Arab Academy for Science, Technology & Maritime Transport

College of Language & Communication
All inquiries and correspondence concerning the following areas should be addressed to:

**Academic Offices**

**Dean’s Office**
College of Language and Communication, Arab Academy for Science, Technology and Maritime Transport
P.O. Box 1029, Abu Qir Campus,
Alexandria, Egypt.
Tel: +203-563-4115  Ext.: (403)
Fax: +203-563-4115

**Academic Departments**

Media
Ext.: (175)

Language and Translation
Ext.: (145)

Humanities
Ext.: (190)

Languages
Ext.: (119)

**Admissions and Registration**

Arab Academy for Science, Technology & Maritime Transport, P.O. Box 1029, Abu Qir Campus,
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**Clinic**

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Tel: +203-556-1497  +203-556-5429

**Library**

Arab Academy for Science, Technology & Maritime Transport, P.O. Box 1029, Abu Qir Campus,
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Tel: +203-562-2366(432)

**Student Dorms**

Arab Academy for Science, Technology & Maritime Transport, P.O. Box 1029, Abu Qir Campus,
Alexandria, Egypt.
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The Academy’s web site address is: www.aastmt.org
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The world is witnessing a new era that reflects all the massive changes and developments caused by technological advancement in all aspects of science. We believe that for the Arab World to obtain power and glory, it has to resort to scientific and technological development. The Academy plays a major national role in raising generations of youths who can deal with the outside world using modern tools of technology. Such role encourages youths to comprehend and master sciences of the future which in all will enhance their creativity.

Since its existence, the Academy was determined to assure its Arab identity. In doing so, it always took the lead in taking up new science and technology fields to achieve the goals set in its grounds for Quality and Productivity studies, research and services, Computer literacy, Multimodal Transportation and Logistics, participation in training on Crisis and Disaster management, in addition to implementing the latest techniques in using Multimedia to serve educational, training and research processes. The Academy also pioneered in connecting the Arab world with Developed Countries in the field of Informatics, establishing the rules for the International Olympiad in Informatics, and Robotics.

As we are on the threshold of a new era, the Academy - being a house of expertise and a successful example of mutual Arab co-operation takes on a new distinguished role of development on he Arab countries and using the latest techniques to implement those requirements, which will lead the Arab youths to a powerful position through discipline, morals, technology, and harmless knowledge.

We thank God Almighty for the success and grace He granted us. We pray that the Almighty upholds the Arab nation and guide its youths to always support the Arab World.

Dr. Ismail Abdel Gaffar Ismail Farag
President, AASTMT
Dean’s Message

In an era of communication and globalization, the AASTMT launches the first new College of Language and Communication throughout the Middle East. The CLC is a college that offers its students the opportunity to study English language, translation, as well as to dwell on the realms of media and communication. Affiliation with international universities and institutions would endow our students with the needed skills to excel in both fields of translation and media. Our staff members and admin staff work together in an atmosphere of team work complying with ISO standardized forms and regulations.

We promise to introduce all the best to our students so as to lead an academic life embellished with the latest state-of-the-art programs. Never to miss to grope the moments of live activities that blend theory with real practice in magazines, TV & radio channels as well as international organizations and festivals.

Waiting to fulfill your aspirations for a new future to you and our Arab countries.

Prof. Azza Ahmed Heikal
Dean of College of Language & Communication
Vision
Our vision is to excel as a leading, double-major college specialized in language, translation and media both locally and regionally. We also envision providing the highest quality educational programs and boosting our creative activity and collaborative engagement with locally and internationally recognized academic institutions.

Mission
The College of Language and Communication is dedicated to the education and training of students, as well as providing them with rigorous, high-quality learning environment in the language, translation and media fields. Seeking to synergize academic education with practice, it upholds the highest standards of academic and professional performance, preparing graduates for successful careers in the marketplace.
Introduction

The College of Language and Communication is the first college in the Arab Academy for Science, Technology and Maritime Transport to specialize in humanities. Established in September, 2013, the College maintains an interdisciplinary approach combining language, translation and media, giving it a competitive edge in view of other colleges specializing in either of these disciplines.

The College follows the Credit Hours system where freshmen study foundation courses in the first two semesters which constitute the Humanities Department. According to their preferences, students then join either the Language and Translation Department or the Media Department for six semesters before they graduate.

The College also has the Languages Department, which is a non-graduating service department offering English for Specific Purposes (ESP) for all other AASTMT colleges in Sheraton, Dokki, Smart Village and Port said campuses.

The College offers a Bachelor of Arts degree, where graduates receive double-major certificates stating that the student has majored in Language & Translation and minored in Media, or vice versa.
Accreditation

The Arab Academy for Science, Technology and Maritime Transport is a fully accredited member of both the Association of Arab Universities and the International Association Universities.

The Arab Academy for Science, Technology and Maritime Transport was awarded the ISO 9001:2000 certificate for its educational processes in September 1999, after following formal quality assurance procedures to maintain the educational quality level received by students.

Undergraduate programs offered by the College of Language and Communication are accredited by the Egyptian Supreme Council of Universities (SCU) by virtue of decree no. 81 dated on April 3, 2013.

The Arab Academy for Science, Technology and Maritime Transport, represented by the College of Language and Communication, signed a Memorandum of Understanding with Autonoma University in Barcelona (AUB) on June 19, 2013. According to the MOU, students of the College of Language and Communication study six courses in AUB which accredits their certificates. The CLC received its validation from AUB in March, 2016.

The College of Language and Communication, representing the AASTMT, signed an agreement with Ocean/Kean University, a public US university, in January, 2016, whereby students take blended face-to-face and online courses.
The Arab Academy for Science, Technology and Maritime Transport, represented by the College of Language and Communication, signed a Service Agreement with IELTS, IDP Australia, on April 4, 2012, to be the first academic institution to conclude such agreement in Egypt.

The College of Language and Communication has also signed a protocol with Deutsche Welle in media practice for T.V., online blogging, T.V. editing, conducting interviews, recording with media cameras and tripods, whereby CLC students travel to DW headquarters in Bonn, Germany, to receive training and get hands-on practice on the latest media technology there.
The College of Language and Communication offers Bachelor of Arts degrees in the following fields:
- Language and Translation
- Media
These Bachelors are accredited by the Supreme Council of Egyptian Universities (SCU) by virtue of decree no. 81 dated on April 3, 2013.

The College of Language and Communication offers Professional Diplomas in:
- Written Translation and Simultaneous Interpretation
- Political Communication

The College of Language and Communication offers Master’s degrees in the following fields:
- Written Translation and Simultaneous Interpretation (Professional)
- Written Translation and Simultaneous Interpretation (Academic)
- Literature (Academic)
- Media (Professional)
- Media (Academic)

Whereas the Academic Masters lead up to Ph.D. degrees, the Professional Masters do not.

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The College of Language and Communication, representing the AASTMT, signed an agreement with Ocean/Kean University, a public US university, in January, 2016, whereby students take blended face-to-face and online courses.
Students’ Rights and Responsibilities

Each student is responsible for his/her behavior and is expected to maintain standards of academic honesty and personal integrity. Students must ensure safety, health, fairness, and the proper use of available resources in their undertakings. Students share the responsibility with faculty for creating an environment that supports academic honesty and principles of professionalism.

Proper relationship between faculty and student is fundamental to the College’s function, and this must be built on mutual respect and understanding together with shared dedication to the educational process.

The College strongly believes that each student is worthy of trust and that each student has the right to live in a wholesome academic environment.

While students have an obligation to assist their fellow students in meeting the common goals of their education, students have an equal obligation to maintain the highest standards of personal integrity.

Student Discipline

Until a degree is issued, students remain subject to AASTMT Code of Practice for Student Discipline that is clearly defined in the implemented quality management procedures in the College.

Students must be familiar with this code of practice by reading it carefully and asking questions about anything that is unclear. Students are ultimately responsible for meeting the requirements of their degrees, responsible for their behavior, and are expected to maintain personal integrity.
Attendance, Absence and Withdrawals
Attendance is mandatory. Students are expected to arrive on time and remain in class for the entire period scheduled. The responsibility for work missed due to any type of absence rests with the student. Regular attendance in all classes is required.

Students are expected to attend every class session. Each instructor will maintain current records and will, upon request, furnish an accurate report of any student’s attendance pattern to the Registration Office. Attendance is checked from the first class meeting; therefore, late registrants will have some absences when they first meet a class.

When students are absent, for any reason, they are still responsible for the content of the missed lecture and for any assignments. If the absence causes the student to miss a major examination, which may be made up if the instructor is convinced that the absence was justified. A student’s attendance record is a legitimate part of the criteria, which the instructor may use in assigning a grade for the course. It is the responsibility of students to be aware of the attendance policies for their classes.

If a student misses over 15% of class attendance, the course is dropped and a W will be the received grade.

In case of illness or other imperative circumstances, absence may reach 20% without forcing withdrawal. Students withdrawing from study during a semester must fill out a withdrawal permit, and have it properly executed by the Registrar in order to leave a clear record.

A student completing this process before the beginning of the final examination period will have a “W” record on the permanent record. A student who withdraws without following this required procedure will be awarded an “F”. Students cannot officially withdraw from study after the last day of classes prior to final examinations or while under disciplinary investigation.
Academic Regulations

Assessment & Grading System

The College of Language and Communication adopts a continuous assessment system. Marks are distributed along the semester as follows:

- 30% of the grade is declared after the 7th week exams.
- Another 20% after the 12th week quiz and 10% is awarded based on the student attendance, participation and assignment submission.
- The final exam is worth 40% of the grade.

Students can check their grades through the website using their assigned registration number and pin code. The letters A, B, C, D, F, I, and W are used as follows:

A, B, and C, are passing grades. D is conditional passing grade, which is not counted as passing grades unless the student achieves the proper accumulative Grade Point Average for these registered credit hours. If he fails to do so, he shall have to repeat the courses with grade D to raise his GPA. This is to be arranged with his Academic Advisor.

If a student fails to attend the final exam without excuse, his final Exam’s mark shall be zero.

A student’s Grade Point Average is computed by dividing the total number of grade points accumulated by the total number of semester hours attempted.

General Grade

General Grade is set according to the following accumulative Grade Point Averages:

<table>
<thead>
<tr>
<th>Grade</th>
<th>GPA Range</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfactory</td>
<td>GPA 2.0 &lt; 2.4</td>
<td>50% - less to 60%</td>
</tr>
<tr>
<td>Good</td>
<td>GPA 2.4 &lt; 2.8</td>
<td>60% - less to 70%</td>
</tr>
<tr>
<td>Very Good</td>
<td>GPA 2.8 &lt; 3.4</td>
<td>70% - less to 85%</td>
</tr>
<tr>
<td>Excellent</td>
<td>GPA 3.4</td>
<td>85% and above</td>
</tr>
</tbody>
</table>
Course Grade

Course grades are set according to the following scheme:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Minimum Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>95</td>
</tr>
<tr>
<td>A</td>
<td>90 &lt; 95</td>
</tr>
<tr>
<td>A-</td>
<td>85 &lt; 90</td>
</tr>
<tr>
<td>B+</td>
<td>80 &lt; 85</td>
</tr>
<tr>
<td>B</td>
<td>75 &lt; 80</td>
</tr>
<tr>
<td>B-</td>
<td>70 &lt; 75</td>
</tr>
<tr>
<td>C+</td>
<td>65 &lt; 70</td>
</tr>
<tr>
<td>C</td>
<td>60 &lt; 65</td>
</tr>
<tr>
<td>C-</td>
<td>55 &lt; 60</td>
</tr>
<tr>
<td>D</td>
<td>50 &lt; 55</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 50</td>
</tr>
</tbody>
</table>

- U = Unreported grade
- I = Incomplete grade
- W = Withdraw grade

Academic Probation

Students are placed on academic probation if their accumulative GPA is less than 2.00 at the end of any semester on the credits hours attempted at the Academy.
Humanities

Humanities Department is one of the four CLC Departments. It is the one that offers the introductory courses to all CLC students in the first two terms of their academic life. These courses furnish the necessary base required for any student seeking to establish a career in the fields of media, and language and translation. Our courses enable students to determine their future academic steps.
## Courses Description

### Academic Program Sheet

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester 1</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCG 111</td>
<td>Grammar</td>
<td></td>
<td>LCF 121</td>
<td>Phonetics</td>
<td></td>
</tr>
<tr>
<td>LCI 112</td>
<td>Introduction to Literary Texts</td>
<td></td>
<td>LCT 122</td>
<td>Translation (1)</td>
<td></td>
</tr>
<tr>
<td>LCL 113</td>
<td>Listening and Reading comparative</td>
<td></td>
<td>LCP 123</td>
<td>Poetry (1)</td>
<td></td>
</tr>
<tr>
<td>LCA 114</td>
<td>Arabic Language (1)</td>
<td></td>
<td>LCL 124</td>
<td>Second Language (Spanish)</td>
<td></td>
</tr>
<tr>
<td>LCR 115</td>
<td>Writing and Reporting</td>
<td></td>
<td>LCL 124</td>
<td>Second Language (French)</td>
<td></td>
</tr>
<tr>
<td>LCC 116</td>
<td>Introduction to Computer</td>
<td></td>
<td>LCN 125</td>
<td>Novel (1)</td>
<td></td>
</tr>
<tr>
<td>LCH 130</td>
<td>ESP 0</td>
<td></td>
<td>LCM 126</td>
<td>Introduction to Mass Communication</td>
<td></td>
</tr>
</tbody>
</table>

### Term 1

**LCG 111 – Grammar**  
Cr.3 Prerequisite: None

This course is designed to help students review basic English structures and acquire more complex structures, such as sentence coordination, subordination, parallelism, adjective clauses and adverb clauses. Focus will be made on the functional aspects of grammar in context with a view to ultimately enhancing students’ writing abilities. Practice is mostly communicative, including written work aimed to reinforce and perfect students’ grammar usage. Emphasis is also placed on meta-cognitive skills, which are needed to help students know and analyze their own grammatical mistakes so they should not repeat them later. The course, while focusing on grammar, promotes the development of writing and speaking skills in a variety of ways.

**LCI 112 - Introduction to Literary Texts**  
Cr.3 Prerequisite: ESP 0

This course is designed to widen the students’ knowledge of literary works of art in order to enable them cultivate an awareness of generic learning skills involved. It will particularly develop a critical approach to literary texts, which stimulate the student’s communication skills and develop strategies of objective analysis applied on literary text. The course will introduce the students to read and recite poetry, analyze short stories and dramatic texts.
Courses Description

**LCL113 - Listening and Reading comprehension**  
Cr.3 Prerequisite: None  
This course is designed to develop students’ English listening and conversational skills in social and travel contexts, as well as in academic and day-to-day situations. Students will develop their listening skills through the use of authentic listening tasks in a wide range of academic situations. Listening strategies will include the ability to follow instructions, identify word cues and main ideas, and listen for details and understanding the organizational structure of an academic lecture. Students will listen actively to talks on a variety of lengths. Note-taking basics will be identified and developed. Students will listen to synthesize information received from specific listening tasks and discussions.

**LCA114 - Arabic Language I**  
Cr.3 Prerequisite: None  

1. تمكن الطالب من الكتابة الفقرة والمقال كتابة صحيحة.
2. Rفع كفاءة الطالب لغويا من خلال تدريبه على خطوات كتابة المقال.
3. تعرف نظام الجملة العربية وكيفية توظيفها في أجزاء المقال.
4. القدرة على بناء جملة عربية صحيحة مطابقة لقواعد الفصحى.

**LCR 115 - Writing and Reporting**  
Cr.3 Prerequisite: None  
This course is designed to address the specific skills necessary in good essay writing. The course will focus on steps of essays writings, including narrative, descriptive, argumentative and persuasive essays, which encompass all the other essay strategies. The course will include activities directed toward overcoming writing weaknesses and strengthening writing skills. Students will be aware of these standards throughout the course.

**LCC116 – Introduction to Computer**  
Cr.3 Prerequisite: None  
This course provides an introduction to computers and computing. It is designed to give students an understanding of how a computer works, their capabilities, limitations, and applications. It includes computer system components, system unit, storage and input/output devices, numbering systems, systems and applications software, applications, programming concepts, and the use of software packages. Topics of interest also include the impact of computers on society, ethical issues, internet applications, program development, programming languages.

**LCH130- ESP 0**  
Cr.0 Prerequisite: Placement Test  
This course is designed for students who scored less than 40 out of 100 in the placement test. The main aim of the course is to concentrate on basic grammatical structures, introduce students to vocabulary of general English, develop the student’s understanding of reading skills and develop the student’s ability to communicate information with their peers. The exercises used aim at teaching, and testing, understanding concepts using lexical and cohesive devices in general English.
Term 2

LCF121- Phonetics
Cr.3 Prerequisite: None
This course introduces students to the study of speech sounds and the analysis of sound systems in the world's languages. It introduces the sounds of speech, their description (phonetics), organization (phonology), and interactions with morphology (morph phonology). Students will develop skills in perceiving, articulating and transcribing vowel and consonant sounds using IPA symbols. They will also be introduced to syllable structures and learn to do phonemic analysis and employ distinctive features and phonological rules to the analysis of sound patterns.

LCT122-Translation I
Cr.3 Prerequisite: None
This course is geared toward teaching students to translate different types of basic texts from Arabic into English and vice versa. Students will be introduced to the various linguistic and stylistic skills needed to produce accurate translation. The students are able to identify the lexical features of translating various types of short texts. It develops students’ ability to deal with the basic syntactic elements essential to rendering texts from/to English/Arabic.

LCP123- Poetry I
Cr.3 Prerequisite: None
This course aims to provide an overview of the significant points in the development of English poetry and a framework by which key texts may be analyzed. Students are introduced to poems from the sixteenth through the nineteenth centuries. They develop familiarity with poetic imagery, figurative language, and variations of tone. They will study specific forms of short poetry, such as heroic couplets, stanzas, sestinas, sonnets, ballads, odes, and epics.

LCL 124- Second Language (French)
Cr.3 Prerequisite: None
Développer les compétences communicatives orales et écrites permettant à l’étudiant de s’exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne. L’étudiant doit être capable de : converser avec ses amis dans une langue correcte, bien écouter des textes appartenant à de différents domaines et en saisir les informations. L’étudiant doit être capable de lire et écrire correctement les mots et les phrases français. L’étudiant doit être capable d’écrire des phrases simples et des paragraphes traitant les différents aspects de la vie quotidienne.

LCN 125 – Novel I
Cr.3 Prerequisite: Literary Texts
This course is an introduction to both the world and art of the novel. Elements of the novel (setting, plot, story, characterization, etc.) will receive ample treatment, and so will the cultural and historical background. Through an in-depth study of four novels, students will be acquainted with the various styles and trends within this rich genre.

LCM 126- Introduction to Mass Communication
Cr.3 Prerequisite: None
This course is designed to give the students some important basic information on the nature and history of mass media. The following issues will be handled: concept of communication approaches to the media, media forms and models of media institutions, media systems in Europe and the Middle East, types of mass media; print media, radio and television, the new media, cinema and photography. Also the characteristics of different media are going to be tackled.
Language & Translation

The Language and Translation Department offers courses intended to develop students’ linguistic and translation abilities so that they can translate accurately and professionally. The courses are aimed at qualifying our students to become competent language specialists, translators and interpreters.
## Compulsory Courses

### Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Semester 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCA114 Arabic Language (1)</td>
<td>LCN125 Novel (1)</td>
</tr>
<tr>
<td>LCC116 Introduction to Computer Applications</td>
<td>LCT122 Translation (1)</td>
</tr>
<tr>
<td>LCI112 Introduction to Literary Texts</td>
<td>LCF121 Phonetics</td>
</tr>
<tr>
<td>LCW115 Writing and Reporting</td>
<td>LCP123 Poetry (1)</td>
</tr>
<tr>
<td>LCL113 Listening</td>
<td>LCL124 Second Language (1)</td>
</tr>
<tr>
<td>LCG111 Grammar</td>
<td>LCM126 Introduction to Mass Communication</td>
</tr>
</tbody>
</table>

### Year 2

<table>
<thead>
<tr>
<th>Semester 3</th>
<th>Semester 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCL231 Linguistics (1)</td>
<td>LCPO242 Poetry (2)</td>
</tr>
<tr>
<td>LCD232 Drama (1)</td>
<td>LCL243 Second Language (2)</td>
</tr>
<tr>
<td>LCT233 Translation (2)</td>
<td>LCT244 Media and Newspaper Translation</td>
</tr>
<tr>
<td>LCA234 Arabic Language (2)</td>
<td>ELCA246 Applied arts</td>
</tr>
<tr>
<td>ELRV244 Introduction to Radio and Television</td>
<td>ELCP245 Psychology</td>
</tr>
<tr>
<td>ELCC236 Introduction to Cinema</td>
<td>LCN241 Novel (2)</td>
</tr>
<tr>
<td>ELCS237 Media and Society</td>
<td>ELCC247 Culture Studies</td>
</tr>
</tbody>
</table>
# Courses Description

## Year 3

<table>
<thead>
<tr>
<th>Semester 5</th>
<th>Semester 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCL351  Linguistics (2)</td>
<td>LCL363  Second Language (3)</td>
</tr>
<tr>
<td>LCL353  Lexicology</td>
<td>LCA361  At Sight Translation</td>
</tr>
<tr>
<td>LCD354  Drama (2)</td>
<td>ELCP366  Political and Economic Translation</td>
</tr>
<tr>
<td>LCSW483  Script Writing</td>
<td>LCAL364  American literature</td>
</tr>
<tr>
<td>ELCC357  Comparative Literature</td>
<td>LCP362  Pragmatics</td>
</tr>
<tr>
<td>LCA352  Arabic Language (3)</td>
<td>ELCN365  The New Media</td>
</tr>
<tr>
<td>ELCE356  Media Economics</td>
<td>ELCW367  Writing for Media</td>
</tr>
</tbody>
</table>

## Year 4

<table>
<thead>
<tr>
<th>Semester 7</th>
<th>Semester 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCPC471  Practical Criticism</td>
<td>ELCT485  Legal Translation</td>
</tr>
<tr>
<td>LCS472  Simultaneous Interpretation</td>
<td>ELCT486  Script Translation</td>
</tr>
<tr>
<td>ELCF476  Photography</td>
<td>LCC483  Consecutive Interpreting</td>
</tr>
<tr>
<td>LCA474  Arabic Editing Skills</td>
<td>LCC482  Computer Assisted Translation</td>
</tr>
<tr>
<td>LCD473  Introduction to Documentary</td>
<td>ELCM487  Media Ethics</td>
</tr>
<tr>
<td>ELCT475  Documentary Translation</td>
<td>LCD484  Literary Texts (Project)</td>
</tr>
<tr>
<td>ELCD477  TV Drama</td>
<td>LCL481  Second Language (4)</td>
</tr>
</tbody>
</table>
Term 3

LCT233-Translation (2)
CR 3 Prerequisite: Translation (1)
This course aims at teaching students to translate different types of longer, more sophisticated texts from Arabic into English and vice versa. Students will also be further trained to take into consideration linguistic, inter-lingual and inter-cultural differences between Arabic and English.

LCD 232- Drama (1)
CR 3 Prerequisite: Intro to Literary Texts
This course is designed to widen the students’ knowledge of plays in order to enable them cultivate an awareness of generic learning skills involved. This course will particularly develop a critical approach to reading plays, which stimulate the student’s communication skills and develop strategies of objective analysis applied to different literary texts. Students will be asked to submit several critical essays applied to selected plays.

LCRV 244-Introduction to Radio & TV
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the revolutionary changes taking place on the practice of public relations and advertising. The following issues will be handled:
- Key features of radio & TV
- All the stages of production
- Production plan
- The delivery with the project
- TV and film trailer
- Audience feedback

ELCC236- Introduction to Cinema
CR 3 Prerequisite: None
This course introduces the art, technology, language and appreciation of film; exploring varieties of film experiences, film and other arts, as well as viewing approaches. Students will learn about the basic cinematic techniques and structures, including montage, use of cinematic time and space, the image, sound track, and the script. Consideration will also be given to analyzing the fundamentals of film production, directing, acting, and editing; how the elements of the production process are analyzed separately, then brought together to show how they create the emotional and intellectual impact of the film experience. Film examples will be screened in class.

LCL231- Linguistics (1)
CR 3 Prerequisite: Grammar
This course introduces students to the scientific study of human language, using examples from a variety of languages around the world. It provides students with an overview of the fundamentals of language and linguistics, with a focus on the nature of language, an introduction to sound systems, word formation and structures, sentence structure, meaning, and an overview of language revitalization and language learning if time permits. By the end of this course, students should be able to use accepted linguistic terminology when describing language.

ELCS 237- Media and Society
CR 3 Prerequisite: None
This course is designed to provide the students basic information on the nature and history of mass media. The following issues will be handled:
- The relationships between media and society
- Characteristics of media institutions
Courses Description

- Media in relation to other institutions
- Institutions and powers
- Audience and effects related topics
- Media and new technology
- Facets of globalization and media
- Media imperialism

LCA234 (2) Arabic Language (2)
CR 3 Prerequisite: Arabic 1

Lift student's linguistic writing capabilities to enable him to write an article

- Introduce the technique of writing an article: (a logical argument and the use of the language of the article)

- Enable the student to employ (argumentative and comparative methods).

- Introduce the student to the categories of events: (from the beginning, general, meeting of events, and ending.

- Introduce the student to the categories of events: (from the future, the unexpected, and incomplete ending.

- Introduce the student to the categories of events: (a logical beginning, the beginning of the event, the beginning of the article, and the beginning of the argument.

- Introduce the student to the categories of events: (a logical conclusion, the conclusion of the event, the conclusion of the article, and the conclusion of the argument.

ELCA 246- Applied Arts
CR 3 Prerequisite: None

In this course, students will learn sketching and drawing as a means of effectively conceiving and communicating ideas and as an aid to project execution and visualization. Students will practice methods and techniques that promote a free flow of ideas from the brain to the paper (i.e. concept sketches, ideation drawings) as well as digital approaches to drawing, conceiving and realizing their ideas. Students will also explore ways of seeing and the languages of representation used within the art and design disciplines (i.e. orthographic, praline, and perspective drawing systems.)

The following topics will be discussed:
- The Nature of Arts
- The History of Arts
- Ethics and art appreciation
- Arty in Action and Communication
- Art of advertising media
- The role of logo design and branding.
Term 4

**LCN 241- Novel 2**
**CR 3 Prerequisite: Novel 1**
This course builds on the previous course (Novel 1) and introduces the students to the modern novel. The various elements of the modern novel as well as the historical and cultural backgrounds are dealt with in detail. Through an in-depth study of four novels, students will be acquainted with the various themes, techniques, styles and language of the 20th century novel.

**LCP0242- Poetry 2**
**CR 3 Prerequisite: Poetry 1**
The course aims to provide a wide canvas of American Poetry, as it is a wide-ranging and not all-inclusive course. It will assess the cultural constructs that frame 20th c. American poetry. It is a study of an extended period in the history of American poetry at some depth with selection of salient poets’ works.

**LCL243- Second Language 2**
**CR 3 Prerequisite: Second Language 1 (French or Spanish)**
- Développer les compétences communicatives orales et écrites permettant à l’étudiant de s’exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne.
- El libro está compuesto de 10 lecciones, divididas en dos ámbitos cada una, en las que de forma gradual se amplían los contextos funcionales y donde se ponen en práctica los contenidos programados para cada lección. Esto permite ofrecer una mayor variedad de situaciones y hace posible que el estudiante aprenda de manera natural. En cada una de las lecciones se atienden todos los niveles lingüísticos (gramaticales, léxicos, fonéticos y de estructura), que se trabajan de manera íntegra.

**LCT244- Media & Newspaper Translation**
**CR 3 Prerequisite: Translation 2**
This course covers an extensive lexical, syntactic and stylistic analysis of the language of media and newspaper translation from/to Arabic/English in the fields that are dealt with in the media including business, politics, culture and social affairs. It will enhance students’ translation skills with respect to Arabic-English media translation and further familiarize them with the socio-cultural, linguistic and technical dimensions that characterize this type of translation. Students will be asked to apply problem-solving techniques to overcome translation challenges. It will also equip students with the necessary basic skills to enter the professional market.

**ELCP245- Psychology**
**CR 3 Prerequisite: None**
This course is an introduction to psychology, and covers the main topics of psychology as a scientific study of behavior, such as psychological functions (perception, intelligence, memory, learning, motivation and personality...etc). The student will be able to read and comprehend texts of general Psychology in English language and understand the basic concepts of psychology.

**ELCC247- Culture Studies**
**CR 3 Prerequisite: None**
This course introduces the students to the importance of culture as a background for the political, economic, literary and social aspects of life since the beginning of recorded history till the present time. Accordingly, students will start to be aware of the interdependency of these aspects and how they can change, for the better or worse, the society in particular and human life in general.
Term 5

Linguistics (2) - LCL351
CR 3 Prerequisite: Linguistics (1)

Students involved in this course will acquire knowledge of the key aspects of functional linguistics as well as the nature and the workings of English vocabulary and grammar. They will be able to apply the framework to the exploration of such issues as how styles of language vary according to social context and communicative purpose.

LCA 352 - Arabic Language (3)
CR 3 Prerequisite: Arabic Language (2)

The second section:

Courses Description

Term 5

Linguistics (2) - LCL351
CR 3 Prerequisite: Linguistics (1)

Students involved in this course will acquire knowledge of the key aspects of functional linguistics as well as the nature and the workings of English vocabulary and grammar. They will be able to apply the framework to the exploration of such issues as how styles of language vary according to social context and communicative purpose.

LCA 352 - Arabic Language (3)
CR 3 Prerequisite: Arabic Language (2)

The second section:

Courses Description
LCL353- Lexicology
CR 3 Prerequisite: Linguistics (1)
This course is an introduction to lexicology, which deals with the vocabulary of a language and the properties of words. The goal of the course is to help students acquire basic knowledge related to the vocabulary of the English language and to the various means of enlarging it with a view to producing a more accurate, professional translation. Words are defined in ways from different perspectives, with each perspective corresponding to a different linguistic field. It also tackles word-formation processes, providing examples from Arabic and English. Students will also get acquainted with the main themes of modern English lexicology: language units, word building, semantic changes, phraseology, borrowings, semasiology, neologisms, and lexicography. It enables students to uncover the layers, patterns and levels that constitute stylistic description in the process of translation the texts from the source into the target ones.

LCD354- Drama (2)
CR 3 Prerequisite: Drama (1)
This course is designed to widen the students' knowledge of plays in order to enable them cultivate an awareness of generic learning skills involved. This course particularly develops a critical approach to reading plays, which stimulate the students' communication skills and develop strategies of objective analysis applied on different literary texts.

LCSW483- Script Writing
CR 3 Prerequisite: None
This is a basic course in the principles and practice of writing for film and cinema. Emphasis is placed upon the essentials of screenplay structure, format, sequence, characterization, and the dramatic scene. The course will include critical analysis through reading selected screenplays and viewing specific dramatic scenes portrayed on film. Students will learn fundamentals of dramatic screenwriting and be familiarized with the elements and tools of screenwriting. Students must complete a finished short script by the end of the course.

ELCE356- Media Economics
CR 3 Prerequisite: None
This course aims at equipping students with knowledge and understanding of economic concepts and issues in the context of media industries. It also provides them with a critical introduction to the changing economic forces which direct and constrain the choices of managers in various sub-sectors of the media.

ELCC357- Comparative Literature
CR 3 Prerequisite: None
This course introduces the students to the various schools of modern literature as well as the most famous literary movements that prevailed in the West and in the Arab world through the beginning of the twentieth century till its end. General comparisons are going to be made between the works of literature and the writers as well as specific comparisons between cultures, themes and techniques.
Term 6

LCA361- At Sight Translation  
CR 3 Prerequisite: Translation 2  
This course is aimed at teaching students the fundamentals of sight translation, oral communication, mimicking speakers, rising and falling tones, and sight reading. It will assist in the development of related skills, such as reading comprehension, scanning for main ideas, fast reading, and analysis of language, vocabulary enrichment and comprehension verification through paraphrasing. Students will also be instructed in how to listen carefully, how to develop a retentive memory and recast the whole message, or part of it, in their own words.

LCP362- Pragmatics  
CR 3 Prerequisite: Linguistics 2  
This course aims to develop students' awareness of a range of key features of English which operate above the level of the sentence. It would enable students to appreciate how these features of language operate on the level of text, discourse practice and social practice. The course offers students the tools and skills to analyze spoken and written language and use this analysis to solve practical communication problems in social, educational and workplace settings.

LCL 363- Second Language (3)  
CR 3 Prerequisite: Second Language 2

- Développer les compétences communicatives orales et écrites permettant à l’étudiant de s’exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne.
- El libro está compuesto de 10 lecciones, divididas en dos ámbitos cada una, en las que de forma gradual se amplían los contextos funcionales y donde se ponen en práctica los contenidos programados para cada lección. Esto permite ofrecer una mayor variedad de situaciones y hace posible que el estudiante aprenda de manera natural. En cada una de las lecciones se atienden todos los niveles lingüísticos (gramaticales, léxicos, fonéticos y de estructura), que se trabajan de manera íntegra. En este contexto, el alumno comienza la traducción de unos textos sencillos de las mismas lecciones (del español al árabe), aprovechando lo aprendido en los dos niveles anteriores (süena 1) (lecciones de 1 –10).

LCAL364- American Literature  
CR 3 Prerequisite: Introduction to Literary Texts  
This course introduces and orients the students to a diverse collection of American literature. The various genres of the American literature as well as the historical and cultural backgrounds are dealt with in detail. Through an in-depth study of a novel, a play, a collection of poems and a collection of short stories, the students will be well acquainted with the major themes, ideas, trends and techniques of the American literature beginning by the end of the nineteenth century through the twentieth.

ELCN365- The New Media  
CR 3 Prerequisite: None  
This course is designed to give students some important information on the nature of the emerging concept of new media as a modern skill acquired by an individual to exchange messages, ideas, opinions and even express emotions. The following issues will be handled:

- The new emerging concept of new media.
- Different means of modern communication.
- Relationship between traditional media and new media.
- Effects of new media on society.
- Theories of Cyber Communication.
ELCP 366- Political & Economic Translation
CR 3 Prerequisite: Translation 2
This course is designed to refining students’ skills in political translation while providing them with the basic principles of translating economic texts from Arabic into English and vice versa. Careful attention will be paid to a variety of political and economic topics. The course will also emphasize the lexical, syntactic and textual source/target language differences. The basic terminology used in international financial institutions will also be discussed. Students will be taught how to best translate typical political and economic texts using interdisciplinary approaches.

ELCW367- Writing for Media
CR 3 Prerequisite: None
This course aims at enabling students to put into practice theories and methods of discourse analysis by producing their own portfolio of journalism and media-related writing. It functions as a substantial component of an introduction to writing in the various styles and forms required in journalism, advertising, broadcasting, public relations, and speech communication.

Term 7

LCPC 471- Practical Criticism (Practical)
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the nature of Criticism. The following will be handled:
- Building confidence and removing some of the anxiety that frequently accompanies unseen critical analysis.
- Being acquainted with criticism in poetry, the novel and all other forms of English literature.
- Tackling both unseen prose and poetry.

LCS 472- Simultaneous Interpretation
CR 3 Prerequisite: At Sight Translation
This course aims to acquaint students with the practical skills of simultaneous interpreting from Arabic into English and vice versa. Students will receive intensive training in the skills involved in simultaneous interpreting, inter alia, speech perception, mnemonics, speech production, coping with different accents and making inferences when unsure. The training methodology involves a progressive and reasoned gradation in the difficulty and content of the audio text.

LCD 473- Introduction to Documentary
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the revolutionary changes taking place on the practice of filming documentaries. The following issues will be handled:
- Key features of documentary films
- All the stages of filming
- Production plan
- The delivery with the project
- Shooting and editing
- Audience feedback
Courses Description

**LCA474- Arabic Editing Skills**  
CR 3 Prerequisite: Arabic 3

This course focuses on introducing students to the art of editing as a component of the multimedia and the journalistic processes associated with the craft of journalism. The emphasis is on understanding the elements of the craft of journalism and the skills involved in the process of editing and producing quality journalism. Students will be trained on various aspects of editing and producing quality journalism.

**ELCT475- Documentary Translation**  
CR 3 Prerequisite: Media and Newspaper Translation

This course offers an intensive practice in translating into Arabic/English any kind of documentary text, such as technical, UN, legal, religious or contractual material. Special emphasis is placed on keeping both the form and content; translating word for word in cases where syntactic relations give explicit semantic relations.

**ELCD477- T.V. Drama**  
CR 3 Prerequisite: None

This course is designed to widen the students’ knowledge of TV Drama in order to enable them to cultivate an awareness of generic learning skills involved. This course will develop a critical approach to view different dramatic works broadcast on TV, and enhance the student’s communication, critical skills and developing strategies of objective analysis applied on different TV dramatic works. Students will be asked to submit several critical essays applied to selected series.

**ELCF476- Photography**  
CR 3 Prerequisite: None

- Understanding different techniques of photography.
- Becoming better storytelling photographer.
- Employing camera shutters and tools in journalism photography.
- Introducing the concept of photojournalism.
- Using flash dynamic ranges.
Term 8

LCL481- Second Language (4)
CR 3 Prerequisite: Second Language (3)

*Développer les compétences communicatives orales et écrites permettant à l'étudiant de s'exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne.

* El libro está compuesto de 10 lecciones, divididas en dos ámbitos cada una, en las que de forma gradual se amplían los contextos funcionales y donde se ponen en práctica los contenidos programados para cada lección. Esto permite ofrecer una mayor variedad de situaciones y hace posible que el estudiante aprenda de manera natural. En cada una de las lecciones se atienden todos los niveles lingüísticos (gramaticales, léxicos, fonéticos y de estructura), que se trabajan de manera íntegra. En este contexto, el alumno comienza la traducción de unos textos sencillos de las mismas lecciones (del español al árabe), aprovechando lo aprendido en los dos niveles anteriores (suena 1) (lecciones de 1 –10).

LCC482- Computer Assisted Translation (CAT)
CR 3 Prerequisite: At Sight Translation

Since the use of technology is becoming increasingly important to the modern-day translator, this course mainly focuses on the use of Translation Memory (TM) and terminology management tools throughout all phases of a translation project. The world of translation is a rapidly changing business and to remain competitive translators will need to get the most out of technology. Businesses need a fast turnaround of translation documents to capture business opportunities and to ensure customer satisfaction. Students will, therefore, be introduced to the various professional skills of internet research to accelerate the translation process while maintaining a high-level of accuracy. The overlying concepts and lingo required to master most translation technologies as well as the how, why and when of using such tools will be emphasized. Students will also be given the opportunity to utilize CAT software products in the translation of documents.

LCC483- Consecutive Interpretation
CR 3 Prerequisite: At Sight Translation

This course is aimed at introducing students to the basic skills of consecutive interpreting, including retentive memory and logical analysis. Students will be taught the skills of note-taking, which they can use in real interpreting environment. They will also be familiarized with practical strategies to interpret numbers, dates and names. The course will help them develop critical insights into specific performance criteria such as semantic equivalence, tone, register, focus and stress management.

LCD484- Literary Texts (Translation Project)
CR 3 Prerequisite: 126 credits

This course provides an opportunity for students to apply and integrate what they have learnt in previous translation courses, as well as to optimize their translation skills. Making use of their knowledge of translation theory and practice, students are required to work on a literary translation project, either from Arabic into English or vice versa. Through teamwork, this course will further hone students’ skills in handling translation difficulties, including culture-specific items, cultural gaps, collocations, redundancies, repetitions and sentence length. Students will also be asked to give critical feedback on their translation work.
ELCT485- Legal Translation
CR 3 Prerequisite: None

This course aims to introduce students into the rules governing legal language. The stylistic features identifiable in drafting legal documents are emphasized on all levels of language analysis. Through a careful selection of legal texts – laws, contracts, court rulings, certificates, etc. – the pitfalls are defined and the legally correct language is practiced. Particular attention will be paid to translation problems associated with the legal text, including legal equivalence, terminology, register, structural layout. Furthermore, the course expands students’ repertoire of legal vocabulary, terminology and expressions.

ELCT486- Script Translation
CR 3 Prerequisite: None

This course is aimed at introducing students into translating scripts, using the different script translation strategies with reference to the existing practices in the market. The course will cover the subtitling strategies on the technical, linguistic and cultural levels. Subtitling techniques such as condensation, transcription and trans adaptation will be tackled. Students will also get acquainted with the influence of technological advances (subtitling software and the internet) on the subtitle’s practice.

ELCM487- Media Ethics
CR 3 Prerequisite: None

This course is designed to give the students some important basic information on the nature and history of mass ethics. The following issues will be handled:
● Areas of media ethic
● Media ethics and the law
● The concept of ‘freedom of expression’ and its elements

● The philosophical and historical frame of freedom of expression
● Intercultural dimensions of media ethics.
Media

The Department of Media is one of the specialized departments in CLC. The department pursues innovative teaching techniques as well as the use of emerging technologies that promote learning, research, training and creative activities. Following the CLC vision, the Department aims at creating such high-quality, practice-oriented learning environment that is fully furnished with a professional studio and smart rooms in which students work collaboratively to achieve the highest level of competency in their media field. To achieve the College mission, the Department seeks to respond rapidly to the changing developments in the fields of media, communication, and technology.
## Academic Program Sheet - Media Branch

### Compulsory Courses

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Term 3

ELCC236-Introduction to Cinema
CR 3 Prerequisite: None
This course will introduce the art, technology, language and appreciation of film, exploring the varieties of film experience, film and other arts, as well as the ways of viewing. Students will learn about the basic cinematic techniques and structures, including montage, use of cinematic time and space, the image, sound track, and the script. Consideration will also be given to analyzing the fundamentals of film production, directing, acting, and editing; how the elements of the production process are analyzed separately, then brought together to show how they create the emotional and intellectual impact of the film experience. Film examples will be screened in class.

LCL238- Communication Theories
CR 3 Prerequisite: None
This course is designed to give students some important information on the nature of Communication as a skill acquired by an individual to exchange messages, facts, ideas, opinions and even express emotions. This skill is acquired either without any conscious effort, or by conscious effort through education.

ELCL235- Language for Media
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the nature and history of mass media. The following issues will be handled:
● Literacy and the new media
● Modern media: globalization and medialization
● Different writing styles and sentence mechanics
● Online news and its structure as a new genre

ELCS 237- Media and Society
CR 3 Prerequisite: None
This course is designed to provide the students basic information on the nature and history of mass media. The following issues will be handled:
● The relationships between media and society
● Characteristics of media institutions
● Media in relation to other institutions
● Institutions and powers
● Audience and effects related topics
● Media and new technology
● Facets of globalization and media
● Media imperialism
LCA234 - Arabic Language (2)
CR 3 Prerequisite: Arabic I

- Raising the student's linguistic capabilities and enabling him to write an article.
- Teaching him to write an article with a Linguistic component of: (The spatial and temporal arrangement, the presentation of the ideas).
- Enabling the student to consider language usage in the article and build the article linguistically.
- Enabling the student to use the language in the article and build the article linguistically.
- Teaching the student to write an article with a Linguistic component of: (The event, the beginning of the discourse, the ending of the discourse).
- Teaching the student to write an article with a Linguistic component of: (The event, the beginning of the discourse, the ending of the discourse).
- Teaching the student to write an article with a Linguistic component of: (The event, the beginning of the discourse, the ending of the discourse).

LCP233- Public Opinion
CR 3 Prerequisite: None

This course explores the structure and dynamics of public opinion, providing a broad-based introduction to the relationship between the scene of action, the human picture of that scene, and the human response to that picture working itself out upon the scene of action. The following issues will be handled:
- The world outside and the pictures in our heads
- Approaches to the world outside.
- Stereotypes

ELCT 237- Theatre
CR 3 Prerequisite: None

This course is designed to give students some important information on the nature of the theatrical performances. The course also seeks to provide a comprehensive review of the theatrical approaches in different contexts.
Term 4

ELCA 246- Applied Arts
CR 3 Prerequisite: None
In this course, students will learn sketching and drawing as a means of effectively conceiving and communicating ideas and as an aid to project execution and visualization. Students will practice methods and techniques that promote a free flow of ideas from the brain to the paper (i.e. concept sketches, ideation drawings) as well as digital approaches to drawing, conceiving and realizing their ideas. Students will also explore ways of seeing and the languages of representation used within the art and design disciplines (i.e. orthographic, praline, and perspective drawing systems.) Open only to Stamps students. The following topics will be discussed:
- The Nature of Arts
- The History of Arts
- Ethics and art appreciation
- Arty in Action and Communication
- Art of advertising media
- The role of logo design and branding.

LCP 242- Introduction to PR & Advertising
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the revolutionary changes taking place in the practice of public relations and advertising. The following issues will be handled:
- The Nature of Public Relations
- The History of Public Relations
- Law and Ethics
- Action and Communication
- Strategic Planning for Public Relations Effectiveness
- The key advertising media sectors

LCL243- Second Language 2 (French or Spanish)
CR 3 Prerequisite: Second Language 1
*Développer les compétences communicatives orales et écrites permettant à l’étudiant de s’exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne.
*El libro está compuesto de 10 lecciones, divididas en dos ámbitos cada una, en las que de forma gradual se amplían los contextos funcionales y donde se ponen en práctica los contenidos programados para cada lección. Esto permite ofrecer una mayor variedad de situaciones y hace posible que el estudiante aprenda de manera natural. En cada una de las lecciones se atienden todos los niveles lingüísticos (gramaticales, léxicos, fonéticos y de estructura), que se trabajan de manera íntegra.

LCRV 244- Introduction to Radio & TV
CR 3 Prerequisite: Introduction to mass communication
This course is designed to give the students some important basic information on the revolutionary changes taking place on the practice of Radio and Television. The following issues will be handled:
- Key features of radio & TV
- All the stages of production
- Production plan
- The delivery with the project

LCD 241- Introduction to Journalism
CR 3 Prerequisite: Writing and Reporting
This course is designed to give the students some important basic information on the nature and history of journalism. The following issues will be handled:
- Broadcast news
- The history of news
- How the internet impacts news
- Reporting for disasters
LCT233-Translation (2)
CR 3 Prerequisite: Translation (1)
This course aims at teaching students to translate different types of longer, more sophisticated texts from Arabic into English and vice versa. Students will also be further trained to take into consideration linguistic, inter-lingual and inter-cultural differences between Arabic and English.

ELCC247- Culture Studies
CR 3 Prerequisite: None
This course introduces the students to the importance of culture as a background for the political, economic, literary and social aspects of life since the beginning of recorded history till the present time. Accordingly, students will start to be aware of the interdependency of these aspects and how they can change, for the better or worse, the society in particular and human life in general.

Term 5
LCA 352- Arabic Language (3)
CR 3 Prerequisite: Arabic Language (2)

ينقسم مقرر اللغة العربية ( 3 ) LCA 352 وفقاً للخطة الزمنية LCA 352 وفقاً للخطة الزمنية

وعدد الساعات الفعلية إلى قسمين:

القسم الأول:

1. أسلوب كتابة النص الإذاعي نشرة الأخبار
2. القواعد التي تقابل المحرر أثناء عملية الكتابة.
3. عناصر الخبر الإذاعي.
4. الأداء الصوتي للنشرة المذاعة والقدرة على توصيل الخبر.
5. الانتقاء اللفظي عند الكتابة وطبيعة الوسط الناقل الميكروفون.
6. البناء التركيبي للجملة المذاعة في نشرات الأخبار.
7. صيغة كتابة النص الدramي الإذاعي التمثيلية الإذاعية
8. السمات اللغوية التي يجب أن يراعيها الكاتب الإذاعي أثناء عملية الكتابة.
10. عناصر (التمثيلية الإذاعية). (الحوار - المؤثرات الصوتية - الموسيقى التعبيري).

القسم الثاني:

تدريبات وتطبيق تدريبي نماذج من نشرات الأخبار المسموعة ونماذج من التمثيليات الإذاعية:

1. تحليل الأداء النطقي لمذيعي نشرة الأخبار، وتبين الوقف غير النهائي.
2. التدريب في تحقيق العلامات الإعرابية.
3. التدريب على تنفيذ أسماء الأعلام وأسلوب مذيعي النشرة في نطقها.
4. نطق الأرقام وفقاً لمعايير صوتية.
Courses Description

LC0354 - Oral Proficiency
CR 3 Prerequisite: None
This course is designed to enhance oral proficiency, pronunciation, and fluency in a coherent production, enabling students to improve their ability to use Arabic and English orally with a higher degree of accuracy and flexibility. Students will also receive voice and speech coaching suitable to their future work as broadcasters, news anchors, news bulletin readers, announcers and program presenters. The English stress patterns and intonation will be introduced. Extensive oral language practice will be given in Arabic and English through news, speeches, broadcasts related to students’ specialization. Students’ listening, comprehension and production skills will further be improved through the use of authentic instructional material.

LCC351 - Intercultural Communication
CR 3 Prerequisite: Communication Theories
This course is designed to give students some important basic information on the nature of Intercultural Communication. The following issues will be handled:
- Introducing important basic information on the nature of intercultural communication in real life.
- Examining the existence of intercultural communication in different real life aspects; economic, social and cultural.
- Understanding the main challenges of intercultural communication such as language learning, stereotyping and social challenges.

LCM353 - Production of Media Materials
CR 3 Prerequisite: Introduction to Radio and Television
This course is designed to give the students some important basic information on the nature of Media Materials. The following issues will be handled:
- Analyzing the growing convergence of video, film, audio, television, multimedia and the Internet.
- Comprehending the background history of how film affects video, and how video affects working in a studio, and ultimately, how one needs to know how to put it all together.
- Applying color theory and applications in visual production.

ELCT357 - RTV Training
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the nature of Radio and TV Training. The following issues will be handled:
- Comparing types of voice-over work.
- Justifying how the internet gets involved in broadcast announcing.
- Analyzing television and radio studio environments.

ELCE356 - Media Economics
CR 3 Prerequisite: None
This course aims at equipping students with knowledge and understanding of economic concepts and issues in the context of media industries. It also provides them with a critical introduction to the changing economic forces which direct and constrain the choices of managers in various sub-sectors of the media.
Term 6

ELCN365- The New Media
CR 3 Prerequisite: None
This course is designed to give students some important information on the nature of the emerging concept of new media as a modern skill acquired by an individual to exchange messages, ideas, opinions and even express emotions.
The following issues will be handled:
● The new emerging concept of new media.
● Different means of modern communication.
● Relationship between traditional media and new media.
● Effects of new media on society.
● Theories of Cyber Communication.

LCD 473- Introduction to Documentary
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the revolutionary changes taking place in the practice of filming documentaries. The following issues will be handled:
● Key features of documentary films
● All the stages of filming
● Production plan
● The delivery with the project
● Shooting and editing
● Audience feedback

LCL 363- Second Language (3)
CR 3 Prerequisite: Second Language 2
*Développer les compétences communicatives orales et écrites permettant à l’étudiant de s’exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne.

LCW 361- Communication Technology
CR 3 Prerequisite: None
This course focuses on the application of communication Technology to understand mediated technologies such as computers, the Internet, the Web, electronic mass media, telephones, and emerging technological developments in the communication field.

ELCT367- Media Translation (Project)
CR 3 Prerequisite: None
This course aims at employing a lexical, syntactic and stylistic analysis of the language of media in newspaper translation from/to Arabic/English in the fields that are dealt with in the media including politics, economy, culture and social affairs. It will reinforce students’ translation skills regarding Arabic/English media translation and further familiarize them with the socio-cultural, linguistic and technical dimensions that characterize this type of translation. Students will be asked to prepare a translation project applying problem-solving techniques to overcome translation challenges.
Term 7

LCA474- Arabic Editing Skills
CR 3 Prerequisite: Arabic 3

LCA474 دراسة تحرير اللغة العربية

Term 7

LCA474- Arabic Editing Skills
CR 3 Prerequisite: Arabic 3

لهدف المقرر تعريف الطلاب بفن التحرير الصحافي كمكون أساسي من مكونات العملية الإعلامية والصحفية التي تتعلق بصناعة المحتوى والأطر الكلاسيكي لعمليات الكتابة والصياغة الفنية لكافة الأشكال الإعلامية و إعداد المهارات الخاصة بهم واستيعاب تقييم و صياغة الأشكال الصحافية والإعلامية المختلفة من خلال تدريبهم على عمليات التقييم الصحفي والصياغة والمراجعة وإعادة الصياغة للوسائل الإعلامية بعامة والصحافة بوجه خاص.

ELCF476- Photography
CR 3 Prerequisite: None

- Understanding different techniques of photography.
- Becoming better storytelling photographer.
- Employing camera shutters and tools in journalism photography.
- Introducing the concept of photojournalism.
- Using flash dynamic ranges.

LCA471- Advertising
CR 3 Prerequisite: Introduction to PR & Advertising

LCA471 دراسة التسويق

This course is designed to give the students an attempt to get to the heart of the creative process of advertising. It also introduces a number of key principles that guide the practice of advertising.

LCMW 473- Multimedia and Web-Designing
CR 3 Prerequisite: The New Media

LCMW473 اการออกแบบ إلى الويب

This course aims at understanding Computer hardware, software and Internet basics. Learn the story of the Internet and the World Wide Web evolution. This course is about developing front-end websites.
ELCR355- Research Methods
CR 3 Prerequisite: Writing and Reporting
This course is designed to teach the students researching skills in the media field which will enable them to further probe in the academic and professional careers. Building confidence and inciting the passion for research and coming up with new ideas are the main targets of the course.

LCRV 472- Radio and TV Broadcasting
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the nature of Radio and TV Training. The following issues will be handled:
- Comparing types of voice-over work.
- Justifying how the internet gets involved in broadcast announcing.
- Analyzing television and radio studio environments.
- Describing announcer specializations and responsibilities.

LCPC 471- Practical Criticism (Practical)
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the nature of Criticism. The following issues will be handled:
- Building confidence and removing some of the anxiety that frequently accompanies unseen critical analysis.
- Being acquainted with criticism in poetry, the novel and all other forms of English literature.
- Tackling both unseen prose and poetry.

Term 8
LCL481- Second Language (4) (French or Spanish)
CR 3 Prerequisite: Second Language (3)
* Développer les compétences communicatives orales et écrites permettant à l’étudiant de s’exprimer correctement oralement ou en écrit en français dans toutes les situations de la vie quotidienne.
* El libro está compuesto de 10 lecciones, divididas en dos ámbitos cada una, en las que de forma gradual se amplían los contextos funcionales y donde se ponen en práctica los contenidos programados para cada lección. Esto permite ofrecer una mayor variedad de situaciones y hace posible que el estudiante aprenda de manera natural. En cada una de las lecciones se atienden todos los niveles lingüísticos (gramaticales, léxicos, fonéticos y de estructura), que se trabajan de manera íntegra. En este contexto, el alumno comienza la traducción de unos textos sencillos de las mismas lecciones (del español al árabe), aprovechando lo aprendido en los dos niveles anteriores (suena 1) (lecciones de 1–10).

ELCM487- Media Ethics
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the nature and history of mass ethics. The following issues will be handled:
- Areas of media ethics
- Media ethics and the law
- The concept of ‘freedom of expression’ and its elements
- The philosophical and historical frame of freedom of expression
- Intercultural dimensions of media ethics
Courses Description

LCSW483- Script Writing
CR 3 Prerequisite: None
This is a basic course in the principles and practice of writing for film and cinema. Emphasis is placed upon the essentials of screenplay structure, format, sequence, characterization, and the dramatic scene. The course will include critical analysis through reading selected screenplays and viewing specific dramatic scenes portrayed on film. Students will learn fundamentals of dramatic screenwriting and be familiarized with the elements and tools of screenwriting. Students must complete a finished short script by the end of the course.

LCI 484- Media and Information Literacy
CR 3 Prerequisite: None
This course is designed to give the students the critical knowledge and the analytical tools that will empower media consumers to function as autonomous and rational citizens, enabling them to make critical use of the media. The following issues will be handled:
- The relationships between media and education
- Characteristics of media education
- Media in relation to children and young people
- Multimedia and the school room
- Education and media culture
- Media and new technology

ELCR485- Visual Reporting
CR 3 Prerequisite: None
This course is designed to give the students some important basic information on the issues of visual communication. The course helps in understanding the concept of visual communication and the visual cues of color, form, depth and movement.

LCP482- Graduation Project
CR 3 Prerequisite: None
This course is designed to widen the students' knowledge of T.V. Drama in order to enable them to cultivate an awareness of generic learning skills involved. This course will develop a critical approach to view different dramatic works broadcast on T.V, and enhance the student's communication, critical skills and develop strategies of objective analysis applied to different T.V. dramatic works. Students will be asked to submit several critical essays applied to selected topics.

ELCD486- Directing
CR 3 Prerequisite: None
This course is designed to introduce students to different types of directing. The purpose of the course is to expose students to the art of Directing and the techniques of directing movies.
Languages

Offering pedagogical services to more than 2000 students per semester, the Languages Department has one main mission that is, to provide English language instruction to AASTMT undergraduate students, promoting effective academic communications in the various colleges of the Academy.
### Compulsory Courses

#### Year 1

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<td>LH182 ENG I En / Cardiff (Business)</td>
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#### Year 2

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<tr>
<td>LH231 ESPIII (Engineering)</td>
<td>None</td>
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Languages Department – Engineering

LH 130 – ESP0
Cr. 0 Prerequisites: Passing the placement test with a score less than 40/100.
This course is designed for students who scored less than 40 out of 100 in the Placement Test. The main aim of the course is to concentrate on basic grammatical structures, introduce students to vocabulary of general English, develop the student’s understanding of reading skills and develop the student’s ability to communicate information with their peers.

LH 131 – ESPI
Cr. 2 Prerequisites: Registration / ESP0 Course.
This course is designed to help students to concentrate on grammatical structures especially those used in scientific language. Students will be introduced to vocabulary of scientific English and develop their understanding and application of it. The exercises used aim at teaching and understanding concepts, using lexical and cohesive devices, deducing contextual meaning of lexical items, and skimming and/or scanning to locate specific information.

LH 132 – ESPII
Cr. 2 Prerequisites: ESPI
This course is designed to help students to concentrate on grammatical structures especially those used in scientific language. Students will be introduced to vocabulary of scientific English and develop their understanding and application of it. The exercises used aim at teaching and understanding concepts, using lexical and cohesive devices, deducing contextual meaning of lexical items, and skimming and/or scanning to locate specific information.

LH 231 – ESPIII
Cr. 3 Prerequisites: ESPII
This course is designed to help students to master professional technical writing by means of a systematic writing process: outlining, drafting, revising, and writing. The course primarily addresses keys topics of importance to students’ academic and professional life, namely, writing effective memos, letters, reports, proposals, résumés, and descriptions. During the course, students engage in weekly hands-on assignments that capitalize on these multiple genres and their respective formats.
Languages Department – Computer Science

**LH 130 – ESP0**
Cr. 0 Prerequisites: Passing the placement test with a score less than 40/100.
This course is designed for students who scored less than 40 out of 100 in the Placement Test. The main aim of the course is to concentrate on basic grammatical structures, introduce students to vocabulary of general English, develop the student’s understanding of reading skills and develop the student’s ability to communicate information with their peers.

**LH 135 – ESPI**
Cr. 2 Prerequisites: Registration / ESP0 Course
This course is designed to help students to concentrate on grammatical structures especially those used in scientific language. Students will be introduced to vocabulary of scientific English and develop their understanding and application of it. The exercises used aim at teaching and understanding concepts, using lexical and cohesive devices, deducing contextual meaning of lexical items, and skimming and/or scanning to locate specific information.

**LH 136 – ESPII**
Cr. 2 Prerequisites: ESPI
This course is designed to help students to concentrate on grammatical structures especially those used in scientific language. Students will be introduced to vocabulary of scientific English and develop their understanding and application of it. The exercises used aim at teaching and understanding concepts, using lexical and cohesive devices, deducing contextual meaning of lexical items, and skimming and/or scanning to locate specific information.

**NC133 – Communication Skills**
Cr. 3 Prerequisites: None
The course is designed to provide participants with the language skills and knowledge required to communicate effectively in English in various speech events. It gives students the opportunity to research problems relevant to their field of study, while, at the same time practicing writing in a variety of genres: e-mail, memo, letter, proposal, resume, definition, analytical report and presentation. Through this research and writing practice, students will become better prepared to meet the demands of their future workplaces and/or careers.
Languages Department – Business

LH 130 – ESP0
Cr. 0 Prerequisites: Passing the placement test with a score less than 40/100.
This course is designed for students who scored less than 40 out of 100 in the Placement Test. The main aim of the course is to concentrate on basic grammatical structures, introduce students to vocabulary of general English, develop the student’s understanding of reading skills and develop the student’s ability to communicate information with their peers.

LH 182 – ENG I En / Cardiff program
Cr. 3 Prerequisites: Registration / ESP0 Course
This course is designed for the students of the upper-intermediate level of English. The course provides excellent practice for major business English examinations such as BEC, LCCI and the TOEIC. The course offers realistic and informative original situations introducing students to key business concepts and the language of the business world.

LH 183 – ENG II En / Cardiff program
Cr. 3 Prerequisites: ENG I En
This course is designed for the students of the upper-intermediate level of English. The course provides excellent practice for major business English examinations such as BEC, LCCI and the TOEIC. The course offers realistic and informative original situations introducing students to key business concepts and the language of the business world.

LH 192 – ENG I Ar.
Cr. 3 Prerequisites: Registration / ESP0 Course
This course is designed for students of the pre-intermediate to upper-intermediate level of English. The course aims at developing students’ reading, writing, speaking and listening skills with regard to business related topics. It is also designed to consolidate and extend Students’ knowledge of the business world. The course offers realistic and informative original situations introducing students to key business concepts and the language of the business world.

LH 193 – ENG II Ar.
Cr. 3 Prerequisites: ENG I Ar.
This course is designed for students of the pre-intermediate to upper-intermediate level of English. The course aims at developing students’ reading, writing, speaking and listening skills with regard to business related topics. It is also designed to consolidate and extend Students’ knowledge of the business world. The course offers realistic and informative original situations introducing students to key business concepts and the language of the business world.
Languages Department — Logistics

**LH LH 130 — ESP0**

Cr. 0 Prerequisites: Passing the placement test with a score less than 40/100.

This course is designed for students who scored less than 40 out of 100 in the Placement Test. The main aim of the course is to concentrate on basic grammatical structures, introduce students to vocabulary of general English, develop the student’s understanding of reading skills and develop the student's ability to communicate information with their peers.

**ELI 125 — ESPI En**

Cr. 3 Prerequisites: Registration / ESP0 Course.

This course helps students understand how reading and writing contribute to college success by improving the student’s reading skills i.e. skimming, scanning, inferring. In addition to building up the students’ stock of lexical items and International Transport and Logistics terms and collocations. The activities used aim at teaching, testing, and understanding concepts using lexical and cohesive devices, deducing and contextual meaning of lexical items, besides improving their ability to manipulate grammatical structures.

**ELI 212 — ESPII En**

Prerequisites: ESPI En

This course helps students understand how reading and writing contribute to college success. It also combines reading and writing skills through a comprehensive, systematic and engaging process, designed to integrate them effectively.

**ALI 125 — ESPI Ar.**

Cr. 3 Prerequisites: Registration / ESP0 Course.

This course helps students understand how reading and writing contribute to college success. It also combines reading and writing skills through a comprehensive, systematic and engaging process, designed to integrate them effectively.

**ALI 212 — ESPII Ar.**

Prerequisites: ESPI Ar.

This course helps students understand how reading and writing contribute to college success. It also combines reading and writing skills through a comprehensive, systematic and engaging process, designed to integrate them effectively.
One of AAST's chief attractions is its impressive and extensive range of student facilities. The AAST is constantly improving and updating those facilities.

- Libraries
- College Agenda
- Student life
- General Facilities
- Service Centers
Library
The library of the CLC is considered the first and only library comprising humanities, languages and media fields in the AASTMT. It offers distinguished information system through computerized catalogues as well as direct connection to the internet. The library offers a rich variety of books in media: communication, Radio and TV, documentary, journalism, new media, media literacy, media ethics and many others. Moreover, there is another rich collection related to the study of languages, English, French and Spanish, and translation.
Trips

Throughout the year, the AASTMT organizes trips to different places inside Egypt. These are one-or-two day trips over the weekend period to main Egyptian cities. It is an opportunity for students to know their country and to have a break of the academic life. During the semester breaks, longer trips are usually organized. Places like Sharm El-Sheikh, Marsa Matrouh, Luxor and Aswan, El-Ein El- Sokhna, Beirut, Paris, London, Vienna, Amsterdam, Istanbul were among the visited destinations.
Practical training has become a prerequisite for graduation. Thus, students starting from the 5th and 6th terms are required to accomplish at least one month training inside or outside Egypt.

**Practical Training inside Egypt**

- Through the M.O.U.s and agreements with different institutions, the CLC students have several opportunities to be trained in both media and translation fields.
- Mehwar TV channel offers training courses in directing, presenting and editing programs.
- Middle East News Agency offers translation and journalistic writing training courses for CLC students during the summer vacation.
- Starting from summer 2016, Elyoum Elsabei newspaper is starting its training courses for the students.
Practical Training in Foreign Countries

Through the M.O.U.s and agreements with different institutions, the CLC students have several opportunities to be trained in the media field.

- University of Autonoma is offering summer training yearly for the CLC students.

The College offers a joint degree in collaboration with Barcelona’s second largest university, Autonoma University of Barcelona (Universitat Autonoma de Barcelona) in Spain. Students wishing to get a joint degree from the College of Language & Communication and Autonoma University can study 6 courses (18 credit hours) over a span of 3 consecutive summers in Barcelona. Each summer, students attend 2 courses (6 credit hours) over three weeks, so that by the end of the 3 summers they will have fulfilled the requirement of studying a whole term (6 courses or 18 credit hours) in Barcelona.
● The CLC has so far sent two training trips to Deutsche Welle Academy in Bonn in 2015 and 2016 where the students get firsthand experience in online blogging and TV editing.

● Deutsche Welle offers an annual spring training where students are trained in online blogging and TV editing.

The outside-Egypt training opportunities are awarded to the top students of each department.
The CLC holds a seminar every Tuesday at 12.00 noon. Every week, a key speaker is invited. The guest can be a celebrity in media, sports, cinema, Radio, TV, medicine, archeology and many other disciplines. The seminars are an excellent opportunity for the students not only to listen to other people’s experience and successes, but also to handle the seminars on their own with the supervision of the staff. They prepare questions, present and usher. They videotape and take photos and later write reports about these seminars. Examples of these seminars are:

- Adel Mobarez (Famous photographer)
- Gamal Salama (Composer)
- Gaber El Karmooty (Media and Society Issues)
- Mofid Fawzy (Media and Dialogue)
- Khaled El Ghandour (Media and Sports)
College of Language & Communication

Journalism between Media and Politics
(Prof. Mona Makram)

Generation Convention (Eman ElBahr Darwish)

Media from October War till now (Gamal ElShaer)

Script writing between Media and Film making
(Medhat ElAdl)

Connecting Radio generations Nermeen El Bamby, Amr Abdelhamed, Marwan Kadry
Luxor Festivals

The CLC organizes trips for students to cover the two film festivals held annually in Luxor: one for the Arab and European film and the other for African film. They conduct interviews with celebrities, attend sessions and workshops and take photos and record videos about the proceedings of these festivals.

Festival for Arab Satellite Channels

The Festival sent an official invitation to the dean and some students to attend the opening ceremony. The students took photos with celebrities and the dean Prof. Azza Ahmed Heikal was awarded the Festival's honorary medal.

Cairo Film Festival

A delegation of CLC students attended Cairo Film Festival 2015 and represented the CLC, in the opening and closing ceremonies, taking photos with celebrities and watched the films shown during the festival.
Theatre
The theatre was established in 2014 and was inaugurated in 2015. It hosts up to 100 guests. It is equipped with state-of-the-art technology. It is used for seminars, performing plays and presentations.

Studio
The studio started its activity in 2015. It comprises control rooms for audio / video as well as post-production and editing. It is equipped with cameras and microphones functioning according to the latest technology.

Labs
The CLC has a variety of labs serving students from all departments:

Two computer labs
They contain 50 computers; all connected to the internet and are used to conduct placement tests, TOEFL tests, and apply the introduction to computer course, as well as at sight translation, simultaneous interpretation, and consecutive interpreting courses.

Multi-Media Lab
It contains state-of-the-art Mac computers that serve students in courses like Communication Technology, Multimedia and Web design.

Testing Centre
The testing center of the CLC is where the placement tests for all students, who are to be admitted to the Academy, take place serving the whole Academy campus in Cairo. The testing center also holds TOEFL and IELTS exams both for students and for outsiders. It also offers courses preparing students for these tests.
Student Life

The College of Language and Communication creates an exciting environment for students to experience unlimited opportunities and to interact with other students in addition to their traditional academic life. This interactive environment provides a student development experience that fosters individual student growth.

Though students spend much of their time at college attending classes, their life is not only restricted to the academic side. Students are encouraged to maximize their college experience through participation in a variety of campus activities such as, campus events as well as leadership and community service projects. They are urged to explore their opportunities for involvement in campus life and enrich their college experience. They are motivated to create as well as participate in scientific, cultural, social, and sports events.

Media Activities

A new student-based institution has been established early in 2016. It is mainly concerned with giving a hands-on chance for students to practice what they study in class in real life. The basic goals of this media institution are:

- Media coverage of college events
- Media coverage of events outside college

The institution is divided into committees:

- Photography and video committee
- Directing committee
- Editing committee
- Cultural committee
- Social service committee
- Sports committee
- Arts and music committee
- PR and marketing committee

Student Organizations and Societies

Student Council

The Student Council plays a very important role in the College of Language and Communication. It is a way that helps share students’ ideas, interests, and concerns with college faculty and administration. Student Council Representatives attend after school meetings regularly and meet with classmates to discuss ideas and concerns about the educational process at the academy they serve as a positive role model to other students.
Clinic
A modern clinic is available at the Abu-Quir campus. Physicians of all specialties are present in the clinic. The clinic provides its medical services without any additional charge. Pharmacies are also attached to the clinic.

Dorms
Three hotels were built in AAST Abu-Quir campus. All the hotels provide a 4-star accommodation along with world class restaurants. Single and double rooms are available. A separate hotel for girls was built on the campus as well. All the hotels are built to the highest standards, and are maintained by professional staff.
Gymnasium
There are two fully equipped Gymnasiums at the Abu-Quir Campus. They include saunas and massage facilities as well as all the standard equipment. Professional staff supervises the operation of the facilities and gives guidance to the trainees. Fitness assessments including body fat analysis, and cardiovascular; muscular and flexibility tests can be carried at the Gym. Personal fitness training is available to students and members by the session and is focused on teaching beginning, intermediate, and advanced exercisers the proper techniques and habits in order to reach their desired fitness goals.

Restaurant
AAST offers several restaurants and cafeterias within the campus that deliver full meals at very reasonable prices. The main restaurant serves the students living on-campus and provides meals for breakfast, lunch and dinner; many cafeterias are also available to students offering a variety collection of meals and snacks.

Cyber Cafe
The cyber cafe connects the students and instructors to the world through the Internet. It is fully equipped with the latest computers and skilled information technology (IT) professionals to help deliver the best service, during a non-stop working day starting from 9 AM to 7 PM daily (Except Friday). The cyber cafe provides Wi-Fi coverage which facilitates browsing, chatting, webpage development and training services to all the students on campus.
College of Language & Communication

Full-time Faculty Staff

Deanery (Cairo Branch)

* Dr. Azza Heikal, Dean of College

* Dr. Mohamed Al-Nshar, Vice Dean, Graduate Studies & Research

* Dr. Heba Naif, Vice Dean, Education

* Dr. Rania Samir, Vice Dean, Student Affairs

Department Heads (Cairo Branch)

* Dr. Mai Al-Falky, Media

* Dr. Gada Mamdouh, Language & Translation

* Dr. Eman Raslan, Humanities

* Dr. Nival Nabil, Languages

* Dr. Abeer Badr ElDin, Quality Assurance
### Distinguished Professors & Experts

<table>
<thead>
<tr>
<th>*</th>
<th>Name</th>
<th>Department</th>
<th>Specializations</th>
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<tr>
<td>1.</td>
<td>Prof. Samy Tayei</td>
<td>Media Department</td>
<td>Public Relations and Advertisement, Journalism and New Media</td>
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<td>2.</td>
<td>Dr. Mona Makram</td>
<td>Media Department</td>
<td>Political Media, Public Relations, Statistical Studies</td>
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<td>3.</td>
<td>Dr. Samir Saif</td>
<td>Media Department</td>
<td>Cinema, Radio and TV Training, Script Writing</td>
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<td>4.</td>
<td>Mohamed El Kholy</td>
<td>Language &amp; Translation Department</td>
<td>Senior UN Translator, Writer, Political Translation, Economic Translation</td>
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<td>5.</td>
<td>Inas Gohar</td>
<td>Media Department</td>
<td>Former Chairman of Egyptian Radio &amp; Television Union (ERTU)</td>
</tr>
<tr>
<td>6.</td>
<td>Gamal Zayda</td>
<td>Media Department</td>
<td>Journalism and New Media, Magazine Publishing</td>
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</table>
College of Language & Communication

- Mohamed EL Oraby
  Media Department
  The Ambassador & Parliamentary Figure

- Dr. Amal Osman
  Media Department
  The Chief Editor And Writer

- Prof. Ashraf Shams ELDin Yahia
  Humanities Department
  Professor of Electronics & IT, Faculty of Science, Ain Shams University

- Amr Abdelhamed
  Media Department
  Radio Performance

- Abdel Rahman Rashad
  Media Department
  Radio Facility Management
  Radio Production

- Hala Hamalawy
  Language & Translation Department
  Oral Proficiency
  Anchor, Oral Proficiency Training, Translation
Part-Time Faculty Staff

**Humanities**
- Prof. Fwzia Shaffiq Hamed ALSadri, Ain Shams, Egypt, English Literature
- Prof. Hannan Mohammed Yousief, Prof (2015) Ain Shams University, Egypt, Media
- Buthina Adel Moursy Afify, PHD Ain Shams University, Egypt, Spanish Language and Literature
- Rasha Mohamed Said Moustafa, Ain Shams University, Egypt
- Mona Aid Mohamed Saad, PHD Helwan University 2015 Linguistics
- Rania Moustafa Mohamed AZ ALSabag, PHD Alsun Linguistics
- Naglaa Ahmed Fouad Mohamed, PHD 2006 Helwan University, French Language and Literature
- Nader Moustafa Ahmed, PHD 2009 Ain Shams University, Egypt, Literature
- Housam Gayl Abd AL Ati, PHD 2011, Dar El Oloum Egypt
- Maha Samir Zaghloul, PHD Helwan University 2010
- Heba Agina, Professional Experience, Academy of Arts 2000
- Violet Hanna, Al Alsun Faculty, Ain Shams University 1988
- Hala El Sayed PHD 2002 Alsun Ain Shams University, Literature
- Naglaa Ahmed Fouad, PHD (2006) Helwan University, Egypt, French Language and Literature
- Nashwa Gaber, MA Helwan University
- Abdul Rahim Mahmoud MA 1997 Dar El Oloum Egypt
- Mary Megahed Zarif Bsada, MA 2014 South England Hampton University England
- Yasmin Yaser Abd AL Wahed Abass Al Masry, MA 2014 Kent University England
- Bassem Ragab, GTA 2009 Menia University Egypt
- Noha Abdul Baky, GTA 2012 Alsun Ain Shams University Spanish Language and Literature
- Salma Hesham Aboul Kassem GTA 2014 AUC Egypt Mass Communication Political Science

**Language and Translation**
- Prof. Eman Mahmoud ElKamah, Prof (2004) Ain shams University, Egypt, Psychology
- Prof. Hannan Mohammed Yousief, Prof (2015) Ain shams University, Egypt, Media
- Dr. Amany Helmy Toma, PHD (1999) Ain shams University, Egypt, Literature
- Dr. Nermeen ElAzrak, PHD (2008) Cairo University, Egypt, Media
- Dr. Amr Mohammed Said, PHD (2004) Compluntense University, Madrid, Spain, Spanish Literature
- Dr. Thanaa Ahmed Hashem Ismail, PHD (2014) Academy of Arts, Egypt, Scenario
- Dr. Naglaa Ahmed Fouad, PHD (2006) Helwan University, Egypt, French Language and Literature
- Dr. Mohammed Mahmoud Hussein, PHD (2015) Minia University, Egypt, Literary Criticism
- Dr. Eman Mohammed Yehia Mohammed, PHD (2015) Helwan University, Egypt, Graphic
College of Language & Communication

- Eman Magdy AbdElfattah, M.A (2012) AlAzhar University, Egypt, French Language and Literature
- Rasha Emad EI DIN Salah, M.A (2015) Helwan University, Egypt, Book Arts, Graphic
- Hend Atef Zaki, M.A (2014) Ain shams University, Egypt, Psychology
- Shaimaa Magdy Mohammed, B.A (2007) AlAzhar University, Egypt, Spanish Language and Literature
- Mohammed Adel Farouk, B.A (2013) Cairo University, Egypt, Radio and Television, Media

Media
- Jamal Ahmed Ali Zaida (Professor) Ahram newspaper’s weekly prime
- Samir Saif Fakhri (Professor) PhD in Arts Academy of Arts cinematic director
- Mona Makram Obeid (Professor) Master of Public Administration at Harvard University
- Amr Abd El Hamid Hassan (professor), deputy head of the Egyptian Radio and Television Union
- Inas Mohammed Ibrahim Abu Yusuf (Assistant Professor) Department press Faculty of Information, Cairo University
- Faiza Mohamed Saad (Assistant Professor) Department of Arabic Language Faculty of Languages, Ain Shams University
- Hala Adel Ali Hamalawy (BA) English Faculty of Arts, Ain Shams University Anchor bulletins and comments in the news Nile T.V. Radio and Television Union
- Marwa Mohamed Nabil (PhD) in Environmental Sciences Department of Environmental Engineering, Sciences, the Institute of Environmental Studies and Research, Ain Shams University
- Nermin Nabil Abdul Aziz AlAzaq, PhD in the Department of Information Press Cairo University
- Hanan Farouk Junaid, Prof in the Department of Public Relations & Media Faculty of Mass Communication, Cairo University
- Mohamed Abd Elhay Orabi (Professor) Political expert and the Ambassador of Egypt
- Hossam Hassan Ahmed Diab (Professor) Editor in chief of the Egyptian Assistant Today
- Amal Amin Mohamed Osman (Professor) Deputy editor of the News Today
- Sanaa Mohamed Khalil Selaha (Professor) Head of Cultural Page Al-Ahram newspaper
- Kamal Abd El Aziz (Professor) Director of Cinematography and director of documentaries
- Abd El Rahman Rashad, PR (Union of Arab radio stations
- Amina Gamil Hamed Khairy (Professor) Press correspondent newspaper life
- Maher Abd El Meged Ghoniem Television Director
- Samia Ahmed Abdel Muti Habib, Assistant / Head of Media and professor of educational theater Faculty of Specific Education Department of Educational Media Banha University
- Asmaa Amin Ali Ahmed, a teacher / English Faculty of Languages, Ain Shams University
- Ammar Ahmed Ali Ahmed, assistant / technical education teacher, Faculty of Art Education, Helwan University
- Ghada Mohammed Ali Hassan AlAkhdar, Teacher / English, Faculty of Arts, Cairo University
Part-Time Faculty

- Nelly Atef Abdel-Meguid Hached, English teacher, Faculty of Arts, University of Menoufiya
- Hind Hamid Mahmoud Ez AlDin PhD / English, Faculty of Languages, Ain Shams University
- Mary Jamal Shaker Shehata Master / English, Faculty of Arts, Helwan University
- Hind Atef Zaki Abdel Azim Assistant / Psychology, Faculty of Arts, Ain Shams University
- Noha Hussein Mahmoud al-Jabali, Bachelor / Spanish Language, Faculty of Arts, Cairo University
- Asmaa Gamal Abdel Nasser Abdul Hadi, Bachelor / Spanish Language, Faculty of Arts, Cairo University
- Ahmed Nasser Saber, Demonstrator / Diploma in translation & interpretation, Faculty of Languages, Ain Shams University
- Sally Talal Sayed Awad, Bachelor / Faculty of Language and Translation Section, English, Azhar University
- Inas Hussein Jamal Barakat, BA / Fine Arts, Graphic Department of Helwan University
- Marwa Mohamed Hassan Hidia, English, Faculty of Arts, University of Alexandria
- Marwa Abdul Waris Abdul Latif Khalil, Bachelor of Arts / English, Faculty of Arts, Cairo University

Languages

College of Engineering (Sheraton)

- Dr. Nagwa Ibrahim (Associate Professor in Ain Shams University)
- Dr. Samia AbouAllam (Lecturer in Helwan University)
- Dr. Ahmed Adel Elkahky (Associate Professor)
- Dr. Ayman El Halafawy (Lecturer in Kafr Elsheikh University)
- Dr. Suzan Amin (Lecturer in El Sadat Academy)
- Dr. Shymaa Anbaawy (Lecturer, Ain Shams University)
- Manal Mohammed Abd ElAzeez (Assistant lecturer in Ain Shams University)
- Fatma Elmeleegy (Assistant lecturer, Faculty of Alsun)
- Maryan Nabil (Assistant lecturer in Faculty of Alsun)
- Manal Shalaby (Assistant lecturer, Faculty of Alsun)

College of Business, Logistics & Computer Science (Sheraton)

- Dr. Hoda Shokry Ayyad (Professor in Cairo University)
- Dr. Hanan El Saeed Mohamed (Lecturer in Women’s College, Ain Shams University)
- Dr. Halla Samy Fayed (Lecturer in Alsun)
- Dr. Neveen Samir Mohamed (Lecturer in Ain Shams University)
- Dr. Maha Zaghlool (Lecturer in Helwan University)
- Dr. Nashwa Gaber (Lecturer in Helwan University)
- Dr. Nihad Fetouh (Lecturer in American University)
College of Business (Dokki)

- Prof. Salwa Abd El Aziz Kamel, Professor of linguistics, English Department, Faculty of Arts, Cairo University
- Randa Anwar Halim, PhD, Associate Professor of Linguistics, English department, Faculty of Arts, Cairo University
- Rania Abdelbaky Ali Allam, PhD, Lecturer of Linguistics & Translation
- Ihab Adel Fawzy Michael, PhD, Lecturer of Linguistics & Translation
- Doaa Abd Allah Atef, PhD, Lecturer of Literature & Translation
- Enjy Noah Mohamed, G.T.A

Smart Village Branch

- Dr. Hebatallah Badr Mohamed Abdel Wahab, Lecturer
- Dr. Nelly Atef AbdEl Megeed Hashad, Lecturer
- Samah Emam Omar Gomaa, Assistant Lecturer
- Mary Gamal Shaker Shehata, Assistant Lecturer
- Yassmin Tahseen AbdEl Hameed Shoeir, Assistant Lecturer
- Amr Mohamed Lotfy El Tahawy, Assistant Lecturer
- Mariam Ahmed Hussein Mahmoud, Teacher Assistant
- Hatem Mustafa AbdEl Rheem Mousa, Teacher Assistant
- Mai Anas Lotfy Mohamed, Teacher Assistant
- Mustafa Mohamed Safwat Hassan, Teacher Assistant
- Donia Nagy Saeed Diab, Teacher Assistant
Teaching Assistants

Media
- Sally Sami Tayea (Assistant lecturer)
- Ruba Nabeel Abd El-Raouf (Teaching Assistant)
- Sara Safwat El-Alem (Teaching Assistant)
- Shahinaz Hesham El-Samadony (Teaching Assistant)
- Asmaa El-Mously (Teaching Assistant)

Language and Translation
- Reham ALShazly, (Assistant lecturer)
- Rania Magdy (Assistant lecturer)
- Reham Aita, (Assistant lecturer)
- Dina ALShazly, (Assistant lecturer)
- Dina Hafiz, (Teaching Assistant)

Humanities
- Heba Mohamed, (Assistant lecturer)
- Shimaa Mohamed, (Assistant lecturer)
- Soha AlShereef, (Teaching Assistant)

Languages

College of Engineering (Sheraton)
- Nashwa Elyamany (Assistant lecturer)
- Yara Aboulfotoh (Assistant lecturer)
- Mennat Allah Saber (Teaching Assistant)
- Nuran Elsayyad (Teaching Assistant)

College of Business, Logistics & Computer Science (Sheraton)
- Engy Hassan Shaker (Assistant Lecturer)
- Sophia Zoheir Mostafa Kamel (Assistant Lecturer)
- Noran Omar Assal (Teaching Assistant)
- Nahla Elsayed El Gindi (Assistant Lecturer)
- Alaa Hossam (Teaching Assistant)

College of Business (Dokki)
- Iman Mohamed Madbouly (G.T.A)
- Sara Ismael Abdel Maksoud (G.T.A)
College of Language & Communication

Administrative Staff

Cairo branch

- Shimaa AlAdl, Dean’s Office Manager
- Heba Khaled, Education Coordinator
- Waffy Hamed, Information systems administrator
- Mohamed ELHady, Quality Coordinator
- Heba Hassan, Education Coordinator
- Heba Tharwat, Secretary, Department of Languages
- Iman Taher, Secretary, Department of Language and Translation
- Mai Ahmed Ali, Secretary, Department of Humanities
- Ramadan Soliman, Secretary, Media Department
- Amany Said, Secretary, Dokki Branch
- Mai Hesham, Secretary, Department of Languages Smart Village
- Gada Abd Al-Fatah- Secretariat Dean’s Office
- Peter Nagui, Studio Technician
- Ali Yasser, Lab. Technician