

## ***BAYAN COLLEGE PARTICIPATES IN MEDIA AND DIGITAL LITERACY ACADEMY***



Bayan College was among the universities in the Arab region that participated in this year's annual Media and Digital Literacy Academy at the American University of Beirut (AUB) in Lebanon.

The academy that ran from August 10<sup>th</sup> To August 23<sup>rd</sup> is an initiative of the Media Studies program at the American University of Beirut.

Bayan College was represented by Mr. Mundua Samuel, a Lecturer in the department of Media studies and Ammar Al Farsi a student of Media Studies.

According to the Director Media and Digital Literacy Academy (MDLAB) Dr. Jad Melki, MDLAB aims to develop, advance, and promote digital and media literacy education in the Arab region through the training of young Arab university instructors, school teachers, and graduate students. Dr. Jad Melki further says that the academy is motivated by the fact that media literacy education barely exists in the Arab world, although the region stands much to gain from what media literacy has to offer, adding that through the academy, participants will have a long lasting impact on the Arab media education and on the region.

Mr. Samuel Mundua who represented Bayan College in the academy says that he acquired more knowledge in teaching media studies through employing Digital and Media Literacy skills. This, he says will go a long way in creating awareness of media literacy among students to for instance

understand the processes of accessing, analyzing and evaluating news in terms of ideology, representation and culture.

Bayan College is the first college in Oman to offer degrees in media studies with programs that include; diplomas and Bachelors degrees in Journalism, Broadcasting, Public Relations and English Literature.