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Cairo University
Faculty of Mass Communication
English Section (EMCCU)

Student Guide

2022 – 2023

EMCCU Student Guide

2022/2023

Under the Supervision of:

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Dean of the Faculty of Mass Communication,
Cairo University

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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-minded, 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. Hanan Gunied**
Dean of the Faculty of Mass
Communication



At the beginning of the new academic year 2022/2023, I am pleased to welcome my daughters and sons, the new students of Mass Communication, and I am also happy to welcome my fellow staff members.

Since the establishment of the faculty, more than forty years ago, its graduates assumed the most important and prestigious jobs all over Egypt and the Arab World. Among them were editors, chief editors, broadcasters, television program presenters and directors, in addition to public relations officers in major companies and organizations, university professors, and officials in the media.

Faculty professors have contributed to enriching their specializations and participated in many ways in developing the fields of journalism, radio and television, public relations, and advertising through research and study. A large number of faculty professors have occupied prominent media positions, as well.

During the past year, the faculty has sought to keep pace with global developments in the field of media, and in this regard, it has accomplished the following achievements:

First: Developing the Faculty's internal regulations of the undergraduate level, which takes into account the credit hour system used by many top world universities.

Second: The faculty has three scientific departments: the Department of Journalism, the Department of Radio and Television, the Department of Public Relations and Advertising, in addition to the English Section and the new Digital Media specialization.

Third: Expanding activities aimed at forming the integrated personality of students through the development of new models in teaching and training that enrich students' knowledge and refine their skills.

What is more, the faculty's percentage of staff members is higher than that in other similar faculties, which allows for the establishment of a direct relationship between students and professors. The faculty also adopts an "open door" policy with its students, whereby students can meet with whomever official they want throughout the day in order to discuss a problem, submit a request, or present a suggestion, an opinion, or a new idea.

As the faculty aspires to raise the ability of its graduates to compete in the labor market, it has organized various training courses to develop students' skills in all disciplines and organized the annual training and employment forum with the aim of providing training opportunities in many different media organizations and institutions.

In the end, I wish you all to fulfil your hopes and aspirations at a faculty that meets your expectations, and be sure that you belong to an educational establishment that you deserve to be proud of, and, if Cairo University is considered the oldest and most prestigious university in the region, the Faculty of Mass Communication is undoubtedly regarded as one of the most important, most influential and most brilliant of its faculties.

Prof. Dr. Hanan Gunied
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. Nermeen
AlAzrak**
Head of the English Section
(EMCCU)



Welcome to the Faculty of Mass Communication, Cairo University! Welcome to the world of enjoyment when you educate at EMCCU where your university education years will be an exciting and unique experience with the famous media professors not only in Egypt but also in the whole Arab World and Middle East.

Welcome my dear students to the world of media and mass communication as EMCCU at Cairo University provides exciting educational opportunities for you to broaden your knowledge about media and to help you to be professional media persons and unparalleled figures in the field of communication. We offer different necessary and up- to- date courses that prepare students for success in their practical life and to comprehend all the details related to the communication process.

At EMCCU our dear students you will enjoy different seminars, workshops, competitions, activities, training courses besides the practical and theoretical lectures and tutorials. Be sure that your gate to be a superb professional will start from these years when you educate at EMCCU.

Through various courses such as; Script writing, Radio& TV, Editing, Marketing, Advertising, Media translation, Photo journalism, TV Shooting, International communication, Journalism, Media regulation, Magazine

layout & design, Production, Fine arts you will discover and learn how to work efficiently in media and in the relevant fields of marketing and public relations.

Wish you all the best in your university life and my advice to you is to do your best to enjoy and get benefits from all the professors and experts you will meet at EMCCU, Cairo University.

Prof. Dr. Nermeen ALAzrak

Head of the English Section

**Speech of Dr. Samah
Almohamady**
Vice Head of the English Section
(EMCCU)



At the beginning of a new academic year, it is my pleasure to welcome all of you, our new students, to the Faculty of Mass Communication, Cairo University.

Dear students, you should be proud of yourselves as you are “Now” in the real house of media expertise, Faculty of Mass Communication. The mother media school in Egypt and the Arab world, where you will find academic courses, professional training and great professors who spare no effort to teach and help you.

My dear EMCCU students, I am really happy and proud to be with you in this important and unique phase of your lives. You are at the first step of your dream, you may face some difficulties and as we understand the gap between high school life and college life, you must know that our doors are always open for you to help you overcome any difficulties, so Don't hesitate to contact us at any time.

Cause success is an accumulative result of continuous learning and non-stop training, EMCCU provides a system of advanced curriculum, various training courses, free workshops and seminars that host prominent media

professionals to refine the scientific and applied skills of our students.

EMCCU believes that training plays a key role in supporting student skills in all media fields, so it launched its First electronic news and media website to be a training media platform for the English Section students, in which they can create and publish their own works.

My advice to you is to exploit every opportunity to learn and improve your skills, and to try to enjoy every moment of your college life, and seek to make unforgettable memories. I encourage you to take part in all social activities held inside the faculty and participate in all the training courses available in many media organizations inside Egypt, and the training courses opportunities outside Egypt as well.

Finally, reaching success is a combination of hard work, dedication and passion..... believe in yourself and don't forget your dream.

Good luck to all of you, Wishing you a happy, prosperous and successful journey.

Dr. Samah Almohamady

Vice 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).

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- The Digital Media 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:

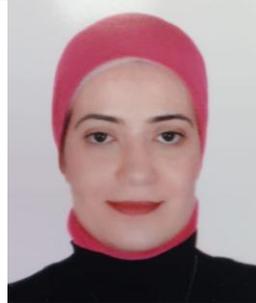
Prepare graduates who have the academic and professional knowledge to be distinguished in all aspects of media work.

The English Section Staff

Professors (In alphabetical order)



Prof. Dr. Fatma ElZahraa
ElSayed
Journalism Department



Prof. Dr. Hanaa Farouk
Journalism Department



Prof. Dr. Hanan Guneid
Public Relations & Advertising
Department



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

Student Guide (Undergraduate)



Prof. Dr. Walid Fathalla
Radio & Television Department

Associate Professors
(In alphabetical order)



Dr. Bassant Mourad
Radio & Television Department



Dr. Samah Almohamady
Journalism Department

EMCCU Lecturers
(In alphabetical order)



Dr. Dina Maurice
Radio & Television Department



Dr. Menna Abd El-Hamid
Radio & Television Department



Dr. Menna Ehab
Journalism Department



Dr. Radwa Mabrook
Journalism Department



Dr. Rehab Hany
Journalism Department



Dr. Reham Salah
Radio & Television Department

Faculty Lecturers
(In alphabetical order)

 <p>Dr. Eman Taher Public Relations & Advertising Department</p>	 <p>Dr. Hany Mohamed Ali Journalism Department</p>
 <p>Dr. Hayat Badr Public Relations & Advertising Department</p>	 <p>Dr. Maha Bahnassy Public Relations & Advertising Department</p>
 <p>Dr. Sara Fawzy Radio & Television Department</p>	

EMCCU Assistant Lecturers
(In alphabetical order)



Nada Ehab
Radio & Television Department



Norhan Hesham
Journalism Department



Sarah Khater
Public Relations & Advertising
Department



Sara Sherif
Journalism Department



Sherry Essam
Radio & Television Department



Zahraa Badr
Journalism Department

EMCCU Teaching Assistants (In alphabetical order)



Aliaa El Shabassy
Public Relations & Advertising
Department



Asmaa Abd El-Raouf
Public Relations & Advertising
Department



Farah ElSafy
Public Relations & Advertising
Department



Lobna Ehab
Radio & Television Department



Malak Asaad
Public Relations & Advertising
Department



Menna Maher
Public Relations & Advertising
Department



Petra Hany
Radio & Television Department

Study Policy

- 1- Credit hours' system is the basis for undergraduate studies.
- 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.
- 3- To obtain the bachelor degree, students must finish the number of credit hours determined by the faculty which are distributed among the four years (eight semesters).
- 4- Students, at the beginning of each semester – according to the college approved evaluation – have to register their courses.
- 5- 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.

6- Omission, additions and drop: students can omit and add two courses at the most 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.

7- 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: 30 grades for attendance, participation and coursework, 20 grades for the midterm exam, and 50 grades for the final exam.
- 4- 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- Students get their registration cards from the academic advisory department.
- 2- Students, then, go to the academic advisor to help them choose the courses suitable for them.
- 3- Students, then, go to the registration office to register on the computer.
- 4- Students get from the registration office their study schedule which contains the courses they have registered and their dates.

First level courses in the English Section

English (1):

This course is to enable students to use the English language as a means of communication and learning in the field of media.

Arabic (1):

This course is to develop students' linguistic skills and train them to use the Arabic language within the media field.

Contemporary Literature:

This course aims to introduce the student to contemporary literature in the twenty-first century, how to read and analyze it.

Psychology and Sociology of Communication:

This course focuses on the relationships between media, psychology and behavior, how the media affect the audience behavior, how psychological theories are applied to the media, and the psychological and physiological aspects of the media.

Fine Arts:

This course focuses on the elements and principles of art within a specific artistic approach. It teaches the language of art by integrating studies of fine art, graphic design, and computer technology along with drawing and animation lessons.

Geopolitics:

The course aims to develop the student's skills and knowledge that help him to form sufficient knowledge and perceptions about the regional political structure of the contemporary world, its causes, consequences, and its transformations.

History of Egypt and the Modern and Contemporary World:

This course helps the student to not only understand past events and their current effects, but also to build logical arguments for contemporary events, and to study a range of issues in modern and contemporary history such as: the history of global terrorism, modern political thought, and social and cultural contexts to form a comprehensive view of modern history.

Principles of Politics and International Relations:

The course aims to introduce the student to the concept of politics and the state, its constituent elements, the concepts of sovereignty, law, and state functions.

The character of Egypt:

The course is concerned with studying the character of Egypt and its most important regional, human, historical and integrative features. In addition, it discusses the distinctive Egyptian environment elements and the idea of centrality as a reflection of the geographical nature.

Communication skills:

This course focuses on the skills that the communicator must possess to influence and control the communicative

situation. Among these skills are successful verbal and nonverbal communication in various situations, especially critical and stressful situations, and in times of conflict or while dealing with inflexible people.

Human rights and the fight against corruption:

The course deals with the definition of human rights and the principles that govern them and the sources of these rights (religion - philosophical thought - legislation - international conventions and laws and global declarations).

Critical Thinking:

To extend the basic skills of analyzing information to students. Attention is given specially to scientific thinking skills — problem solving, observation, analysis, inferencing, interpretation, and argumentation in both reading, oral and written expression.

Leading Business:

This course enables students to understand the concept of entrepreneurship, have knowledge of entrepreneurship and its area of study.

EMCCU External Trainers



Director
Hany Samir



Content Creator
Ola Ayyad



Investigative Reporting Expert
Mohamed Zidan



Digital Marketing Instructor
Soha AboZeid



**BBC Reporter
AbdelBassir Hassan**



**BBC news reporter
Mohamed Ibrahim**



**Copywriter
Sherif Salah El-Din**



**TV Presenter
Mona Salman**

EMCCU Workshops and Training from 2021 till now

“Social Media Marketing” Workshop, November
2021



“Skills and Tools of TV Reporting” Workshop, November 2021



Erasmus Scholarships' Workshop, March 2022



Broadcast Performance Workshop, March 2022



Content Marketing Workshop, March 2022



Press Coverage in Conflict Areas Workshop, March 2022



Modern Newsroom Transformation Workshop, March 2022



The Basics of In-Depth Reporting Workshop, May 2022



Data Verification Workshop, June 2022



“Hosni Gendy Scholarship” in Al-Ahram Weekly and Ahram Online, September 2022



Summer Training at Information and Decision
Support Center of the Egyptian Cabinet,
September 2022





EMCCU announced that according to the agreement between Cairo University and the Autonomous University of Barcelona (UAB), several opportunities for attending training courses in the UAB during the mid-year vacation will be available to EMCCU students. These courses are:

- Digital Media and content creation
- New media
- TV production

In the photos, Prof. Dr. Nermeen Al-Azrak, Head of EMCCU, explains to EMCCU students all the details related to travel and the courses, September 2022.



EMCCU launches its first electronic news website. It is expected that the site will be officially launched at the beginning of October as a training media platform for students of the English Section. It is worth mentioning that students participating in content creation on the website will be granted certified experience certificates and their work will be counted as part of the practical training hours in the various curricular courses.



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



Class 2021



Class 2022

EMCCU Awards and 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.



“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.



“Camkix” IMC campaign (graduation project 2017) presented their project in “Influence Communications” marketing agency after being invited to do so in front of department heads and staff, 2017.



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.



Rowayda Essam, an EMCCU freshman, won the second place in Cairo University "Ideal Student" competition, 2020.



“Ashraf Al-Janoub” documentary (graduation project 2021) won the best TV project in the English Section Projects’ category in the competition organized by The Media and Digital Transformation Foundation, August 2021. The movie also won 2nd place in documentary films category in El-Shorouk Academy 6th Festival for Students’ Graduation Projects, October, 2021.





“ISIWAN” Destination marketing campaign (graduation project 2021) won 1st place in the TV ads category in El-Shorouk Academy 6th Festival for Students’ Graduation Projects, October 2021. The project also won 1st place in the TV ads competition in the 2nd Arab Media Youth Forum held by the Faculty of Mass Communication, Cairo University in December, 2021.





“Ghorbet-19” documentary’s song (graduation project 2021) won 2nd place in the video clip category in El-Shorouk Academy 6th Festival for Students’ Graduation Projects, October 2021.

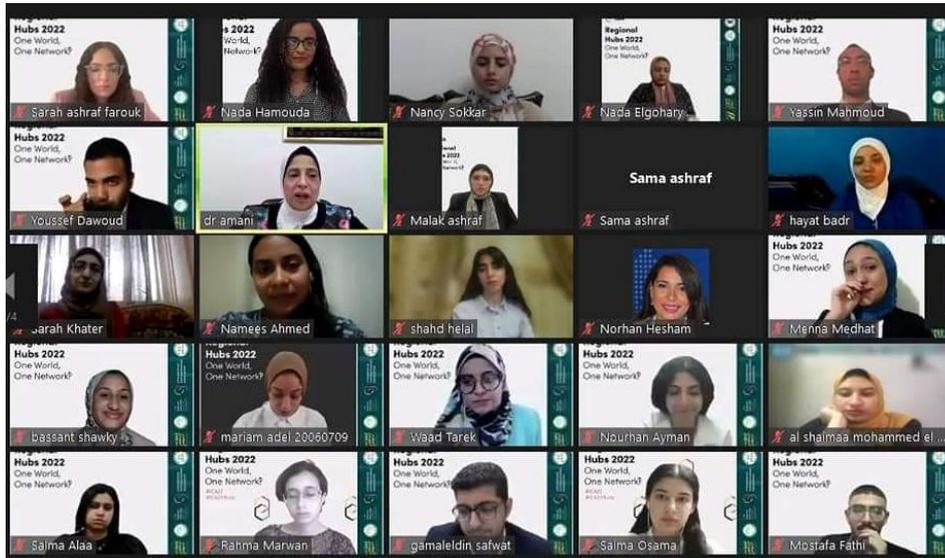


“Discover Mennefer” Destination marketing campaign (graduation project 2021) won the Excellence Advertising Award in the 2nd Arab Media Youth Forum held by the Faculty of Mass Communication, Cairo University in December, 2021

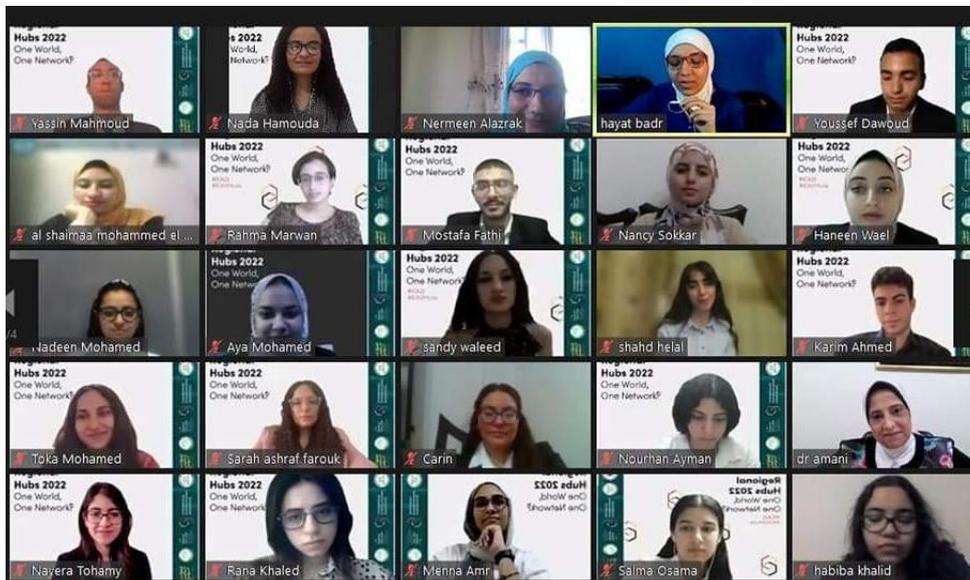


EMCCU students Aya Salah and Mohamed Samir won 2nd place in Cairo University’s “Horizons of Sustainability” Competition with their movie “Carbon Footprint”, November 2021.

Student Guide (Undergraduate)



EMCCU Class' 2024 presented their research papers, which they worked on during the “Media Literacy” Course, in the 27th Annual International Scientific Conference of the Faculty of Mass Communication, this year, in partnership with the International Communication Association (ICA), May 2022.





“Maqdeya” and “WedinEgypt” IMC campaigns (graduation projects 2022) presented their projects in “Influence Communications” marketing agency after being invited to do so in front of department heads and staff, June 2022.



EMCCU won the Creativity Award for English Language Departments' Graduation Projects in the Media Creativity Competition organized by the Media & Digital Transformation Foundation, August 2022.



Sherry Essam, Assistant Lecturer at EMCCU, won 3rd place for her research paper entitled in the Academic Research Papers and Studies Category of the Arabic Competition in the Media Creativity Competition organized by the Media & Digital Transformation Foundation, August 2022.



“Hely El-Dfayer” documentary won the Best Video Graduation Project in the Media Creativity Competition organized by the Media & Digital Transformation Foundation, August 2022.



“Detox” won the Best Radio Graduation Project in the Media Creativity Competition organized by the Media & Digital Transformation Foundation, August 2022.



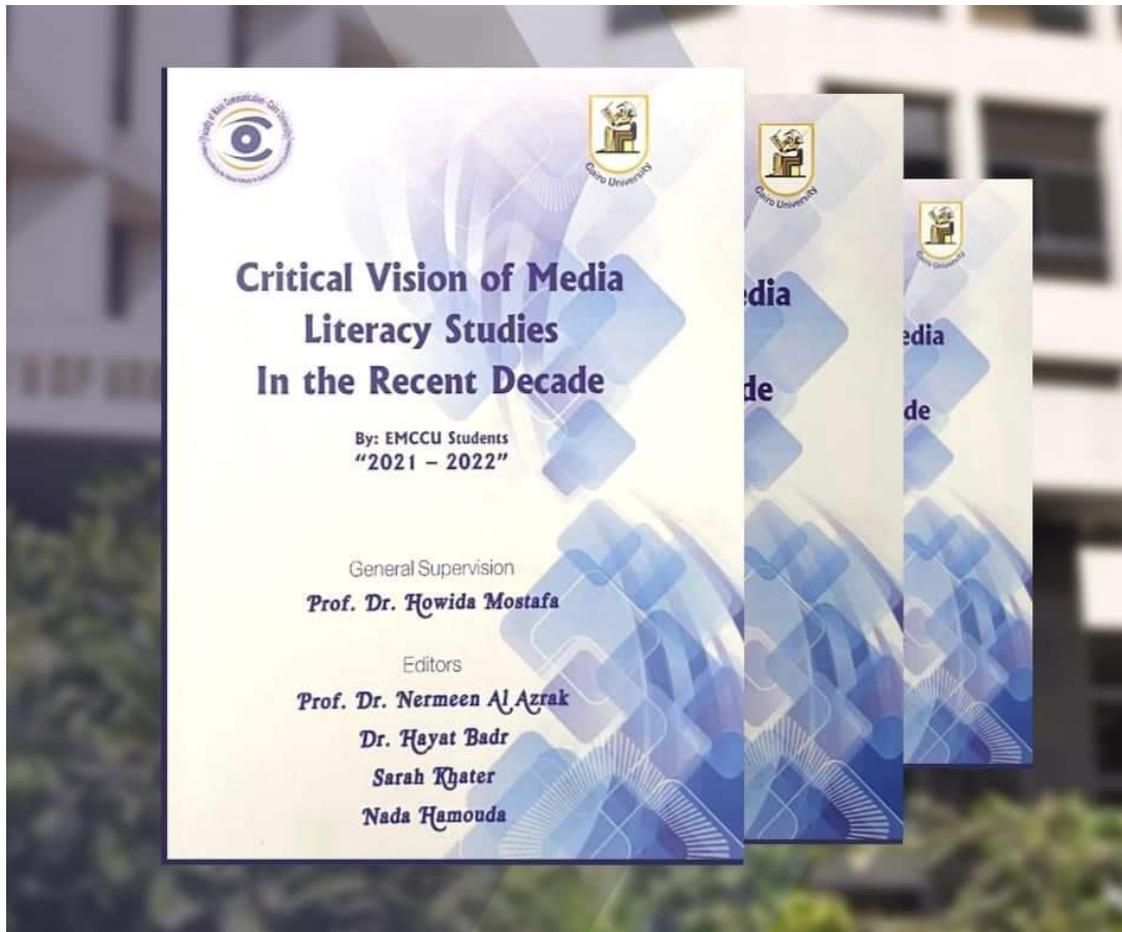


“Maqdeya” won the Best IMC Graduation Project in the Media Creativity Competition organized by the Media & Digital Transformation Foundation, August 2022.

Student Guide (Undergraduate)



“Ahl El-Bet” documentary won the 2nd place in the Documentaries’ Category of the African Competition in the Media Creativity Competition organized by the Media & Digital Transformation Foundation, August 2022.



The 1st research book to be done by undergraduate students in the Faculty of Mass Communication. EMCCU Sophomores conducted various review analyses about different topics, as a part of their Media Literacy course, which were assembled and presented in the book entitled “Critical Vision of Media Literacy Studies in the Recent Decade”, August 2022.

Official support given to EMCCU Graduation Projects



“Sportrait” marketing 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.



“Discover Mennefer” marketing graduation project team 2021 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, as well as the Giza Governorate under the supervision of Dr. Hend Abd El Haleem Deputy Governor of Giza for community development & environmental affairs.





“Isiwan” marketing graduation project team 2021 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, as well as the City Council of Siwa.





“Mama 140” marketing graduation project team 2021 has succeeded in getting the sponsorship and support of the National Council for Childhood & Motherhood.





“7 Sanayea” marketing graduation project team 2022 has succeeded in getting the honorary sponsorship of the Ministry of Education and Technical Education and in reaching a collaboration with the Ministry of Youth and Sports.



“Maqdeya” marketing graduation project team 2022 has succeeded in getting the honorary sponsorship of the Ministry of Youth and Sports and in getting the support and collaboration of the Information Technology Industry Development Agency (ITIDA).



“Rehla 21” marketing graduation project team 2022 has succeeded in getting the honorary sponsorship of the Ministry of Youth and Sports

*The Journey of EMCCU
Achievements will carry on with you
on Board.....*