



# CCMS

## Newsletter

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COLLEGE OF COMMUNICATION AND MEDIA SCIENCES



ACEJMC's site team visited the CCMS-Dubai du multimedia lab. They are, l-r, Dr. Will Norton, Dr. Sheri Broyles, CCMS Dean Marilyn Roberts, and Dr. Douglas A. Boyd. Photo by 2014 CCMS Alumna, Ameena Al Namer

### ACEJMC Site Team Recommends Accreditation for CCMS

We have excellent news for you, our CCMS alumni.

The Accrediting Council on Education in Journalism and Mass Communication's site team found CCMS in compliance on all nine standards during their visit October 12-15.

The site team report cited five strengths of the College, University and country:

- A peaceful nation that effectively addresses challenges of life in the region—a place where young Arabs want to come to work.
- Great students who are enthusiastic about doing something with their lives; they are bright, articulate, polite, energetic and want to learn. They get jobs.
- Collegial faculty who work hard at teaching, service and scholarship.
- University resources are made available for the college to meet objectives and goals.
- Effective dean and associate dean who have created a senior leadership team of administrators and faculty for well-managed and collaborative governance.

One of the most important findings was that the College's

curriculum core values and competencies, described as the 12 Pearls of Wisdom, align directly with the ACEJMC curriculum standards.

The team also summarized areas for continued improvement. They included: enhancing student writing skills, honoring faculty scholarship, increasing Arabic language courses, and valuing faculty professional experience.

Members of the team were: Will Norton, dean, Meek School of Journalism and New Media, University of Mississippi, chair; Douglas A. Boyd, professor, Department of Communication, School of Journalism and Mass Communication, University of Kentucky; and Sheri Broyles, professor for the Mayborn School of Journalism, University of North Texas.

The team's recommendation will be reviewed and presented to the ACEJMC Accrediting Council in Chicago in March and the final decision will be made by the ACEJMC Accreditation Committee in May in San Francisco.

We are all proud of our accomplishments as we seek accreditation and look forward to an enriched future building relationships with our alumni.

Regards,  
Dean Marilyn Roberts

For further information on the college, please contact the Senior Academic Administrative Officer, Andrea Juhasz, at: Andrea.Juhasz@zu.ac.ae (971-4-402-1270)



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الاتصال والإعلام

COLLEGE OF COMMUNICATION  
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# Alumna Shares Her “Creative Mornings”



CCMS graduate Atheer bin Shakar and Prof. James Piecowye

Atheer bin Shakar, CCMS class of 2009, spoke at the 5th “CreativeMornings” event at Dubai Media City.

She shared her experience to 50 attendees of finding and keeping her focus even when life throws change, which in her case was the death of her father.

Atheer said she found her true calling after her father and hero’s peaceful passing in 2013. Her father was an ophthalmologist, so she began volunteering with the Noor Dubai Foundation by traveling abroad to poverty-

stricken countries to aid others to gain their sight back.

“This way I was able to unite between two of my passions - media and humanitarian work,” she said. “As I began to walk in his footsteps with his spirit by my side, I tried to make a difference and give back to humanity and my country.”

Her career has included working as an event’s planner at du and as an editor and reporter at Akhbar Al Emarat- Emirates News “DMI.” She was the first female in the team to report abroad, which included jumping off a plane and reporting from a lion’s den.

In 2014, Atheer joined Al Oula radio station, a part of Hamdan bin Mohammed Heritage Center. As a senior presenter and producer at the station, she has a daily live show, Lel Shabab Rai.

Her goal at the station is to evoke the positive way the youth should see the world by discussing issues that matter to the society and the country through the youth’s voice, in addition to archiving how today’s youth views life and tradition. She describes it as the first radio station of its kind that aims to preserve the history and tradition of the UAE, as well as document the present.

Currently, she also serves as a board member in the media committee of the Pink Caravan, a nationwide campaign that aims to spread awareness about breast cancer and raise funds to treat patients.

## CCMS Senior Project Celebrates UAE’s 43rd National Day

CCMS students in Professor Fokiya Akhtar’s Film and Video senior class produced a documentary, *Secret of the UAE*. It is based on the history of UAE, its people and leaders who were responsible for the formation of UAE. The film talks about the significance of the national day and takes the audience through different milestones that the country crossed to reach where it is now.

The film has some very prominent people who speak about the vision of Sheikh Zayed in bringing the seven Emirates to form United Arab Emirates. Dr. Zaki Anwar Nusseibeh, Advisor, Ministry of Presidential Affairs talks about his association and experiences with Sheikh Zayed. Hamad Bin Sougat, Emirati Poet remembers him fondly and recalls how he used to exchange poetry with Sheikh Zayed who loved poetry a lot and how their relationship deepened and progressed.

The students planned the film meticulously from the concept to pre-production to, production and post-production. The film showcases the old and new Dubai, a journey through amazing visuals of the golden desert and skyscrapers. The students conducted the air tour of Dubai in a helicopter provided by the Dubai Police to capture the astonishing view of picturesque Dubai.

The audiences get to observe every architectural details



of the skyline of Dubai and see the world’s tallest building - Burj Khalifa, a spectacle that is invisible from the ground and the marvelous design of the man made Palm Jumeirah Island.

The film has created the images and experiences, which will tell the story of the growth of Dubai. The visual montage will help the audience to relate to the past and the present.





## CCMS Students Win Human Rights Short Film Competition Awards

Sponsored by Community Development Authority, CCMS students won five of nine awards at Government of Dubai's "Human Rights Short Film Competition" this year. Students of CCMS Professors Nadia Rahman and Fokiya Akhtar participated in the categories of: Right to Education; Right to Protection from Abuse, Negligence and Exploitation; and Rights of Children with Disabilities.

### Category: Right to Education

#### First Place:

- Maryam Abdulla Yahya Mohamed Ahmed Al Kamali
- Hessa AlAjmani

#### Second Place:

Mariam Al Mehairi

#### Third Place:

- Hind Hashmi
- Noor Al Dosari
- Samiya Khoori
- Shaima Ali Mohammed

### Category: Right to Protection from Abuse, Negligence and Exploitation

#### First Place:

- Maryam Amer Al Mahri
- Sara Abbass
- Eman Obaid Juma

### Category: Rights of Children with Disabilities

#### First Place:

- Shaikha Abdulaziz Saqer Murad Sayyah
- Aisha Abdullah

Winning videos can be viewed at: [http://www.zu.ac.ae/main/en/awards/2015/human\\_rights.aspx](http://www.zu.ac.ae/main/en/awards/2015/human_rights.aspx)  
For more information about the competition, please visit <http://www.cda.gov.ae/>



# CCMS Students Team with du To Launch #becauseofher

In celebration of International Women's Day on March 8, leading telecommunications company du joined forces with CCMS to orchestrate a fun, social media campaign aimed at promoting female empowerment and highlighting women's indelible contribution to people's quality of life. The social media campaign, #becauseofher, was a class project in Dr. Serra Gorpe's Integrated Strategic Communication class.

This unprecedented initiative, designed by four ZU female students, is perfectly in line with the UAE's overriding theme for 2015, which has been declared 'The Year of Innovation' by His Highness Sheikh Khalifa Bin Zayed Al Nahyan, President of the United Arab Emirates.

Each of the four CCMS team members were exceptionally proud and excited to learn from the du judges that they won the competition.

"It was a great learning experience that we will definitely cherish forever," said Sukaina Ismail Ahmed Al Abbas, a team member.

"As students we got the essence of what it is like in the real world," said Maitha Khalid Abdulrahman Shaikh

Mohammad Noor Al Muhairi.

"The experience in itself was valuable, however winning 1st place validated our vision and hard-work and was the cherry on top," said Ayesha Khalid Rashid Thani Al Thani,

"We would like to thank du and CCMS Professor Serra Gorpe, who mentored us through it all, for giving us this once in a lifetime opportunity where our work as students is being implemented by a real client," said Reem Abdulraoof Mahmood Abdulla Al Awadhi.

du supported Zayed University to digitise and enhance technical support for CCMS multimedia laboratories in Dubai and Abu Dhabi. The Dubai campus became home to du's first multimedia lab in 2012, built with an investment of AED 2.8 million. Also, du offers opportunities for the students enrolled in multimedia courses to engage with du's corporate media campaigns.



Dr. Serra Gorpe

The complete story can be found at: [http://www.zu.ac.ae/main/en/at\\_zayed/2015/dudesign.aspx](http://www.zu.ac.ae/main/en/at_zayed/2015/dudesign.aspx)



Judges at the student du competition included: Alia Al Sumaiti, Senior Executive Corporate Communications Projects; Hanin AbuShamat, Manager Digital Communications, Commercial; Nadeen Shahin, Communication Director, Leo Burnett; Rabab AlAbbas, Senior Executive Corporate Communications Projects, Commercial; Luma Jasim Bourisly, Vice President Corporate Communications, Commercial; Alia Captain, Manager Internal Communications, Commercial; and Humaida AlKhalsan, Senior Manager Corporate Communications Projects & Sustainability, Commercial.

## Please Get in Touch With Us!

We would like to hear from you to start a Class Notes page in our next CCMS alumni newsletter. Please email your information to: [andrea.juhasz@zu.ac.ae](mailto:andrea.juhasz@zu.ac.ae) and [alumnae@zu.ac.ae](mailto:alumnae@zu.ac.ae)

Name:

Year of Graduation:

Specialization:

What would you like to share with other CCMS Alumni about yourself?

Email address (optional):