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**Cairo University**  
**Faculty of Mass Communication**  
**English Section**

**Student Guide**

**2017– 2018**

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



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It's my greatest pleasure to send you my kindest regards with the start of the new academic year, in which we look forward together to Cairo University's transition into a third generation university in light of the ongoing process of development, in order to suit the national and international standards. This will make it a pioneer, gratifying the educational and research needs of our society and making a true difference for Egyptian, as well as, Arab citizens.

We undoubtedly thrive to execute the university's new strategy in all its academic fields, its scientific research, teaching, students' activities, students' on campus housing, the students' hospital, as well as, the sectors of student services, board of trustees, graduate programs, and community service sector. One of the key aims of this strategy is to create an educational, research and cultural development through connecting education to the theory of national security, improving the quality of education, in order to foster open-mindedness, conquering the era of smart education, developing the curricula, using the latest

educational and learning methods, developing the evaluation and exams format, developing the academic administration, expanding creative activities, applying the rules of governance, increasing the students competitiveness, developing the on campus housing, as well as, the university sports courts, improving services, improving the medical services, fostering the innovative spirit, research teams, and scientific problem solving, rejuvenating the religious discourse, developing the cultural, artistic and sportive talents, discovering stars, and increasing the number of international students.

Since we look forward to the future, we have a lot to accomplish. Therefore, we expect this year from all the faculties to perform their duties to the fullest, enhancing the students' characters, enriching their awareness, giving them insight into the society they live in, and into how to develop their country, themselves, and their personal skills, in addition to spreading cultural, political and artistic awareness. Cairo University believes in its vision, its determination, its potentials, its ambitions and its dreams that will lead the university towards a shining future. This cannot be achieved without following through the plans according to the quality assurance standards. The mission that we strive to accomplish is for our graduates to be fully prepared scientifically, skillfully, and behaviorally to become active participants in our society.

Our ambition is that we go the farthest mile in terms of development within the next couple of years. This will

not happen without carefully planned strategies depending on advanced teaching skills, scientific methodology in research, technical performance in administration and prior to all that, developing the skills of the faculty, as well as, the administration staff in a way that coincides with the development occurring with the quality assurance processes.

In the end, I wish my fellow faculty members, staff and our dear students the best of luck...

***Prof. Dr. Mohamed El-Khosht***

*Cairo University President*

**Speech of**  
**Prof. Dr. Hebatalla El Smary**  
Dean of the Faculty of Mass  
Communication



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*Dear students,*

Welcome to the Faculty of Mass Communication, Cairo University.

Cairo University is one of the greatest Egyptian universities; established in 1908. Furthermore, the Faculty of Mass Communication is the oldest among its peers in Egypt and the Arab World.

You have joined this Faculty because you desire to become distinguished media practitioners who play an essential role in serving our country. The Faculty of Mass Communication pays particular attention to the process of training and breeding future media practitioners; an issue that is reflected upon the faculty's vision, mission, and objectives as follows.

Through its vision, the Faculty aspires to maintain its position and its leadership as one of the most prestigious mass communication faculties in the Arab world, in order to

achieve a privileged position on the international level. Through its mission, the Faculty commits to, first, qualifying the graduates academically, professionally, and technologically to meet the needs of the labor market and competition requirements on all levels, together with raising the level of their commitment to social, professional and ethical responsibilities towards our country and towards community issues. Second, the faculty is keen on supporting scientific research related to community issues and problems. Third, the faculty is working on increasing its expertise in the fields of media literacy, training and community service.

*My dear students,*

The university is not just a place for education, but it's also a place for fostering talents and expressing students' potential through artistic, sport, cultural and scientific activities. Therefore, I invite you to actively participate in all the university activities (including Students' Union, faculty activities, university activities and quality assurance activities) so that your academic life would be consistent with the slogan of "Development and Change" that we seek for our country. This is considered a first step for you to participate in public life after that.



While seeking an active role within your faculty, you must ask yourself: What can I possibly offer my faculty? How can I contribute to make it achieve excellence? You should make your dreams and ambitions real in light of your interaction with your academic life. Do not forget that a good media practitioner is the one capable of active participation in all that takes place around her/him and has a clear role in the development and security of the country.

***Prof. Dr. Gehane Yousri***  
*Dean of the Faculty of Mass  
Communication*

**Speech of**  
**Prof. Dr. Walid Fathalla**  
Vice Dean for education  
and students' affairs



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*Dear students of the Faculty of Mass Communication, Cairo University,*

The faculty is working on providing the best opportunities for education and training based on its basic structure of labs and studios, as well as its human workforce including a group of faculty staff in all media specializations. I recommend that you use this opportunity to benefit from your professors' knowledge and expertise and enrich your knowledge and skills inside the faculty halls and labs as well as outside the faculty with more knowledge and practical training.

I recommend seriousness in your studies and making use of your time; either by studying or by participating in students activities. Students activities with all its various branches including cultural, sport, and social activities refine students experiences and expand their perceptions of the world around them as well as provide them with the opportunity to meet and interact with their counterparts from their faculty or from different faculties.

My dear students, the university is not only a place for learning; it's also a place for educating minds and ethics. I hope you use the years of your academic study in managing a good discussion about all life and social topics that are of interest to all Egyptian citizens with your colleagues and professors. The base of any argument and debate that occur within the faculty is to respect each others' points of view even if we do not agree.

I promise to provide you with all the help I can to solve all the problems and to overcome all the obstacles that you may encounter inside the faculty and I await your efforts, punctuality and hard work. I will be happy when the academic year ends with each of you achieving what they hoped for.

*Prof. Dr. Walid Fathalla*  
*Vice Dean for Education*  
*and Students' Affairs*

**Speech of Prof. Dr. Amany Fahmy**  
Head of the English Section, Faculty of  
Mass Communication, Cairo University



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*Dear students,*

This era we live in has revolutionized the information flow. Information now goes viral in a matter of seconds, making the rhythm of decision-making in media organizations more than quadruple, unfortunately, sometimes at the expense of being professional. Accuracy, credibility and accountability are the media's trilogy, if any of them is sacrificed; the media are doomed to be mere platforms for rumors, biases and misinformation.

The English Section – resting on the same Pillars of the Faculty of Mass Communication - has been breeding generations of mass communicators with impeccable ethical standards. Thus, it represents a beacon of hope for the preservation of impartiality and professionalism in the media.

The EMCCU's graduates have proved themselves as worthy of that beacon, doing this very institution proud. As for yourselves, you represent the future guardians of the sanctity of the media as the fourth estate, always professional, ethical and free.

***Prof. Dr. Amany Fahmy***  
*Head of the English Section,*  
*Faculty of Mass Communication,*  
*Cairo University*

## **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



**Professor Dr. Amany Fahmy**  
Head of the English Section and Professor in  
the Radio & Television Department

### Professors



Prof. Dr. Walid Fathalla



Prof. Dr. Heba El-Semary



Prof. Dr. Hanan Guneid



Prof. Dr. Mohamed Hossam

**Associate Professors**



Dr. El-Amira Samah



Dr. Dina Orabi





Dr. Mona Magdy



Dr. Nermine Al-Azrak

## Lecturers

 <p>Dr. Ayman Abdel Hady</p>	 <p>Dr. Dalia Othman</p>
 <p>Dr. Eman Soliman</p>	 <p>Dr. Gihan El Betar</p>
 <p>Dr. Hany Mohamed Ali</p>	 <p>Dr. Hayat Badr</p>

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Dr. Khaled Gamal



Dr. Maha Bahnassy



Dr. Sally Ahmed



Dr. Sara Elmaghraby



Dr. Yasmine Ahmed

## The English Section External Staff

<b>Dr. Alaa Rafat</b>	<b>Dr. Dalia Amin</b>
<b>Dr. Marwa Al-Moafy</b>	<b>Dr. Mohamed Mehanna</b>
<b>Dr. Mostafa Yaacoub</b>	<b>Dr. Noha Atef</b>
<b>Dr. Reham Bahi</b>	<b>Dr. Tomader Naguib</b>
<b>Dr. Yasser Tawfik</b>	<b>Dr. Zakareya Mohamed</b>

## The EMCCU Assistant Lecturers & Teaching Assistants

 <p><b>Dina Maurice</b> Assistant Lecturer in the Radio &amp; Television Department</p>	 <p><b>Menna Abd Elhamid</b> Assistant Lecturer in the Radio &amp; Television Department</p>
 <p><b>Menna Ehab</b> Assistant Lecturer in the Journalism Department</p>	 <p><b>Rehab Hany</b> Assistant Lecturer in the Journalism Department</p>

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**Reham Salah**  
Assistant Lecturer in the Radio &  
Television Department



**Aya Medhat**  
Assistant Lecturer in the Radio &  
Television Department



**Nermine Abouel Ez**  
Assistant Lecturer in the Radio &  
Television Department



**Sarah Khater**  
Assistant Lecturer in the Public  
Relations & Advertising  
Department



**Amira Ahmed**  
Teaching Assistant in the Radio  
& Television Department



**Christine Saad**  
Teaching Assistant in the Public  
Relations & Advertising  
Department





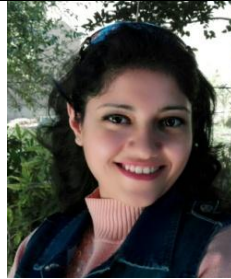
**Nada Ehab**  
Teaching Assistant in the Radio  
& Television Department



**Norhan Hesham**  
Teaching Assistant in the  
Journalism Department



**Sara Sherif**  
Teaching Assistant in the  
Journalism Department



**Sherry Essam**  
Teaching Assistant in the Radio  
& Television Department



**Zahraa Badr**  
Teaching Assistant in the  
Journalism 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.

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

<b>Percentage</b>	<b>Grade</b>	<b>Value of number of points</b>
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:

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

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

**3- Elective courses**

<b>Course Code</b>	<b>Course Title</b>	<b>Prerequisite</b>	<b>C.H</b>	<b>Number of Theoretical hours</b>	<b>Number of Practical hours</b>	<b>Level</b>
<b>COMM 106</b>	Current Political Issues	-	3	3	-	First Level
<b>COMM 107</b>	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 2016- 2017

No. of students	No. of hours	Program date	Targeted student level	Teaching assistant	Coach name	Training course	م
25	18 hours	Tuesday 2016/10/11 2016/10/18 2016/10/25	2 <sup>nd</sup> and 3 <sup>rd</sup> level			SHOOTING	1
25	18 hours	Tuesday 2016/10/11 2016/10/18 2016/10/25	2 <sup>nd</sup> and 3 <sup>rd</sup> level			SHOOTING	2
32	18 hours	Tuesday 2016/11/1 2016/11/8 2016/11/15	2 <sup>nd</sup> and 3 <sup>rd</sup> level			SHOOTING	3
25	12 hours	Tuesday 2016/11/1 2016/11/8	Forth level			Documentary	4
40	6 hours	Saturday 2016/11/5	2 <sup>nd</sup> and 4 <sup>th</sup> level			Documentary	5
25	18 hours	Saturday 2016/11/ 3 2016/11/09 2016/11/ 17	First level			Voice coaching	6
40	6 hours	Saturday 2016/11/12	3 <sup>rd</sup> and 4 <sup>th</sup> level			Investigative reporting	7
15	4 hours	Monday 2016 /12/5	First level			Communication skills	8
80	6 hours	Saturday 2016 /12/10	Forth level			Script writing	9

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No. of students	No. of hours	Targeted student level	Teaching assistant	Instructor name	Training course	n
20	18 hours	2 <sup>nd</sup> and 3 <sup>rd</sup> level			SHOOTING	1
20	18 hours	2 <sup>nd</sup> and 3 <sup>rd</sup> level			SHOOTING	2
20	12 hours	Forth level			Documentary	3
20	12 hours	Third level			Documentary	4
20	18 hours	1 <sup>st</sup> and 2 <sup>nd</sup> level			Voice coaching	5
20	12 hours	3 <sup>rd</sup> and 4 <sup>th</sup> level			Investigative reporting	6
20	12 hours	Forth level			Script writing	7
40	12 hours	First level			Presentation skills	8
20	12 hours	Third level			Mobile films production	9
20	18 hours	2 <sup>nd</sup> and 3 <sup>rd</sup> level			News reporting	10
20	18 hours	Third level			News production	11
20	18 hours	3 <sup>rd</sup> and 4 <sup>th</sup> level			Editing	12
20	12 hours	Forth level			Directing	13
20	12 hours	2 <sup>nd</sup> and 3 <sup>rd</sup> level			Digital marketing	14
20	12 hours	3 <sup>rd</sup> and 4 <sup>th</sup> level			Branding	15



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**EMCCU Festivals & Events**  
**EMCCU Media Professionalism Seminar**  
**Dec, 1<sup>st</sup> 2016**



Isaad Younis CBC TV Anchor



Sherif Amer  
MBC TV Anchor



Dr. Mohamed Said Mahfouz  
TV Anchor, Writer & Filmmaker



Gamal Eneyet: Orbit TV Anchor



Dr. Amal Fawzy  
Chief Editor of (Nos El-  
Donia) Magazine

## Religious Discourse Renewal Conference May, 10<sup>th</sup> 2017



**Student Guide (Undergraduate)**

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## Field Visits



BBC Arabic



El- Ghad TV Channel

## EMCCU Courses Instructors



**Lina EL—Gadban**  
**Union of Media Women in Egypt for Development**



**Shahira Amin**



**Egyptian TV News Anchor**  
**Mohamed Hassan**



**TV Director**  
**Andrea Zakareya**

## EMCCU Development Round Table Discussion



### Notable Alumni



## Graduation Ceremony Projects



## 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**

## EMCCU Achievements



"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 won second place in the International Mobile Film Festival held in September 2016.



“Gowa El-Sandooq” 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.





