



Accredited by NAQAAE

Cairo University
Faculty of Mass Communication
English Section

Student Guide

2020 – 2021

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The Speech of
Professor Dr. Mohamed El-
Khosht
Cairo University President



It is my pleasure to welcome you all at Cairo University and to send you my best wishes at the beginning of the academic year in which we all aspire to see Cairo University become a third generation university, in view of the comprehensive national security theory. We also anticipate the continuous development and progress which is carried out in order to cope with the local and international changes; this will, in turn, make Cairo University an outstanding and unparalleled university in the present and in the future because of its attempts to satisfy the needs of the society by providing educational and research services that greatly influence Egyptians and Arabs.

Undoubtedly, we all strive to continue the implementation of the new strategy of the university in all areas: scientific research, teaching, student activities, students' dormitories, students' hospitals, and the other sectors of education and students' affairs, university secretariat, graduate studies and research affairs, and community service. Because we always seek to achieve progress, the most important objective of this strategy is the revival and renewal of education, research, and culture. In fact, the strategy's major features are linking education and the national security theory, developing education to ensure students are not closed-

mindful, becoming part of the age of smart education and learning, using new and modern learning and teaching methods, developing assessment methods and exam questions, implementing governance, increasing creative activities, and developing curricula, books, and methods of examination. Moreover, the strategy also includes the following: elevation of students' competitiveness, renovation of students dormitories (developing the infrastructure and soft power), the Sports Village, and the faculties' courts and stadiums, improvement of medical and other services, mechanization of sectors, promotion of the spirit of innovation, creation of research teams, reinforcement of scientific solutions to problems, renewal of religious thought, development of cultural, artistic, literary and sports talents, achievement of social solidarity, and increase in the number of international students at the university.

Because we look forward to such a bright future, a lot of work awaits us. This year, we expect all faculties to perform their duties towards their students by building their character, enriching their minds, helping them understand their society and the process of development, whether on the national or personal level, and providing them with cultural, political and artistic awareness. The continued leadership of Cairo University in the coming period depends to a large extent on the continuation of development. We all believe in our vision, will and potential. We also believe that we are capable of achieving our ambitious dreams that serve one goal: the bright future of this old and prestigious university and this will not take place without the implementation of plans, in accordance with quality standards. As we look to the future, we have to work very

hard in order to fulfill a worthwhile mission, which is to ensure that students reach high levels of knowledge, skills and attitude, and; therefore, we hope that the faculties and institutes will do their best to make sure this mission is accomplished.

When it comes to the development of Cairo University in the coming few years, our dream is to reach the stars. However, this dream can only be fulfilled through a strategy that is based on advanced teaching skills, scientific methodology in research, efficient administrative performance, and, above all, further enhancement of the skills of the faculty and administrative staff members, which should be compatible with the latest developments in the field of quality assurance.

Finally, I wish with all my heart the success of my colleagues, the faculty and administrative staff members, and my dear students.

Prof. Dr. Mohamed El-Khosht

Cairo University President

**Speech of
Prof. Dr. Howyda Mostafa**
Dean of the Faculty of Mass
Communication



My Dearest Students,

At the beginning of a new academic year 2020/2021, and on the cusp of a new phase of your happy life, God willing, I am pleased to congratulate you, praying that God will help you and guide you towards a brighter future for your well-established college, your distinguished university, and our beloved Egypt.

Dear students, you should be proud of your affiliation with the Faculty of Mass Communication, Cairo University, the mother media school in Egypt and the Arab world. You should seek all sources of knowledge and participate with enthusiasm in all the cultural, scientific, athletic, artistic, and other student activities because University life is a fine blend of learning and developing all aspects of a student's personality.

In the coming years, we aim to preserve the position of our faculty of Media of leadership among its counterparts in Egypt and the Arab world, with the support of the University's President and the faculty professors. The door is open to all students, educational leaders, scholars, and other communication schools to advance the Egyptian and Arab media sectors and develop its plan through students

and graduates of the Faculty of Mass Communication, Cairo University.

The college and its scientific departments are considered as the real house of expertise for the advancement of Egyptian and Arab media. Our faculty works continuously to advance scientific research alongside professional training for students. Moreover, we spare no effort in pursuit of obtaining international accreditation. The media field constantly requires renewal, development, and keeping pace with modernity, whether on the research and academic side by completing scientific studies and research or on the professional side by solidifying professional standards. Similarly, it is integral to develop the administrative sector according to the latest technological advancements in order to achieve comprehensive development of the educational and research system.

In this regard, the college inaugurated an e-learning unit, which aims to support faculty members, teaching assistants, and students in the transformation into a blended education system to implement the decisions of the University's President, in an attempt to put Cairo University among the third generation universities.

We invite you to participate in developing and building a serious dialogue for the sake of the faculty's advancement and its position in Egypt and the Arab world. Starting today till your graduation day four years later, and even after graduation, we will always keep our promise of constant communication through several meetings organized by the faculty within its strategy to support and pay tribute to your wonderful achievements in the media job market.

I also call on you to take care of yourselves and adhere to all precautionary measures to confront the emerging coronavirus, COVID-19, to ensure that the academic year ends in peace with you in good health.

In conclusion, my daughters and sons, dear students, I wish you will become distinguished media professionals who change the media landscape for the better, for the prosperity of our dear home country, Egypt.

Prof. Dr. Howyda Mostafa
*Dean of the Faculty of Mass
Communication*

Speech of
Prof. Dr. Salwa El-Awadly
Vice Dean for Education
and Students' Affairs



My Dear Students,

Welcome to a new academic year in the oldest university in Egypt and the Arab World and the first faculty of mass communication at the Egyptian, Arabic and African level. The faculty of leading media studies that keeps up with modern developments in the age of digital transformation and in the field of communication technology.

The university is not a place for academic achievement only, but also for nurturing talents and creativity through participating in various students' activities whether they focus on art, sports, culture, and society.

Therefore, I encourage you to actively participate in different university activities through their legal channels such as The Students' Union, the activities of the Quality Assurance Unit and much more.

Let innovation and creativity be your motto in any work you do during your coming years in college whether at the level of academic courses or various student activities. I believe some of you have read or heard about the campaign launched by a number of media practitioners on social media platforms under the title "Don't study media" "بلاها"

"إعلام" to urge high school students not to consider joining our faculty because of what the media have suffered from recently. That campaign is based on the lack of vision of those pessimists who have launched it. We now live in a digital era that depends on interaction and dialogue and that is why we need media literacy and training to prepare a generation of qualified media practitioners, which our faculty can well-provide. All you need is diligence and perseverance to achieve success.

The beginning of the university school year this year represents a very different situation at the present time in light of the exceptional circumstances imposed by the Corona pandemic as the Corona virus has become a part of our lives. The study begins this year based on distance learning in addition to direct lectures with the aim of maintaining students' participation and the health and safety of everyone, in pursuit to find a balance between learning and safety, which is not easy.

In all cases, there is no decision without positives and negatives at the same time. Still, coexistence with Coronavirus means that there is a double effort for everyone including professors, students, and parents, in order to pass through this period safely, hoping that God will hasten relief soon. May God protect us all from all evil.

My best wishes to my sons and daughters who are starting their first year in the Faculty of Mass Communication. Wish you all a successful academic year and university life.

Prof. Dr. Salwa El-Awadly

Vice Dean for Education and Students' Affairs

**Speech of Prof. Dr. Shaimaa Zo
El-Fakar**
Head of the English Section



My Dear Students,

It gives me pleasure to welcome you in the English Section in the Faculty of Mass Communication where you are going to start a new chapter of your life fulfilling your dreams with the help of all professors and staff whom you will find available all the time to teach, help and guide you.

Now, you are part of the most prestigious Mass Communication School in the Middle East in an era that is witnessing an accelerating pace of changes in the field of media. This fact will put a responsibility on you to keep up with these changes every day.

In the English Section, you will learn different specializations; radio and TV, journalism and integrated marketing communication. In the fourth year, you will choose the specialization of your graduation project as you would have acquired throughout your four years of study all the needed skills to carry out that project in a professional level.

During your study, you'll develop an understanding of the relationship between mass media and society. Through academic study and hands-on learning in our fully

equipped studios and labs, you will be well prepared for all careers in the field of media.

Dear students of cohort 2020- 2024, you are starting your university life amid a pandemic virus (COVID 19) that hit the world last academic year and forced all educational institutions to depend more on online learning, and in your first semester, we will be depending on a kind of blended learning that mixes between online and face-to-face lectures. Actually, the experience has its positive sides that we are all learning from how to depend more on new applications and platforms of teaching that I hope it will be added to your positive memories of university life when you are working in the media in the near future.

Prof. Dr. Shaimaa Zo El-Fakar

Head of the English Section

Introduction

The Faculty of Mass Communication established the English Section program in the academic year 2005/2006 using the credit hours system. Using English as the primary teaching language, the English section is one of the pioneering educational programs in Egypt, as it allows students to study all subjects in English language and prepare them to deal with various international media organizations and to enhance their language through college practice.



Students at the English Section receive a variety of communication related content from Journalism, Integrated Marketing communication and the Radio and TV fields. Starting from their third year, students choose the courses they want to enroll in according to their preferences, as there is no specialization in the English Section Program. Students are given the opportunity to choose their own graduation project specialization.

As we are living in the era of media convergence in which the media personnel should be aware of every kind of media around them, the students will have a general and broad perspective from the different courses that will allow them to be informed about different media and how to deal with each of them. Beside that education in the English section depends on both national and international books, which bring the worldwide experience in different media organizations and help students to cope with it.

Graduates will have many career opportunities in public and private media companies, as they will have knowledge and information about all media aspects. They may work in Radio and TV stations in careers such as media writing, video shooting, editing, directing, or program hosting. They may also work in the journalism field whether in newspapers or magazines or news websites, as journalists and news editors. The English Section graduates might also work in different advertising agencies and Public relations departments in companies. They have future broad careers

like event management, client service, marketing, campaigning and social media specialists.

Mass Communication plays an influential role in the modern society of the 21st century, where the world is witnessing a remarkable and unprecedented explosion in communication technology and media..That's why the English Section program will empower students with media knowledge, critical thinking, and most importantly, understanding media issues in their socio-economic and global contexts, as well as skills necessary to work and compete in an advanced technological and global environment.

Faculty Departments

The College has the following scientific departments:

- 1- The Journalism department.
- 2- The Radio and Television department.
- 3- The Public Relations and Advertising department.
- 4- The English Section (EMCCU).
- 5- The Electronic Journalism Program.
- 6- The Media Open Education Program.

Bachelor Degrees offered by the college

Cairo University, upon faculty of Mass Communication request, offers Mass Communication Bachelor degree in one of the following specializations:

- 1- Journalism.
- 2- Radio and Television.
- 3- Public Relations and Advertising.
- 4- Mass Communication in English.
- 5- Electronic Media Program.
- 6- Media Open Education Program.

Vision and mission of the English Section

Vision:

Besides making its students able to master the English language, the English Section seeks to prepare and qualify distinct graduates academically and professionally to be able to work in the media environment and face conditions of the modern era.

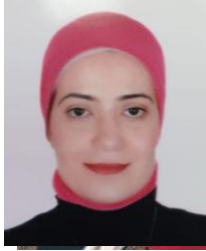
It urges them to compete in the labor market through the study of different courses and to try to broaden their skills in terms of dealing with modern technology, tools and through interaction in English and Arabic throughout the four years.

Mission:

Prepare graduates who have the academic and professional knowledge to be distinguished in all aspects of media work.

The English Section Staff
(In alphabetical order)

Professors



Prof. Dr. Hanaa Farouk
Journalism Department



Prof. Dr. Hanan Guneid
Public Relations & Advertising
Department



Prof. Dr. Hebatalla El Semy
Radio & Television Department



Prof. Dr. Shaimaa Zo El-Fakar
Radio & Television Department



Prof. Dr. Walid Fathalla
Radio & Television Department

Associate Professors



Dr. Bassant Mourad
Radio & Television Department



Dr. Nermine Al-Azrak
Journalism Department

Faculty Lecturers



Dr. Eman Soliman
Public Relations & Advertising
Department



Dr. Gihan El Betar
Public Relations & Advertising
Department



Dr. Hany Mohamed Ali
Journalism Department



Dr. Hayat Badr
Public Relations & Advertising
Department



Dr. Heba Morsy
Public Relations & Advertising
Department



Dr. Maha Bahnassy
Public Relations & Advertising
Department

EMCCU Lecturers





 <p>Dr. Menna Abd El-Hamid Radio & Television Department</p>	 <p>Dr. Menna Ehab Journalism Department</p>
 <p>Dr. Radwa Mabrook Journalism Department</p>	 <p>Dr. Rehab Hany Journalism Department</p>

The English Section External Staff

Mr. Ahmed Nader	Mr. Ahmed Sameh Saadallah
Prof. Alaa Rafaat	Ms. Dalia Amin
Dr. Dalia Azmi	Dr. Dina Talaat
Dr. Fatma El-Zahraa	Dr. Gaylan Sharaf

Abdel Fattah	
Dr. Hamouda Saeed	Mr. Hossam Diab
Dr. Mahmoud Azmi	Dr. Mona Badran
Dr. Mostafa Yacoub	Mr. Nader Habeeb
Dr. Noha Atef	Dr. Osama El-Saeed
Mr. Tarek El Sonoty	Prof. Tomader Naguib
Dr. Sahar Talaat	Dr. Vivian Morad
Dr. Yasser Tawfik	Dr. Zakareya Mohamed



EMCCU Assistant Lecturers

 <p>Amira Ahmed Radio & Television Department</p>	 <p>Dina Maurice Radio & Television Department</p>
 <p>Norhan Hesham Journalism Department</p>	 <p>Reham Salah Radio & Television Department</p>

Student Guide (Undergraduate)

 <p>Sarah Khater Public Relations & Advertising Department</p>	 <p>Sara Sherif Journalism Department</p>
 <p>Zahraa Badr Journalism Department</p>	

EMCCU Teaching Assistants

 <p>Aliaa El Shabassy Public Relations & Advertising Department</p>	 <p>Asmaa Abd El-Raouf Public Relations & Advertising Department</p>
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Christine Saad
Public Relations & Advertising
Department



Laila Khaled
Public Relations & Advertising
Department



Nada Ehab
Radio & Television Department



Nada Hamouda
Public Relations & Advertising
Department



Nameess Ahmed
Radio & Television Department



Sara Emam
Public Relations & Advertising
Department

Student Guide (Undergraduate)



Sherry Essam
Radio & Television Department

Study Policy

To get a Bachelor degree, a student must study 132 credit hours over eight semesters. Courses requirement include general requirements, college requirements and sections' requirements. Three credit hours are given to each course. The college' s Board - upon the scientific sections' suggestions – determines the actual hours for each course and subjects that has practical and field studies. Two practical and field study equal one credit hour.

1- Credit hours system is the basis for undergraduate studies.

One Credit hour means one theoretical lecture a week. It equals two hours a week in laboratories, practical lectures, workshops and training. A semester consists of sixteen weeks.

2- To get a Bachelor degree in Mass Communication students must finish four academic years. The academic year that is – approved by Cairo University – Consists of two semesters. There is a two-week mid-year vacation between the two semesters. It is possible to offer a condensed summer semester which would include two courses (six credit hours) at the most.

3- To obtain the Bachelor degree students must finish 132 credit hours distributed among the four years (eight semesters), that

is, 33 credit hours average every academic year. The three credit hours per course equals 44 courses total.

- 4- Undergraduate students, according to credit hours system, are classified into four levels as follows:
 - a- First level: when first joined the college.
 - b- Second level: after finishing 33 credit hours.
 - c- Third level: after having 66 credit hours.
 - d- Fourth level: after having 99 credit hours.
- 5- Students, at the beginning of each semester – according to the college approved evaluation – have to register their courses. The maximum hours that a student has to take are 18 credit hours a week (six courses). This share could be raised to 21 credit hours a week if the student would be graduating in the same semester.
- 6- If the student gets grade point average (GPA) less than 2 (two) at the end of the semester he / she will receive an academic ultimatum and his / her study load would come down to 12 credit hours (four courses at the most). If the student, on the next semester, could not get at least 2 GPA he / she will receive a second academic ultimatum and his / her study load would come down to (9) credit hours (three courses) until his / her GPA goes up to (2) at least.

- 7- The student must attend his / her theoretical and practical lectures of the courses he / she have registered in with a minimum of 75% attendance. If the absence rate exceeds 10% of the number of theoretical and practical hours, he / she will receive a first ultimatum. If his / her absence rate became 20% or more of the number of theoretical and practical hours, he / she will receive a second ultimatum. If his/her absence rate became 25% and above from the number of theoretical and practical hours, he/she will fail in the course. In his / her study record semester rate and GPA, grade F (fail) will be recorded.
- 8- **Omission, additions and drop:** students can omit and add two courses at the most (3-6 credit hours) at the end of the second week from the beginning of the study. The deadline for omitting any course without considering a fail, is the end of the fourth week from the beginning of the study. It will be written on the student's academic record "W" (withdrawal). No credit hours or grade for this course. When withdrawing from any course after the deadline, the student will fail in this course and the grade will be recorded on his / her academic record as "fail". This course and its grade are counted when preparing the students semester rate and the GPA.

9- In-complete grade: Students have to attend the final exam. It is possible to write down on the student's academic record in- complete "INC" if he / she did not attend the final exam for a force majeure accepted by the Board. The student who posted for him / her "INC" has to revoke this situation on the date the college management sets for his / her. If the student fails in this course, it is his / her right to add this course if he / she attends the exam during the additional period and this course offered among the study in the same semester. If the student stopped his / her registration at a semester and he / she has to revoke the status "incomplete" during this semester he / she has to do so on the first semester he / she was reregistered in.

In-complete status application is accepted only if the student was attending his / her courses and his / her absence rate didn't exceed 20% and his/ her semester works total marks of this course was not less than 60%.

10- Stop registration:

Students may stop registration after the first semester for a period not more than three scattered semesters or two consecutive ones. This could happen based upon an acceptable excuse approved by the Board.

Evaluation and Exams

- 1- A Student's academic record is the document that contains what he / she has studied, the courses that are completed, his / her grades of each course and the semester's rate and GPA. This document is stamped by the college seal.
- 2- The semester's rate is calculated by adding the point's student has earned from the courses he / she has studied divided by the number of these courses in the semester. The GPA is the grade average of all courses studied.
- 3- There are a hundred degrees for each course, distributed as follows: 50 degrees for semester works (20 degrees for attendance, 10 degrees for participation and semester works assigned by the professor, 20 degrees for mid-term test) 50 degrees for the final exam). The College Board could set other standards for distributing the degrees of some courses that are of practical nature.

Student Guide (Undergraduate)

4- Student's grades of each course (2008/2009 and after) are calculated as follows:

Percentage	Grade	Value of number of points
90% and above	A	4
From 87% to less than 90%	A-	3.7
From 84% to less than 87%	B+	3.4
From 77% to less than 84%	B	3
From 77% to less than 80%	B-	2.7
From 74% to less than 77%	C+	2.4
From 70% to less than 74%	C	2
From 67% to less than 70%	C-	1.7
From 64% to less than 67%	D+	1.4
From 60 % to less than 64%	D	1
Less than 60%	F	Zero

5- GPA and graduation grades are calculated as follows:

GPA	Degree
3.5 and more	Excellent
3 and less than 3.5	Very Good
2.5 and less than 3.0	Good
2 and less than 2.5	Pass
Less than 2.0	Fail

The first honorarium degree is given to a student who has fulfilled all graduation requirements with a GPA 3.6 and above. The second honorarium degree is given to students with GPA 3.4 to less than 3.6. To obtain honorarium degrees, students should not have got grade "F" in any course during their whole study period.

- 6- To obtain the Bachelor degree (2008/2009 and after), students according to the Supreme Council of Universities decision must have ICDL certificate.

Academic Advisor:

The faculty assigns one of the staff as an academic advisor to guide and direct students to choose the courses that suit their abilities and capacities. The role of the academic advisor with students starts from day 1 when they first admit to the faculty until their graduation day. The role of the academic advisor is not only limited to guiding and helping students, but also he/she studies their psychological and social status and follow up their studying process and ability to learn. They also encourage students to visit them regularly during the semester. The opinion of the academic advisor is counseling, whereas students are responsible for the courses they choose to register in with their own free will.

Courses Registration:

- 1- The minimum number of credit hours to be registered per semester is 9 hours, that is three courses, and the maximum is 18 credit hours (six courses).
- 2- Students get their registration cards from the academic advisory department.
- 3- Students, then, go to the academic advisor to help them choose the courses suitable for them.
- 4- Students, then, go to the registration office to register on the computer.
- 5- Students get from the registration office their study schedule which contains the courses they have registered and their dates.

Courses classification in the English Section

1- Core Courses

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practical hours	Level
COMM 100	Arabic 1		3	3		First level
COMM 101	Arabic 2		3	3		First level
COMM 102	English 1		3	3		First level
COMM 103	English 2		3	3		First level

2- Professional Courses

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practical hours	Level
COMM 113	Principles of Communication	-	3	3	-	First level
COMM 114	Introduction to Journalism	-	3	3	-	First level
COMM 115	Introduction to Radio & TV	-	3	3	-	First level
COMM 116	Introduction to Marketing Communication.	-	3	3	-	First level
COMM	Media	-	3	1	4	Second

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211	Translation 1					level
COMM 212	Journalism Writing and reporting	-	3	2	2	Second level
COMM 215	Writing for Radio & TV	-	3	2	2	Second level
COMM 311	Media Translation	211	3	-	-	Third level
COMM 312	Communication Technology	-	3	3	-	Third level
COMM 313	Internet Publishing	201	3	2	2	Third Level
COMM 314	Newspaper Layout and Design	-	3	2	2	Third level
COMM 315	Production of Promotional material	-	3	3	-	Third level
COMM 322	Advanced Newspaper Writing	-	3	2	4	Third Level
COMM 323	Magazine Writing and Reporting	-	3	2	2	Third level
COMM 332	Directing Radio & TV Programs	-	3	2	2	Third level
COMM 333	Radio & TV Editing	-	3	2	2	Third level
COMM 342	Marketing and Media Research	-	3	2	2	Third level
COMM 343	Consumer Behavior	-	3	2	2	Third level
COMM 401	Media Laws and Regulations	-	3	3	-	Third Level
COMM 411	Media Criticism	-	3	3	-	Fourth level
COMM	Webcasting	201	3	2	2	Fourth

Student Guide (Undergraduate)

412						level
COMM 413	E-Marketing	201	3	2	2	Fourth level
COMM 421	Press Translation	-	3	1	4	Fourth level
COMM 422	Newspaper Management and Economics	-	3	3	-	Fourth level
COMM 423	Research Methods in Journalism	-	3	2	2	Fourth Level
COMM 431	Radio & TV Drama	-	3	1	4	Fourth level
COMM 432	Radio & TV Performance	-	3	3	-	Fourth level
COMM 433	Radio & TV Research Methods	-	3	2	2	Fourth Level
COMM 441	International Marketing	-	3	3	4	Fourth level
COMM 442	Creative and Media Strategies	-	3	2	2	Fourth level
COMM 443	Writing for PR and Advertising	-	3	2	2	Fourth Level

3- Elective courses

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practical hours	Level
COMM 106	Current Political Issues	-	3	3	-	First Level
COMM 107	Principles of Economics	-	3	3	-	First Level

4- Humanitarian and Social Sciences Courses

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practic-al hours	Level
COMM 105	Business Communication	-	3	3		First Level
COMM 108	Sociology of Communication		3	3		First Level
COMM 109	Social Psychology of Communication	-	3	3		First Level
COMM 201	Word Processing	104	3	1	4	Second level
COMM 202	Interpersonal communication	-	3	3	-	Second level
COMM 203	Communication research Methods	-	3	2	2	Second level
COMM 204	Media Literacy	-	3	3	-	Second level
COMM 205	Public Opinion	-	3	3	-	Second level
COMM 206	Media and Society	-	3	3	-	Second level
COMM 301	International Communication	-	3	3	-	Third level
COMM 302	Theories of Communication	-	3	3	-	Third level
COMM 402	Social Marketing	-	3	3	-	Fourth level

5- Computing and Statistical Courses

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practical hours	Level
COMM 104	Computer Essentials	-	3	1	4	First Level
COMM 109	Principles of Statistical Analysis		3	2	2	First Level

6- Field Training

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practical hours	Level
COMM 200	Photojournalism	-	3	2	2	Second level
COMM 213	Graphic Design	-	3	2	2	Second level
COMM 214	Radio & TV Production	-	3	2	2	Second level
COMM 321	Advanced Newspaper Reporting	-	3	2	2	Third level
COMM 331	Broadcast Journalism	-	3	2	4	Third Level
COMM 341	Integrated Marketing Communication	-	3	3	-	Third Level

7- Graduation Project

Course Code	Course Title	Prerequisite	C.H	Number of Theoretical hours	Number of Practical hours	Level
COMM 414	Media Campaigns	-	3	-	6	Fourth Level
COMM 460	Graduation Project	-	3	-	6	Fourth level

EMCCU Courses

- 1- Shooting
- 2- Documentary
- 3- Voice coaching
- 4- Investigative reporting
- 5- Communication skills
- 6- Script writing
- 7- Presentation skills
- 8- Mobile film production
- 9- News reporting
- 10- News production
- 11- Editing
- 12- Directing
- 13- Digital marketing
- 14- Branding
- 15- Camera techniques

EMCCU Festivals, Events, Field Visits & Student Training

Students' Orientation, September 2019





Students' Production Festival, February 2020

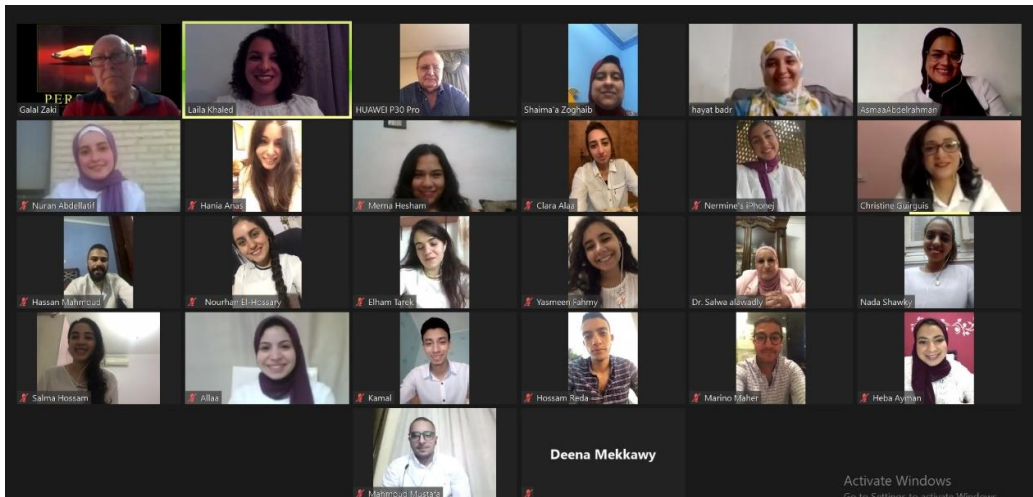




Video Graduation Projects' Discussion Panel, 2020



IMC Graduation Projects' Discussion Panel during Coronavirus Circumstances, 2020



Journalism Graduation Project's Discussion Panel during Coronavirus Circumstances, 2020



“Because It’s Worth It!” Webinar, September 2020





Freshmen and Sophomores Production in different courses during the academic year 2019/2020





Field Visits



Akhbar El-Yom field visit, December 2019



Al-Ahram Weekly field visit, October 2020



Ahram Commercial Presses and Takla & Heikal Museum, October 2020

EMCCU Courses Instructors



Lina El-Gadban
Union of Media Women in Egypt for Development



Shahira Amin



**Director
Hany Samir**



**Content Creator
Ola Ayyad**



**Mobile Journalism Trainer
Osama El-Deeb**

EMCCU Workshops in Content Creation, Mobile Journalism & TV Directing during the Academic Year 2019/2020



Student Guide (Undergraduate)



E3lam Online Radio Training in the faculty studios, 2020



EMCCU Students' training as TV presenters on Channel 2, Egyptian Radio & Television Union (ERTU), 2020



Graduates since 2009 till now



Class 2009



Class 2010



Class 2011



Class 2012



Class 2013



Class 2014



Class 2015



Class 2016



Class 2017



Class 2018



Class 2019



Class 2020

EMCCU Students' Achievements



"Cubic Meter" short documentary and first 3D film to be completely executed by Egyptians (graduation project 2010) won the best TV report in the 9th Arab Media Forum held in Kuwait in April 2012.



"Cinema Cosmos" magazine (graduation project 2015) won first place in the Journalism competition organized by the Arab Innovation Media Festival held in December 2015.



"GoPro" IMC campaign (graduation project 2015) won third place in the PR and Advertising competition organized by the Arab Innovation Media Festival held in December 2015.



"Interview Room" short movie by EMCCU student Islam El-Semary won second place in the International Mobile Film Festival held in September 2016.



“Gowa El-Sandoq” documentary (graduation project 2017) won the best documentary in the first Media Science Cairo Festival held in November 2017.



One of the radio ads of “JOE Academy” IMC campaign (graduation project 2017) won the second place as the best radio ad in the first Media Science Cairo Festival held in November 2017.



“Voy” documentary (graduation project 2017) won the best short documentary film in the Students Competition which was part of The Ismailia International Film for Short films & documentaries held in April 2018.

Student Guide (Undergraduate)



One of the radio ads of “Al Galala” IMC campaign (graduation project 2018) won the third place as the best radio ad in the 4th Media Students’ Innovation Shorouk Festival held in March 2019.



“Mojo” website (graduation project 2018) won the third place as the best Electronic Journalism project in the 4th Media Students’ Innovation Shorouk Festival held in March 2019.



SPORTRAIT graduation project team 2020 has succeeded in getting the sponsorship and cooperation of the Ministry of Youth and Sports under the supervision of Dr. Ashraf Sobhy, the Minister of Youth and Sports.



Aya Ramadan, an EMCCU freshman, won the 2nd place with her podcast "Small Details" in the Quarantine Media and Film festival 2020, organized by the Faculty of Communication and Mass Media, The British University in Egypt.



Rowayda Essam, an EMCCU freshman, won the second place in Cairo University "Ideal Student" competition.