



Ramadan nights at Bayan College



Bayan College organised Ramadan Nights as part of the activities to observe the Holy Month of Ramadan in collaboration with the students and other stakeholders. Most of the students and alumni along with people from the neighbourhood participated in the programmes which were held every Mondays, beginning from the 11th of April; to 18th April; and 25th of April.

The main programmes were held in the college lobby and there were also many stalls put up in the multi-hall with products made by Omani families with their

skillful and experienced hands. The programmes used to start at 8pm after prayers and continued till 11.30pm.

“It was a welcome change for us since we were forced to stay at home due to the lock down as the result of the pandemic. We could meet our friends and be a part of the social gatherings again which were forbidden during the pandemic. We are grateful to Bayan College for hosting such an event. We really enjoyed the event,” said Jawaher Abdullah Saif Salim Al Bahri, a student.

There were many similar comments from the stu-



Bayan College welcomes Shura Council Member, representative of the Wilayat of Seeb, Hilal bin Hamad Al-Sarmi during the Ramadan nights celebration.

dents as they expressed their excitement for the Ramadan nights.

As a part of the Ramadan night a special day was dedicated for celebrating Qaranqasho. Many children below ten participated in the events and many competitions were held to encourage their skills and talents and they were also awarded with gifts.

The final day of the event was graced by the presence of Shura Council Member, representative of the Wilayat of Seeb, Hilal bin Hamad Al-Sarmi. The College Dean Dr. Snjezana Milivojevic welcomed the chief guest and accompanied him through

the event along with other faculty members to visit the stalls put up by the students. The chief guest appreciated their efforts and creativity.

There were many special events to dazzle the audience. Nader Al Hosni was the main attraction of the day and he mesmerized the audience with his oud and his talent in Omani traditional music. Similarly, Mr. Khalfan Al Mamari excited the audience with his songs that were received with thunderous round of applause. All the participants were awarded with certificates for their contribution.

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Bayan College participates in Omani Forum for Media Makers

Bayan College, represented by a number of instructors and students, participated in the Omani Forum for Media Makers in its first session titled 'Digital Media and Opportunities for Development'.

The forum was held at the Omani Journalists Association headquarters at Airport Heights, under the patronage of Honorable Sheikh Abdullah bin Shuwain Al Hosani, Member of the State Council and Chairman of the Omani Committee for Human Rights.

The forum included two sessions. The first was titled 'The Challenges of Financing Digital Transformation in the Media Sector'. The session included a number of working papers. Dr. Obaid bin Saeed Al-Shaksi presented a working paper on 'Standards for setting the compass of digital media performance'.

Mona bint Suleiman Al-

Forum had two sessions titled **The Challenges of Financing Digital Transformation in the Media Sector and Digital Media and the Crisis of the Content Industry**

Kindi from the General Directorate of Electronic Media at the Ministry of Information presented a working paper on 'The Ministry of Information's experience in electronic media platforms, 'Ain platform... as a model.' This was followed by a discussion session on the 'Digital Media, Professional Standards in the Face of 'Traffic'.

The discussion included the following media pioneers:

Dr. Obaid bin Saeed Al-Shaksi, Musa bin Abdullah Al-Farai, editor-in-chief of the 'Atheer' electronic newspaper, and Asim bin Salem Al-Shidi, editor-in-chief of Oman newspaper, Mona bint Suleiman Al Kindi from the General Directorate of Electronic Media at the Ministry of Information, and Youssef bin Abdul Karim Al-Houti, head of the Freedoms Committee of the Omani Journalists Association.

The second session was on the 'Digital Media and the Crisis of the Content Industry', which included a working paper entitled 'Social Networks and Facing the Information Defective' presented by Ahmed Esmat, Director of the Alexandria Media Forum.

It was followed by a working paper 'The Challenges of Arab Digital Media' by Mohamed Abdel Rahman Mahmoud, media analyst and founder of 'Elama.com'.

BAYAN COLLEGE PARTICIPATES IN GHEDEX 2022

Bayan College participated in the Global Higher Education Exhibition (Ghedex 2022) keeping up with their social responsibility approach towards providing quality education.

The event was held at Oman Convention Centre, Muscat. Bayan College has been taking part every year in the global education fair.

This year's Ghedex attracted a number of participants from local universities and other universities from around the world. This year's exhibition was much anticipated by participants as it was the first one following the post Covid-19 period.

Ghedex fair is a common



Many students and parents visited the official pavilion of Bayan College and showed interest in Bayan College programs

platform for bringing together educational institutions and prospective students, to mutually benefit in issues of academic career develop-

ment. Many students and parents visited the official pavilion of Bayan College and showed interest in Bayan College programs.



Workshop on advanced academic and scholarly writing



The Media Studies department in collaboration with the Research and Innovation office (RIO) conducted a professional development workshop for all the academic and General Foundation Program (GFP) staff.

The workshop which was conducted on the 14th of

April 2022 at Bayan College under the theme 'Developing argumentation skills in advanced academic and scholarly writing' was facilitated by Mr. Samuel Mundua a Senior Lecturer in the department of Media Studies.

In his presentation Mr. Mundua emphasized that in order to achieve argumenta-

tive and debative skills in advanced academic and scholarly writing, it is important to establish the 'golden thread' which is the unique authorial 'voice' that the author or writer has in his or her writing style. He also noted that in argumentative and debative writing, writers should write authoritatively through

exhibiting subject area expertise by being assertive, simple and clear. The facilitator cited that argumentative and debative writing involves investigating an issue while taking a stand through expressing a point of view on a subject where the argument has to be specific, logical, reasoned and supported with evidence.

Bayan College IELTS exam centre

STRATEGIC PARTNERSHIP WITH BRITISH COUNCIL TO BENEFIT STUDENTS FROM MAABELLA, HALBAN AND BARKA REGION

Bayan College and British Council signed a Memorandum of Understanding (MoU) for setting up the first ever IELTS registration and examination centre in the western region of Muscat on February 2, 2022.

Bayan College became the first IELTS registration and examination centre of the British Council in the western region of Muscat. The college and the British Council signed a Memorandum of Understanding (MoU), regarding the centre, in a ceremony held on the college campus at Halban.

Commenting on the strategic partnership which will benefit the students from Maabella, Halban and Barka region, Helen Mehta, Country Director, British Council Oman, said, "English proficiency is recognised as a gateway skill for future careers."

"We are honoured to collaborate with Bayan College



Bayan College and British Council officials after the MoU signing ceremony held at Bayan College.

and are looking forward to going to the next level to collaborate on other areas like APTIS and the IELTS training and testing. We have been together since 2018 and are continuously building trust. We certainly will work more towards the quality development of the English language across the country and will also make it easy and convenient for the wider community to access IELTS," Helen Mehta said.

"We are completing our 50 years in Oman. We are really proud to have a solid collaboration with Bayan College. This partnership is a great start to 2022."

Dr. Lina Ibrahim, Director Development and Consultancy, Bayan College said, "I appreciate your confidence in us and we are glad to be a part of your Oman association."

"British Council is doing a great job by facilitating

thousands of students learn English, and now Bayan College is also a part of this great journey," Dr. Lina added.

On his part, the head of General Foundation Department, Bayan College Haneesh Kumar, said that as an educational institution Bayan College is not only responsible for the academics but also for rendering support to enhance community service and to guide the students for their better future, especially in

this part of Oman.

Mr Kumar further said that because of the contribution of college towards academics and community service, Bayan College is growing at a very fast pace in becoming an educational hub.

"Our collaboration with the British Council to deliver IELTS testing centre will therefore be a great alliance; one that reinforces our commitment to the advancement and improvement of Oman

society," Mr. Kumar added.

The key benefits of the MoU to the community include:

- Students from Bayan College and neighbouring colleges can register for the IELTS and attend the IELTS test at Bayan College.
- The community around Maabella, Halban and Barka can have their IELTS registration and examination in Halban instead of travelling to Muscat.
- Given the fact that all higher education institutions require IELTS certifications in English it will be a boon to the students in Maabella, Halban and Barka region.

Speaking on how such a partnership will support greater employment opportunities and English-language-based growth, Mohammed Musa, Marketing Manager, British Council said, "Bayan College is very rich in terms of infrastructure, and certainly has one of the best campuses in western Muscat, and this collaboration will definitely add value to both sides."

The event was attended by Dr. Abhishek Singh, Head of the Department, Media Studies; Dr. Fadhil Mohsin, Media Studies; Atta, Marketing Coordinator; and Melanie Crasta, Media Department, Bayan College.

College, British Council hold workshops



From Left: Abdurahman Nasser Al Farsi, Esther K. Ibrahim and Haneesh Kumar conducting IELTS workshops at Bayan College.

Bayan College organized a series of free workshops for International English Language Testing System (IELTS) aspirants.

Bayan College is the first IELTS registration and examination centre of the British Council in the western region of Muscat.

The first in the series was conducted by Mr. Abdurahman Nasser Al Farsi, lecturer in English at University of Technology and Applied Sciences. He focused on how to approach the listening test, sharing with them the skills and strategies that will be useful in dealing with the test.

Bayan College Dean Dr. Snjezana Milivojevic stressed on the importance of taking such international tests to prove the language skills which will also prepare the students for their higher education and job market.

Esther K. Ibrahim, a language training expert, CELTA trainer and IELTS Examiner at British Council conducted the second workshop.

She covered all the aspect of IELTS examination and provided the necessary tips and strategies to be employed in dealing with IELTS exam.

She also stressed the need for time management and

preparation for the students who wish to check their English speaking, writing and listening abilities.

"It was very useful and a different experience and it gave us insight into the examination process," said Alla Sulaiman Hamed Salim Al Hinaai, a student who took part in the workshop.

"Thanks to our college and British Council for organizing such a workshop," she added.

Jawaher Abdullah Saif Salim Al Bahri said she really enjoyed the workshop. "It was very useful and we enjoyed the workshop. It gave us a lot

of ideas on how to prepare for the IELTS. The instructor was very helpful, jovial and cordial," she said.

Another IELTS aspirant said the workshop was highly informative.

"I found the IELTS workshop to be highly informative. We had an engaging time throughout the three-hour long session. The speaker used various methods of teaching that helped me grasp things easily. We covered all sections of the IELTS: Starting with listening and ending up with reading section. And at the end of each section, the instructor showed us how our

scores are marked. Overall, this workshop was useful to me and it cleared some misconceptions I had about this challenging exam," said Saud Abdullah Khalaf Al Hinai.

The third in the series was conducted by Haneesh Kumar, HoD, General Foundation.

"We used to go to Muscat to attend such workshops. Now with our college's tie-up with British Council things have changed. We save a lot of time and energy. We can make use of all the facilities at the college too. This really is a boon for us," said Saud Abdullah Hinai.

IELTS EXAM DATES ANNOUNCED

The British Council has announced the IELTS Examination date for the month of July and August.

The exams will be held on:

23/07/2022
06/08/2022,
11/08/2022,
20/08/2022 and
27/08/2022.

The marketing head of the British Council Mohammed Moosa said that the examinations are mostly conducted on Saturdays taking into consideration the convenience of the candidates.

Mohammed Moosa said that most of the students will be taking the IELTS exam during the summer as students will be planning for their higher studies during this period.



Message from the Dean

It is my great pleasure and privilege to address you as the new dean of Bayan College.

This unique and distinguished academic institution has a vision to offer study programs that go beyond professional training and provide comprehensive education for the changing world. Digital revolution is shaping society of knowledge, innovation and opportunities. It is our goal to equip students with knowledge and entrepreneurial skills to face those challenges. Bayan College is among pioneers in expending educational initiatives into future oriented areas of

scholarship. This was once again proved during particularly difficult times of pandemic when Bayan family proved strong and resilient. The College preserved quality and academic integrity while offering new programs in Human development and Family studies and new Masters in Communication.

There are diverse careers that awaits you once you get your degrees. Our esteemed lecturers and well composed programs are here to prepare you for that. But we also hope that while you are here you will enjoy your life of learning in collegial and friendly environment.

Bayan College as your academic home will provide an intellectually rich and inspiring surroundings and our faculty, administration and staff will support your educational and personal growth.

It is a privilege indeed to lead the academic team which will guide you on your journey of advancement to become leaders for the benefit of not only Omani society but also the gulf region and beyond.

With my best wishes

**Professor
Dr. Snjezana Milivojevic**
Dean

A mirror of campus life

We are very pleased to publish the latest issue of Bayan Post, highlighting the activities of Bayan College. The intent is to provide a platform for the students as well as the faculty to share their knowledge and also express their artistic selves. Bayan Post is a mirror of our campus life, our achievements and dedication towards quality education and knowledge-based development of students. I am happy to see that we have worked so actively and enthusiastically throughout the year and organized many activities despite the challenges brought about by the pandemic.

We have been able to bring out the talents concealed in our academic community.

Thus our team is very privileged to present to you the new edition of Bayan Post. We are back again with various information-based academic segments that include college events, students' write-ups, sublime works of art, and scientific research. After a good start in physical mode, Bayan College continues to hold excellent academic activities where the world's great minds meet and

share their expertise. Through such activities and events, students are able to gain a comprehensive understanding of the world of media and literature as they get an opportunity to clarify their questions with the pioneers of media. Remarkably, this issue covers cultural events, academic interactions and student's thoughts.

This issue of Bayan Post includes articles on research-based achievements, academic award, academic co-operation and a lot more, which clearly establish Bayan College as pioneers of the academic world in the Sultanate. We hope you enjoy reading this issue of Bayan



Post as much as we have enjoyed making it. It's really great to have an optimistic approach and innovative assistance from all around us. I am very pleased with the participation we received in the making of Bayan Post. Finally, I would like to sincerely thank the entire team, the teachers, and my dear students, who supported us in every possible way.

Enjoy the reading!

Dr. Abhishek Singh
Head, Department of Media
Studies

ACADEMIC ADVISING WEEK HELD



Academic Advising Centre (AAC) in coordination with academic departments conducted Academic Advising Week from April 24 to 28th April, 2022.

Students were encour-

aged to meet their academic advisors during this week to discuss their study plan and other related academic matters. The academic advisors briefed the students about their courses to be completed and the areas they need to

focus on in order to improve their grades. The coordinator of AAC Ms. Melanie Crasta said that the centre is constantly monitoring the progress of the students and taking steps to support the students to achieve their goals.

General Foundation Programme conducts Academic Advising Day

The General Foundation Programme (GFP) of Bayan College conducted Academic Advising Day as part of Academic Advising Week.

The Academic Advisers briefed their advisees on the academic resources available on the campus and the course work to be done.

Head of the GFP, Mr. Haneesh Kumar, said that the programme focusses on their language skills, IT



skills, Math and study skills which are very essential for foundation students.

"The advising day gives us an opportunity to look into each students' performance, the problems they

face and guide them to meet their targets. The responses and feedback received from the students indicates that the advising day was a great success," added Mr. Kumar.

Fine art club showcases artistic works

An art exhibition by Bayan College students was inaugurated by the Dean Dr. Snjezana Milivojevic while accompanied by Director of Development and Consultation Dr. Lina Mohammed Ibrahim and Dr. Fadhil Mohsin, Media Studies Department.

The exhibition was organized by Fine Art Club under the supervision of Hamid bin Mohsen Al-Awfi, director of the Arts Club at the VIP Hall of the college. As many as 25 artists participated in showcasing their artistic works that took place from March 27 to 31, 2022.

"I had been drawing for 12 years now. When I was in school I focused on realism, especially nature. Then, the love of imagination and mystery films inspired me to move to abstract painting. In 2016, I founded a team and worked on an exhibition. I also worked at an art exhibition in Bahrain in 2019," said Hamid who was fond



Dean Dr. Snjezana Milivojevic, instructors, artists and students at the art exhibition held at Bayan College

of paintings from his early school days

Hamid further said that as a team they have been working for three years and that they used to do workshops which was aimed at encouraging students' participation and to make them develop their skills as well as

supporting students make good use of their time.

The aim is to encourage students' participation, develop their skills and make good use of their time. I advise those interested in philosophy, art, music and meditation to go for abstract or surreal paintings in order to



express their feelings in their own way," said Hamid.

It is worth pointing out that The Arts Club of Bayan College is a great inspiration for many young artists. The following are some of the testimonials from the artists:

Aya Al-Maskari, an artist, said that she was thankful to

the college and the Arts Club for giving her an opportunity to showcase her talents. "My drawings are inspired by my meditation as a reader, the feelings I get from books, personal experiences in life and also from the work of other artists. I took the idea of my painting from the Pinterest

program, which was the first source of inspiration, and I made my painting to express my feelings. I chose drawing because it expresses my feelings, the feelings of betrayal, brokenness, sadness and the harsh conditions in which I live. However, I will be strong and will never give up," states Aya.

She added that her participation in the Arts Group and the exhibition was an opportunity for her to showcase her talent and also get to know more artists.

On her part, artist Balqis Al-Maskari said she was fond of portraits. "My source of inspiration is the distinctive portraits of faces, which attract anything strange. I preferred to draw portraits because I love drawing faces and I am good at it, but the exhibition was based on abstract paintings. I had to do something new and strange and abstract at the same time."

Jawaher Abdullah Saif
Salim Al-Bahri

Workshop sheds light on TBLT

A workshop on Task Based Language Teaching (TBLT) was held at Bayan College on March 31, 2022 for the teaching faculty staff.

The workshop was organized as a platform for providing an intensive discussion, with the aim of shedding light on the features and procedures of how TBLT can be better realized in ESL classrooms.

The workshop also gave an extensive insight on how TBLT can be put into practice in language classrooms and how these tasks can be assessed and focused. The workshop further dealt with how TBLT can be implemented efficiently in various learning contexts resulting in building up more communicatively competent ESL learners. The presentations were made by the teaching faculty staff members from English Studies department.

Dr Shyma Pachha in her presentation on 'Strategies for Student Centered Blended Learning' described the importance of blended learning as a student friendly policy which helps students from differential background to



The instructors who presented topics at the workshop interacting with the audience

access personalized forms of education, increasing its significance in today's context. She analysed the background of pandemic which has led to the revamping of educational practices in unprecedented ways and how the pandemic has increased the relevance of blended learning.

Ms Ranju Paddikkarambil in her presentation on 'Content Based Instruction (CBI),' explained how CBI improves student proficiency in the target language and how this in turn improves the learning process of the learner. Miss Ranju discussed how CBI makes learning language more interesting whereby learners can use the

language to fulfill a real purpose and make them confident and independent.

Ms Divya Hariharan in her presentation on 'Incorporating Task Based Activities in ELT Classrooms,' historicized the various pedagogical approaches and methodologies to ESL Teaching since 19th century as part of explaining the importance and advantages of TBL in ESL classrooms.

She discussed the features and procedure on how TBLT can be better realized in ESL classrooms. She also focused on how effectively TBLT can be implemented efficiently in various learning contexts resulting in building up more

communicatively competent ESL learners.

Ms. Maheshwari Suresh in her presentation on 'Action Research in ELT Classroom,' discussed a method of systematic enquiry which enables the teachers to find solutions to problems encountered in the classroom. She said that Action Research in ELT Classrooms helps empower the teachers by allowing them to participate in research and subsequent development or implementation efforts and to focus on solutions to actual or localized challenges. It provided teachers a research methodology to examine the issues encountered within their classroom.



Research paper on PR presented at international meet in Iran

Dr. Abhishek Singh, Head of the Department of Media Studies, Bayan College, presented a research paper at a virtual international conference organized by the Daneshpajooan Pishro Higher Education Institute (DHEI), Esfahan, Iran on February 16, 2022.

The theme of the conference was 'New-Approaches to Public Relations in Iran' and Dr. Abhishek's presentation was titled 'Trust Factor and a Healthy Information Network: A Public Relations Perspective'.

The discussion was focused on trust and the media in relation to public relations. The success of public relations is based on the healthy flow of information with identified sources, which is why sources play an important role in the media. The purpose of the presentation was to explore the core factors of public rela-

tions, i.e., trust and effective use of the media, which are very important to building and maintaining relationships with key stakeholders.

Dr. Abhishek's paper focused on trust as a crucial element for the functioning of our society at different levels such as, small groups, organizations, and society at large - especially its importance in public relations. Without it, there is no credibility. Trust seems to be the important factor in the satisfaction of relationships. If the purpose of PR is to build and maintain relationships, then public relations are basically a matter of trust. To gain this trust, a PR professional has to trust others because trust is mutual. PR professionals also need to be trustworthy, which is best measured when you feel that you have competence, honesty, goodwill, reliability, and openness, the paper said.

Students participate in national debate competition



Bayan College Dean Dr. Snjezana Milivojevic and Director of Development and Consultation Dr. Lina Mohammed Ibrahim judging the magazines presented for a competition conducted as part of the course work of Creative Writing on the college campus on May 26, 2022

Bayan College Debate Club participated in the 6th Oman National Debate Competition for Higher Education Institutions and Sport and Cultural Clubs 2022, organized by Ministry of Cultural, Sports and Youth in cooperation with Oman Debate Center.

There were 61 Higher Education Institutions and Sports and Cultural Clubs and 70 teams took part in the competition. Bayan College reached the semifinals of the event.

The event was held at five stations and ten governorates were allotted these



stations by drawing lots. The competition was held online using 35 virtual rooms. The competition started with Muscat Governorate on Thursday 17th, March, followed by Ad Dakhiliyah and Ad Dhahirah on Monday 21st, March. The competition was then held on 23rd March between Al Batinah North, Al Batinah South and North and South Al Sharqiyah.

The national championship aims to identify the methods and skills of thinking, persuasion, and the art of public speaking.



The laughter, giggles and the sound of footsteps reverberated the lobby of Bayan College. The aroma from the coffee shop and canteen also added to the hustle and bustle. "Yes they are back," exclaimed a staff with a twinkle in her eyes. Bayan College was really buzz with activities in the month of March when the students came back and joined the physical classes.

The students of Fall Semester 2021-2022 expressed their happiness when they rejoined the Bayan College campus in March. Many were thrilled too to attend the physical classes.

"It makes a lot of difference to be back at college. We are really happy. We can meet our instructors, friends and solve issues, if any, on time," said Dhabya Yaqoob Sulaiman Al-Harassi, a student.

First to report were the General Foundation Program (GFP) students who were fully on campus by the beginning of September 2022.

"We took a bold step in bringing the entire foundation students on to the campus from the beginning of this academic year. Even though most of the colleges

'Happy to be part of campus life again'



were having only a percentage of students on campus, we decided to give an opportunity for all the students to be on campus," Said Mr. Haneesh Kumar the Head of General Foundation Program (GFP).

"For foundation students it is very important to be fully on campus as most of the classes are interactive and it gave them confidence to interact and communicate. The students were also excited to

be on campus after studying from home for a long time. It was a welcome change for staff and students," he added.

The students too reflected upon the COVID-19 pandemic. "The atmosphere is re-

ally different. I was confined to my home for the two years due to the pandemic. But now at the college it is really interesting. The college has taken all measures to check the spread of virus. There are

hand sanitizers, a temperature check at the entry point and we wear masks throughout the day," said Dabiyah.

The atmosphere has changed to one of enthusiasm and fun. "We can meet our friends, discuss our studies and it gives us a feeling that we are college students. It is really interesting to be back. We have different clubs and we can showcase our abilities at the college and this really thrills us. The exposure that we get is really worthy," said Jayan Yaqoob an English Literature student.

With caution and care college has also started activities for students by following all the Covid protocol. An art exhibition was held by Fine Art Club. "It was a wonderful experience. I have never seen an art exhibition by students for a long time. I really loved it and am proud to be part of this community," said Daniyah Jamal Izzat Abu Al-Rub, a media student.

"There are lot of activities at the college. The student clubs, workshops and well-trained instructors all add to the charm and we really enjoy the life at the college," said Mohammed Ali Abdullah Al Kamzari.

Manar Khalifa Ali Saif Al Kalbani

Traditional media was basically meant for communication with the society. However by the end of 20th Century and the beginning of 21st Century the media underwent a major shift. Apart from the traditional role, today the new media is also a learning tool for the students. New media unlike the traditional media is interactive and allows participation and these aspects of the media make it attractive.

New Media helps the students in their studies in many ways. There are many platforms available in the media today which are extremely useful for the students such as YouTube. I use YouTube for my study purpose. There are plenty of educational channels which deals with different subjects and areas of studies. Some of the videos are well designed with animations and graphics which help us to understand the topic easily. As a student I need information and it is available in the new media. Assignments and projects are part of our curriculum and I get a lot of support from the new media to get my projects done.

Al Waleed Mohammed Sulaiman Al Rashdi

The use of new media is increasing among the public for all purposes. Its uses have dramatically increased in the last few years due to the pandemic Covid-19 and its effects. Education sector too is not left behind in this wave of digital technology. Many studies have shown that digital technology has really helped students learn and keep up with their studies during this pandemic.

Students love to spend time on social network platforms and learn many new concepts through videos and experiences from other people. New media has helped people to share their experiences and knowledge and these have helped the student community immensely. New media has helped the student community to reduce the gap in many practical courses that would have arisen due to the pandemic.

NEW MEDIA STUDENT PERSPECTIVE

WITH THE REVOLUTION IN DIGITAL TECHNOLOGY, NEW MEDIA HAS BECOME A REALTY WHICH NO ONE CAN ESCAPE IN THE 21ST CENTURY. THIS IS BAYAN COLLEGE STUDENTS' VIEW ON THE ROLE OF NEW MEDIA IN THE CONTEMPORARY WORLD SCENARIO

Muzna Darwish

Mohamed Al Hamdani

The new media is part of the current era, where everything is transmitted in moments, including ideas. It is the pace that wins laurels in the modern world and the new media with the help of ever-evolving digital technology has succeeded to an extent to maintain that pace. This has led to its use by governments, ministries, business organisations, banking sector and so on.

Educational institutions cannot just do without this development of modernity. It has to an extent bridged the gap between the literate and illiterate. Students also use social media to get connected and discuss topics of study. They get a lot of information from the different sites available on the Internet. Students use blogs to post their ideas and discuss various topics related to their studies. Some students access live lectures and meetings online through programmes that support live broadcasting.

In addition, there are new programs that help students find solutions to problems, arrange the timing of their studies, organize their schedules, and so on.

Alla Sulaiman Hamed Salim Al-Hinaai

New media is a wider term which includes Internet, technology, images and sounds. New media is entirely different from the traditional media because the former enables constant communication with both parties. The audience gets a feeling of involvement as they have an opportunity to comment and express opinions instantly. So sharing information with speed is the main feature that makes the new media different.

New media helps students understand the concepts clearly with illustrations and visuals. We need not depend entirely on

teachers. New media also allows interaction with subject experts and students from different part of the world which helps us to understand various topics from a global perspective. Communication with instructors are not restricted to the classrooms. New media encourages discussions after the class hours too. In Canvas LMS which is used in our college there are discussion forums which allow interactions on various topics at our convenience. This is a great boon for the students who are reluctant to participate in the classroom discussions.

Amal Ahmed Sulaiman Mohammed Al Farsi

The new media has been a great support for students in their studies especially during the COVID-19 pandemic. Social media has been widely used, especially in some less privileged areas, as an online platform for formal learning. Social media has made the sharing of information less hassle for all and now learning is at your finger-tips.

We as students must also be aware of fake news. We must also be able to distinguish the good and the fake before we jump to

conclusions. We should apply what we have learned from school like how to validate information and how to check if the source is reliable or not.

The social media thus will teach us to be critical thinkers.

As a student, I use social media as a tool to check news online from reliable sources which makes me aware of what is happening, the world over. We must take our time to read and also take time to greet friends on social media.

Mohamed Ali Abdullah Al Kamzari

The media world today is witnessing a lot of development with the advancement of technology. The new media has redefined the concept of media. With the advent of computer, Internet, social media and so on the world of media is no more the way it was before. Today

you will not find a person without having an electronic device like a smartphone, laptop or a tablet. This gives them instant access to the new media at any time at any place.

Social media has redefined the social life of youngsters in the last decade. Facebook, Instagram and snapchat are common platforms where you can see all youngsters

today. These platforms help them to get connected with the world. Through constant interaction the students are updated about the current events.

The new media also supports the students in the learning process. MS Team and Google Meet are some of the few applications which help us to get connected

with the learning process remotely. Today it is not necessary that you have to go the college to study. The above mentioned applications and many other have made it possible to continue the education from home.

These lessons can also be recorded and revisited according to your convenience.

Dunya Adnan Hamed Al-Barwani

Learning methods can be improved through social networking tools. Social media plugins allow users to share and interact through these networks. In education, media allows you to quickly identify experts across a variety of fields and subjects. Communicating with students via social media, teachers also use it to find updated lesson resources, such as ideas for bulletin boards in the classroom, information on the latest apps, and much more.

Moreover, social media is used to network and find out what is happening in schools around the world. Social media may be used in education beyond teacher-student relationships to gain many other benefits. For example, administrators can find innovative ways to integrate social media in classrooms. Sharing school news on social media, arranging online meetings with parents, and even organizing fund raisers for school projects are all possibilities.

Social media can quickly become the only channel of communication.



Ramadan nights



Future of public relations

The Public Relations have been an interesting and far more effective tool in achieving favorable targets since a century.

Over the years, the way information has been conveyed has evolved. Trust in media, generational and cultural differences, new technologies, the rise and fall of key influencers all these affect how information is shared.

The methods employed by PR professionals may change but the mission will remain the same. Public relations has always been about managing and conveying information to shape a perception. In 1889, the first public relations department was



created when industrialist George Westinghouse wanted to get coverage for one of his electricity projects.

Over the time, the world has grown up into its amazing shape in the fields of communication and engagement, the content consumers has turned into content producers and it will continue to

evolve, as we move forward. The future challenges are demanding new skills sets and use of resources into PR motives to attain the desired objectives. Public relations exist to influence, to effect the change and create the desire and a place in the good book of general public.

Now the survival of the

fittest slogan has been evolved into survival of the hi-tech in new world. In this digital era the data is money and data will continue to be a huge driving force in communications.

Today, agencies are holding data at their fingertips. As a result, we have the ability to create much targeted, trackable programs more than ever before. AR (Augmented Reality) and AI (Artificial Reality) tools are key tools for PR and many industries have started using them for commercial activities and future seems to be lot more engaged with AR & AI tools.

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Providing socialization of society

When OTT TVs, also known as digital platforms, entered daily life, everyone thought that television would no longer be watched. However, it is a fact that television constantly renews itself and can change its form. It proved that again when 'social television' emerged.

Social TV is a new form of television which occurred with the convergence of television and social media.

We should comprehend 'second screen' concept to describe social television. Second screen emerged by Web 2.0 and became a part of daily life. Its meaning is that audiences are using computers, smart

phone or tablets by watching television. Television was a part of socialization from 50's to 80's. Family members watched TV together in their living room. Later on TV sets became cheaper and every member in a family had one and this distanced family members.

SOCIAL TELEVISION

Social Television form recalls TV's socialization role. Live broadcasting on social media, video and film watching sessions and personal broadcasts all get people together. Social TV became an instrument in socialization in a social distance during pandemic.

*Dr. Cenk Demirkiran,
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