وهي	Profiling the social perspective and assigned roles for guys and girls through a brother and a sister in their daily lives
	95447	Fady Ashraf Guirgues Abdallah	Extreme	This documentary features a variety of extreme sports from all over Egypt, answering the question of how extreme can extreme be?
	134385	Kareem Waleed Mohamed Samy Elgohary	Cinematology	An insight on the independent cinema industry through the actual movie set of a young independent movie makers
	137149	Malak Ayman Tawfik Mohamed Ismail	Half way to paradise	A journey to the newly blossoming "Sahl Hasheesh" of the Red Sea, venturing into the virgin beauty of nature and the serenity of the surroundings that was able to captivate both foreigners and Egyptians.
	130823	Mayar Waheed Abd El-Mohdy Mansour		An autobiography of a girl who was able to go all the way from obesity to the perfect body fit.




ID#	Student Name	Project Title	Project Title
	124507 Mirna Gamal Abdelnour Rizk	حياة بتعاش	The hidden world of scouts from the very early beginning to the marvelous character building life style that makes it a unique activity for kids, youth and adults.
	130309 Mohamed Bayoumi Mohamed El Barki	من غير جمهور	Scrutinizing the case of football realm between the dominating clubs and the small corporate ones, with respects to the significant role of the spectators in this sport
	130981 Norhan Amr Sayed Mohamed Awad	حكايات بنات	The documentary showcase various cases of girls who have walked the extra mile into creating their own online businesses and were able to see it through.
	133895 Nouran Sherif Ali Abd El Ghani Fahmy	نقوشات لها تاريخ	The ancient art of handmade copper carving that is rooted in Egyptian history and placed in the heart of old Cairo, featuring the old talented artists who stand behind it.
	137391 Rawan Reda Saad Ali Attia	عالرصيف	Depicting cases of youth who decided to overcome the state of unemployment and seek their own success with small - out of the box - projects
	131815 Souzan Mahmoud Mostafa Radwan Osman	الجونه رايح جاي	Profiling "Gouna" as a residential area where expatriates and Egyptians have taken refuge from the busy cities
	130745 Yomna El-Sayed Youssef Fahim Youssef	دبلة العنوسة	Why youth don't second the idea of marriage nowadays? Is that main question behind this documentary as it features 3 different cases of guys and girls voicing their opinions and personal experiences.
	126515 Abdelmagid Selmy Mohamed Solyman Abougazar	Art of Drifting	A parallel approach documentary that follows the notion of "the art of drifting" reflecting shades of the art of ballet on the drifters' techniques









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	144867	Farah Khaled Tawfik Hashem	محكمة	This documentary features the 2 sides of the probate courts with those who deal with it and their problems in leading the life they want under its laws.
	131819	Fathy Mahmoud Fathy Abd El Mawla	ابره وخيط	A documentary that provides an insight on what happens behind the scenes in the fabric industry in Egypt and the challenges it faces between imported products and economic problems.
	126609	Heba Hesham Abd El Salam Kamal El-Arishy	Hedaya Malak	Profiling the world champion "Hedaya Malak" as a role model for girls who have been able to prove that nothing is impossible
	120951	Karim Mostafa Ahmed Megahed	On wheels	This documentary features the life-style of motor bikers and how they all stand together no matter what
	136963	Mai Magdi Omara Osman	المناصرة	A profile on the most famous wood and furniture market in Cairo; El Manasra district, shedding the light on the high competition it faces now with the increased rate of imported products.
	130523	Malak Hossam Ahmed Saleh	Smart	An investigative documentary on the rising "Smart Living" technologies now available for everyone, between being a haven and an entrapment
	131411	Menna Tallah Emad El-Din Ali Abd El Aziz	بنات الريح	Not like a lot of documentaries about Arabian Horses, this documentary comes to emphasize the morals and character building raising these horses have on their owners
	100561	Rana Sherif Youssef Hanafy	كان زمان	An account on the evolution of fashion in Egypt through time and how fashions transcends the mere industry of fabric to reflect an image of the whole society

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	130295	Reem Emad El-Din Abd-El-Fattah Osman	Behind the Scenes	A documentary that sheds the light on the hardships that dwell behind the glamour of the fashion industry and modeling business in Egypt
	126783	Sultan S M J Alshammari	البدون	An investigative documentary on the problem of un-registered Kuwaitis in Kuwait named "Bedoun" and how they stand to claim their rights and seek a solution to this time old problem
	80791	Youssef Reda Ahmad Hamzawy	النهر الخالد	A profile of one of the oldest and most common amusement outings in Egypt... Felucca Rides, through which the student shows some of the most significant sites that the ride includes and gives a background brief on.
	123687	Galal Ahmed Maher El Sayed Zekri	Wadi Degla	The student explores the far and remote places in Egypt under the theme of "getting out of the box" and defying the "regular" as he documents his tour around Egypt on a bicycle.
	136173	Jala Muhamed Hesham Ali Abd-El Latif	هنبيكي نكلمك	An insight on the casting life in Egypt from both the practitioners and the applicants perspectives
	143553	Khaled Ali Abdelmonem Hassan Elnezami	القشاش	Depicting one of Egypt's oldest and longest-route train " El Qashah", through a journey from Cairo to Luxor, in which the student features all the faces, characters and most importantly destinations of each passenger
	141841	Mohamed Ahmed Mohamed Abed	أوتار	The backstage process of music industry with all the technological evolution that took place lately and how it affected such an industry

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	144655	Norhan George Fawzy Benjamine	لو لحقت تصلي	A step by step journey of travelers up the 600 steps way to St. Antonios cave church in Sinai, as the student provides an informative and humane perspective to the place and how people go their to seek a refuge only for less than a minute
	143133	Dahlia Mohamed Hisham Ahmad	مكان تحت الشمس	Scrutinizing the current state of independent theatre in Egypt, as it strives to stand out between the commercial and the national ones.
	142867	Esraa Khaled Fawy	وعجبي	A parallel documentation of "Salah Jahin" most famous quartets and how it was able to reflect the Egyptian society throughout time
	143195	Habiba Ahmed Alaa-El-Din Mohamed Nazmi	رحلة زمان ومكان	The documentary features "Feala Temple" through its reallocation process and its current situation after all the threats it has been through.
	131441	Malak Hazem Abbouda Ahmed Abbouda	معادلة صعبة	The documentary sheds the light on the current Egyptian market dilemma in light of the increasing prices, lack of competitiveness and desire to succeed,,, as it features the immersion of handmade products in this market with its potentials and threats.
	145141	Abdelrahman Khaled Moheb Hamed	مشروع حياة	The documentary depicts the moral profile in some of Cairo slums, through "Mashrou' Hayah" project which aims to rehabilitate the children and their parents on the morals level as well as providing them with skills and education.
	141343	Amira Emad El Din Ali Ragheb	Poi	In an artistic docudrama image dialogue the students features the art of "Poi" dancing as it combines art and combat techniques.
	140223	Fadwa Tharwat Abdlmomen Abdallah	Wady Crafts	A profile documentary on wady crafts shop, a place that provides a venue for minorities, Bedouins, and refugees to present their exquisite handmade products.









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	143657	Hanin Galal Soliman Abdallah Ramadan	كشنة	A Journey in the United Arab Emirates folklore and cultural legacy
	135495	Hebatallah El-Zain Ibrahim Mohamed	كما لم تره من قبل	A fresh perspective of Sudan as the student presents a fully rounded profile on this country between the modernization that exists and the stereotypical image media present.
	143559	Hossam El Din Khaled Hossam El Din Galal	لحظة	The documentary features 3 cases of fire burns victims and their struggle to force themselves in the society and lead a normal life
	143771	Jaydaa Medhat Helmy Ahmed Shehata	Ibrahim Badran	A profile on the "Ibrahim Badran" charitable organization in a way that emphasizes how some things' loss can always be turned into a fresh start to benefit all.
	144527	Lobna Mohamed Waseim Mohamed Saleh	اكبير الحرير	A documentary on the traditional fashion legacy of Siwa oasis that has seen its way through to the international markets.
	142711	Lories Samy Gamal Shafeek	شبهيت	Profiling the unknown, yet historically significant and culturally rich churches of Wadi El Natroun
	141929	Mayar Mostafa Ibrahim Ataia	Il Travatore	Profiling the Cairo Opera House from its very beginning until the time being with all the various shapes and forms of art it presents beyond the famous acts of opera and ballet
	144749	Mennat-Allah Gamal Saad Mahmoud El Banna	حبر علي خشب	A closer look on the marionette theatre emphasizing how this theatre was used throughout history as so much more than just means of amusement, with its social and political influence

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	130845	Merihane Khaled Mohamed Said Nadeem	تذكري رايح جاي	An expose on Egyptians living in the Netherlands between their desire to get back home and the life they have managed to lead... all through the dream of a fresh visitor who wishes to stay in Holland.
	141931	Mostafa Abouzaid Abdelhamid Ibrahim	Circles	Depicting the circles of doubts, leisure, and uncertainty that some youth face now, through a reconstruction of 3 real life cases.
	140927	Rana Khaled Ahamed Rabea Ibrahim	نظرة	Through a fresh "experimental" approach, the student puts 3 cases to the test by making them voice their opinions on cases and situations they see for the first time, in a way that emphasizes how looks can be deceiving
	144363	Romaisaa Nabil Abouelhassan Elsayed	Esprit de paix	A thorough look on the modern art and the most renowned artists from all over the Arab world who come together in this documentary to present its current situation in the Arab world.
	141569	Salma Khaled Tawfik Sayed Tawfik	Salt Cave	Profiling the newly rising Salt cave with a spotlight on the mysterious element of salt and all its healing powers.
	143879	Shahd Ashraf Hassan Hosny Ibrahim Azzam	الأرض عطشانة	Depicting the problems of one of Egypt's agricultural areas and how it suffers from negligence in the time when everyone seeks a better dream in the city
	143067	Shrouk Mohamed Sayed Mohamed Abd El Aal	ذاكرة الحجر	The students profiles 2 of Egypt's most authentic palaces; El Sakakini, and EL Manesterli, in the midst of the negligence and deterioration they are doomed to face.
	132469	Yomna Tarek El-Shahat Shokier	Not another down movie	The documentary features the successful story of MLS in creating a future and potential for the down syndrome kids, through educational integration.

ID#	Student Name	Project Title	Project Title
	144751 Zamzam Abd El Mohsen Hussien Mohamed	Starz	Profiling a newly rising acting workshop that stands to prove how education and developing one's knowledge eventually reflects on their skills and ability to succeed.
	140225 Donia Mohamed Essam Mostafa Abdel-Salam	اتجوزني شكرا	A cynical perspective of modern girls between society's view of marriage and the evolution of "El Khatba" into a modern match making service.
	142841 Farida Tarek Fikry Ahmed Zaky El-Hakim	منح و محن	A documentary that features expatriate Azhar students and how they lead their life between academic success and getting acquainted with the new society they live in
	93255 Lamia Gamil Abdel Aal Selim	The conquering	Profiling the city of Suez and its heroic stories of struggle and victory during the 73 war
	142013 Mariam Youssef Anwar El Meshry	سمع هس	Case studying the art of Egyptian folklore dancing between the rising bands and the renowned ones, with all their struggles, attempts to succeed and the desire to maintain such an art for future generations.
	142845 Nada Mohamed-Ayman Haggag Mohamed	الاجنحة	A reconstruction based on real stories of 2 brothers who had their separate experience with illegal immigration
	143329 Nourhan Hossam El-Din Amin El-Bably	فتايفيت السكر	Profiling cases of diabetic youngsters who face such a struggle to become even more successful and loving of their lives.
	140359 Rana Amr Mostafa El-Rayes	فرصة ثانية	The documentary features the lives of 2 ex-cons who are trying to face society into accepting them back between trying to lead a normal life and make up for their mistakes and the society's life long judgment

	ID#	Student Name	Project Title	Project Title
	140189	Salma Maher Ali Mohamed	اسمه ايه	The documentary profiles the journey of a pantomime couples who go through a lot to spread their art and push it forward.
	140181	Seza Khaled Ibrahim Metwaley	The Grad	The journey of mass communication faculty students through their graduation projects from the very beginning till their presentation session with all the good and bad times that makes it all worth the while.
	141993	Shorouk Mahmoud Mahmoud Abdrabo	Paradise	Following the lead on Egypt's current touristic place between African and Mediterranean tourism, the documentary investigates through the topic while featuring sight exploration of the country's current profile.
	112623	Abdel-Rahman Moataz Abdel-Moneim Haggag	مسكاجلو	A journey through the Nubian society featuring the Nubian character and lifestyle rather than community itself.
	136779	Alaa Abdelkawy Ahmed Nawar	اتجاه معاكس	An investigative documentary on the traffic problems we face with special respect to the fact that very minor mistakes can cause very significant dangers.
	140417	Asala Hany Hassan Aly Abd Elrahman Abuzenada	طير في السما	Profiling "Eslam Abou Ali" a paralyzed swimming champion who was able to turn his loss into international success for himself and Egypt, all together with having his goals and dreams in the first place before his eyes.
	143249	Dina Samhar Sameh Hafez Momtaz	نقطة بداية	Featuring the various cases of working women in the micro-finance program of the National Women Council, as they provide potential to survive and boost up the country's economy.
	155691	Madonna Nader Gerguis Matta	ابن مين	Who has the right to dream? Can dreams come true? Do dreams have an age? All these are questions the this documentary answers through featuring cases of underprivileged children who were able to see their dreams come true and other who are still trying to make it happen.

	ID#	Student Name	Project Title	Project Title
	142101	Mariam Hussein Abdl Halim Budeir	زرع اخضر	Featuring cases of the specially gifted who have been able to thrive and prosper simply because someone believed in them.
	143243	Mazen Mohamed Abdel-Hamid Mo- hamed Ali	خلف الأضواء	The struggle and defiance of independent artists and bands to make it to the lights.
	140745	Nourhan Mahmoud Zaghloul Mahmoud	Awladna	Profiling the "Awladna International Arts forum for the gifted" the first of its kind in Egypt and the Arab world.
	141745	Rami Mokhtar Ahmed Hassan Moussa	احلم	Profiling 3 cases of different ages of the Paralympics champions who were able to follow their dreams with their family's support and bring pride and glory to themselves proving that nothing is impossible.
	143331	Rana Essam Ibrahim Ismail Fahmy	عيار 14	Between the time old traditions, and the challenges facing youth and the gold market in Egypt the documentary investigates the potentials for a new solution, shedding the light on the history and background of such a significant industry in the country.
	140889	Shereen Abdelwahab Abdelaliem Mohamed	خلود	The documentary follows the journey of Arabic calligraphy as it molds and remolds into different shapes and domains of art to be able to survive throughout time.
	141741	Shrouk Ahmed Baher Neguib Awadallah	The art of life	An insight on meditation in its simplest form... connecting to oneself, and to others around you.
	135795	Afnan Al Asmar Ezz Al Deen Tawfik	Mazaher	The documentary profiles how "Mazaher" band was able to revive the ancient art of el zar and refute its stereotypical image of being an art of witchcraft.

	ID#	Student Name	Project Title	Project Title
	141677	Alia Mohamed Abd Allah Mohamed Abd El Moniem Ghorab	في الملعب	Through the story of "Abdullah Saharti" the documentary showcase the struggles, the time, the victories and the dreams of gymnasts who face all the tiring training and practices of gymnastics no matter how old or young they are... just for the love of the game.
	144443	Esraa Ibrahim Mohamed Ismail Badr Elsayad	Blind audition	A view of the rising virtual reality in our daily lives from a personal perspective of the student and well reflective docu-drama project
	141097	Habiba Gamal Eldin Ahmed Mamdouh Hassan	ارض الاديان	An attempt to profile the land of religions through the insight view of 2 friends who belong to different religions, unveiling a lot of information that people don't know about the core of Islam and Christianity
	144111	Lina Nabil Kamel Ekko	Perception	Profiling psychedelic art from the perspective of 3 different artists who stand together to say that art has no limits
	144497	Mariam Khaled Abdel-Aziz Hosny Mohamed Zaki Hosni	Spirals	A documentary that features rhythmic gymnastics as an art, a lifestyle, and a fantasy on ground.
	143953	Menna Mohammed Mohammed Morsy El Saeed	Tik-Tok	Venturing through the mystery of time, how time varies between societies and people and the power of such a universal element that shapes our lives.
	133467	Salem Ahmed Salem Radwan	محلها عيشة الفلاح	A profile of the daily lives of peasants in the agricultural lands of Egypt between their dreams, daily routines, and views of the future of their land all through a very captivating reflective image of such a life.
	141731	Yasmin Magdy Mohamed Ibrahim	Smile	How simple acts of kindness can mean the world to someone? This is the main theme of this documentary as the student features various examples and cases proving that nothing is little for those who need.

Journalism Department
Fall 2016 - Spring 2017

	ID#	Student Name	Project Title	Project Title
	137521	Nada Heiba		
	145173	Farida Ismail	Architeg	This magazine delves in Egypt's profound aspects of civilization and heterogeneous marvels of its eclectic architecture. It takes us on a tour to discover the magnificent places that bring history and modernity which makes for some of the most stunning architecture in the world.
	110841	Menna El Kady		
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	144125	Shaimaa Shehata		
	134467	Nayera Arafa	Environmental	This magazine deals with world environmental problems that are increasing at a rapid speed. It highlights Egypt's problems such as air pollution, water pollution, drop in the water level due to climate change, and many other environmental crises that are threatening Egypt's future.
	136255	Nouran Ayman		
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	140701	Merna Ismail		
	136785	Randa Mohsen	Iwan	This magazine tackles art from a developmental perspective. It endeavors to spread awareness of the fact that art can heal, educate, improve and develop both individuals and communities through shedding a light on the successful initiatives and NGOs that use art as a tool for a good cause.

ID#	Student Name	Project Title	Project Title
140179	Asmaa Tarek		This magazine represents the voice of the "Visually Impaired" in Egypt. It showcases their successful stories and the challenges they face. It tackles the struggle and perseverance of the blind through vocational rehabilitation that provides job readiness programs where the blind will get assistance with writing their resumes and workplace accommodations.
135317	Hossam Zakaria	White Cane	



Advertising & PR Department
Fall 2016 - Spring 2017









	ID#	Student Name	Project Title	Project Title
	135519	Abdel Rahman Lotfy Abdel Hamid		
	133131	Omar Mohamed Kamal	The Psychological effect of video games on children	"This project sheds the light on the significant impact of video games on children gamers, as recent researches have proven that video gaming has a very powerful impact on people's perception, way of thinking, and social life"
	120011	Kareem Tarek Ezz el din		
	132565	Shadwa Khaled		
	133013	Engy Edrees	Dangers of female Genital Mutilation (FGM) in Egypt	A campaign that is set to reemphasize on the psychological and physical impacts of FGM, in an attempt to reach its set goal of changing the attitudes and according behavior of people against such a tradition
	136349	Nemon Nasser		
	137393	Nada Sami Ahmed	The problem of child labor in Egypt	Although children are considered to be low skilled workers and lower productive employees still majority of businesses are in need to hire children to their lower wage. And that is what this campaign is set to counter.
	101631	Heba Mohamed Hussein		







ID#	Student Name	Project Title	Project Title
	136853 Mahitap Akram		
	134314 Zahraa Mohammed	URFI Marriage	A campaign that tackles the problem of Urfi Marriage as it has become an alternative to some and many others for more
	137445 Merna el Rayes		
	135529 Dina Sherif		
	131547 Karim Tarek Mohamed	Child obesity: eating right for a healthy life	A Campaign that comes in light of that Egypt is the fattest country in Africa with rising percentage of obesity every year. Mothers are not aware with what they are doing to their children, they need to understand what is useful for their children and what is not.
	137393 Nada Sami		
	104739 Abdalla Mohamed		
	137573 Alaa Ayman	Water Pollution	The aim of the campaign is to spread awareness about water pollution in Egypt, health issues that occur from water pollution that affect people's wellbeing and how people can protect themselves and others from water pollution.
	137359 Nesrin Sherif		

	ID#	Student Name	Project Title	Project Title
	141269	Mai Medhat		"As in Egypt most of the Egyptian mothers they care more about their image in front of their relatives and friends in knowing that their child suffers from autism more than the disorder itself and how it affects their child. Therefore, these mothers need awareness in order to change their behavior so that their child will at least be able to live normally like other children."
	143473	Raghda Mostafa	Autism in Egypt	
	142437	Raghda Wael		
	141129	Sabrina Rabbat		Food Waste is an ongoing and problematic in every society worldwide. Throwing away food and letting it go to waste instead of making use of it has many negative effects on the environment on so many levels. The dissertation presents the history of food waste from antiquity until today. Afterwards, it examines the problem of food waste itself and its different sources. The reaction of the world to this issue is then discussed thoroughly. Finally, solutions on the level of consumers and markets as well as post harvest solutions are offered to show that there are various ways to reduce food waste.
	140219	Doaa Tammam	The Problem of Food Waste in Egypt	
	140805	Dahlia Sayegh		
	140169	Alya Ahmed		A campaign called Her Dream is the Priority, and it was focusing on girls following their dreams instead of pursuing marriage and finding a husband. The main target was mothers from B class and the ads were all about different girls, each one with a different dream job or career path wanting to pursue.
	144561	Rawan Ahmed	Her Dream is the Priority	







ID#	Student Name	Project Title	Project Title
	143741 Bothyna Walid	Organ Trafficking	Transplantation hasn't been only a life saving therapy; it has been a magnificent symbol of human solidarity, the donors save a whole family not only the patient, While Organ trafficking is forcing people to transfer their organs, it is treating the human as a product which can be bought, sold, and used for some materials gain. This campaigns tackles the 2 sides of trafficking in a way to raise awareness of people from different classes.
	143613 Yasmina Soliman		
	142191 Mariam Morgan		
144589	Eman Mahmoud		"This campaign aims at reducing the problem of garbage in Egypt, starting with a simple step but its results are great for the entire Egyptian society, which is throwing the waste in the places allocated to it. And then comes the role of the government in the collection and re-employment. Our campaign's aim and purpose is to change people behavior towards the garbage and raising the awareness."
14285	Sally Hussain		
136675	Mohamad Gamal		
	143529 Lina Hatem	Recycling "Fakar Abl Ma Tergy"	The campaign "Fakar Abl Ma Tergy" aims at changing the behavior and attitude of people toward recycling, and mainly towards reusing their old items without the need to purchase new items. It also aims to encourage people to think out of the box and to be creative regarding reusing anything they have with their own hands. The campaign will implement both TV and radio ads using different appeals including humor, comparison, and slice of life. The ads will be presented in traditional and social media, such as; television, radio stations, Internet, and outdoor. The campaign will also implement several PR activities to increase exposure and ensure the message gets across the maximum amount of people.
	144395 Alia Abouzekry		
	140665 Engy Tarek		







	ID#	Student Name	Project Title	Project Title
	144043	Roba Azzam		<p>"In Egypt, parents are unaware of the risks that their children might get exposed to when using these devices. Gaming stores do not follow the appropriate age and ratings given to these games while selling them to under-aged children. Thus, a social awareness campaign was necessary to make parents monitor their children use of technology and moderate how these devices are used and be aware of the harms that could be caused through technology and how time may pass without them being there for their children thinking that technology can replace parenting. The campaign aims to make children in Egypt have normal and healthier childhoods."</p>
	142151	Ahmed ElBatt	Modern Day Parenting: Technology as the Easy Way Out	
	141541	Hazem Zanaty		
	140813	Dina Zein		<p>Our graduation project was to conduct a full IMC campaign so we chose child sexual abuse to be our topic. We chose this topic as it is widespread all over the world especially in Egypt yet it is a very sensitive topic and no one tackles it. Based on our research we found out that mothers ignore the small signs that their children do unintentionally which can be a major cause of child sexual abuse. Accordingly we based our campaign on these small signs that shouldn't be ignored as well as the long term effects of child sexual abuse to raise awareness among mothers.</p>
	143789	Sara El Zanaty	Protect Their Childhood... Its Precious (Child Abuse)	
	143105	Mariam Mesiri		
	140025	Maram Ahmed		<p>A campaign that seeks to inform people about epilepsy as a medical condition, how to deal with it, and how can one's reaction to people who have epilepsy have a huge impact on their case.</p>
	143535	Mariam Magedi	Epilepsy	

ID#	Student Name	Project Title	Project Title
	144391 Karim Nour	Tourism in South Sinai	Aiming at refuting the typical stereotypical image of Sinai, this campaign that depicts the full profile of South Sinai as a touristic spot that remains to be not fully utilized and promoted for. This campaign mainly aims at increasing the awareness of audience towards areas in south Sinai in ana attempt to change the behavior of increasing the demand on such a place.
	144559 Omar Saeed		
	142977 Abdel Khalek El Gabri		
	143095 Doaa Ayman	Anti Immigration	A campaign that deals with immigration in its 2 forms; illegal or granted immigration, through shedding the light on the consequences of such a step and the hardships people go through in their pursuit of the picture perfect they have in mind.
	143807 Asmaa Tolba		
	141185 Pakinam Mamdouh		
	144965 Ahmed Samir	Enjoy the difference	In the midst of all the differences that arise in our society this campaign aims at informing people that "different" is not "dangerous" in a way that encourages accepting the other; in religion, culture, race, language...etc.
	144353 Ahmed Mahmoud Negm		

ID#	Student Name	Project Title	Project Title
	140185 Hussein Meligy		
	144605 Nada Refaat	Anti-Alcohol	A campaign that sheds the light on the alcohol consumption problem specially for the teenagers till the early 30s age range. The campaign aims at raising awareness of how such consumption might lead to problems not just on the health level but also on the social and economic levels of oneself.
	143253 Gawhara Amgad		
	134857 Mai Lokman		
	130171 Yasmine Habib	Breast Cancer	A Social campaign that deals with the information gap regarding breast cancer and its manner of spreading and escalating, this comes in light of the early detection as means of cure.
	143181 Lamees Tawfik		

ID#	Student Name	Project Title	Project Title
	145033 Amira Mohamed Fawzy Ibrahim Gad		
	144423 Engy Ahmed Labib El-Hakeem	Abusing the parents	"Abusing the Parents revolves around the kinds of abuse, how it make the family member being abused feel and how to prevent it by showing the abusers in directly what they do and so play on their emotional part. "
	141587 Habiba Reda Ibrahim El-Noushoukaty		
	145109 Nadine El Kamouni		
	142245 Nada Bartaw	Encourage Local Products	A project that emphasizes on the Egyptians excellence in handmade products, and other type of authentic work that comes in light of the current market status with the high competitiveness it faces from the imported products, given the doubtful stereotypical image people have regarding the local products... this campaign comes to change the attitude and behavior of Egyptians towards supporting their local production and sustaining its improvement.
	142453 Mariam Fayoumi		

	ID#	Student Name	Project Title	Project Title
	143949	Merna Fayez		
	144269	Loma Mohamed	Family Destruction due to social media	A campaign that chose to target the specific effect of social media specially Facebook on family ties and how such a tool for social bonding and network building can be the same tool that sever ties between family members living under the same roof
	143587	Asalah Mahmoud		
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	142227	Basma Rihan		
	143129	Mennatallah Ashraf	Effect of Verbal Abuse on Children	A campaign that aims at changing parents and seniors' attitude towards harmful and negative communication with children, that is based on the disastrous effects it has on their development, success, and potentials
	144245	Hager Ashraf		

ID#	Student Name	Project Title	Project Title
143461	Shady Magdy		
	144717	Fatma Mohamed	Self Medication
	134217	Pakinam Galal	A campaign that aims at informing people about the dangers of following the easy way of not going to see a doctor and get treated their own way, as it is becoming a problem amongst different classes in the society regardless of their social and educational levels,,, such a technique follows through to change the attitude and ultimately changing the behavior towards the need to follow up with a doctor no matter how simple the symptoms are.
	140141	Nour Waheed	
	144321	Hana Khaled	Disability Accessibility
	143073	Lojaine Mohamed	A campaign that seeks to push forward the acts and actions to maintain easy access of the 'Special Ability" people to different domains and spaces, this is done by focusing on presenting the potentials of those people if given access, as well as shedding the light on their current condition.
			

ID#	Student Name	Project Title	Project Title
	141069 Merna Ashraf		
	143285 Esraa Abdel Fatah	Encouraging Volunteer work	Whether in charity organizations, or for helping improving someone's living conditions, or supporting social development in general, this campaign aims at presenting different kinds and acts of volunteering and how it can pay off in great aspects for oneself and the whole society.
	141655 Salma Mohamed		
	140277 Malak El zawi		
	144229 Nora Mazhar	Blind People	A campaign that aims at supporting the visually impaired in being less marginalized in the society, through shedding the light on the potentials they have and the success stories they have achieved;
	144603 Hassan Mohamed		



Distinguished Graduation Projects
Class 2016-2017

I- Major: Broadcast



Karim El Gohary

karimelgohary07@hotmail.com

Title of Project: Cinema-tology

Supervisor: Dr. Noha Samir

Abstract

From the perspective of a group of independent cinema makers, comes this documentary as an insight on the independent cinema industry through the actual movie set of a young director; Karim El Gohary.

Through a very simple structure sustained with exquisite shooting and directing techniques the director gives account on the main tasks needed for cinema production and the problems in the independent production arena.

II- Major: Broadcast



Khaled El Nezamy

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Title of Project: El Qashah

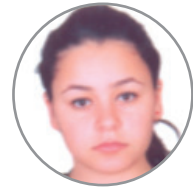
Supervisor: Dr. Affaf Tobbala

Abstract

Depicting one of Egypt's oldest and longest-route train " El Qashah", through a journey from Cairo to Luxor, in which the student features all the faces, characters and most importantly destinations of each passenger.

In his pursuit to produce a distinct documentary the student actually accompanied the various passengers throughout their trip from Cairo to their destination with the hope of reaching a place where their haven awaits.

III- Major: Journalism



Menna El Qadi

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Title of Project: ArchitEg
Supervisor: Dr. Hala El Zahed



Nada Haiba

nada_heiba@hotmail.com

Abstract

This magazine delves in Egypt's profound aspects of civilization and its heterogeneous marvels of eclectic architecture. It takes us on a tour to discover the magnificent places that bring history and modernity together to make for some of the most stunning architecture in the world.



Farida Ismail

farida_YAL@hotmail.com

IV- Major: Journalism



Randa Mohsen

randa_mohsen232@yahoo.com

Title of Project: Iwan

Supervisor: Dr. Hala El Zahed



Merna Ismail

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Abstract

The magazine tackles art from a developmental perspective. It endeavors to spread awareness of the fact that art can heal, educate, improve and develop both individuals and communities through shedding a light on the successful initiatives and NGOs that use art as a tool for a good cause.

IIV- Major: Journalism



Karim Tarek

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Title of Project: Psychological
Effects of Video Games on Children

Supervisor: Dr. Hala El Zahed



AbdelRahman Lotfy

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Abstract

This project sheds the light on the significant impact of video games on children gamers, as recent researches have proven that video gaming has a very powerful impact on people's perception, way of thinking, and social life.

A full IMC that comes to target parents and seniors to pay more attention to the disastrous effects of the seemingly friendly video games.



Lotfy-Omar Mohamed

arlotfy_27@gmail.com

IIIV- Major: Journalism



Hagar Ashrag

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Title of Project: The Effects of
Verbal Abuse on Children

Supervisor: Dr. Hala El Zahed



Basmah Rihan

basma_rihan@msn.com

Abstract

A campaign that aims at changing parents and seniors' attitude towards harmful and negative communication with children, that is based on the negative effects it has on their development, success, and potentials

The campaign further seeks to shed light on the alien concept of verbal abuse that has proven to be of a significant harm nevertheless it's seemingly subtle.



Mennat Allah Ashraf

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