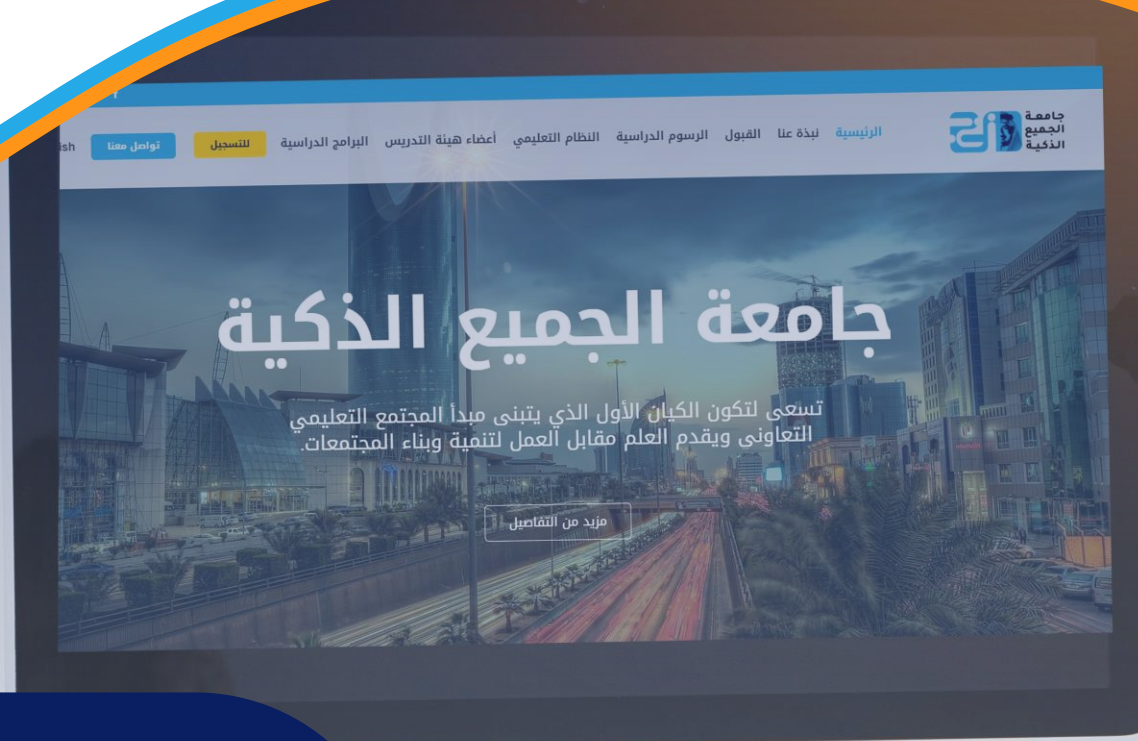




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Digital Media Leadership
Prepared by Dr. Doaa Rady
W2 Lecture1 – Live Session

DGM 726
Master of Digital Media

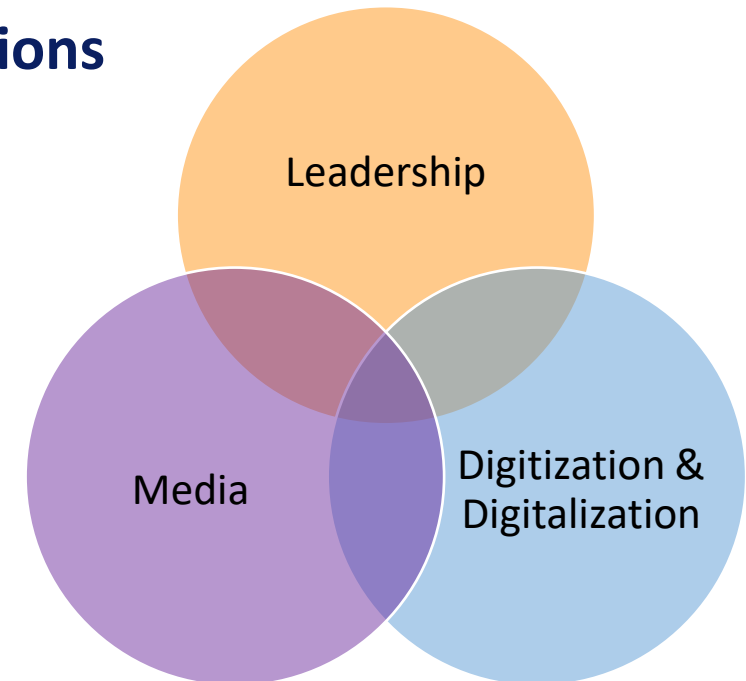


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W2 Lecture1 Live session

Learning Aims from Live sessions

- ❑ Go deep by discussion and examples
- ❑ Connect Lectures' Topics
- ❑ Answer Questions





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W2 Lecture 1

Quiz Inquiries

خلف

الوقت المتبقي 0:16:01

السؤال 3

لم تجب بعد

تم تسجيله من

أصل 1.00

تتشكل من خلال تفاعل المواقف والتجارب

يتم تشكيل ...

- ☐ أ. قيمة
- ☐ ب. المعتقدات
- ☐ ج. سلوك
- ☐ د. سلوك

الصفحة التالية



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W2 Lecture 1

Quiz Inquiries

..... are formed by the interaction of situations and experiences.

يتم تشكيل من خلال تفاعل المواقف والتجارب

- ☐ a. Value
- ☐ b. Beliefs
- ☐ c. Attitude
- ☐ d. Behavior



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W2 Lecture 1

Quiz Inquiries

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- ☐ d. Behavior



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W2 Lecture 1

Quiz Inquiries

اختبار
الامتحان 0

خلف

الوقت المتبقي 0:19:29

السؤال 2
لم تجب بعد
تم تسجيله من
أصل 1.00

..... استجابة الفرد أو المجموعة لبيئتها هي

تعدّ ، أو جماعة أو جماعة هي ...

☐ أ. سلوك

☐ ب. سلوك

☐ ج. قيمة

☐ د. المعتقدات

الصفحة التالية



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W2 Lecture 1

Quiz Inquiries

The response of an individual or group to its environment is

تُعد استجابة فرد أو جماعة للبيئة هي

- ☐ a. Beliefs
- ☐ b. Attitude
- ☐ c. Behavior
- ☐ d. Value



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W2 Lecture 1

Quiz Inquiries

Google Translate



d

Text

Images

Documents

Websites

Detect language English

Arabic

Spanish



- a. Beliefs
- b. Attitude
- c. Behavior
- d. Value



Arabic

English

Spanish



أ. المعتقدات ☆

ب. سلوك

ج. سلوك

د. قيمة

'a. almuetaqadat

bi. suluk

j. suluk

[Show more](#)



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W2 Lecture 1

Quiz Inquiries

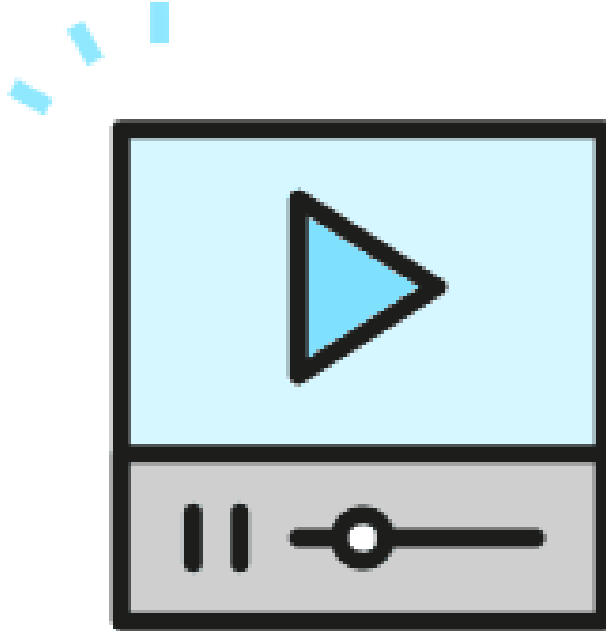
The response of an individual or group to its environment is

تُعد استجابة فرد أو جماعة للبيئة هي

- ☐ a. Attitude
- ☒ b. Behavior
- ☐ c. Value
- ☐ d. Beliefs

Live sessions

THE ICEBERG



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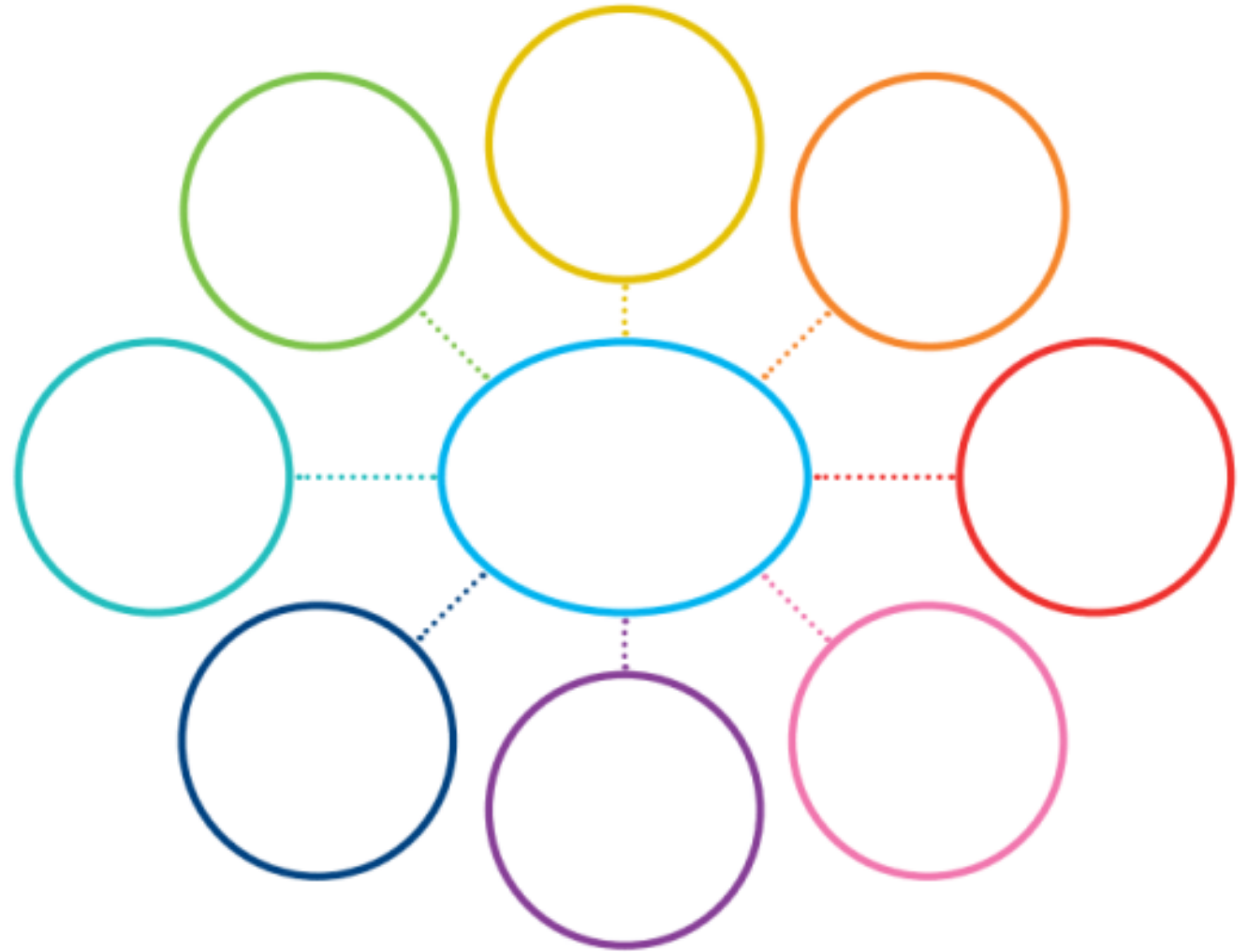


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W2 Lecture 1

How to Study?

Mind Map





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W2 Lecture 1

How to Study?

Mind Map



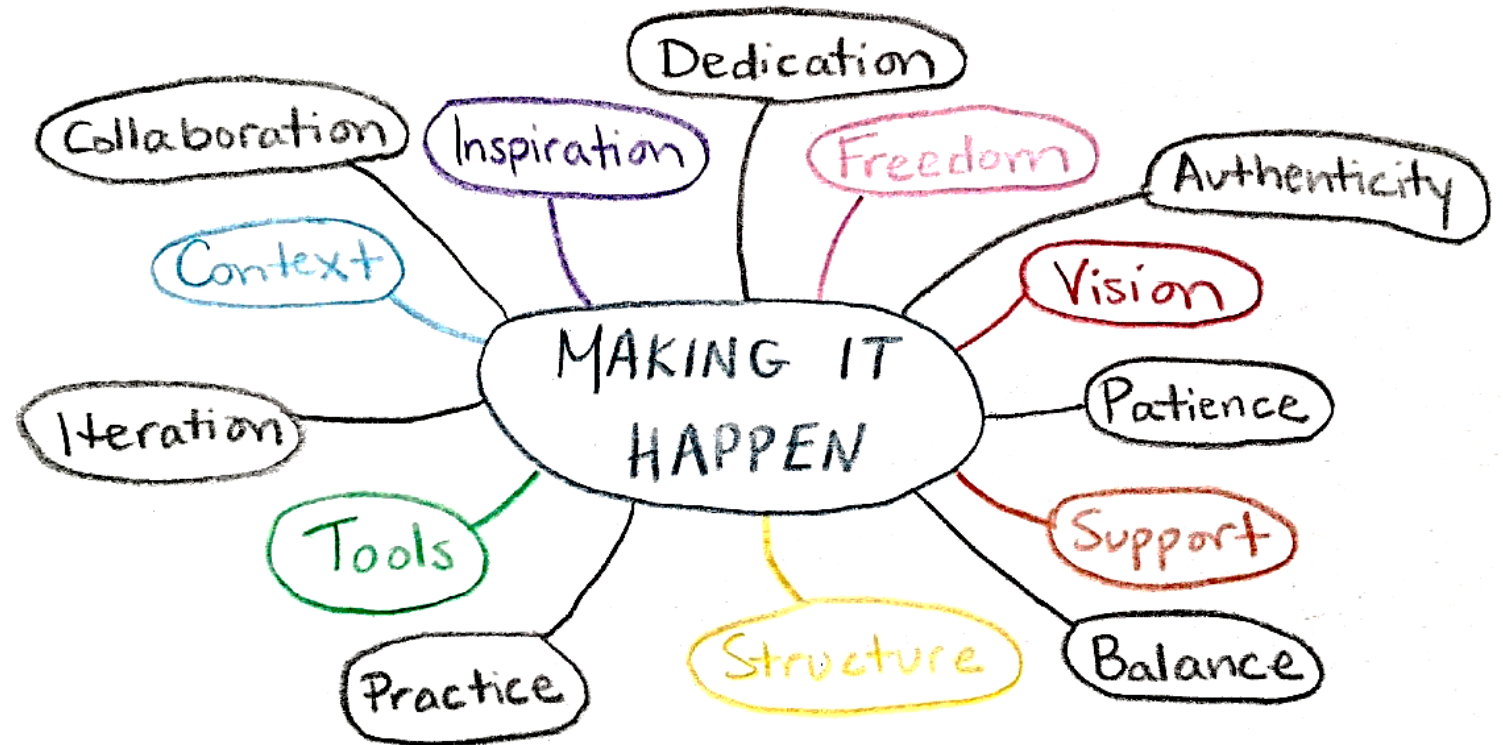


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W2 Lecture 1

How to Study?

Mind Map



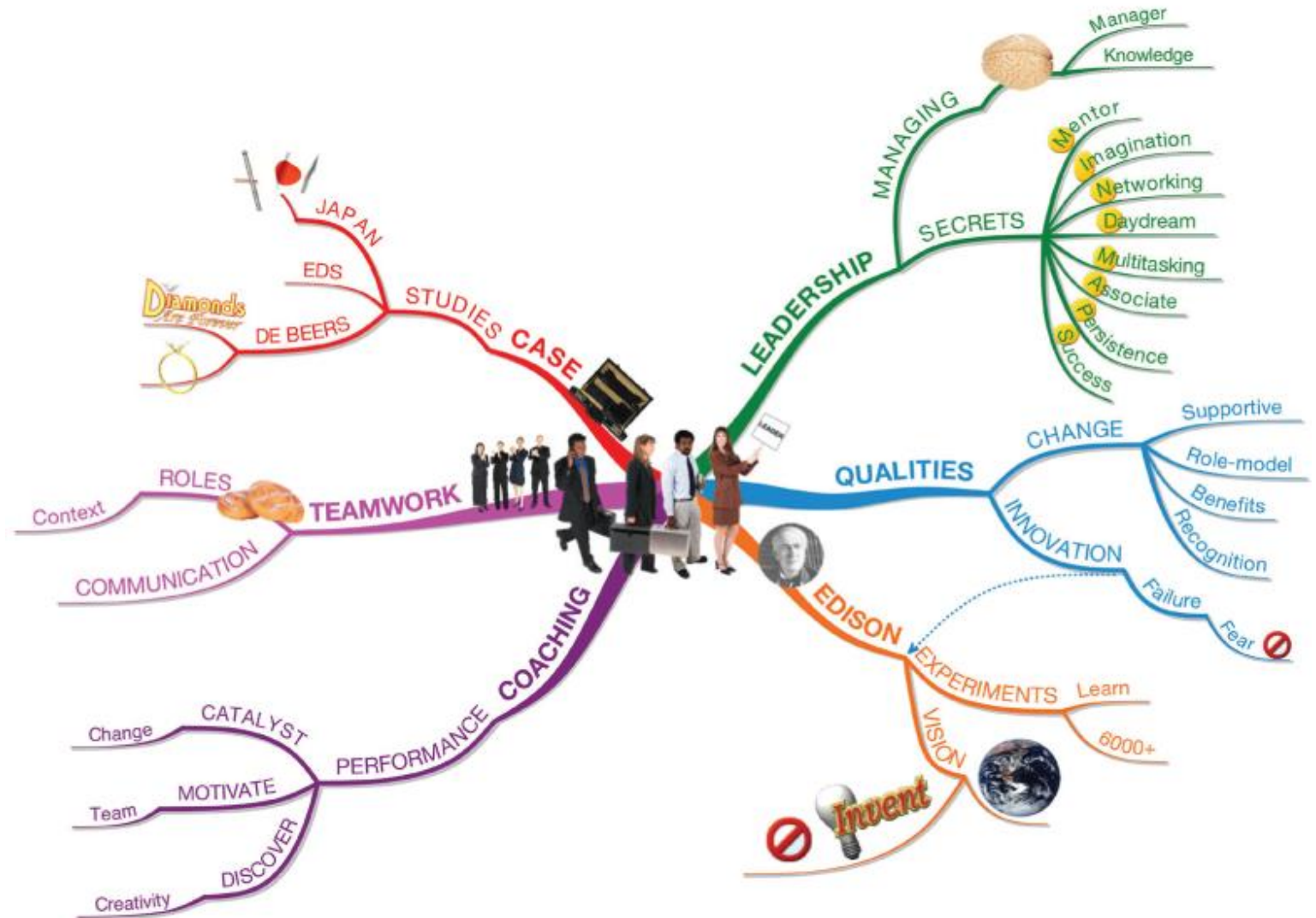


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W2 Lecture 1

How to Study?

Mind Map





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How to Study?

Mind Map



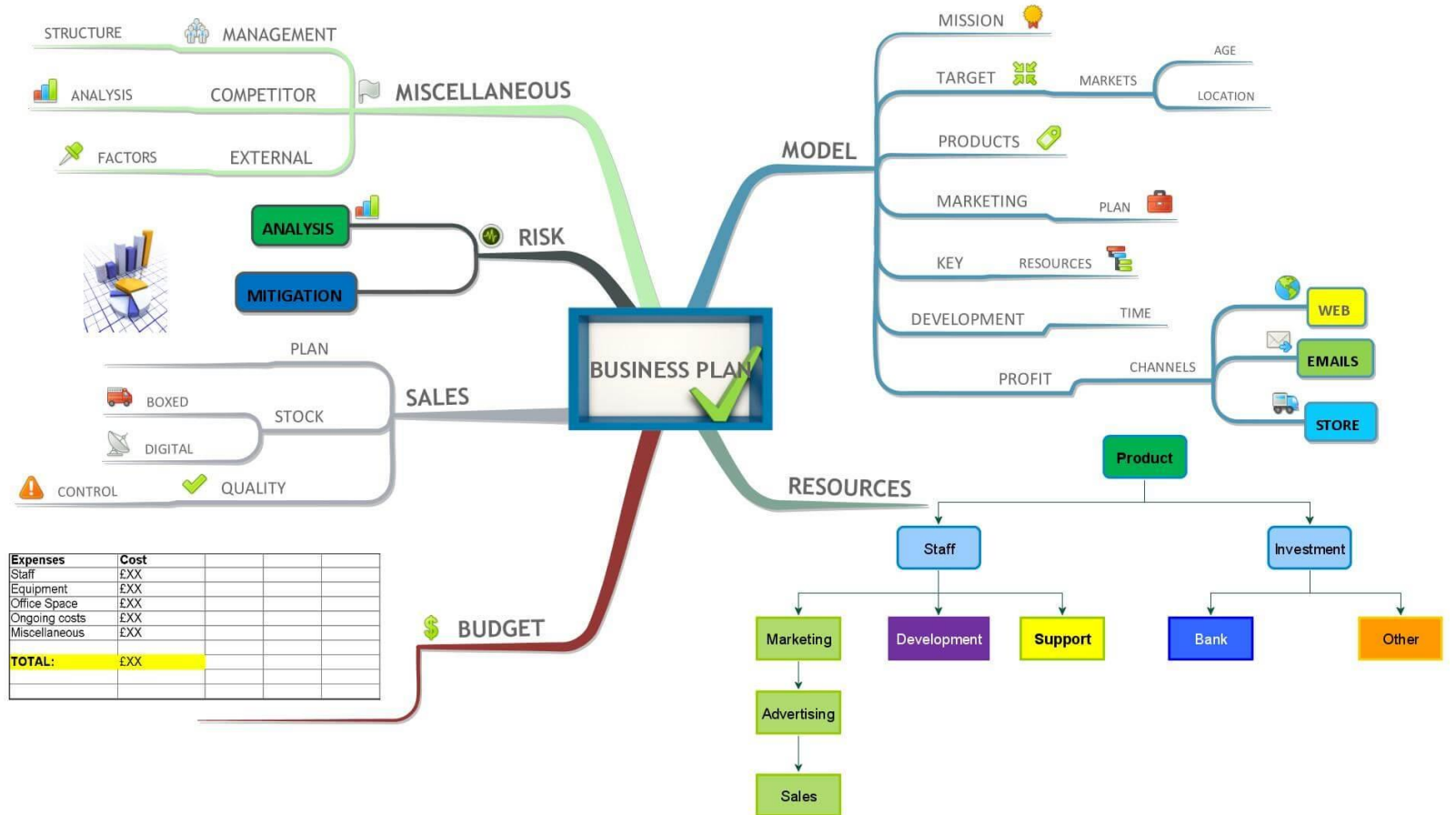


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How to Study?

Mind Map





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W2 Lecture 1

How to Study?

Mind Map





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How to Study?

Mind Map

1. Coggle
2. GitMind
3. InfoRapid KnowledgeBase Builder
4. Scapple
5. Wondershare EdrawMind

Source: <https://www.makeuseof.com/tag/8-free-mind-map-tools-best-use/>

1. [Lucidspark](#) — Best virtual whiteboard for mind mapping and collaboration
2. [Miro](#) — Free version with unlimited users and pre-made templates.
3. [MindMeister](#) — Free starter plan with real-time collaboration features.
4. [Canva](#) — Free design tool with over 250,000 templates included.
5. [Invision](#) — Free forever plan with voting features and guest permissions.
6. [Mindomo](#) — Limited free version with multiple diagram options.
7. [Ayoa](#) — Best all-in-one mind mapping software
8. [Coggle](#) — Mind mapping with full change history details in their free plan.
9. [Figma](#) — Free forever plan with mobile app functionality.
10. [Gitmind](#) — Brainstorming tool for PC and mobile devices with a full-featured free plan.

Source: <https://thedigitalprojectmanager.com/tools/best-free-mind-mapping-software/>



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W2 Lecture 1

How to Study?

Skills

needed for coming assignments



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W2 Lecture 1

Text Annotation

The following is a list of some techniques that you can use to annotate text:

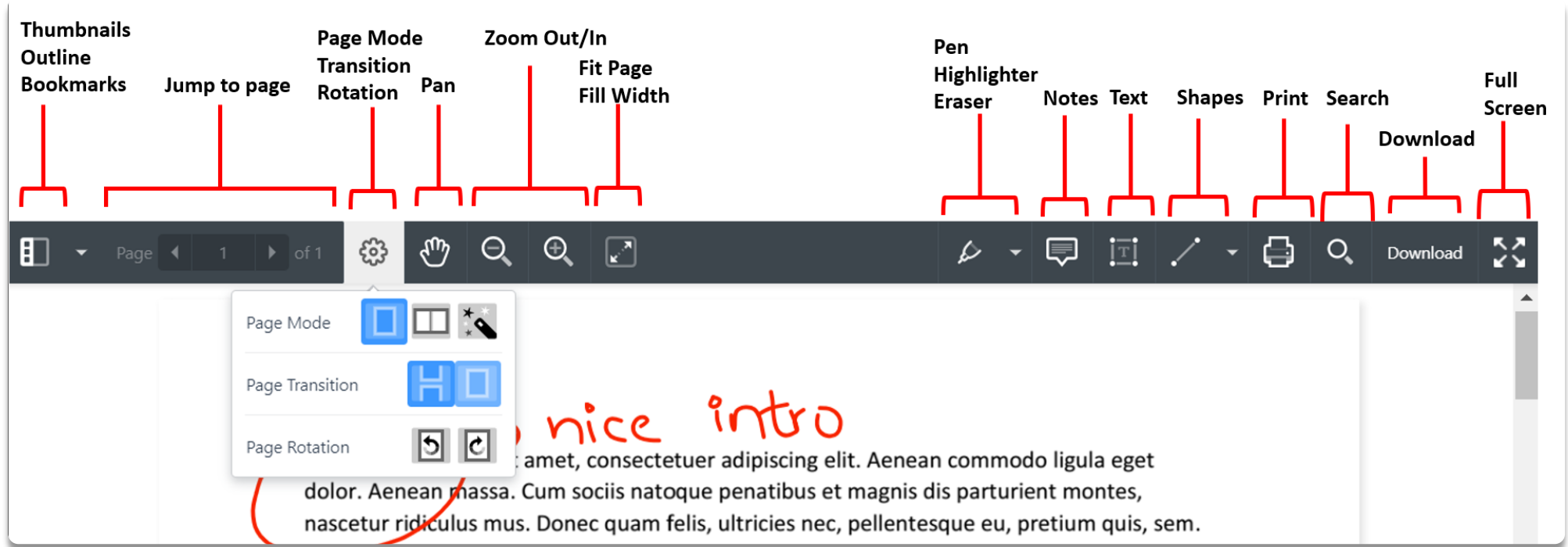
- Underline important terms.
- Circle definitions and meanings.
- Write **key words** and definitions in the margin.
- Determine where important information can be found with key words or symbols in the margin.
- Write short summaries in the margin at the end of sub-units.
- Write the questions in the margin next to the section where the answer is found.
- Indicate steps in a process by using numbers in the margin.



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W2 Lecture 1

Text Annotation



Tools

- Adobe Acrobat Pro DC <https://acrobat.adobe.com/mena/en/acrobat/acrobat-pro.html>
- PDF Annotator <https://www.pdfannotator.com/en/how>



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W2 Lecture 1

Summarizing a text

Writing a good summary demonstrates that you clearly understand a text...and that you can communicate that understanding to your readers.

- Put the information into your own words.
- Keep all of the points the author made.
- Keep the points in the same order as they appear in the source.
- Do not shorten/condense anything.
- Do not use quotation marks.



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Summarizing a text

- Write a paragraph or more that presents the author's main ideas largely in your own words.
- To make the summary coherent, fill in connections between ideas.
- Make sure to include the author and title of the work.
- Don't put your own opinions, ideas, or interpretations into the summary.
- The purpose of writing a summary is to represent what the author wanted to say, not to provide a critique.



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W2 Lecture

Discussion

**What is the difference between
a Manager and a Leader?**

Planning

Manager

- Budgeting
- Sets targets
- Detailed steps
- Allocates resources

Leader

- Devises strategy
- Sets direction
- Creates vision

Organizing

Manager

- Creates structure
- Job descriptions
- Staffing
- Hierarchy
- Delegates
- Training

Leader

- Gets people on board for strategy
- Communication
- Networks



Leading / Directing Work

Manager

- Solves problems
- Negotiates
- Brings to consensus

Leader

- Empowers people
- Cheerleads
- Encourages

Controlling

Manager

- Implements control systems
- Performance measures
- Identifies variances
- Fixes variances

Leader

- Motivates
- Inspires
- Gives sense of accomplishment





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