



Foundation students at the Induction Week programme in Bayan College in September (Photos: Shooters Club)

Bayan College hosts Induction Week

Fatma Al Malki

Bayan College organized an induction week for foundation students from September 24 to 26, 2023.

The inaugural day commenced with the assembly of students in the multi-hall, where they interacted with college staff who introduced themselves and discussed their respective professions.

This session aimed to provide guidance on the college's general

rules and regulations. Additionally, an introductory video showcasing the institution was presented.

Furthermore, an orientation event took place in the lobby to acquaint students with various clubs.

Each club creatively decorated its designated space to reflect their visions and missions.

On the concluding day, the Volunteer Club, in response to the college administration's request, conducted a

tour for foundation year students around the college premises to familiarize them with the facilities.

The students were organized into groups and the groups were assigned supervisors from the volunteer work club.

During the second and third days of the induction week, students underwent assessments to evaluate their proficiency in English language, knowledge of IT, and mathematical skills. Based on their perfor-

mance, they were then grouped according to their respective levels. The Induction Week marked the beginning

of a transformative academic journey, and the administration and the staff at the college are looking forward to wit-

nessing the continued growth and achievements of the students in the vibrant community they now call home.



Oman's urban metamorphosis guided by youthful visionaries



The miniature of Sultan Haitham City at Sultan Qaboos University on November 7

Reporter: Nabraa Alkiyumi;
Editor: Saud Al-Hinai

Under the patronage of His Excellency Dr Khalfan Bin Saeed Al Shuaili, Minister of Housing and Urban Planning, the grandeur of the Great Hall at Sultan Qaboos University set the stage for an exceptional event

on November 7, 2023. A diverse assembly of young individuals, meticulously selected as ambassadors of the demographic influencing forthcoming plans and projects, were convened for this crucial occasion. The hall pulsated with energy as male and female students from

diverse educational institutions across the Sultanate convened for this momentous occasion. Notably, journalists from Al Bayan College enriched the discourse with their unique perspectives, adding depth to the unfolding narrative. Dominating the center of attention was a capti-

vating miniature model of Sultan Haitham City, a symbolic representation of its modern and expansive design. Taking the stage, His Excellency, Dr. Khalfan Bin Saeed Al Shuaili, eloquently expounded on the urban strategies and upcoming projects outlined in the master plan for Great-

er Muscat, honing in on the intricacies of Sultan Haitham City. The event served as a bespoke platform for active engagement with the youth, acknowledging their pivotal role in translating these visionary initiatives into reality. The insights shared in this enlightening

event foreshadow the shaping of Oman's future landscape, with the dynamic spirit and innovative ideas of its young visionaries rightfully commanding attention. Oman's cityscape is soon going to be transformed in tandem with the vibrant energy of its youth!

Revealing women's impact on media, journalism in Oman

Editor: Saud Al-Hinai

The Omani Journalists Association, under the patronage of Her Highness Dr Taghreed Bint Turki Bin Mahmoud Al Said, hosted the Omani Women's Journalism and Media Forum ceremony on October 10, in celebration of Omani Women's Day. The forum commenced with an engaging opening by broadcaster Khalfan Al Ameri. Dr. Muhammad Bin Mubarak Al Arami, Chairman of the Board of Directors of the Omani Journalists Association, then delivered a speech. The ceremony fea-

tured a delightful performance by a band. A video presentation showcased the invaluable role of broadcasters in the Omani media legacy. Success stories of Omani female media professionals were shared. The event unfolded through two engaging dialogue sessions. The first session, titled 'The Omani Media and Decision-Making', was moderated by media personality Razan Al Balushi. The second session 'The Future of Journalism: Digital Transformations, Artificial Intelligence, and Algorithms', was moderated by Razan Al Balushi.



Bayan College students and staff take part in a programme organised by clubs in the college to showcase their solidarity with the people of Palestine, on the premises of the college on October 30 (Photo by Shooters' Club)



Ms. Bushra Al Busaidi (left), Research Office Coordinator at Bayan College, during the signing ceremony

MoHERI, Bayan College ink pact

Research Office

The Ministry of Higher Education Research and Innovation (MoHERI) signed a contract with Bayan College for a project on sustainable Halal Tourism on December 4.

Dr. Tamilselvi, Head of the Media Studies Department at the Bayan College, participated in the 10th Annual Research Forum Meeting in which the contract was signed.

This is the first major project signed by Bayan College. Ms. Bushra Al Busaidi, Research Office Coordinator, represented the college at the signing ceremony.

The meeting, convened under the auspices of Dr Saif Bin Abdullah Al Hiddabi, the Undersecretary of the MoHERI, proved to be a resounding success. Dr Hiddabi addressed the assembly, emphasizing the critical role of research and innovation in achieving product ownership and fostering a sustainable economy.

Funding and Initiatives: Dr. Al Hiddabi highlighted the significant strides made in research with over 300 grants totalling OMR 2bn being sanctioned to address real-world challenges. The establishment of

business incubators and an innovation center in Muscat, adjacent to the Sultan Qaboos University (SQU), underscores the commitment to nurturing a culture of innovation.

Paper Submissions and Recognition: In the past years, the forum has seen a remarkable influx of research papers, with a total of 1700 submissions. Notably, 113 papers received awards, showcasing the calibre of research undertaken.

Dr Hiddabi expressed gratitude to all contributors for their invaluable contributions to advancing knowledge and addressing societal challenges.

Success Stories: The subsequent session featured three success stories. Dr Maha Alryami shared groundbreaking research findings in immunology, while Mr Mohammad Bin Saud Abdul Rahman Al Balushi detailed his patented project on new technology for melting oil.

The Ministry's support for graduation projects was also acknowledged, with nine projects receiving recognition.

Upgraded Programs: Mr Ahmed Bin Khamis Abdullah emphasized the importance of upgraded programs in taking projects to the next level. This showcased

a commitment to continuous improvement and fostering a dynamic research ecosystem.

Award Ceremony and Contracts Signing:

The winners of the 10th National Award Ceremony were celebrated, highlighting the excellence and innovation prevalent in the research community. The subsequent signing of contracts for funded programs underscored the practical implementation

of research outcomes.

Panel Discussions: Two panel discussions were held. Dr Maryam Al Lawati moderated the first session, featuring

experts such as Dr Aryam Al Fudhaili, Eng Mohammad Al Mukhainy, and Buthina Al Wahibi.

The discussion revolved around the role of innovation in research and its implications for the industrial landscape.

The second panel, moderated by Dr Iss Al Shabibi, included participants like Dr Rashid Al Yahyae, Dr Sultana Al Sabahi, and Dr Fatma Al Maqbali. This panel delved into the importance of

hard work, the need for robust databases, and the critical role of bridging the gap between academia, industry, and government.

Bayan College staff participates in PSA workshop

Media Studies

Bayan College staff participated in a training workshop on Programme Standards Accreditation (PSA) organized by the Oman Authority for Academic Accreditation and Quality Assurance (OAAAQA) on November 8, 2023.

The objective was to provide guidance and training to HEI members for preparing PSA Applications.

The workshop underscored the importance of OAAAQA values, in-

cluding integrity, commitment to international practices, professionalism, collaboration, transparency, and diversity. These values guide interactions between the authority and stakeholders. Participants gained a profound understanding of PSA's purpose, which is to instill public confidence in the quality of specific programs in Oman. Additionally, PSA encourages HEIs to elevate the quality of their programs for the benefit of institutions and the public.

Insights from the In-

stitutional Standards Assessment (ISA) process were shared, offering valuable lessons for HEIs when preparing for PSA.

Participants were informed about key distinctions between PSA/PSR and ISA/ISR, such as deferrals, submission limitations, process duration, and the nature of reports and outcomes.

The workshop clarified the relationship between PSA and the Oman Qualifications Framework (OQF), highlighting their complementary roles in ensuring education quality.

Participants were introduced to the 12 key stages of the PSA, providing a comprehensive overview from initial submission to the final approval by the OAAAQA Board of Directors.

Key documents related to PSA, including policies, the PSA Guide, and the Program Standards Evaluation Guide, were highlighted as essential references for HEIs.

The training focused on Program Standards including Program Management and Support Services, Design

and Delivery of Course-work Program, and Design and Delivery of a Research Program.

The workshop introduced ADRI (Approach, Dissemination, Results, and Improvement) as a systematic method for evaluating evidence in the PSAA and supporting evidence. ADRI is a valuable tool for HEIs to demonstrate that program achievements are not accidental, verifying consistent, sustainable systems.

The workshop addressed the key features of PSA Standards, em-

phasizing certification for education coverage systems with a focus on effectiveness and sustainability, covering all delivery methods, evaluation, and support, including non-mandatory indicators.

The workshop emphasized the importance of forming and sustaining a dedicated PSA project team within HEIs, highlighting the significance of support through training, acknowledging allocated time, effort, and resources, and planning based on past self-review activities.

A perfect launchpad

Dear Readers,
In the vibrant tapestry of our Media Studies Department, the pages of this newsletter unfold as a testament to the diverse array of activities that add value to Bayan College.

Designed, edited, and reported by our talented students, this newsletter stands as a showcase of their passion, creativity, and the commitment to excellence that defines the pedagogy of our college.

Bayan Post has become a launchpad for aspiring journalists and literature enthusiasts, providing them with a platform to hone their skills and shape their dreams ever since its inception.

As we flip through the pages, we see the fingerprints of students who are not merely observers but active contributors in many ways.

One of the hallmarks of our newsletter is its

bilingual nature. This bilingual approach is not just about language; it's about providing a space where cultural nuances, diverse perspectives, and authentic narratives can flourish.

The vibrant tapestry of our department



comes alive in the activities chronicled within these pages. From feature articles to thought-provoking pieces our students showcase not only their academic prowess but also their deep connection to journalism.

It's a celebration of intellect, curiosity, and the spirit of inquiry that defines a true

media scholar. This newsletter isn't just a compilation of words; it's a testament to the synergy between faculty guidance and student creativity. It's a reflection of the collaborative spirit that defines our Media Studies Department. The dedication and hard work of the editorial team have given life to these pages, turning them into a canvas that captures the essence of the college.

Let this newsletter serve as an inspiration for those who aspire to pursue careers in writing, editing, journalism, and beyond.

Each word, each article, and each expression is a step towards shaping a future where the voices of our students echo far and wide.

Thank you for being a part of this incredible journey.

Dr Tamilselvi
Head - Media Studies Department

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Pact signed with Ministry on training programme



Dr. Rahma Ibrahim Al Mahrouqi, Ministry of Higher Education, Research and Innovation, at the signing ceremony on July 17

Bayan College signed a cooperation agreement with the Ministry of Higher Education, Research and Innovation (MoHERI) to participate in the fourth edition of the national student training program, 'Eidaad' on July 17, 2023. The ceremony was held under the auspices of Dr. Rahma Ibrahim Al Mahrouqi, Minister of MoHERI.

A representative of Bayan College signed the agreement for Bayan College at the ceremony that took place at the Oman Convention and Exhibition Centre (OCEC).

The primary objective of the 'Eidaad' program is to strengthen collab-

oration and integration between higher education, the industry sector, and the private sector. Specifically targeting students in their second-to-last year at government and private higher education institutions, the program aims to link higher education with the labor market.

At the heart of the program is the commitment to elevate the standard of education and training. By fostering collaboration between the industrial and academic sectors, 'Eidaad' equips participants with technical experience, critical thinking skills, knowledge, and advanced competencies to align with the challenges posed

by the fourth industrial revolution (4IR).

During the ceremony, various cooperation protocols were signed between the industrial and academic sectors.

This step is designed to strengthen the connection between these sectors and enhance the training opportunities for students from private higher education institutions.

A remarkable aspect of the 'Eidaad' program is the high level of competition among students, with 500 candidates vying for a spot in the one-year program. The program involves the active participation of 25 institutions and over 40 incubators.

Bayan College participates in first Oman Quality Day

GFP

Bayan College participated in the first Oman Quality Day hosted by the Military Technological College (MTC) in collaboration with the Oman Association for Quality in Higher Education (OAQHE) on November 15 and 16, 2023.

The event brought together experts, lecturers, and researchers from various higher education institutions. Bayan College was represented by Mr. Juma AL Kaabi, Assistant Dean for Administration and Finance, Ms. Kavitha, Director of

the Institutional Planning and Quality Assurance (IPQA) and Mr. Haneesh Kumar, Head of the General Foundation Program (GFP).

The opening ceremony of the Oman Quality Day was held under the patronage of HE Dr. Rahma Bint Ibrahim Al Mahrouqi, Minister of Higher Education, Research, and Innovation. The event garnered attention not only from academic professionals but also from students and individuals interested in the field of quality assurance in higher education.

As a part of honoring the higher



Ms. Kavitha, Director of the Institutional Planning and Quality Assurance and Mr. Haneesh Kumar, Head of the General Foundation Program, during the Oman Quality Day programme

education institutions for upholding quality standards, certificates were awarded for Higher Education Institutions who received full accreditation from OAAAQA. Mr. Juma Al Kaabi received the award on behalf of Bayan College.

Experts presented a diverse array of specialized research papers focusing on key topics such as governance and management, continuous development and innovation, and effective

collaboration between higher education institutions and the industrial sector. The presentations

and discussions aimed to explore modern methods and principles to advance the quality of education in Oman, aligning with the overarching goals of Oman's Vision 2040.

Program Highlights: The program included lectures, discussion sessions, and interactive forums. These sessions provided a platform for participants to exchange experiences and share knowledge.

The collaborative nature of the event facilitated meaningful discussions on achieving the sought-after quality standards in academic institutions.

Mental Health Day commemorated

Maryam Al Husaini

Various programmes were organised in the college to commemorate World Mental Health Day on October 16, 2023.

The Activities and Initiatives Group at the college pro active-

ly collaborated with various stakeholders and supported other college groups in marketing and promoting the day. Numerous groups and clubs specializing in the field of mental health, representing various colleges and universi-

ties in the Sultanate, as well as psychiatric clinics, actively participated in the event hosted at the Bayan College.

As part of the planned activities, several workshops were meticulously organized, presenting enriching

information that captivated a substantial number of attendees and participants.

The interaction between workshop presenters and attendees was commendable.

The day also featured various recreational facilities, including

face painting, contributions from restaurants, and a team of trained dogs, all aimed at attracting visitors and providing diverse educational and recreational opportunities for both guests and hosts.

In summary, it

was a delightful day brimming with valuable information gained by visitors and participants alike.

The programme also underscored Bayan College's dedication in addressing pivotal issues.



Mental Health Day programme participants receiving certificates of appreciation

Celebrating Oman's rich cultural heritage

Book Launch at the National Museum in Muttrah

Reham Karusi

The National Museum in Muttrah hosted a launch ceremony for the book 'Oman in the Past', authored by American writer Margaret Kapinga Shordum, on November 6, 2023.

The event was a tribute to her deep appreciation for the Sultanate of Oman and its ancient culture.

Commencing with speech by the Minister of Heritage and Tourism, His Excellency Salem Bin Mohammed Al Mahrouqi, the ceremony provided insights into the book's significant contents.

Delving into meticulous drawings and minute details, the author explored various aspects, beginning with the first chapter titled 'Muscat and Muttrah' and followed

by the second chapter, 'Al-Batinah, the East, and the Al-Batin.'

The final chapter, entitled 'Sultan Said bin Taimur', was discussed, and Ibtisam Bint Abdullah Al Ma'amriya, Director of World Heritage Sites, presented an overview.

In a comprehensive discussion, the President of the Omani Historical Society Nooh Bin Muhammad Al Busaidi, shared insights into the book and the cultural history of the Sultanate.

The author, Margaret Kapinga Shorodom, then spoke about her journey to explore the Sultanate, highlighting the diverse cultures within its regions and the stages involved in writing the book.

Following the discussions, His Excellency Salem Bin Mohammed Al Mahrouqi,

sponsor of the ceremony, joined the author to inaugurate 'Oman in the Past'.

The Minister also honored the author for her contribution to the book.

Later, the Minister of Heritage, accompanied by Margaret, visited the exhibition hall. Expressing her joy at meeting prominent figures in the exhibition hall, Margaret received a souvenir as an expression of gratitude for her profound affection for the Sultanate and its people.

The exhibition concluded with Margaret extending thanks and gratitude to the attendees.

The participants reciprocated with best wishes for the author's continued progress and success.

Exhibition of animals thrills college campus

Maryam Al Husaini

An exhibition of animals was held on the premises of the Bayan College on November 5, 2023.

Although considered a fundamental exhibition, it showcased a diverse array of animals, spanning birds, mammals, and reptiles.

Attendees had the opportunity to view these animals up

close, and knowledgeable participants provided insights into each species, detailing their characteristics and habitats.

The exhibition drew inspiration from a plethora of species, including vibrant birds like parrots and canaries, fascinating reptiles such as snakes and lizards, and an assortment of creatures like turtles, flying squirrels, spiders, scorpions, and a wide variety of domestic, wild, and amphibian animals.

Beyond mere observation, these college exhibits played a crucial role in enhancing students' understanding of living organisms and their place in the natural world.

The aim of the exhibition was to foster adaptation, boost enthusiasm among students and staff, and infuse diversity while creating a more inviting atmosphere in the college.



'Research serves humanity effectively'

GFP

The Research Office at Bayan College organized a research workshop for staff on November 30, 2023. The guest speakers were Dr. Zafar Iqbal Khatkhat and Vinod Kumar Pillai from the University of Technology and Applied Sciences, Al Musannah.

The workshop, titled 'Know it How', aimed to make research enjoyable especially for novice researchers according to Dr. Zafar. In his opening remarks, Dr. Zafar emphasized the critical role research plays in serving humanity.



Mr. Vinod Kumar (left) and Dr. Zafar Iqbal Khatkhat from the University of Technology and Applied Science, Al Musannah, during the workshop

"Without research, we can't serve humanity effectively. Research is also part of Oman's

vision 2040," Dr. Zafar said. The scholars covered diverse aspects of research method-

ologies as well as how to utilize various data analysis tools. In recognition of their val-

uable contributions, Dr. Zafar and Mr. Pillai were presented with certificates

of appreciation by Ms. Kavitha Sumesh, the Head of Institutional Quality Assurance, at Bayan College.

Ms. Kavitha expressed her gratitude towards Dr. Zafar and Mr. Vinod for sharing their expertise and knowledge with Bayan College staff. "As Bayan College continues to prioritize excellence in research, workshops such as these contribute significantly to the institution's commitment to academic advancement," Ms. Kavitha said.

The workshop was attended by Media, English, and Foundation Department faculty.

'Find Your Voice' highlights values of Toastmasters International

GFP

Toastmasters International conducted a workshop at the Bayan College on October 30, 2023 to introduce students to their programmes and highlight the benefits of participation in its activities.

The workshop titled 'Find Your Voice' was conducted to familiarize students with Toastmasters International and emphasize the value of its activities.

The workshop commenced with a presentation by Ms Samia Al Hadi, the Regional Director of Toastmasters International. She provided valuable insights into how Toastmasters clubs and their activities contribute to the development of public speaking skills in a structured manner.



Ms Samia Al Hadi, the Regional Director of Toastmasters International, during the workshop at the college on October 30

Ms Samia explained the core principles of Toastmasters, emphasizing the importance of regular practice and feedback in improving public speaking.

She discussed the various pathways available to members, each tailored to enhance different speaking and leadership skills. This comprehensive approach ensures that individuals can chart

their own journey and focus on areas they wish to improve. Ms Samia highlighted the transformative experience that Toastmasters offers, allowing participants to build self-confidence, improve communication skills, and develop leadership abilities.

Following Ms Samia's presentation, Mr. Haneesh Kumar, the Head of GFP,

extended his gratitude to Ms Samia for her informative and inspiring presentation. He also commended Ms. Dhana for taking the initiative to organize this workshop, recognizing the importance of such opportunities for students.

Mr. Kumar urged the students to contemplate how participation in extracurricular activities like Toastmasters can have a positive impact on their personal and professional development in the long run.

The workshop served as an insightful introduction to Toastmasters International and its role in fostering public speaking among students. It provided attendees with a deeper understanding of the structured approach that Toastmasters offers.



Blood donation campaign makes vital impact

Reham Al Bakri

In a remarkable endeavour to make a positive impact on the community, the Volunteer Work Club at Al Bayan College, in collaboration with the Central Blood Bank in Bausher, organized a blood donation campaign on November 26, 2023.

Themed 'Blood Donation Saves a Life', the campaign was not only a success in attracting participants but also served the crucial purpose of contributing to saving lives. The primary goal was to raise awareness about the significance of blood donation, emphasizing its life-

saving potential.

The event drew a substantial turnout from both inside and outside the college, encompassing both genders. The campaign attracted over 81 donors, with a majority being female. Approximately 21 individuals intended to donate but were unable to meet the necessary health conditions.

The club orchestrated the campaign with the objective of attracting a maximum number of donors and fostering community awareness regarding the importance of blood donation. Regular blood donation is beneficial for the donor too.

Symposium reveals significance of Shura Council to students

Anfal Al Mezeini

In a pursuit of journalistic insight and civic awareness, students from the Journalism Club attended a symposium titled 'The Shura Council: Reality and Aspirations' held at the Inter City Hotel on October 1, 2023.

The event, organized by the Omani Journalists Association and held under the esteemed patronage of His Excellency Mr Saud Bin Hilal Al Busaidi, Governor of Muscat, unfolded as a lively exploration of the Shura Council's significance in Oman.

The symposium, which commenced at 10 am witnessed the arrival of His Excellency Mr Saud Al Busaidi, setting the stage for an engaging day of dialogue and discussions. The



The dignitaries at the symposium titled the Shura Council: Reality and Aspirations on October 1

first session kicked off at 10:15am, featuring distinguished guests from the Shura Council.

Yousef Al Hooti, Chairman of the Freedoms

and Foreign Relations Committee of the Omani Journalists Association, skillfully moderated the session. Yousef explained the establish-

ment of the Shura Council and its pivotal role in addressing citizens' concerns and needs.

As the first dialogue concluded, their excel-

lencies were acknowledged and honored for their valuable contributions, with well-wishes extended for continued success in their pro-

fessional endeavors.

The second session, 'Awareness and Community Participation in the Success of the Electoral Process', commenced at 12pm. Dr. Amal Al Jahuri moderated the discussion, hosting key figures, including the Chairman of the Student Advisory Council at Sultan Qaboos University. The session explored the vital roles of university students and society in ensuring the success of the electoral process.

Post-discussion, attendees were allowed to express their thoughts, fostering a dynamic exchange of ideas. The symposium concluded with a speech delivered by the Vice Chairman of the Board of Directors of the Omani Journalists Association.

'Sky meets the sea' inspires artists

Reham Al Bakri

In a vibrant display of artistic collaboration, the Arts Club of Bayan College showcased a captivating workshop titled 'Sky meets the Sea' for students on November 2, 2023.

Led by members of the Arts Club, the workshop unfolded as a platform to nurture the potential artistic talents of the students. The primary focus of the workshop was to cultivate coloring skills and the art of combining colors, with a particular empha-

sis on the flexibility of watercolors. Participants were guided through the correct techniques of utilizing watercolors on various unconventional materials, including coconut shells, rocks, and wool threads.

The workshop aimed to transcend conventional artistic boundaries by encouraging students to explore their creativity through unconventional paintings. Artists had the opportunity to broaden their horizons while connecting with the environment.



Marriage guidance workshop focuses on shared responsibility



Fatma Al Malki

Bayan College under the auspices of the student affairs office hosted a marriage guidance workshop on October 24, 2023.

Shihab Al Naabi, one of the organizers, emphasized the importance of preparing college students for marriage since many students get married after their studies.

"Marriage is like the

glue that holds societies together. In Oman, marriage is a big deal because it helps create stable families, which are the building blocks of a community," Shihab Said.

Shihab emphasized the importance of conducting marriage preparation workshops for college students because it creates awareness on the value marriage pro-

vides to raise children who become responsible members of society. He added that, marriage is a shared responsibility where couples learn to support each other in both good and bad times.

This support system not only strengthens the couple, but it also contributes to the overall stability of society.

Students enjoy club events

Fatma Al Malki

The Meras Club in Bayan College organized an engaging programme to delight students from December 3 to 6.

The multi-Hall hosted an array of attractions, including video games, scooters, board games, and a café.

The event's decor drew inspiration from a black and white chess motif, symbolizing Palestine through the colors of the Palestinian scarf.

On the second day, the focus shifted to Palestine, with the VIP Room serving as a hub for educating students about the region, both before and after the event, and showcasing Palestinian cuisine and attire. This collaborative effort involved both Meras Club and the volunteer club.



Photo: Manar Al Habshi

صور من الحضارة والتاريخ

”جرار وفخار تعكس قدرة الصانع العُماني على الإبداع“

الذكاء الصناعي والإعلام .. منافع متبادلة

توزيع الموارد البشرية بشكل أفضل وتوفير الجهد والمال تحليل المحتوى، عبر وسائل الذكاء الاصطناعي، قد يمكن المؤسسة الإعلامية أيضاً من تحديد الأوقات الأكثر جذباً لجمهورها، وكذلك تفاعل مكان معين مع نوعية معينة من المحتوى، فعلى سبيل المثال، قد يهتم جمهور المؤسسة في القاهرة بمحتوى ما، فيما يهتم الجمهور في الرياض بنوع آخر من الأخبار أو التحليل، وذلك يصب أيضاً في تحسين إدارة الموارد المالية وتوزيع الكفاءات الموجودة في المؤسسة بما يكفل عائداً أفضل للمؤسسة من القوة البشرية المتوفرة لديها. كما توفر تقنية الذكاء الاصطناعي فرصة ثمينة للمحررين في تحليل وتصنيف ما يقدمونه من محتوى، كما تساعدهم في توفير معلومات وبيانات دقيقة في سرعة قياسية، ما يثري ذلك المحتوى ويقدمه إلى الجمهور بسرعة تنافس وسائل الإعلام الجديد. ويساعد هذا التحليل الدقيق في تسويق الإعلانات بشكل أكثر فاعلية حيث يمكن للمؤسسة توفير بيانات دقيقة للمعلنين عن نوعية الجمهور وطبيعة المحتوى المفضل لدى كل فئة من جمهورها. على المستوى المهني، توفر تقنية الذكاء الاصطناعي فرصة ثمينة للمحررين في تحليل وتصنيف ما يقدمونه من محتوى، كما تساعدهم في توفير معلومات وبيانات دقيقة في سرعة قياسية، ما يثري ذلك المحتوى ويقدمه إلى الجمهور بسرعة تنافس وسائل الإعلام الجديد، أن تستغل تقنية الذكاء الاصطناعي في صناعة تقارير محتوى جيد لا يحتاج إلى أكثر من إشراف بشري بسيط، بما في ذلك الفيديو والبودكاست والصور، ويمكن صناعة مثل هذه المحتوى الإعلامي بشكل أسرع وأكثر دقة وبتكلفة أقل. تمثل تقنية الذكاء الاصطناعي فرصة ذهبية لمؤسساتنا الإعلامية للخروج من دوامة الخسائر المالية التي باتت ملازمة لصناعة الإعلام في السنوات الخمس الأخيرة على الأقل، ولكن يبقى العنصر البشري هو العنصر الأهم في هذه العملية حيث يجب التأكد من وجود عناصر مؤهلة تستطيع الاستفادة من هذه التقنية دون التخلي عن الصبغة الإنسانية لمهنة سامية مثل الصحافة.

إن المبدأ الرئيسي للذكاء الاصطناعي هو أن يحاكي ويتخطى الطريقة التي يستوعب ويتفاعل بها البشر مع العالم من حولنا. الأمر الذي أصبح سريعاً الركيزة الأساسية لتحقيق الابتكار. بعد أن أصبح الذكاء الاصطناعي مزوداً بأشكال عدة من التعلم الآلي التي تتعرف على أنماط البيانات بما يمكن من عمل التنبؤات، يمكن للذكاء الاصطناعي إضافة قيمة إلى أعمالك من خلال توفير فهم أكثر شمولية لفيض البيانات المتوفرة

- الاعتماد على التنبؤات من أجل أتمتة المهام ذات التعقيد الشديد فضلاً عن المهام المعتادة ولكن الذكاء الاصطناعي لا يزال تقنية جديدة ومعقدة. فللحصول على أقصى استفادة منها، تحتاج إلى الخبرة في كيفية إنشاء حلول الذكاء الاصطناعي وإدارتها على نطاق واسع.
- يتطلب مشروع الذكاء الاصطناعي أكثر من مجرد توظيف عالم بيانات. فيجب على الشركات تنفيذ الأدوات والعمليات وإستراتيجيات الإدارة لضمان نجاح تقنية الذكاء الاصطناعي. ويمكن لوسائل الإعلام أن تستفيد من الذكاء الاصطناعي لتحسين إدارة المؤسسات الإعلامية، وتقديم محتوى دقيق بسرعة فائقة تنافس وسائل الإعلام الجديد التي تعتمد على النقل الفوري للحدث. يمكن استخدام تقنية الذكاء الاصطناعي لتحليل البيانات ومؤشرات الأداء الخاصة بعمل المحررين والموظفين، إذ يمكن معرفة نقاط القوة والضعف في الفريق الصحفي عن طريق تحليل دقيق لما يؤديه صحافيو وموظفو المؤسسة، وهذا يساعد في اتخاذ القرارات المتعلقة بإعادة ميزانية الموارد البشرية عبر الاحتفاظ بالكفاءات وتبديل أعضاء الفريق قليلي المهارة. كما أن تقنية الذكاء الاصطناعي قادرة على تقديم تحليل دقيق لتفاعل الجمهور مع المحتوى خلال وقت قياسي، وذلك أمر كان يكلف المؤسسات الإعلامية الكثير من المال والوقت، واليوم، يمكن استخدام هذه التقنية في معرفة ما يفضله جمهور المؤسسة من محتوى، فهذا يساعد الإدارة على

الصحافة العمانية في زنجبار .. صحيفة الفلق بواكير الوعي بدور الصحافة

اعداد : ضياء البلوشية



إلى شرائح واسعة من القراء المحليين.

وجاءت فكرة إنشاء صحيفة الفلق في زنجبار على يد مجموعة من الأشخاص المهتمين بتوفير وسيلة إعلامية مستقلة ومحلية تغطي الأخبار والمسائل في زنجبار والمنطقة المحيطة بها. قد يكون للتطورات والتغيرات الاجتماعية والسياسية دوراً في إلهام هذه الفكرة، قد ينطوي تأسيس صحيفة على مراجعة الحاجة إلى وجود وسائل إعلام متنوعة ومتوازنة في المجتمع المحلي، والرغبة في توفير منصة لتعزيز حرية التعبير وتبادل المعلومات الموثوقة وتعميق الوعي لدى الجمهور. من المهم أن نذكر أن أسباب ظهور فكرة تأسيس صحيفة محلية وقد يكون مرتبطاً بالأوضاع السياسية التي كانت قائمة آنذاك في زنجبار والصراع المتنامي فيها وكان كان للظروف والأفراد دوراً محورياً في تحقيق ذلك وقد حرصت الفلق على . التواصل مع الجمهور واهتمت بالتفاعل وتعزيز التواصل معه.. كما اهتمت بالمسائل المحلية وركزت على تغطية القضايا والأحداث المحلية التي تهم السكان. وسعت لرفع الوعي وإلقاء الضوء على المسائل الاجتماعية والاقتصادية والثقافية في زنجبار.

تعد صحيفة الفلق واحدة من أقدم الصحف التي صدرت في زنجبار حيث تأسست عام 1929 على يدي الشاعر العماني أبو مسلم البهلاني ، وقد جاءت الصحيفة لتغطي مختلف القضايا والأخبار التي تهم المجتمع المحلي ، وتغطي صحيفة الفلق مجموعة واسعة من المواضيع بما في ذلك السياسة ، وكانت الصحيفة تتبع تصميماً تقليدياً يتميز بالنصوص الكبيرة والإفراغات المفصلة والرسومات المطبوعة كانت الصفحات الأمامية للصحيفة تتميز بوضع عنوان الصحيفة في الجزء العلوي ، مع العناوين الرئيسية للمقالات والصور البارزة والرسومات الموجودة في الأعلى والأسفل. وغالباً ما كانت النصوص تراوح بين اللون الأسود واللون الأحمر. صحيفة الفلق في زنجبار تمتاز بعدة عوامل تميزها عن باقي الصحف، ومن أبرزها

- رؤية محلية: تركز الفلق في زنجبار على تغطية الأخبار والمسائل المحلية في الجزيرة والمنطقة المحيطة بها. تعنى بالقضايا والتحديات الهامة التي تؤثر على المجتمع المحلي وتهتم بصوت المواطن الزنجباري.

- متعددة اللغات: تُنشر الفلق باللغات العربية والسواحيلية والانجليزية، مما يسهم في توصيل الأخبار والمحتوى