

Bayan Students visits Al Royal Press and Publishing House



Students from Bayan College pursuing Omani Media course conducted a visit to Al Royal Press and Publishing, Oman's leading independent publishing house along with Oman's best daily newspaper, magazines like Al Roya, Automan, Creme de la Creme, Car Guide and Pride and also publish books, guides

and maps that focus on communicating Oman to the world in a range of languages.

According to Media Lecturer Ms. Wafa Al Buraiki who accompanied students to the Publishing House said that industrial visit has its own importance in a career of a student who is pursuing a professional degree especially in media. It is considered as a part of college curriculum, mainly seen in media courses. Objectives of industrial visit are to provide students an insight regarding internal working of companies. We know, theoretical knowledge is not enough for making a good professional career.

“With an aim to go beyond academics, industrial visit provides student a practical perspective on the world of work. It provides students with an opportunity to learn practically through interaction, working methods and employment practices. It gives them exposure to current work practices as opposed to possibly theoretical knowledge being taught at college. Industrial visits provide an excellent opportunity to interact with industries and know more about industrial environment”, said Ms. Wafa.

Ms. Wafa also said that by visiting the industries, everyone will get the clear idea about the core stream. They will have an idea about what they will do in future when they are wished to join in their favorite industries. By this, each and every student can get a chance to improve themselves, in gaining the knowledge and skills to develop the tasks that are undertaken by them. So visiting makes the student's performance better.

“The visit to Al Royal Press and Publishing sensitized us how publishing houses work and what are the job opportunities available in the industry. The demonstration of news desk, editor's work, the work of designing department, marketing department of a publishing house, HR department and the process of producing a publication was explained in detail”, said Abdhulah Al Hashmi, a student.

“The demonstration of news desk, editor's work, the work of designing department, marketing department of a publishing house, HR department and the process of producing a publication was explained in detail. The visit made us to realize the working process of the industry and gave a clear idea on what we study and what we are going to do once we get into a job”, added Abdhulah.

“The students were found eager to ask different questions to the professionals and tried to make a clear path to their career”, added Ms.Wafa.

Al Royal Press and Publishing was set up in 1993 by Sh. Hatim Al Taie, Al Roya to promote Oman's unique identity in the global sense. Al Roya Daily is Oman's first in-depth Arabic Business Newspaper. It has set the standard for independent reporting, a decidedly Oman focused editorial and for becoming Oman's second largest read newspaper in its first two years.

Al Roya Magazine is a monthly Arabic lifestyle magazine with a circulation of 15,000. Automan (in English) is Oman's only car magazine and sets the standard for its editorial, production quality and loyal readership. It has a circulation of 11,000. Crème de la Crème is Oman's luxury magazine - and is the benchmark for the genre in Oman. This by-invitation magazine has a circulation of 5,000 copies.

Pride is Oman's oldest bi-lingual National Day publication, with a theme based approach to Oman's culture and heritage that is showcased in a high-quality annual publication. In addition, new age media platforms keep AL ROYA at the head of the media revolution, with award winning media portals, social media and apps.