

## Al Falah University and Dubai Media Incorporated

### Organized a Workshop on New Media Technology



The College of Mass Communication at Al Falah University organized yesterday Sunday, 23rd October 2016, in cooperation with Dubai Media Incorporated a workshop entitled "New Media Technology".

Vice President for Academic Affairs, Dr. Sameer Al Barghouthi and the Dean of the College of Mass Communication, Dr. Khalid Heneidy attended the workshop together with the participants from and DMI Heba Al Samt, Digital Media TV and Radio-Department Director and Ms. Sarah Al Sayegh Marketing and Corporate Communication - Department Director and several faculty members from AFU.

Ms. AL Samt provided a brief explanation of the beginning emergence of social networking platforms and a number of new and important topics in the field of digital and new media technology.

For his part, Dr. Khalid Heneidy talked about the rapid technological developments which imposed a number of opportunities and challenges. As a result, AFU organized the workshop in accordance with the innovative visions of new methodologies to encourage and develop the understanding of the Mass Communication students at the University.

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