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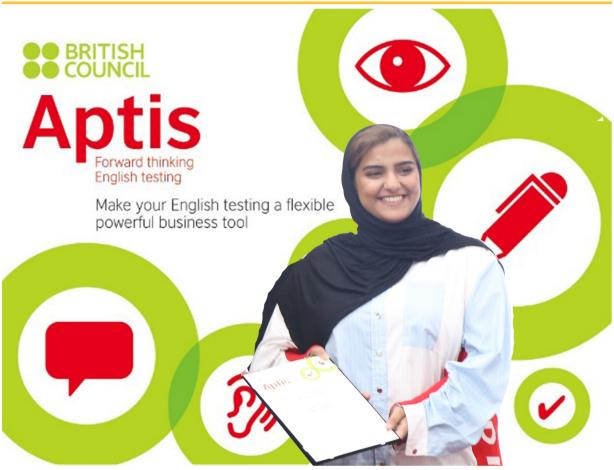
BAYAN POST - BAYAN COLLEGE, MUSCAT

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BAYAN COLLEGE, AFFILIATED WITH PURDUE UNIVERSITY NORTHWEST

UNDER THE SUPERVISION OF THE MINISTRY OF HIGHER EDUCATION, RESEARCH AND INNOVATION, SULTANATE OF OMAN ACCREDITED BY ASIC UK AS A PREMIER INSTITUTION

GFP STUDENTS EXCEL IN BRITISH COUNCIL ENGLISH LANGUAGE TEST



he students of General Foundation Program (GFP) who appeared for this year's British Council Aptis test came up with excellent results.

"This is an achievement for GFP department and for the students. The excellent performance was made possible with combined effort of the GFP team." Said Mr. Haneesh Kumar, the Head of GFP. British Council Aptis test is an internationally benchmarked English language test. General Foundation Program (GFP) conducts Aptis Test in coordination with British Council and it is trusted by governments and organizations in

more than 85 countries, for validating and raising the standards of English. According to Mr. Kumar, Bayan College started applying British Council Aptis test for foundation students who exit level 3 since the academic year 2018-19 and that the Aptis test is now being conducted every semester to validate the exit test of Foundation Program.

"During the pandemic we couldn't send more students for the test due to restrictions. However, in the coming semesters GFP is planning to send more students for the test" Said Mr. Kumar. He further pointed out that students from GFP level 3 are usually randomly

selected and sent for the test and most of the results indicate that majority of the Bayan College GFP achieve an average of CEFR B1/B2 (which is considered as equivalent to IELTS Band 5 and above).

The Deputy Head of department of GFP, Mr. Berdis who was involved in coordinating and preparing the students for the Aptis test said that students who pass the Aptis test is a clear indication that they exit GFP when they are ready for undergraduate program as per the Oman Academic Standards requirement for GFP.

MESSAGE FROM THE DEAN



Dear All

Welcome to the new edition of the Bayan Post. We appreciate our team's relentless efforts to bring this issue to you regardless of the restrains brought by the pandemic that limited activities worldwide.

We have achieved many things during this academic year. The first and most important thing was our ability to stay connected with our students via CANVAS. Everything ran as per the academic schedule thus neither the educational process was not affected nor your academic progression towards graduation. The smooth transition is an indicator that the College risk management plan was in place and well executed.

During this difficult year, the College didn't stop progressing. It received the approval of the Ministry of Higher Education, Research & Innovation for two new academic programs: MA in English Language and Literature and BA in Human Development and Family Studies: Individual and Family Services. Bayan College has also re-

ceived an ISSN No. for Bayan College International Journal of Multidisciplinary Research (BCIJMR) for both the English and Arabic versions. BCI-JMR team has published the first issue and the second issue is in the pipeline. Many webinars, workshops and seminars were conducted and attended by the staff. Bayan College and Mazoon College cohosted an international conference on oil under the theme: The Role of Oil Prices in the Future Economy of the GCC Region. The conference was a great success and its sessions were covered by all Omani media. In fact the success goes to the efforts of the visionary Dr. Juma Al Ghailani Founder and Chairman of Bayan College & Mazoon College who presided ove<mark>r</mark> the confer<mark>ence</mark>. I hope that we will be able to meet you all in the coming academic year on campus in order to make it vibrant again and make your college life an experience to cherish and remember.

God Bless You All

BAYAN COLLEGE CONDUCTS SUCCESSFUL STUDENTS' ORIENTATION FOR SUMMER SEMESTER VIA VIRTUAL PLATFORM

By Mr. Haneesh Kumar

he pandemic was no excuse for Bayan College to stop orientation Program for students who were joining the College for summer semester 2020/2021.

The Orientation program was successfully conducted on the 3rd of June 2021 for new students who joined in Summer Semester 2020-21 through



Orientation Day Session

Bayan College Learning Management System (LMS), CANVAS. Previously orientation day used to be conducted on campus with lots of activities in which students were introduced to all programs and support services during the beginning of each semester. However, due to the current circumstance of the Covid-19 Pandemic, the College conducted a virtual orientation that received a round of applause from both the College

staff and the student community. Below is a summary of the main activities that took place during the virtual orientation program;

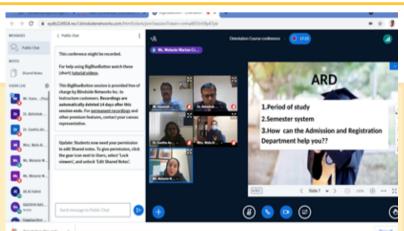
Ms.Wafa Al Nuumani, Lecturer GFP officially welcomed the students and participants to the event.

The Bayan College Interim
Dean, Dr. Lina Mohammed Ibranim in her Deans address wished the

students all the best and hoped to meet them on campus very soon.

Mr. Haneesh Kumar, Head of General Foundation Program and General Requirement Unit spoke about the Foundation program and entry requirements for undergraduate programs. He said that at the level of General Requirements, students are given exposure to a variety of knowledge in different subject areas which helps them in their specialized future studies. He further spoke about their assessment pattern and course work which they have to do without fail.

On his part, Dr. Abhishek Singh, Head of Department for Media Studies, spoke about the programs offered by the department and relevance of these programs in today's world economy. Dr. Geethu, Head of Department for English Studies shared with students details



Academic and Non Aacademic Staff Orienting New Students

about English Literature program and English Professional Writing program. Ms. Zainab AL Amri explained to the students the services offered by Admissions and Registrations Department and how they can help the students during their study at Bayan College. Ms. Melaine Crasta of Academic Advising Centre spoke of the center and how they help the students in addressing the is-

sues related to their studies. Mr. Hamza Al Ghailani spoke about other support services like CIESO, E-library, Writing Support services, and Student Affairs. The role of Student Services of Counselling Center was introduced by Ms. Aya Al Abdani who shared with students the ways in which the counselling Center supports students in time of stress and crisis.



MAZOON COLLEGE HOSTED INTERNATIONAL CONFERENCE ON "THE ROLE OF OIL PRICE IN THE FUTURE OF GCC ECONOMIES"



Mazoon College under the vision of Prof. Juma Saleh Al Ghailani setting new trends in academic world of Sultanate of Oman by engaging academic research and innovation into very important issues of the region by bringing top brains from all around the world into an international conference on "The Role of Oil Price in the Future Economy of GCC Countries" in Collaboration with some top USA research based academic institutions.

azoon College hosted an international conference on "The Role of Oil Price in the Future Economy of GCC Countries" in Collaboration with Missouri University of Science and Technology, USA and Purdue National University, USA on May 25th & 26th, 2021 at Crown Plaza, Near Oman Convention and Exhibition Centre, Muscat, Sultanate of Oman.

The conference was opened under the

auspices of His Excellency Sayyid Sulaiman bin Hamoud al Busaidy, Deputy Secretary-General of the Council of Ministers, underlined the significance of the conference in studying the causes behind the slump in global oil prices and alternatives to come out of the ensuing economic crisis. "The conference creates an ample research platform for Academics, Researcher and Professionals from all around the globe to share their experiences and to contribute to the developing of a perspective having interdisciplinary approach for future economy of the region." Said His Excellency Sayyid Sulaiman bin Hamoud al Busaidy

Prof. Juma Saleh al-Ghailani, Board Chairman of Mazoon College, who chaired the conference, said that waves of high oil prices lured oil producing countries into increasing government expenditure and augmenting spending in volumes. This, he observed, led to the emergence of major economic crises that left those countries incapable of addressing the steep decline in oil prices in the global market.

The subthemes included; Energy and Sustainability, Policy Transforming in Global Energy sector, Building the Contemporary Century Power System, Regional Market Outlooks for energy sector Prospects, Green energy, Green Economy, Green Business and Green Computing, Industrialization vs. Environment, Sustainable Business, Renewable Energy for Sustainability, Non-Government Organizations as Growth Drivers and a new era of Micro energy Projects and Legal Systems, Intellectual Property Rights and Economic Prosperity.







"BRIDGING THE GAP" CONDUCTED FOR LEVEL THREE GFP STUDENTS

On the 14th of April, 2021, General Foundation Program, Academic Advising Centre and General Requirements Unit conducted Bridging the gap Program for Level 3 Foundation students who will be joining academics in a month. The idea of the program was to orient the outgoing Foundation students on the academic programs and supporting services at Bayan College. The program was conducted virtually through Bayan College LMS- CANVAS

r. Lina Ibrahim, Interim Dean, welcomed the students and said that the college really misses the students. She further spoke about the steps Bayan College has taken to continue the education through virtual platform and make it more interesting and meaningful. She congratulated the students for their performance and results during their Foundation program and wished them success for their academic program.

Mr. Haneesh Kumar, Head of General Foundation Program, welcomed the faculty and the students to the program. He spoke about the variety of courses offered at GR level and how it will help them to build a solid base before they start their major courses. He reminded them about the importance of GR

courses and how it will help them to build their CGPA.

Mr. Badis Saleh Gharbi, Deputy Head of GFP introduced the speakers and their role in Bayan College.

Mr. Samuel Mundua, senior lecturer in Media Studies introduced the various programs offered by Media Studies and the relevance of those courses in the job market today and the prospects after completion of different programs. He also answered the questions raised by students at the end of his talk.

Dr. Geethu Mathew represented English Studies Department .She explains about English Literature program and English Professional writing Program and its prospects. She further explained the nature of few courses offered and how it supports the students in their career.

Ms. Melaine Crasta, Head of AAC, spoke about the evaluation of student's performance at academic level and how it is different from Foundation. She reminded them to keep a constant track of their CGPA. She explained in detail the consequences they have to face once they are under academic probation.

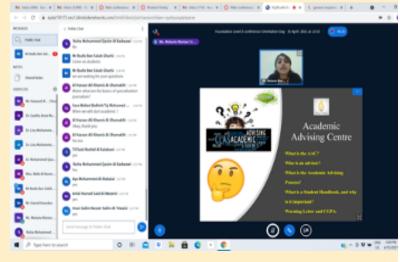
Mr. Hamza Al Ghailani enlightened the students about Career and Industry

the students about E n g a g e m e n t Support services at Bayan College and their activities. He spoke about the need to be connected with the industry and the college is helping the students in this regard

Ms. Zainab
Head of ARD
spoke about the
registration process
and how ARD can
support them in
during their studies
at college. Ms. Aya

Abdali, student counsel, spoke about her department and how they support students when they go through crisis and stress.

Mr. Abdullah welcome students to various clubs functioning in the college and the activities related to each club. He explained how active participation in club activities helps them in their academic life and how SAO supports students in their extracurricular activities.



Ms. Melaine Crasta, Head of AAC, speaking about the evaluation of student's performance

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BAYAN COLLEGE CELEBRATES THE **50TH NATIONAL DAY**

By Bayan Post Reporter



ayan College celebrated Oman 50th national day with the presence of Dr. Modi Al Ghailani, the academic and non-academic staff and student advisory council on Wednesday, 18th November 2020.

The program started with the national anthem followed by recitation of the Quran by the student Talib Al Amri. Later on, Ms. Wafa Al Numani and Mr. Abdullah Al Busaidi gave a welcome speech to the audience and con-

The program also, included a several performance from

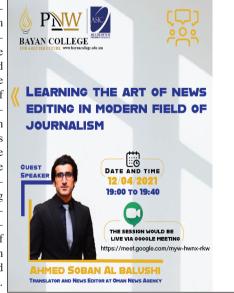
gratulated them on the special occasion.

the students including poetry delivery by the poet Hilal Al Shidi, a speech about the national day by Dawed Al Riami, a national song video clip by Khalfan al Mamari and article presentation by Al Khalil al Barshdi.

A WORKSHOP ON 'NEWS **EDITING' ORGANIZED BY** MEDIA STUDIES DEPARTMENT

By Mr. Hafiz Muhammed Shoaib

ayan College lieves in producing gradwho are well aware and equipped with the requirements of professional requirements. Such an activity was witnessed by the students of the Journalism-Majors by arranging an online workshop on "Learning the art of News Editing in the Modern field Journalism" of



source person, Mr. Ahmed Sobaan Al Balushi, having experience of more than a decade with the Oman News Agency (ONA), shared in depth on the professional culture and core requirements of the journalism profession. He also answered the questions asked by students related to journalism and its scope in the present scenario. The students' enormous interest was demonstrated by including a wide range of questions about practical journalism and its requirements in the academic phase. Some students were always eager to join the digital platform provided by the Oman News Agency to bridge their academic to a practical role.

The guest speaker enunciated his experience of the responsive workshop and the students' interests, and expressed his willingness to dispose of Bayan College's media students if another workshop like this was held in the future. The workshop was very interactive and full of journalistic knowledge.

DIGITAL STORYTELLING AND MOBILE JOURNALISM WORKSHOP

By Ms Hana Al Sulaimi

ayan College instructors attended a workshop on Digital Storytelling and Mobile Journalism which was organized by Dr. Abdulrahman Al Shami, professor at Qatar University through AREACORE and was presented by Mr. Sameer Al Namri, Al Jazeera reporter for two days, 28-29 of May 2021.

The main aim of the workshop was to introduce and train the participants to use mobile phone's camera, voice recorder and editing programs to enable the participants to shoot and edit a small media product. The workshop also highlighted the possibilities and restrictions of movies made by mobile phones.

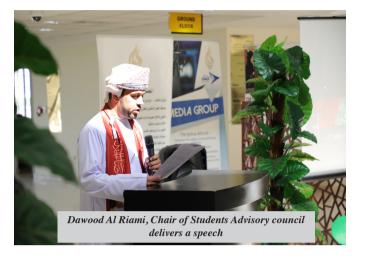
On the first day, Mr.Smeer talked about the meaning of digital storytelling and mobile journalism and their importance in modern times. He further talked about the technologies and the applications required for a person to create a digital story.

On the second day, the participants got the chance to do the practical application using different programs introduced by the presenter such as FilmicPRo, Kinemaster, Canva, Mojo, Lightroom and Voice Recorder.

Mr. Sameer Al Namri is a TV Reporter and an expert and trainer on mobile journalism and digital storytelling with 15 years of experience. He worked previously as a reporter for Al Jazeera in Yemen and currently stationed in Oman.

By the end of the workshop, the participants were encouraged to make their own story using all the information and the application presented and submit to the facilitator for evaluation. The best stories will be published in the AREA-CORE website as a learning resource for students and teachers around the world.







PHOTOGRAPHY EXPERT SHARES **EXPERIENCE WITH BAYAN COLLEGE STUDENTS**

By Bayan Post Bureau

tudents of Bayan College were recently taken through the technical aspect of Photography in a workshop facilitated by Mr. Malek Al Maeowli, leader of Rustaq Photography team and member of Oman Photographic Society(OPS).

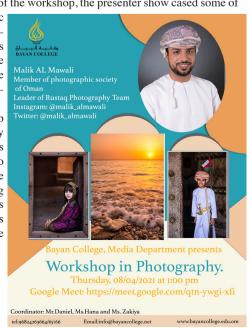
The workshop that took place on the 18th of April, 2021 via google meet aimed at providing students with the basic knowledge in photography.

In his presentation, Mr. Malek Al Maeowli explained the history of photography and highlighted the major events that significantly contributed to the history of photography. On the technical aspects of photography Mr. Malek outlined and explained the various rules of composition, exposure, the meaning of shutter speed and how to apply it in photography. He further explained the meaning of ISO while illustrating it with different images.

Towards the end of the workshop, the presenter show cased some of

his photographic works while explain to students the techniques he used to take the pictures presented.

workshop was attended by over 40 students who were able to interact with the expert by asking questions him and clarifications throughout the workshop.



COMMUNITY Engagment

BAYAN COLLEGE BUILDING LICENSED FOR CIVIL DEFENCE EQUIPMENT AND SYSTEMS MATCHING STANDARD SPECIFICATIONS



kitchen instruments and surroundings, including the smoke and heat detectors and glass breakers. The visit was followed by the pre visit in which all kinds of standards and systems specifications were recommended and finally approved in a further visit to get certified for three years.

By Bayan Post Bureau

ayan College has successfully obtained a License for Civil Defence Equipment and System Matching Standard Specifications. On the 9th of March, 2021, a designated team by ROP visited and inspected the whole building to check all the alarm systems of the whole facility building of Bayan College.

The Panel system was first to be monitored and checked, which found excellent. Furthermore, the team inspected firefighting instruments, fire extinguishers, places for assembly meeting/facilities, Gas Pipe lines,



ZUBEIDA UMM AL MUMINEEN SCHOOL AND WADI AL KABIR SCHOOL ATTEND BAYAN COLLEGE VIRTUAL ORIENTATION

SESSION

By Bayan Post Bureau

The Public Relations and Marketing Department held a virtual meeting for Zubeida Umm Al Mumineen School and Wadi Al Kabir School to give an orientation about the Bayan College on Monday, 15th of February, 2021.

The main aim of the meeting was to give an overview to the students about the college, including the majors, academic

specializations and the facilities provided.

The meeting was presided over by Mr. Mohammed Elian from the Public Relations and Marketing Department and Ms. Zainab Al Amri from the Admission and Registration Department. The meeting was very interactive and the students also took part actively in the query session.



BAYAN COLLEGE PARTICIPATED IN THE HEI VIRTUAL ORIENTATION FORUM 2021

By Bayan Post Bureau

n 23rd of February (Tuesday), 2021, Bayan College participated in the Higher Education Institutions (HEI) virtual orientation forum 2021, under the patronage of Salim bin Nasser Al-Ghanbousi, Assistant General Manager, Career Guidance and Counseling Center.

The forum aims to introduce the general diploma students with the different Higher Education Institutions and their admission criteria, mechanism and the documents required for registration procedure. Mr. Atta Al Aadli, from Admission and Registration, represented Bayan College by answering the students' enquiries during the meeting.



RAWAYIE AL MAERIFA PRIVATE SCHOOL

VISITS BAYAN COLLEGE

By Bayan Post Bureau

Rawayie Al Maerifa private school twelve grade students visited Bayan College campus on Thursday, 18th of March, 2021.

During the visit, the students were briefed about the programs offered by the college and introduced them to the facilities and different departments within the college. The students visited a college studio where the media department instructors gave them a brief about the studio, video production and the techniques of camera handling.

The visit came in light of the joint corporation between the local commu-

nity institutions and the importance of introducing the general diploma students to the private colleges and the major courses they offer. This is crucial to guiding students about the scopes of various academic programs and providing them with all the possible options to help them choose what fits their future desires.





A WEBINAR ON OPEN SCIENCE (OP) AND INTELLECTUAL **PROPERTY RIGHTS** (IPRS) ORGANIZED BY

By Mr. Moez Marrouchi

n 23rd April 2021, staff of Bayan College attended a webinar on Open Science (OP) and Intellectual Property Rights (IPRs) organized by UN-**ESCO.** The webinar was a part of the efforts throughout the world that aim at striking a balance between the Open Science (OS) concept, which implies transparency, inclusion, and free accessibility and the Intellectual Property Rights (IPRs) notion, which denotes allowing the authors to exclusively benefit from the products. The core sense of the webinar was to further enhance a global consensus on Open Science (OS) as a UNESCO strong recommendation to support and establish the equilibrium between the developed countries and the developing ones.

UNESCO

Apart from this, the webinar also emphasizes on the increasing challenges associated with COVID19 crisis and the new era of social interactions. The webinar highlighted the scope and future of IPR & Commercialization and also focused on ethical aspects of sharing scientific findings where all sorts of inequalities are collectively addressed. The discussion predominantly includes sharing publications, sharing global open science policies, and also sharing all the field related protocols. The webinar has been both informative and beneficial as solidarity is raised, by raising the human right to know, especially when science is involved, as an important value at a time when both the West and the rest tend to face the stressful continual tragedies of coronavirus COVID-19.

WORKSHOP ON

FACULTY Signature of the Company of

RESEARCH TEACHING NEXUS



By Dr. Geethu Anne Mathew

The Research & Innovation Office of Bayan College conducted a Virtual Professional development workshop on 25th February, 2021. The workshop was conducted on Google meet virtual platform by Dr. D.E. Benet, Vice-Principal & Associate Professor of English, National College, Tamilnadu, India. Delegates from Mazoon College also attended the workshop. The purpose of the workshop was to enhance the faculty members on the process of implementing and evaluating the research teaching nexus in the pedagogy at Bayan College.

The resource person also discussed the significance of research in the teaching and learning process. He brought examples of effective research teaching nexus, examples from literature, cultural studies and media studies. The presenter interacted with the faculty members. The entire workshop was interactive and informative. The speaker answered many queries raised by the faculty members on research and teaching.

VIRTUAL ACADEMIC **ADVISING FOR** 2020-21

Admission And Registeration Process Is Just A Click Away

By Melanie Marian Crasta

s the world got accustomed to a new reality, so did Bayan College. Cov-Lid-19 brought about a whole set of new challenges, and one of them was Academic Advising. Prior to social distancing protocols, the Academic Advising process involved students meeting in-person with their advisers and choosing the best subjects for themselves. All while receiving advice on progress and plans for future semesters.

However, with the present predicament of the world, this process needed to be changed to accommodate the same personal experience with the student, without the personal meeting. This was done online through the Bayan College server and convenient chat apps such as WhatsApp as well as email. Advisers also received phone numbers from the Admissions and Registrations Department to call students and advise them on the semester before registration .

Students were given access to the online server from their homes, to make subject choice and confirmation easy, without the need to be physically present to accept their subjects. They were required to consult their advisers prior to the registration, and advisers would monitor student registration after the

Advisors also kept constant contact with the student throughout the semester to make sure students had a pleasant semester which led to creating an environment of synchronicity. The students were happy and so were their advisors as this allowed a lot of students a chance to keep in touch with their advisors all year round, and not just during the registration and advising period.

Although Covid-19 has brought with it sadness and challenge, it also brought about a new sense of togetherness and cooperation, unlike ever before. This cooperation led to a smooth transition from offline to online, and the college continued to function without a hitch. The world may have been at a standstill, but Bayan College kept moving and making a difference.

BAYAN COLLEGE MEDIA STUDIES DEPARTMENT PARTICIPATES IN JOINT RESEARCH PROJECTS WITH AREACORE

By Bayan Post Bureau

As part of its Research and Innovation activities, Bayan College actively participated in various research projects with AREACORE during the academic year 2020/2021.

The research projects spear headed by the Arab European Association of Media and Communication Researchers (AREACORE) saw Bayan College Media Studies department staff and stu-

dents participate in joint rigorous oration with other AREACORE from the practice of journalism, teach-

projects in collab- AREACURE الجمعية العربية الأوروبية لباحثي الإعلام _re

searchers. The top- The Arab- European Association ics covered ranged for Media and Communication Researchers

ing and learning communication courses in times of covid-19, media systems to cultural studies. A review of the research projects is as follows:

Project 1: «Corona and Rising Nationalism: Comparing Processes of Othering and Discrimination in Print media between March and April 2020»

Project 2: The usage of sensitive reporting language in Arab countries

rona: The impact of the pandemic on media and communication in higher education from professor/student perspectives.

Project 4: Short film on media and the corona virus pandemic in Oman

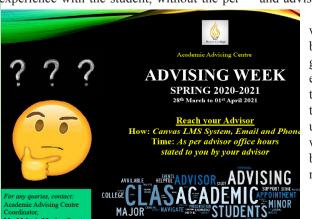
Project 5: Winter Class, research paper presentation and short film production of the research findings on the topic 'Women's Representation in the Omani Media.

AREACORE is an academic and research



professional association that promotes terdisciplinary and collaboraresearch with the aim of understanding complex dynamics

communication in a digitalized world. The association has members from across the Arab world and Europe. Through its website, AREACORE has provided researched media and communication works as teaching and learning resources for students, teachers and other professionals. All the mentioned project works were of world fame and coordinated by academic staff of the Media Department i.e. Ms. Kavitha, Mr. S. Mundua, Mr. Daneil, Ms. Melanie, Ms. Hana, Mr. Shoaib and a team of students also worked intellectually to achieve



Project 3: Distance teaching in times of Co-

BAYAN Zost

Building

By Ms Diviya Kasi

Sweet little roses whirling and twirling,

massive brown rocks twisting and turning,

nature is here feeling happy and free,

let's see this wondrous beauty and bliss.

The rocks and blue skies and the bumbling bees,

enjoying place unfettered and free

"Here's what we waited for" cries the green leaves

Here's our nature trying to breathe.

Here are some humans crying and wailing, Tears on their face and stains on

their clothing.

Trapped for the days with all pain and tears,

Tornados, floods o'er our heads. People with masks and gloves and sanitizers,

End of life signs is all that they

Lil ones dancing, singing and

Cars on its barn getting dusty and

Sky less of planes and filled with all birds,

Old habits gone and kindness re-

Few jobs are stable, the rest are extinct,

Here are some humans crawling for breath,

& all this is coz of a Lil virus.

Dream of tomorrow is all we could do,

let>s stand together and shatter it

lets break the chain and link it with love,

let's take a ride to the bright day ahead.



ENVIRONMENTAL JOURNALISM

A Career With A Voice Of **Mankind**

By Dr. Abhishek Singh

Environmental journalism is becoming increasingly in demand as climate change issues reach more and more people. There is an urgent need for action as the entire world is changing its orientation towards environment and climate change. Environmental journalism will be at the forefront, as we need independent and impartial reporting on the impact of environmental change on society. Today's communities need to understand the links between energy use, the climate and food chain in order to successfully transition to an efficient, sustainable and sustainable society. This process involves people from all sectors-businesses, civic groups, farmers and foresters, students and teachers, civil servants,

politicians and voters. It requires an informed audience with a wide range of reliable articles on local and global environmental issues. Furthermore, during the current COVID crisis, public awareness of environmental factors undoubtedly has an impact on the spread of the coronavirus. The role of environmental agents in spreading this epidemic globally has been well marked, as the corona virus has a unique feature of survival for a long time, up to 72 hours, on various surfaces. All such facts must be communicated to the

public in a timely man-

Many environmental factors, such as the effect of humidity and average temperatures, have been discovered in various parts of the world which have a severe influence on the ecosystem. In this framework, the role of environmental journalists certainly has a critical role to perform. In the current situation,

option because raising awareness and writing about non-human things and environmental issues is one of the primary concerns of today's society and social capital. Environmental journalists are unquestionably referred to as the planet's voices, capable of educating people about the importance of living in a healthy environment. It's a really interesting field to work in in this branch of journalism, and it's undeniably important for humanity.



AUGMENTED REALITY SHAPING THE FUTURE OF **JOURNALISM**

By Ms. Hana AL Sulaimi

Technological advancements had a tremendous effect on Journalism specifically on news delivery. News organizations shifted completely to the digital platforms to reach their audience. However, that was not as easy as it seems. News corporations were forced to find ways to distinguish themselves from

others and attract viewers. Many initiatives

were done, the most popular one would be the New York Times Innovation report, that listed a number of ways to engage readers and to take full use of the elements the new technology offers. Nonetheless, many other technologies are still developing and for journalism to survive in this age, they have to exploit them to their advantage. One of these technologies

> that became popular in recent years is Augmented Reality.

> Augmented Reality also known as AR is a live and interactive environment which is created by adding virtual objects to real images that are viewed by a camera. Those addition could be a text, a voice, an image or a video that gives extra information about a specific topic. Hence, augmented re

ality will have a huge impact on the news delivery in Journalism. It will enable viewers and readers to view the news in their own home more lively as they are at the scene itself. That visual essence will allow them to understand the story better and engage with it. Imagine being able to actually immerse yourself in the news that you are receiving every day without having to go to that specific place?

The other way of how we can use AR is by enabling the audience to hold the phone up any place and get the full history or any related news that happened in that place. They could for example, hold it at Sohar Bridge and get to know all about the protest that happened with details.

This is only the tip of the iceberg on how augmented reality applications will shape Journalism.



DIGITAL MARKETING

By Mr. Hafiz Muhammed Shoaib

Digital marketing has made it possible that each single minute and every penny spent is well directed and targeted to very concerned potential customers. Digital marketing is a new marketing trend; it has provided us with a new way of technological thinking and presentation with maximum reach for customers. Consumers now have easier access to the market thanks to digital media and computer-mediated technology tools such as smartphones. Consumers have easy access to all information, which they will examine by clicking on new media tools. Therefore, marketers have begun to use this platform to provide information about their products, services and ideas, known as digital marketing. In fact, branding is heavily reliant on the use of digital media, which means that the rapid adoption of digital technologies and portable communication devices adds value to effective communication.

Small and medium-sized businesses can reduce their reliance on hiring to meet traditional marketing needs by learning the fundamental tools of digital marketing. Tools like search engine optimization, Pay-per-Click, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing, Google/Marketing Analytics have given us a huge amount of control over marketing activity, which was just a dream in the past. The main aim of digital marketing is to reach maximum custom-

ers by using various digital media platforms and communication strategies which further maximize brand positioning and easy customization. The use of social media and high-speed internet connectivity is also a major factor behind the popularity of digital marketing. We can fairly predict that digital marketing will undoubtedly be the future of



BAYAN

CORRIDOR

By Mohammad Saif



In light of the chaos of our life's styles, concepts and beliefs, it's natural that we are distracted from paying special attention to details. Let me give this example, assuming your house is in the planning phase, I can anticipate that you're fo-

cusing on its outside shape, bedrooms, living room, kitchen, courtyard and so on, aren't you? If so, I'm almost certain that you'll completely ignore the COR-RIDORS though they're deemed a part of your house, won't you? Hence, we often tend to overlook DETAILS for a range of reasons, for instance, perception that they are worthless but are they really?

I've to point out that when I say DETAILS, I don't mean preoc-

tempting to draw attention to exploit the DETAILS by observing first, after which behaving or thinking in accordance with them when the need arises. As a matter of fact, every grand thing is basically a series of tiny details. Have you ever heard: "The straw that broke the camel's back"? It's, as is so obvious, a detail. In the marathon, the difference between the first runner and the second one might be just milliseconds, mightn't it? Again, it's DETAILS! From now, we strictly have to look at the DE-TAILS in a different way, as a vital element because they play a significant role where they represent the bricks in our life's building.

To sum up, always remember, DE-TAILS make the difference. To put it another way, the extent of DETAILS' investment is what distinguishes some of us from others. Eventually, I would leave you with this serious question: To what extent do you invest the DETAILS? Please, avoid providing an evasive reply, and try to be candid as far as possible. If you do so, I can largely assure you of having a new bright angle of your life.

Living with Coronavirus

By Younus Al Ghafri

I still remember my last day in college before switching to online learning, last year, in a month of March, when I was talking with my colleagues and our teachers about the first two confirmed cases of infection in the sultanate. Later, I was also diagnosed, after returning from Iran, in late February. It was the start, people were normally meeting together, and none of us were wearing a mask to protect ourselves from the virus, and everyone taking about the virus's and expecting to finish the infection very soon, but we saw very clearly that the infection propagated very fast in the world and off course, in Oman.

However, we received the government's decision to temporarily switch to the virtual education system so that the government could inspect the cases and check on it with appropriate solutions to deal with the pandemic. Until then, things were not that serious, and people are still waiting for a radical solution that eliminates the virus until we return to our normal lives. Contrary to popular belief, since then, the Supreme Committee, which was formed later to deal with the development of the pandemic, has extended the study remotely, and it has also made several decisions to limit the spread of the virus such as, they closed the governorates several times, and imposed evening curfew. Airports and sea ports were closed, and strict laws were enacted so that they could control the situation. All sports activities were also stopped, as, for the first time in decades, the sports season was cancelled before its end. In fact, the social and economic damage was severe. Small, medium, and large businesses were unable to deal with the pandemic and suffered great losses. Some were forced to cease operations entirely. Hospitals were overcrowded, and the situation appeared to be out of control; overall, it was a very sad and disappointing situation. In my opinion,



we must take the cases and the situation seriously, because social awareness is a critical tool for controlling and adhering to the government's medical guidelines.

Lastly, it appears that the only solution to dealing with the pandemic is to provide the vaccine in large quantities, and to vaccinate all residents in this country, as studies have proven that those vaccinated by Pfizer and Astra-Zeneca have antibodies that resist the virus and reduce the rate of infection of the vaccinated people by up to 90%. Therefore, we must all stand together with the government authorities and hurry to obtain the vaccine so that we can gradually return to our normal lives.

May God protect Oman, its people and all those residing in the different part of the world.

Social Behavior Vs Social Togetherness: An Academic Study By Siham Al-Sai<mark>di</mark>

ocial behavior is very important for constructive social to getherness. We did an in-depth study on the various factor responsible for good societal behavior, specifically in Omai ociety. The study wa<mark>s main</mark>ly b<mark>ased on the</mark> behavior related to the issue of increas<mark>ing divorce cases am</mark>ong families of Omar society. In the study, we analysed various issues and factor elated to ma<mark>rriag</mark>e in g<mark>eneral an</mark>d tried to understand <mark>this o</mark> everal leve<mark>ls, such as psychol</mark>ogical, family based, and edu cational, social and economic. Research work has been don o acquire the c<mark>orrect reas</mark>on and basis for the d<mark>ivorce on o</mark>n nand and, on the other hand, to find solutions that will reduc this problem<mark> as much as</mark> possible, it is well ide<mark>ntified in Om</mark>ar ociety. Th<mark>e percentag</mark>e of such cases has been increasing sig nificantly <mark>on a daily b</mark>asis, especially over th<mark>e past three y</mark>ears In the re<mark>search work</mark>, we worked to develo<mark>p a series of re</mark>lat ed quest<mark>ions that en</mark>abled us to obtain real, <mark>correct and c</mark>on firmed results, figures and answers from reliable sources and through the study samples, such as the specialized consultan who work in the government sector and exclusively practic his field. Besides, we also interviewed other consultants wh ead family <mark>counsellin</mark>g centres, al<mark>l of whom</mark> are qualified and ccredited internationally and legally

The research work and analysis was very challenging and we struggled with the accuracy of data as the topic of th udy was very sensitive in the present scenario, thus, we coul not use any falsified data. The outcome of the research wor was very useful in terms of getting an idea about the prese ocial structure and understanding of human behaviour. Th tudy also pointed out that, in the present time of COVID risis, normally, people are losing their patience due to streswhich usually releases as aggression or anger on the famil members. Many similar factors have been studied and ana yzed in the study. Overall, the research work was satisfactor

BAYAN COLLEGE STUDENT HONORED WITH FIVE GOLD MEDALS IN TABLE TENNIS CHAMPIONSHIP

By Bayan Post Bureau

1 Khalil Ahmed Al Barshdi, student of Bayan College was honoured with five gold medals for his outstanding performance in breaking the record in winning the table tennis championship for Higher Education Institutions a number of times.

Al Khalil was also honoured for participating in the international championships in Russia 2013, Korea, 2014 and Taiwan 2017.

Al Khalil was appreciated during this year's Table Tennis championship for Higher Education Institutions which was held on Tuesday 23rd of March, 2021 at the Bushar Sport Complex.







OMAN COMMITTEE FOR UNIVERSITY SPORTS RELEASES SPORTS PLAN FOR 2021

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By Bayan Post Bureau

he Oman Committee for University Sports has released the sports plan for the academic year 2020/2021. The sports plan was released during the annual meeting of the Oman University Sports Committee held on Tuesday 19th of January, 2021 at the Ministry of Culture, Sports and Youth.

The meeting, which was attended by Bayan College representatives, reviewed all the sports activities and events held in the previous year and unveiled the new sports schedule detailing the sports activities and events that are to be organized in the current academic year.

The meeting was attended by a representative from the Ministry of Higher Education, Research & Innovation, Ministry of Culture, Sports and Youth, and Ministry of Labor as well as sport activities' supervisors within the Higher Education Institutions.

The Oman Committee for University Sports is responsible for organizing the Higher Educational Institution sports activities internationally, nationally and regionally.

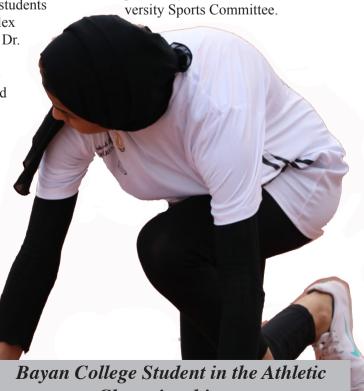
BAYAN COLLEGE ORGANIZES ATHLETIC CHAMPIONSHIP FOR HIGHER EDUCATION INSTITUTIONS

By Bayan Post Bureau

n 16th of March (Tuesday),
2021, Bayan College organized
an Athletic Championship for Higher
Education Institutions students
in Bushar Sport Complex
under the patronage of Dr.
Juma Salih Al Ghilani,
chairman of the executive board of Bayan and
Mazoon College, who
was also accompanied
by Dr. Salim Khamis
Al Araimi, chairman
of Oman University
Sports Committee.

The championship attracted participants from 25 private and government education institutions and 150 students. The University of Technology and Applied Sciences (Nizwa Technical

College) won first place in the male category and the University of Technology and Applied Sciences (Higher College of technology) in the female category. The organization of the event was highly praised by the chairman of Oman University Sports Committee



Bayan College Student in the Athletic
Championship

BAYAN COLLEGE STUDENTS

PARTICIPATE IN BASKETBALL AND FOOTBALL

INDIVIDUAL SKILLS CHAMPIONSHIP

By Bayan Post Bureau

ayan College students represented the college and participated in the Basketball and Football Individual Skills championship for Higher Education institution students.

The championship which was held on Sunday 14th of February, 2021 was organized in collaboration with Oman University Sports Committee.

This follows each university or college's nomination of its most skilled students in the mentioned fields to participate in the championship. According to the organizers, the tournament was intended to develop students' skills and abilities towards sports in the sultanate.

The championship coincides with the resumption of the sport's activity that was on hold because of the pandemic. It was organized following all the regulations provided by the supreme committee responsible for tackling developments resulting from coronavirus.

EDITORIAL

Dear Readers,
Welcome to this edition of the Bayan
Post!

For the last eighteen months, the world has witnessed the devastating impact of the Covid-19 pandemic on people's livelihoods. Time is really challenging, especially for academics and the education sectors, but I am happy to introduce our new issue of Bayan Post. In this edition of Bayan Post, we would like to share with you the Bayan College approach and dedication towards quality education and academics, like the way Bayan College has been running virtual courses and full-time online academic assistance, which were uninterrupted despite the challenges posed by the coronavirus.

The Bayan Post is a mirror of Bayan College life and its academic intellect. In fact, the Bayan Post is a living document of the college carrying a mosaic of intellectual contributions, activities, events, seminars, guest lectures, experiences and much more.

In this issue of Bayan Post, we also come-up with various contributions from students and teachers. Really, it would add new colors to the success of Bayan Post.

I would like to thank all my team members for helping me pull this through. I express my considerable appreciation to all the authors of the articles in this issue. These contributions have required a generous amount of time and effort. It is this willingness to share knowledge, concerns and special insights with fellow beings that has made this issue of Bayan Post possible.

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