

Workshops:

- ❖ A workshop entitled "Creative Writing: Tips and Tricks" was conducted on May 2nd, 2023, by Mr. Ahmed Essa , content producer for "Elhekaya with Amr Adeeb" talk show aired on MBC Masr channel. The workshop lasted for two hours as part of the practical hours of the "Introduction to Audio and Visual Media" course and was coordinated by Dr. Dina Magdy Maurice the instructor of the course, and Ms. Sherry Essam the teaching assistant of the course. The workshop was held under the auspices of Prof. Dr Hanan gneuid , Dean of the Faculty, Prof. Dr. Nermeen Nabil Alazrak, Head of the English Section, and Prof. Dr. Samah el Mohamdy, Vice Head of the English Section.



- ❖ In line with the English section - EMCCU's strategy of integrating the theoretical and practical aspects of learning, a workshop entitled "Content Writing Techniques " was held on March 16, 2023, by Mr. Alaa Yasser Yassen, A Songwriter and Content Creator and an EMCCU graduate. The workshop lasted for two hours as part of the practical hours of the "Writing for Mass Communication" course and was coordinated by Dr. Hayat Badr, the instructor of the course, and Ms. Farah El-Safy, the teaching assistant of the course. The workshop was held under the auspices of Prof. Dr. Hanan Gunied, Dean of the Faculty, Prof. Dr. Nermeen Al-Azraq, Head of the English Section, and Prof. Dr. Samah Al-Mohamdy, Vice Head of the English Section.



- ❖ On the 15th of March 2023, our third-level students enjoyed the “Mobile Journalism” workshop, today’s media form to reach the audience instantly, from the multi-talented photographer, director and videographer Nora Mahareek, as part of Advanced Newspaper Reporting course, under the supervision of Dr. Samah Elmohamady, and the support of the Dean of the faculty, Prof. Dr. Hanan Guneid, EMCCU Head, Prof. Dr. Nermeen AlAzrak. Thank you Ms. Nora for this interesting workshop! We look forward to acquiring more modern journalism skills.



- ❖ Our juniors have had an interesting session on the 5th of March 2023 entitled "How to produce and design a branding book" with Mr. Abanoub Morgan, Art director/ co-founder at Redzee Marketing Agency. The session was held within the "Production of Promotional Materials" course, under the supervision of Dr. Hayat Badr, course instructor, & Ms. Sarah Khater, course TA. This has been done with the support of the Dean of the faculty, Prof. Dr. Hanan Guneid, EMCCU head, Prof. Dr. Nermeen AlAzrak, and vice-head, Prof. Dr. Samah AlMohamady.



- ❖ Our EMCCU Seniors after the completion of their training workshop at (Almasry Alyoum) News Organization in their Mid-term holiday. (February 2023)



Achievements:

- ❖ Two EMCCU senior students appeared on "A'rd Awal" TV show hosted by Ms. Noha Marawan on "Egyptian TV" channel to talk about "Ben El Sama W El Ard" feature on behalf of their graduation project group.

The full interview is available at

<https://youtu.be/YDBxxqLL5ao>



- ❖ EMCCU won 2 prizes in the " Lazm Ne'er El Sora- لازم نغير الصورة" Competition organized by the National Council for Women.
 - "Hely Eldfayr" video graduation project won the creativity award. This project is under the supervision of Dr.Menna Abd Elhameed, L.A Nada Ehab, and Mr.Hany Samir, Documenteries' director and producer.
 - "Lel sydat Fakt" radio graduation project won the the Excellence Award. This project is under the supervision of Dr.Gehan Abd Elhameed and T.A Doaa Essam.
- All graduation projects are under the general supervision of Prof. Dr. Nermeen AlAzrak, Head of EMCCU and Prof. Dr. Samah AlMohamady, Vice Head of EMCCU.



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



“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).



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





"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.



Events :

- ❖ "Culture of Photos & its Ethical Guidelines" Event was held on Wednesday, March 22, 2023 under the auspices of Prof. Dr. Muhammad Othman Al-Khosht, President of Cairo University and Prof. Dr. Hanan Gunied, Dean of Faculty of Mass Communication. Under the Supervision of Prof. Dr. Nermine Al-Azrak, Head of English Section and Prof. Dr. Samah El-Mohamady, Vice Head of English Section.

With the presence of numerous academics and professionals whom we are honored to have at EMCCU; Prof. Dr. Mona El-Hadidy Professor of Mass Communication, Member of the Supreme Council for Media Regulation, and Member of the National Council for Women, along with Mr. Abdel-Jawad Abu Kab Chairman of the Board of Trustees of the Media and Digital Transformation Foundation, Mr. Hossam Diab Editor-in-Chief of

ONA Media Group, Mr. Magdy Ibrahim Head of the Photojournalism Department at the Egyptian Syndicate of Journalists, and Ms. Zeinab Abdullah Editor-in-Chief of Youm7.



- ❖ "The Day of Excellence" Event – Fruits of the EMCCU fall 2022/2023. The event was held on Wednesday the 15th of February 2023, to honor and celebrate the success of our beloved students in their first semester. The event honored the founders of the EMCCU who are Prf. Dr. Magy Elhalwany, Prof. Dr. Samy Elsherif and Prof. Dr. Samy Abdelaziz. Lots of practitioners and trainers who cooperate with us were also honored, in addition to the professors and the students of the courses who participated in the event with their projects.



