



The English Section First Annual Festival

# Media Professionalism Reality & Challenges

Under the Auspices of

**Prof. Dr. Gehan Yosry**

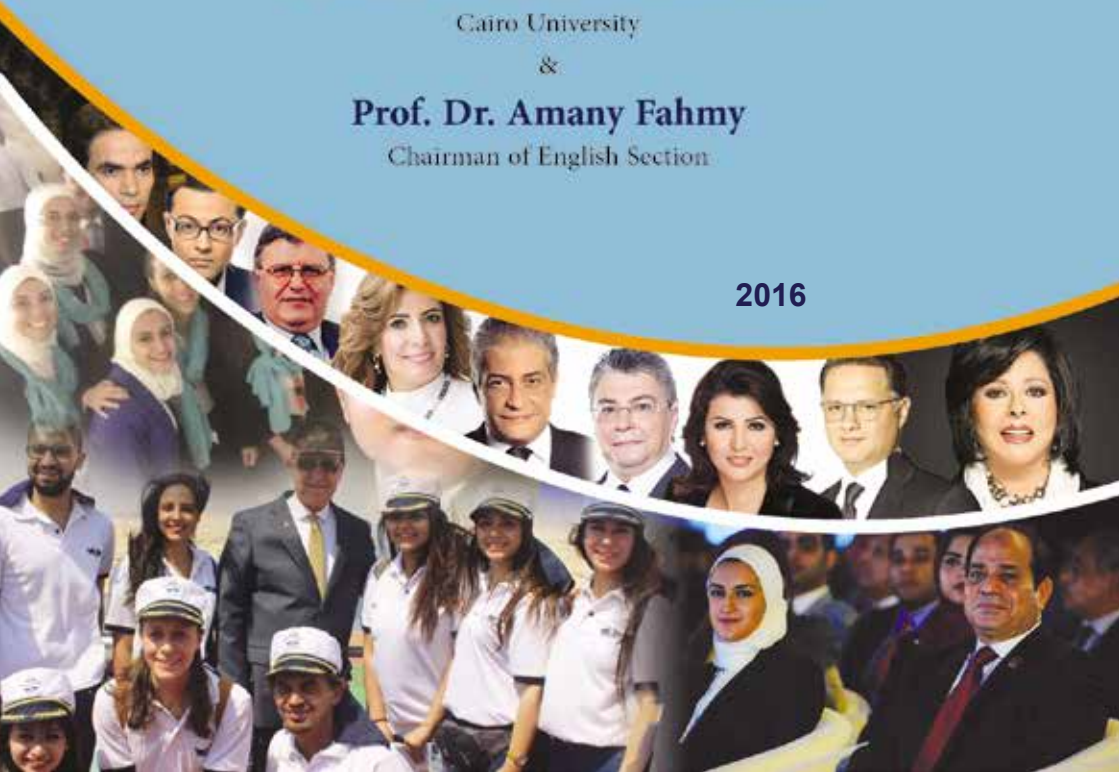
The Dean of the Faculty of Mass Communication  
Cairo University

&

**Prof. Dr. Amany Fahmy**

Chairman of English Section

2016







## **Prof. Dr. Gehan Yosry**

The Dean of the Faculty of  
Mass Communication

Over the last decade, the Faculty of Mass Communication in Cairo University has been committed to providing high-quality education to its students from all over the continent. In 2006, The Faculty of Mass Communication witnessed a new development in its structure which was the beginning of the English Section, where students are being taught curriculums in English. Over the years, the Faculty of Mass Communication has been keen on emphasizing and spreading the concept of media professionalism, where the media abide by high standards of ethics, accountability, legality and credibility, while exercising the rights of freedom of expression.

The concept of media professionalism is the core of the mass communication studies, you need to be accountable, credible and completely understand the value of freedom of expression, in order to become a media person. That said, we are trying everyday to instill that concept and what it entails, through our courses and teachings. We have been blessed with professors who are completely integral to this process and without whom this whole experience will not be beneficial. The primary goal reflecting our mission at the Faculty of Mass Communication is to position our graduates on a trajectory of academic excellence and world-class distinction.



## **Prof. Dr. Amany Fahmy**

Chairman of the English Section

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. Therefore, the Faculty of Mass Communication in Cairo University has always been keen on instilling these principles in its avid students from the get-go, with the unflinching help of its knowledgeable professors and seasoned media practitioners.

Moreover, the Faculty's English section – resting on the same pillars – has been breeding generations of mass communicators with impeccable ethical standards, teaching them how to separate fact from opinion, how to be objective, how to refrain from cheap sensationalism, and how to respect and cover all points of view with fairness and accuracy. 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 its current students, they represent the future guardians of the sanctity of the media as the fourth estate, always professional, ethical and free.

## Students in Their Own Words

As young dreamers, we had a lot of expectations of what working in the media would be like and the fame and popularity that come with it. All we could think of was that we'll get a chance to influence people's lives, thereby, leaving our mark on the world. From the moment we stepped into the Faculty of Mass Communication, we learned of the great responsibility that was bestowed upon us. We are the voice of the voiceless, which holds us accountable to represent all voices as objectively as possible.

We learned that having the power to influence people's lives is not as easy as it seems; people's perceptions may be distorted, they can be stereotyped, they can even be shunned from their own society. Nonetheless, the silver lining is that the media can also bring people together, give them information and entertain them. It's up to us - as mass communicators - to choose the path of social responsibility and serve the public. People depend on the media in every aspect of their lives, and we have to strive to be worthy of that trust. Therefore, the Faculty of Mass Communication altered our dreams of fame and popularity to aspirations of professionalism and ethics.

## **First Category:** Professional Media Personnel



### **Issad Youniss:**

Issad Youniss started her media career working at the Middle East Radio Station. Later, she focused on cinema and worked as an actress, scriptwriter, producer, and film distributor. She wrote several articles for various newspapers. Then, she moved to TV hosting and gained huge popularity for her show “Sahibet Al-Saada” on CBC which is one of the most viewed programs in the country. The show shed light on important cases and focused on enriching values, ethics and culture.



### **Mona El Shazly:**

Mona El-Shazly Studied Mass Communication & Political Science at the American University in Cairo. She hosted several programs including her big hit “Al-Ashra Masan” on Dream 2 Channel. Later, she moved to CBC where she presents “Makom Mona El-Shazly” which is considered one of the most popular shows in Egypt.



### **Sherif Amer:**

An Egyptian anchor, and the TV host of a daily TV program on the prominent channel MBC Masr. Sherif was selected to initiate one of the most important news TV channels “Nile News” on the public Egyptian TV. Later on, he was appointed to be the programs manager at the MBC office in Cairo in 2001. Later, he moved to Al-Hayat channel to present the successful daily-talk show “Al-hayat Al-youm”.



**Ahmed Fayek:**



Presenter of “Masr tastati3” program on “el Nahar el youm” channel and chief editor of “Sahibat Al-Saada” program.

**Emad Omar:**



Chief editor of “Aswat masreia” newspaper.

**Gamal Enayet :**



A writer & media practitioner , started working on TV through his program “ on Air” 10 years ago on Orbit Channel.

Currently, he presents “ Huna Al Kahira “ program, on the same channel. He already finished his book” Ayam Fareka” which include interviews with several prominent characters in Egypt.

**Mohamed Said Mahfouz:**



Mohamed Said Mahfouz is an Egyptian writer and filmmaker who worked for the BBC since 2006. He was the presenter and scriptwriter of

the widely popular, daring show ‘Maqass El-Raqeeb’ which focused on liberties and human rights in the Arab world. He produced several independent documentaries and won several awards, of which the last was from Al Jazeera International Documentary festival in April 2009. He was awarded a Master’s Degree in Documentary from Royal Holloway University.

**Osama Kamal:**



He is an Egyptian TV host who graduated from Victoria College and studied at the Faculty of Languages and Translation at El-Azhar

University. He worked as a presenter in so many Egyptian TV channels before presenting his weekly TV program, Al-Kahera 360, in Al-Kahera W Alnas TV channel.

## Second Category: MCCU Media Practitioners Alumni

### Ahmed Abdel Tawaab:



He has graduated from the Faculty of Mass Communication in 1991. He has been the news programs' director of El-Hayah TV channels for 6 years and he worked for so many well-known satellite TV channels such as "El-Arabia – Al-Hadas – BBC – Deutsche Welle". Currently, he is the President of ON Life Channel.

### Akram Shaaban:



He has graduated from Faculty of Mass Communication in 1994. He is currently the chairman of the BBC office in Cairo.

### Magdy Lashin:



He graduated from the Faculty of Mass Communication in 1986, and is the head of the Egyptian Radio and Television Union (ERTU)

### Mohamed Mourad:



He graduated from faculty of mass communication in 1989. And he is the director of "Sahibat Al-Saada" pro gram

### Mohamed El-Desouky Roshdy:



Mohamed El-Desouky has graduated from the faculty of Mass Communication. He is one of the most qualified young leaders in El-Youm El-Sabea newspaper, and was one of the founders. He has achieved remarkable success through his television show "Kosr Al-Kalam" on Al-Nahar TV channel. He is now the executive editor of the printed newspaper

### Dalia Ashraf:



She graduated from the Faculty of Mass Communication- English section, class 2009. Then, in 2012, she worked as a TV reporter in Al Mehwar Channel, then Rotana Masreya and finally a news reporter at Al Nahar TV Network in 2013. Dalia was the selected to be the presenter of the morning daily show "Nahar Gedeed" in 2016.



## Third Category: Special Awards

### Dr. Omnia zazaou



Dr Omnia is the presenter of “Omnia Maserya” program on Alhadath Alyoum Channel. Recently, she introduced the “Be Professional” initiative to encourage media professionalism in Egypt.

### Dr. Hazem Deraa:



Dr. Hazem Deraa Has graduated from the faculty of commerce and got a high diploma in Economics, a master's degree in Business Administration and finally a PHD in Business Administration. He is the chairman of the board of the Egyptian Advertising Association and the first chairman of the Advertising Branch of the Egyptian Industrial Union (Print Chamber).

## Union of Media Women in Egypt for development



**Dr. Lina El Ghadban**

El Ghadban is an Independent TV journalist and media trainer. Also, she was the host and the reporter for the investigative program “Awel el Kheit” airing on ontv 2011-2014. She worked as a news reporter for Al Jazeera 2002-2009, and started her career in Nile TV as a news reader and show host. In 2002, She had a Master’s Degree in TV journalism.

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## The festival’s logo designer



**Ahmed Hussien , a Junior student**

He is interested in art, photography, filmmaking, knowing things, and motivated to work and produce creative content and ideas in any organization that can give him the position and the opportunity to do.



## Fourth Category: Top Ranked Students

### Graduates' Higher Achievers – 2015

#### Sherry Essam



A Teaching Assistant at the EMCCU. She is determined to acquire academic expertise as well as field experience. Currently, she is enrolled on the Pre-master Study Program. Her life dream is to make a difference in my students.

#### Sarah Emam



A Teaching Assistant at the EMCCU. She worked as kids' English teacher in 2013. She participated in a radio series in 2014 on "Sound of Saqia" online radio. & worked as an announcer and scriptwriter at "Magnology Podcast" online Radio. Currently, she is enrolled on the Pre-master Program at Cairo University.

#### Ahmed Amr,



First, he worked as director and editor in Bel-Araby program at Maserp. Next, he worked as an assistant video editor at a well-known post production houses in Egypt, named Circle. At Circle I worked on series like El-Mizan and Leila , on TVCs for Bank Masr, KFC, Samsung ,,etc .

### Graduates' Higher Achievers – 2016

#### Christine Saad,



Digital Account Executive  
"Since my graduation, I worked as a Digital Account Executive in a marketing agency. She has been a CRM intern in Giza National Automotive- Mercedes Benz for passenger cars.

#### Nada Ehab,



She is currently enrolled in the premaster course as she wants to continue her post graduate studies abroad. She hopes to be part of the faculty academic team one day.

#### Sandra Samir Khalil,



She is working now as an English teacher for primary stage in Saint clare's college, Beside her career, he completed a course in professional makeup for soiree and bridal looks and now is building her own business as a professional makeup artist.

## Fifth Category: EMCCU Notable Alumni

### 1. Islam El Kady



Junior actor. He participated in the Presidential Program. He Works in Cairo media school.

### 2. Yasmine Emad, 2009



She has been working for 6 years in the field of advertising. She learnt from different schools including Tarek Nour, JWT & Leo Burnett. .

### 3. Ahmed Nader Abou EIFotouh, 2010



He worked for 2 years as a News Editor and reporter at Nile TV-News Sector, He is now

News Anchor and TV presenter at Nile TV,

(Sawt AISHaab) channel- ERTU & since 2016 he is an anchor in Channel Two – ERTU.

### 4. Amr Tarek, 2010



He has worked as an assistant director from 2011-2015 at Dream TV channel and assistant director at (Bait El-Aila) program at Alnahr

TV channel. Now he is an executive director at Dream TV channel in different programs.

### 5. Mostafa Hamza, 2011



He started working at Al-Ahly channel as a playlist editor for one year, after that he joined CBC channel for more than two years then he worked

in MBC MASR channels as Scheduling and planning executive till now.

### 6. Hagar Gamil, 2012



Program Producer & Reporter in Radio Hits 88.2 FM

She worked as a producer in news field in ONTV & ONTV LIVE.

In addition, she has just finished the presidential leadership program the first batch. Moreover, she completed Global Mentoring program done by Global Thinkers Forum as one of 14 mentees chosen from the whole world.”

### 7. Heba Battisha, 2012



She started training at college at El-Ahram weekly, then at El-Osboua' newspaper. Next, she worked as a journalist at Al Shorouk newspaper.

Later, she moved to t El-Watan website. By 2012, she joined dream TV as an assistant producer and was promoted to be Assistant senior producer of the whole channel. Finally, She joined CBC Sofra team.

### 8. Hisham Gamal, 2012



He started training in college at CBC, Tahreer and Nahar at the same time. After graduation he became the producer of Mahmoud Saad program for 5 years. He also worked at Mbc Masr Abo-Hafiza and ET B-Alarabi. Currently, he is the executive director at Abala Fahita show in CBC and producer of ET B-Alarabi in MBC MASR

### 9. Nancy Nour, 2012



She started working on TV in 2013 as a TV Anchor to a program called "Ezz Al-Shbab" on Rotana Masrya. Later, she joined CBC Extra news team 3 years ago.

### 10. Radwa El Torify, 2012



She joined CBC Sofra since 2013 as a researcher and script-writer. She worked as Creative Content Producer for the Promo Production Team, then Program Producer. Now she is Assistant Senior Content producer as well as freelance Digital content/Social Media Specialist for some these restaurant profiles".

### 11. Rana Reda Shawky, 2012



She started as an assistant producer at ONTV news channel, then worked on (Doctors and more) program on OSN. In 2015, she worked in a docudrama mov-

ie about Sheikh Zayed the first, founder of UAE. In Ramadan 2016, she worked assistant director in (El Khanka) TV series for Ghada Abdel Razek."

### 12. Rana Khaled, 2012



Arts and culture reporter at Daily News Egypt newspaper and Assistant Lecturer at Faculty of Language and Mass Communication. She worked for several local and international media institutions. In 2015, she was selected to represent Egypt in the Foreign Correspondents' program in Finland.

### 13. Ghada Ali, 2013



She's a freelance director & producer of some various media content. She has been recently selected as a short film jury member to London Feminist Film Festival early 2016. Recently, she directed and produced the short film Coma, which was officially selected for several international film festivals"

### 14. Mohamed Magdy ElSisi



Journalist at Youm7 specialist in the parliament affairs, Scriptwriter at Al-Nahar TV channel. One of the youngest members of the Journalists Syndicate. Have done lots of interviews with public figures as Adly Mansour, Amr Mousa, Ahmed Shafik, Mourad Moafy, Samy Anan, Naguib Sawiris.



### 15. Nada Deyaa', 2013



portal. passionate

The head of Arts, Culture and Lifestyle section at the Daily News Egypt. She worked at Al-Ahram Weekly, before joining DNE. Also a freelancer at Welad El-Balad news reader, writer.

### 16. Adham Mohamed, 2014



Google way of Marketing, Next, he joined an American startup handling accounts management & the Digital Advertising of the company. He also Produced Music for film, theater & worldwide Labels Like, (Universal Music, Sony, Wormland & RBMC)"

Digital Marketing Manager He started working in a Certified Google Partner in 2014 as a search engine marketeer, and was honored to train some of the EMCCU students the

### 17. Aya Ashraf Morsy, 2015



to me which is science. I found, with a couple of friends, a website called "Neon" aiming to simplify different aspects of science in Egyptian Arabic language, targeting non-specialized readers."

She is a freelancer translator, writer and a cinema critique. All my interests doodling around art, literature and culture. Recently, almost a year ago, I explored a totally new field

### 18. Marwa Roshdy, 2014



She graduated in 2014 from the EMCCU. She is proud to be a graduate from this college because she learnt too many things in her life from this prestigious institution.

### 19. Aliaa Emad, 2015



Lodge and others to solve their market challenges through creative, effective, rewarding marketing campaigns using digital marketing channels."

She is a Creative director at Media club integrated marketing agency. Her job is helping businesses such as: fine, Asian corner, Abu Dabbab

### 20. Ebtesam Mokhyar, 2015



She started working on her big dream: Manshoor.com, as a Managing Editor.

Before graduation, she presented writing and translation services as a freelancer. Early in 2016, she worked as a Content Creator at Spindle

### 21. Ghader Ahmed, 2015



write scripts for online video content and articles for different media outlets; HuffPost and SasaPost."

She has worked as Freelance Translator. Currently, she is working as Content Creator and Editor at Spindle Studio which

### 22. Kareem El Tohamy, 2015



Then, he worked di-

After graduating, he worked at CBC TV channel writing the news for the website; later he got some social media tasks.



rectly “On Floor” within main programs like “Hona Al- Asmaa”, “Sa7ibet al Saada”, & “Makoom Mona Al Shazly. He is a Digital news editor & social media specialist at CBC TV Channel .

**23. Dana Maher, 2016**



Community Manager at Kijami for Digital Marketing

**24. Mohamed Khaled, 2016**



Assistant Producer at Sada Elbalad TV channel

**25. Sarah Mohsen, 2016**



Journalist at Youm7, specialized in international cinema and presenter of the on-line program Movie buff.

**26. Toqa Ezz Eldin, 2016**



She is Politics Reporter at Daily News Egypt who has been directly immersed in the field of political reporting for two years, with an immense interest in Human Rights, political and cultural affairs in Egypt.

## Alumni who participated of the Presidential Events 2016



Dina Radwan



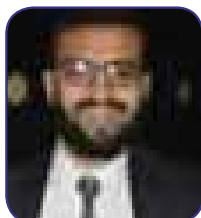
Yara El-Baridy



Rehab Ismail



Hanan Mohamed



Ahmed Abo-Yosuf



Mirna Mohamed

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## EMCCU Senior Students who participated in Presidential Events



Ahmed Mohsen



Nevine Ashraf



Bothaina Khaled



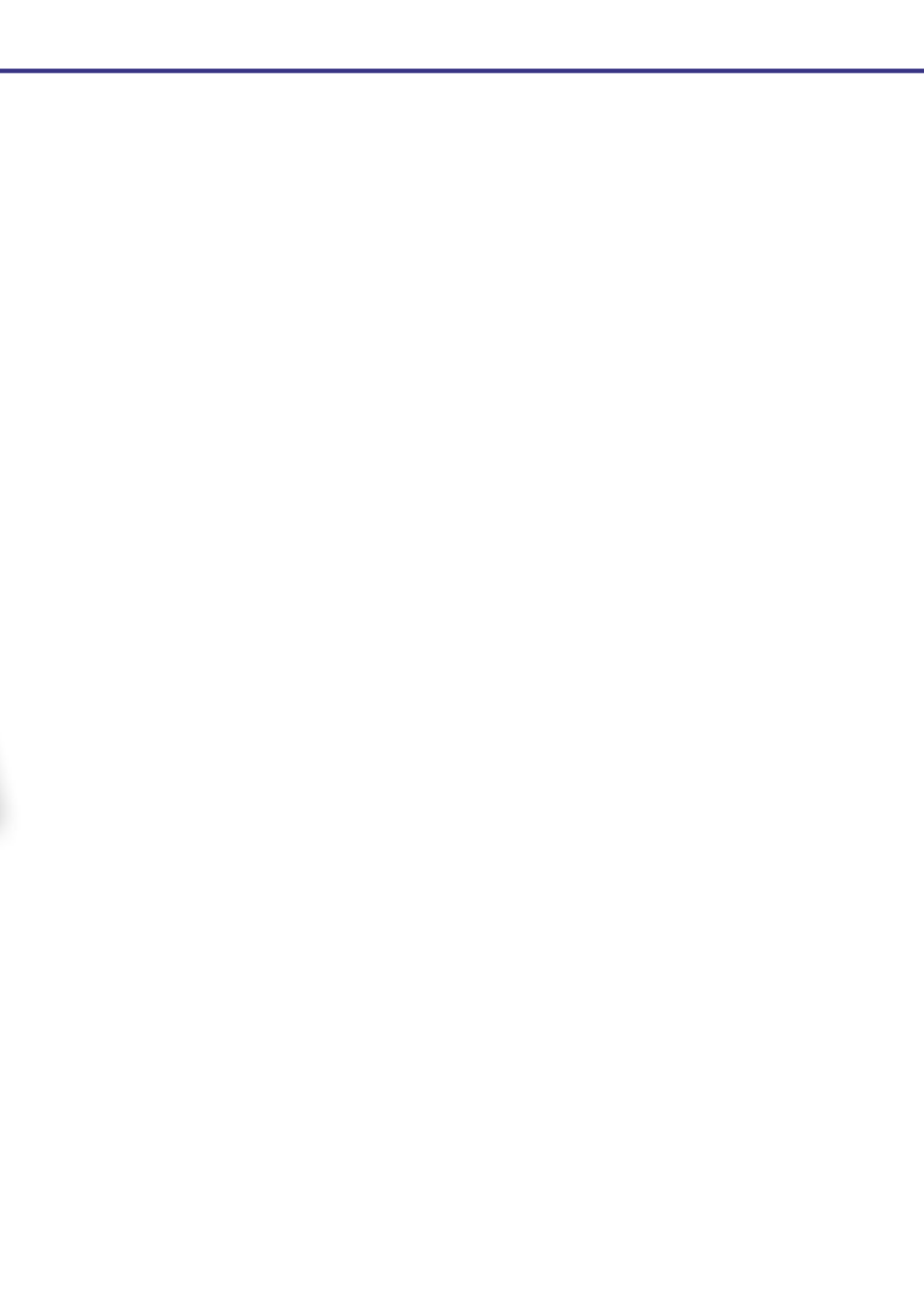
Laila Atef



Zienah Hatem







Monday, 5 December 2016

Faculty Conference Hall, fourth floor- from 10:00 to 4:00 pm