The Arab-U.S Association for Communication Educators
AUSACE 2010

Media Education Convergence

Fifteenth Annual International Conference
KUWAIT 16-19 October

Conference Program
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Day One
Saturday 16th October, 2010

5:00 – 6:00 pm
Registration

6:00 – 7:00 pm
Sheik-Shuwaik Auditorium
Opening Ceremony

7:00 – 8:00 pm
Dinner
Day Two
Sunday, 17th October 2010

8:00 – 9:00 am
Room (3)
AUSACE Board Meeting

9:00 – 10:30 am
Room (2)

Session 1 (Arabic)

Assessments of Media Research and Its Future in the Arab World

Moderator: Azza Abdel-Azim – United Arab Emirates University, UAE

- Research and Media Studies in Algeria: Determinants and Foundations
  Ibrahim Kermia - M'sila University, Algeria

- The Effect of Mass Media in Child Education and Language: Survey Study.
  Fawzia Alali – Sharjah University, UAE

- Media Research in the GCC: Case Study on UAE
  Badreya Aljenaibi – UAE University, UAE

10:30 – 11:00 am
Coffee Break
9:00 – 10:30 am
Room (2)

Session 2 (English)

Entertainment and Enlightenment in the Media

Moderator: Leonard Ray Teel - Georgia State University, USA

• The Framing of Turkish Soap Opera in the Arab Media between Opposition and Admiration
  Ahmet Uysal - Eskisehir Osmangazi University, Turkey

• The Freej Phenomenon
  James St. Pierre - American University at Dubai, UAE

• Enlightenment and Enhancement of Conceptual Communication
  Taysir Nashif - Mercer College, New Jersey, USA

• Sustainability of Internet Usage: A Case Study of Urbanized Dwellers in Malaysia
  Dr. Ali Salman & Mohd Safar Hasim - Universiti Kebangsaan, Malaysia

• Communication Studies in an Era of Global Economy Scenario in Oman
  Shawaludin bin Anis - College of Applied Sciences Nizwa, Oman

10:30 – 11:00 am
Coffee Break
11:00 – 12:30 pm  
Room (1)  

**Session 3 (English)**

**Public Argument in Iraqi Journalism: A Roundtable Discussion**

Moderator: **Michael Bruner** – Georgia State University

- **Kefah Kareem** - Kurdish Journalist
- **Shameem Rassam** - Media Services Director in Baghdad, Iraq
- **Abbas Al-Saray** - Bureau Chief, Al Iraqiya, Cairo
- **Irada Al-Jubouri** - Baghdad University, Iraq
- **Mohammad Ahmad** - Iraq Debate Project, Dohuk, Iraq
- **James Schiffman** - Chief Copy Editor, CNN International

12:30 – 2:00  
Break
Session 4 (Arabic)

Reality & Challenges of Media Training

Moderator: Hasan Makki – Kuwait University, Kuwait

- Media Training Between Theory and Practice.
  Hosny Abdulwahab – Middle East News Agency, Egypt

- Media Training at Communication Department of the Arab Universities
  Talat Issa – Islamic University, Palestine

- Problematic Issues of Training for Media Students at the Arab Universities: An Analytic Perspective
  Menawer Alrajhi – Kuwait University, Kuwait

- Toward an Interactive Media Training Through the Use of New Technologies:
  Algeria and Wahran Universities as case studies
  Saad Saad - Mohamed Khider University, Biskra, Algeria
2:00 – 3:30 pm
Room (2)

Session 5 (English)

Innovation in Media and Mass Communication Education

Moderator: Hussein Amin – American University in Cairo, Egypt

• Forging a Media Education Partnership: A Case Study of the American University in Dubai and the University of Southern California
  Philip Seib - University of Southern California, USA

• Teaching Media Communication in Business Schools: Challenges and Opportunities
  M. D. Lawrence - Marathwada Mitra Mandal's, India

• Is Convergence Finally Coming Together? Mass Communication Faculty and Industry Professionals Respond
  Naila Hamdy - American University Cairo, Egypt
  Philip Auter - University of Louisiana at Lafayette, USA

• Media Graduation Projects Foster Interactivity Among Audiences and Help Treat Social Paradoxes
  Hebatullah S. ElGamal - October University for Modern Sciences and Arts, Egypt
Day Three
Monday, 18th October, 2010

8:00 – 9:00 am
Room (3)
AUSACE Board Meeting

9:00 – 10:30 am
Room (1)

Session 6 (Arabic)

TV & Film: Arab Experiences

Moderator: Khaled Al-Qahs – Kuwait University

• *How Television Talk Shows Tackles Educations Issues in Egypt:*
  Naayem Saad Zaglool – The Information and Decision Support Center, Egypt
  Tamer Ali – The Information and Decision Support Center, Egypt

• *Arab Film TV School and Cinema Institute Academy of Arts*
  Mona ElSaban-Arab Film TV School and Cinema Institute Academy of Arts, Egypt

• *Training informers on the analysis of cinema posters methodology: Semiology reading of the cinema posters of the Kingdom movie as a model*
  Abida Sabti - Mohamed Khider University, Biskra, Algeria
  Saad Saad - Mohamed Khider University, Biskra, Algeria

10:30 – 11:00 am
Coffee Break
9:00 – 10:30 am
Room (2)

Session 7 (English)

Video, Online and Social Media Application and Analysis

Moderator: Talal Al-Tuwaijri – Kuwait University

- **Lights, Camera, Education**
  Alia Yunis - Zayed University, UAE
  Gaelle Picherit-Duthler - Zayed University, UAE

- **The Medium Of Video Games: Present and Future Prospects**
  Mervat Abu Ouf – American University in Cairo, Egypt

- **Political Blogging and the Online Discourse of “Muslim-Christian Tensions”: A Textual Analysis of Four Egyptian Blogs**
  Mohammed el-Nawawy - Queens University of Charlotte, USA
  Sahar Khamis - University of Maryland, USA

- **Dismantling Middle East Stereotypes Through Media Literacy and Online Communication: An Elementary Education Case Study**
  Renee Hobbs - Temple University, USA
  Rawia Al-Humaidan - Public Authority for Applied Education and Training, Kuwait

- **The Impact of Media Usage on Students’ Social Skills**
  Majid Zorofi - Islamic Azad University, Shabestar branch- Azerbaijan

10:30 – 11:00 am
Coffee Break
11:00 – 12:30 pm
Room (1)

Session 8 (Arabic)

Media Technology in Teaching & Learning

Moderator: Alia Al-Matrouk – Kuwait University

• *Public Relations Students and Electronic Information Resources: Uses and Attitudes*
  Ahmad Farouk – Sharjah University, UAE

• *E-Learning Applications in Teaching Media Courses*
  Hany Albatal – Sharjah University, UAE

• *Role of Media Technology in Advancing Education and Research*
  Brahim Baaziz – University of Algeria, Algeria

• *Interactive Multimedia and Education Process: Which Uses, Which Obstacles, and Which added Values?*
  Kamel Hamidou, University of United Arab Emirates, UAE

• *Environmental Communication in the Information Society*
  Khaled Zamoum – Sharjah University, UAE

12:30 – 2:00
Break
11:00 – 12:30 pm
Room (2)

Session 9 (English)

Journalism and Media Issues and Challenges Across the Arab Spectrum

Moderator: Mohammed el-Nawawy - Queens University of Charlotte, USA

- Research in the Arab World and the Audience Challenge: Lessons from the Field
  Aziz Douai - University of Ontario Institute of Technology, Canada

  Justin D. Martin - The American University in Cairo, Egypt

- Guerilla Media: Praxis of “Shooting Back
  Azadeh Saljooghi - American University in Dubai, UAE

- Indian Journalists Covering HIV/AIDS: Role in Public Journalism and Success of Strategic Campaigns
  Jyotika Ramaprasad, USA

- Networked journalism, Al-Jazeera English and new media pedagogy
  Matt J. Duffy - Zayed University, UAE

12:30 – 2:00
Break
2:00 – 3:30 pm
Room (1)

Session 10 (Arabic)

Teaching of Media Experiences and Models Arabic

Moderator: Mahmoud Tarabay – The Lebanese University, Lebanon

• Methods to enhance the Outcomes Media Teaching at Kuwait university: Visual Communication as a case Study
  Bader Alhajji – Kuwait University, Kuwait

• Jordan Media Institute: A Case from Jordan
  Najah Abdallh – Jordan Media Institute, Jordan

• Teaching Public Relations in the Digital Age: Opportunities and Challenge
  Mohammad Kirat – Sharjah University, UAE

• Teaching Media at the University Level: Lebanese Experience
  May Abdallah – Lebanese University, Lebanon

• Teaching Mass Communication at the Algerian University
  Insights into the Philosophy of Teaching and the Patterns of Reforms
  Mohamed Chettah - Sharjah University, UAE
Session 11 (English)

Technological Revolution of Media Teaching

Moderator: Mervat Abu Ouf – American University in Cairo, Egypt

- Sherine Fahmy - American University in Cairo, Egypt
- Kim Fox - American University in Cairo, Egypt
- Dalia Ashmawi - American University in Cairo, Egypt
Day Four  
Tuesday, 19th October, 2010

8:00 – 9:00 am  
Room (3)  
AUSACE Board Meeting

9:00 – 10:30 am  
Room (1)  

Session 12 (Arabic)  

Controversies of Teaching Media in Arab Universities

Moderator: Yousef AlFailakawi - Kuwait University

• *The Challenges of Teaching Journalistic Genres Between the Stability and the Change*  
  Nacer-Eddine Layadi - Sharjah University, UAE

• *The Experience of Teaching Communication in Colleges of Islamic Studies: From Islamic Communication to Value-Oriented Communication*  
  Nasser Bouali - Sharjah University, UAE

• *Saudi Universities Media Students’ Trends Towards Journalism Major*  
  Abdulrahaim Almutairi – Al-Imam Muhammad Ibn Saud Islamic University, SA

• *Media Education in Egyptian Government and Private Mass Communication Faculties: A Comparative Study*  
  Samy El-Sherif – Modern University for Technology Information, Egypt

10:30 – 11:00 am  
Coffee Break
9:00 – 10:30 am
Room (2)

Session 13 (English)

Accreditation Models for Arab Journalism and Mass Communication Education

Moderator: Douglas Boyd – University of Kentucky

• Re-inventing Communication & Media Curricula for International Accreditation
  Badran Badran - Zayed University, UAE

• ACA Accreditation: An Alternative to ACEJMC
  Philip Auter - University of Louisiana at Lafayette, USA

• Accreditation Council for Education in Journalism and Mass Communication (AEJMC): The Case of the American University in Cairo
  Naila Hamdy - The American University in Cairo, Egypt

• Egypt and Arab Assessment & Accreditation Models in Egypt and the Arab World
  Husain Amin - The American University in Cairo, Egypt

10:30 – 11:00 am
Coffee Break
11:00 – 12:30 pm
Room (1)

Session 14 (Arabic)

Communication and Media Education & the Job Market

Moderator: Heba Al-Musallam – Kuwait University

• Media Teaching Challenges in Palestine: Between University Requirements and Market Needs
  Nashat Aqtash – Birzeit University, Palestine

• Media Practice: Teaching and Training
  Moncef Ayari – Institute of Journalism and Information Science, Tunisia

• Media Person of the twenty-First Century in the Eyes of Yemeni Students
  Abdulrahman Al-Shami – Sana'a University, Yemen

• Journalism Practicing Between Theory and Application: Algerian Experience
  Linda Deif -University of Oum El Bouaghi, Algeria

12:30 – 2:00
Break
11:00 – 12:30 pm
Room (2)

**Session 15 (English)**

**Post-Baccalaureate Education for Converging Multimedia Journalism**

Moderator: **Judy VanSlyke Turk** - Virginia Commonwealth University, USA

- **Husain Amin** – American University in Cairo, Egypt
- **June Nicholson** – Virginia Commonwealth University, USA
- **Martha Moutoux** – University of Missouri

12:30 – 2:00
Break
2:00 – 4:00 pm
Room (1)
**Workshop 1A**
**In-Depth and Investigative Reporting**
Leonard Teel – Georgia State University

**Workshop 1B**
**Web Editing and Writing**
Mahmoud Tarabay – Lebanese American University

2:00 – 4:00 pm
Room (2)
**Workshop 2**
**Advance Media Search Over the Internet**
Badran Badran – Zayed University, UAE
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