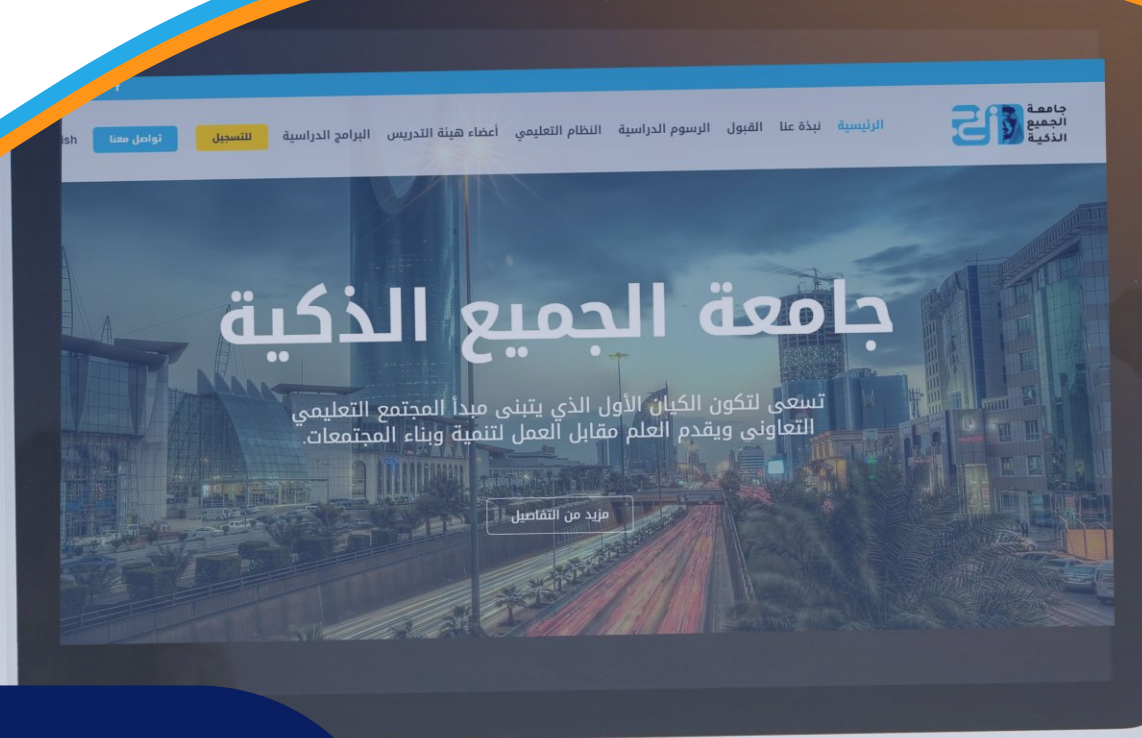




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Digital Media Leadership
Prepared by Dr. Doaa Rady
W3 Lecture – Live Session

DGM 726
Master of Digital Media



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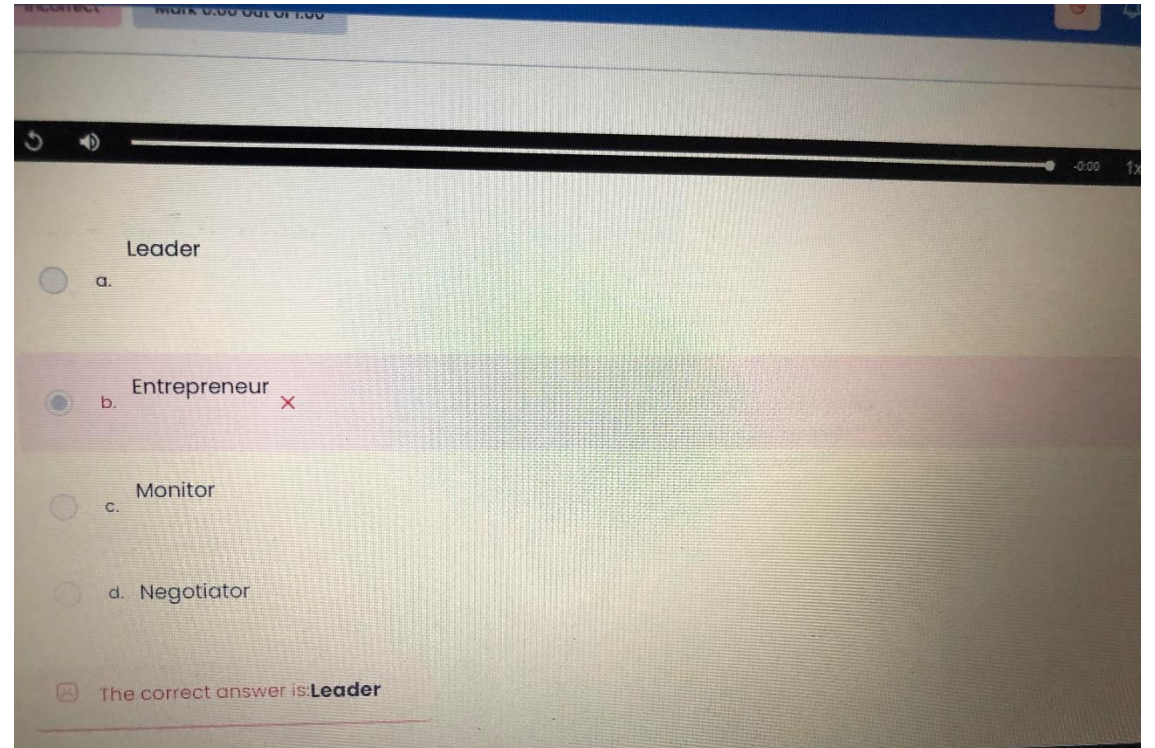
W3 Lecture

Gets people on board for strategy is one of activities that related to function.
إن إشراك الناس في الإستراتيجية هو أحد الأنشطة المتعلقة بوظيفة

- ☐ a. organizing
- ☒ b. leading ✗
- ☐ c. controlling
- ☐ d. Planning

The correct answer is: **organizing**

Quiz Inquiries





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W3 Lecture

Quiz Inquiries

Managers' interpersonal roles include being a

تشمل الأدوار الشخصية للمديرين كونهم

Leader

Monitor

Entrepreneur

Negotiator

ANS: Leader

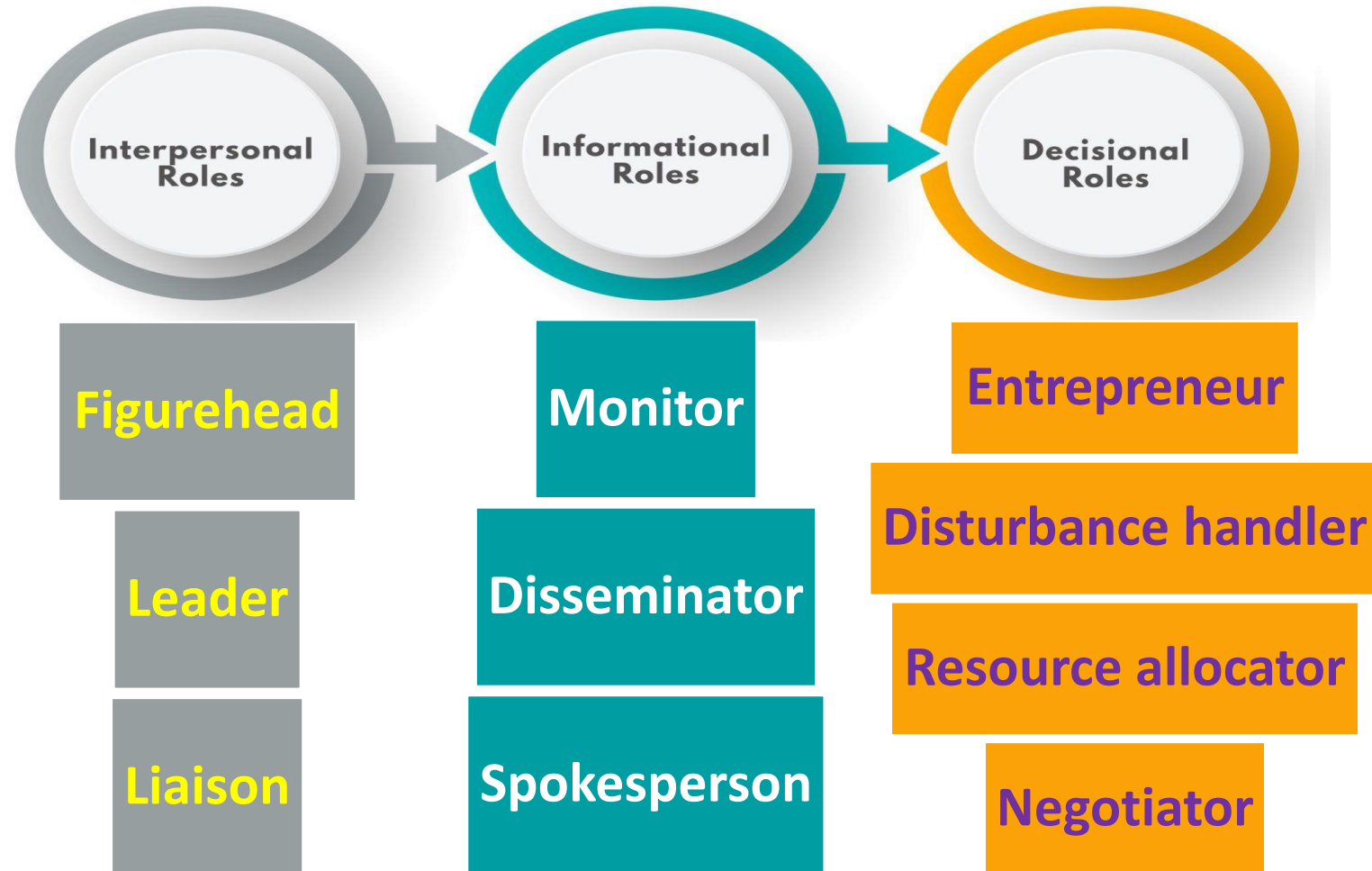


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Quiz Inquiries

3 types of managerial roles





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Quiz Inquiries

Gets people on board for strategy is one of activities that related to function.

إن إشراك الناس في الإستراتيجية هو أحد الأنشطة المتعلقة بوظيفة

Planning

organizing

leading

controlling

ANS: Organizing



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Quiz Inquiries



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



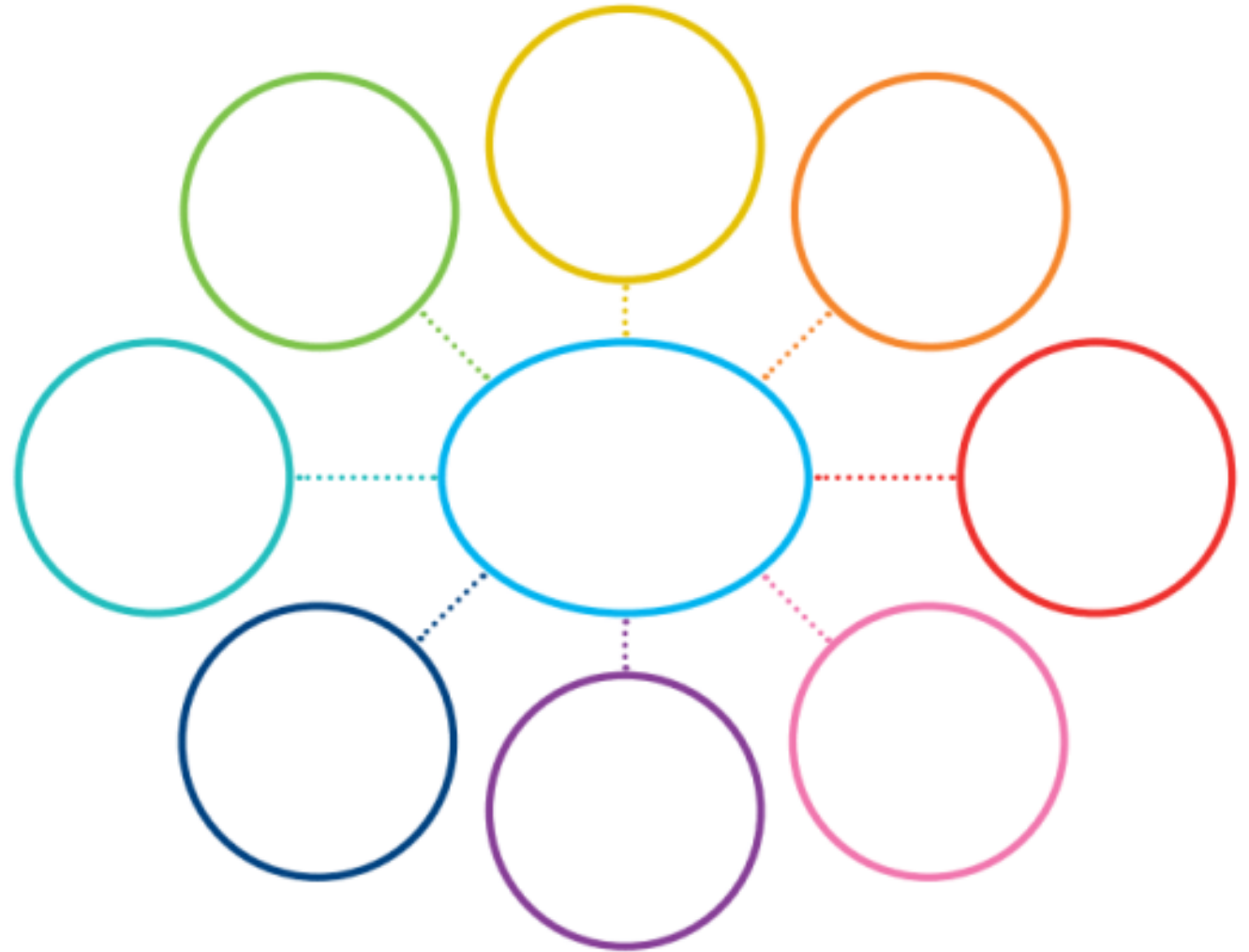


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W3 Lecture

How to Study?

Mind Map



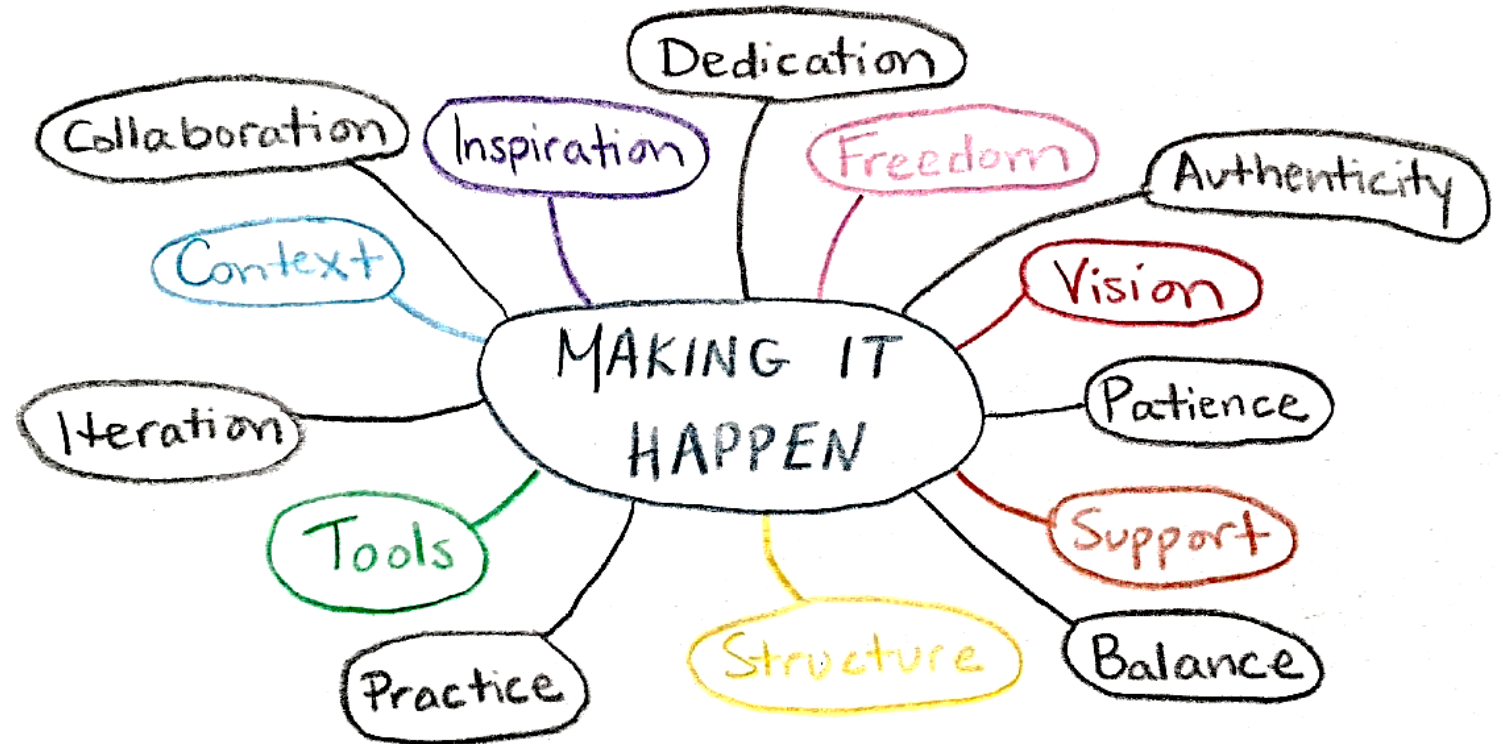


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How to Study?

Mind Map



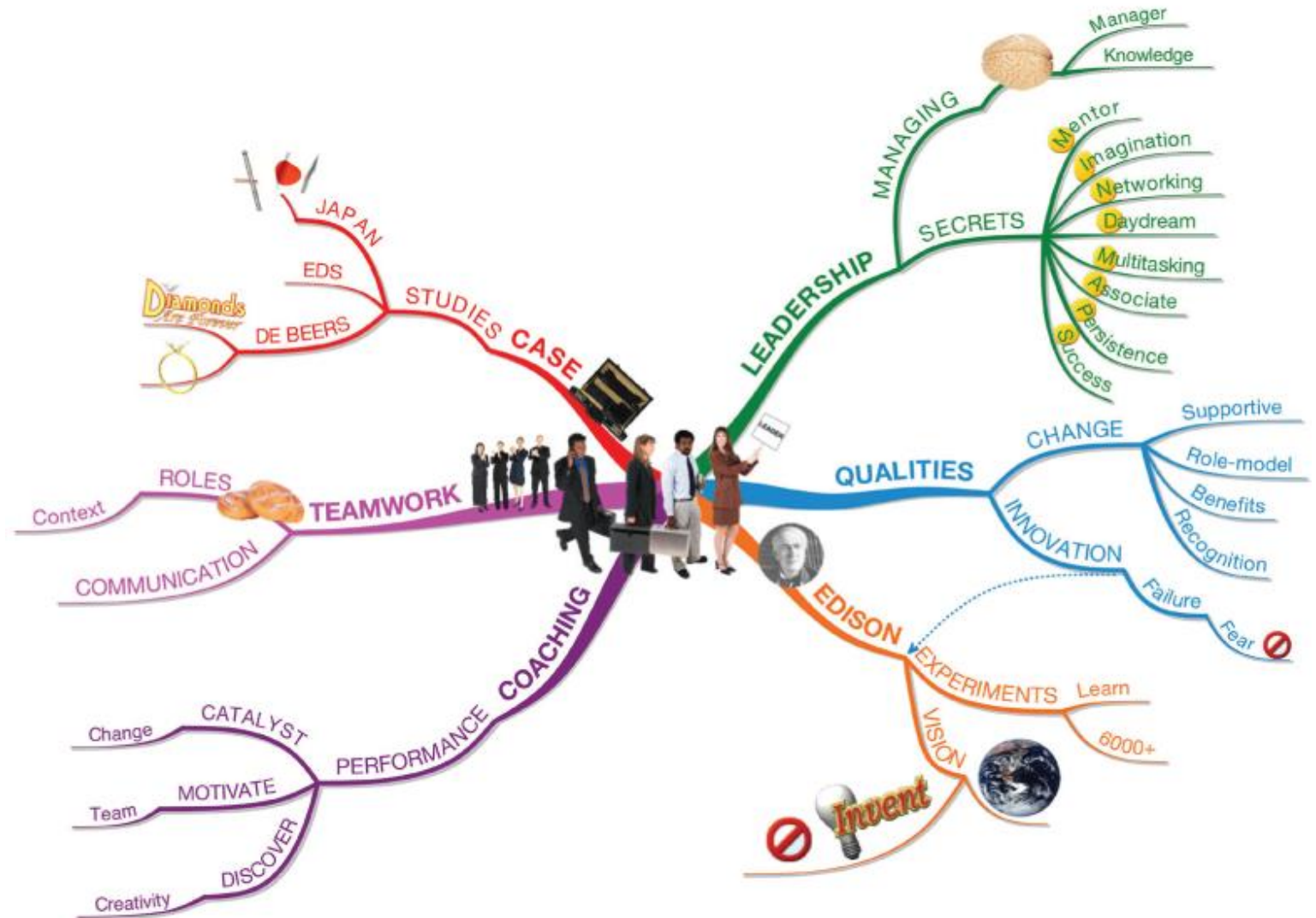


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How to Study?

Mind Map





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Mind Map





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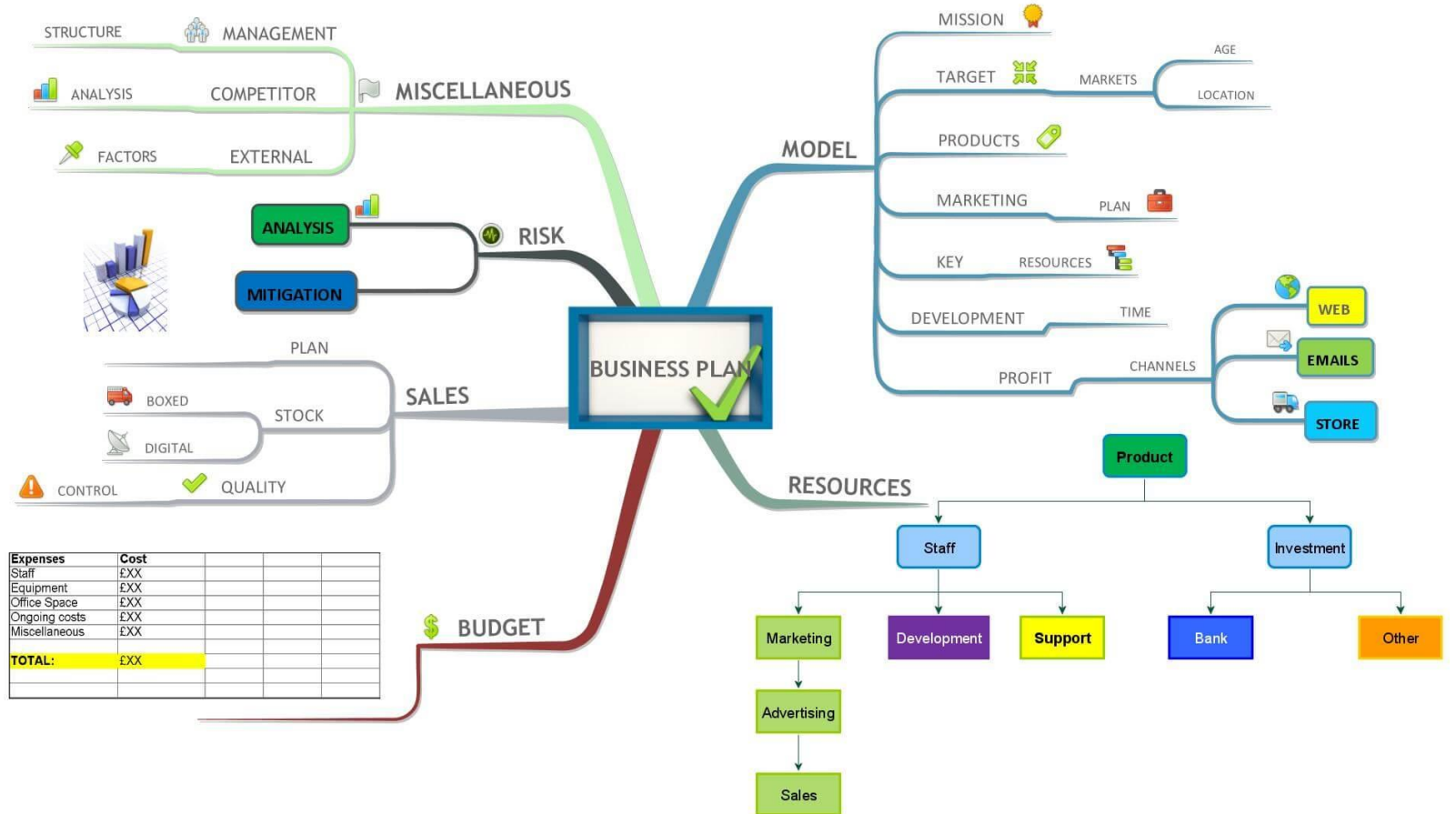


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How to Study?

Mind Map





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How to Study?

Mind Map





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How to Study?

Skills

needed for coming assignments



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Text Annotation

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

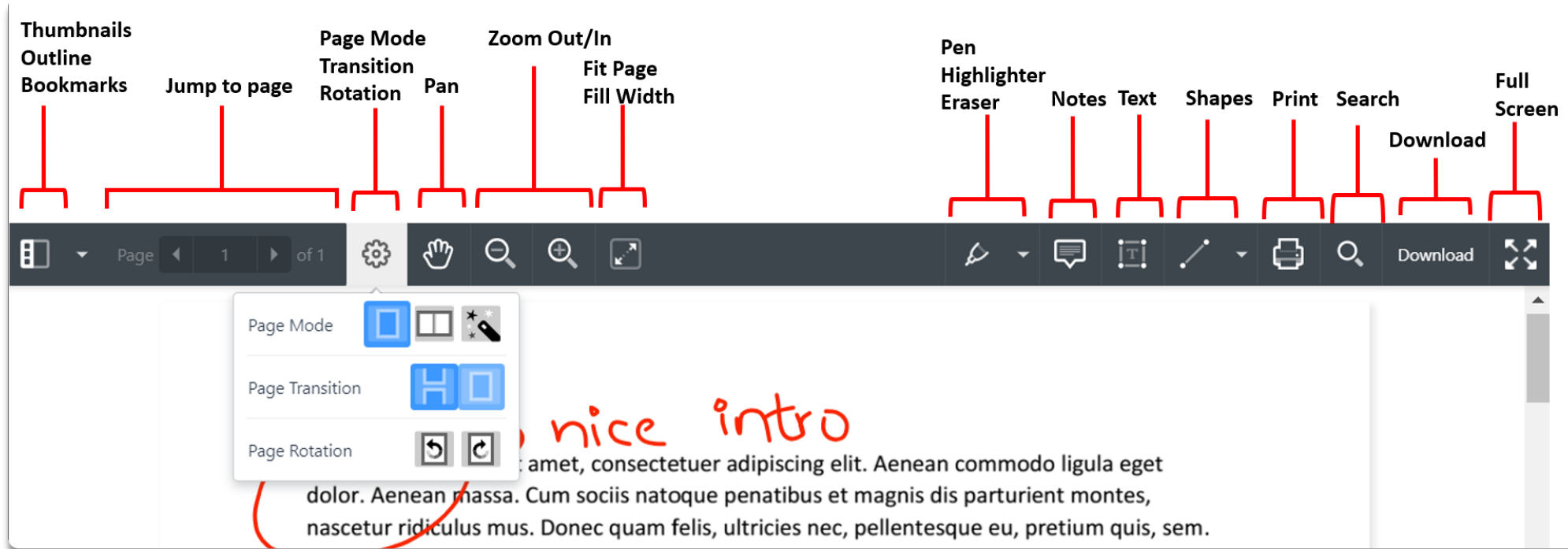
- Underline important terms.
- Circle definitions and meanings.
- Write **key words** and definitions in the margin.
- Determine where important information can be found with key words or symbols in the margin.
- Write short summaries in the margin at the end of sub-units.
- Write the questions in the 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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Text Annotation

W3 Lecture



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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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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W3 Lecture

Case Study

Amani ElTunsi





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Case Study



Entrepreneur:

Amani ElTunsi

**The owner of Banat9Bas
online radio station and
Shababooks publishing house**



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W2 Lecture

Case Study





Background

Amani ElTunsi graduated from computer science in 2004. She worked in advertisements designing since 2000 (before her graduation). She said that : "However, I got good grades in my study; I preferred to be designer than programmer. After 2004, I worked as advertisements designer and art director in magazines."

The idea

Although the readers of the magazine, that Amani worked in , were asking the magazine to discuss some issues, the owner ignored it in order to focus on issues that bring ads.

Because Amani was caring about women issues, when she was listening to international online radio stations, she asked herself : "can I make something to girls in Egypt to be listened in the entire world?"



Banat 9 bas station

- Amani aimed through the station to gather girls to express themselves and their problems. Amani said that: “girls should have the chance to find others who can reply them and suggest solutions. At this time, I felt I want to do something to girls. So, I decided to make online radio station.”
- Amani aimed to target women in Arab countries even who are living outside their country.
- She started designing the station's website in May 2004 and called all her friends in the magazine -that she worked at- and they supported the idea.
- She launched the station's website in June 2004 and she got 15 thousands visitors and listeners by launching the first program.
- Then the famous Egyptian talk show El Bait Baitak interviewed the station team; most of the team was Amani's friends from the magazine that she worked at.



Challenges

- The magazine's owner fired Amani from the magazine after watching her with most of her stuff in El Bait Baitak TV show.
- Amani said in sorrow "What happened affected me too much."

Financial Challenges

- She took a loan from the bank then sold her car and bought a smaller one.
- In 2009 , she lost the advertisers due to the global economic crisis happened.

Technical Challenges

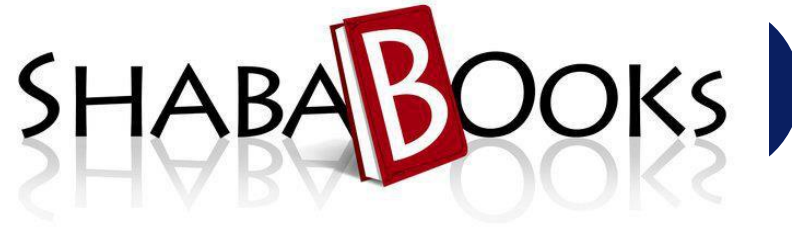
- when the money was finished, the live streaming of the broadcast stopped because, it is expensive. She said: "It was the most dramatic sad moment."



Turning Point

- The meeting with Mostafa Fathy, the managing editor of the magazine that she was fired from, is a turning point in her life.
- She found that he also was fired from the magazine because, he wrote a book and wanted to publish it.
- **"Because he is creative, he was fired,"** said Amani sarcastically .





Turning Point

- She decided to establish youth book publishing house. She called it ShabaBooks , and this is referring to books published by and to youth.
- She suffered to find a printing house that accepts to print the book.
- After printing it, the bookstores refused to buy the book so; she was disappointed .
- She decided to market the book on the station's website.
- Then, she received many orders and delivered it by herself.
- Many people asked about the book in the bookstores which push book stores to ask for buying it.
- She admired the idea of publishing books because she got money supported her station.

Amani wrote two books:



This book translated into
English and German





Awards

- ✓ May 2010, the BMW Foundation Young Leaders Award.
- ✓ Nov. 2010, the designation of the smallest publisher in the Middle East by the European Union.
- ✓ September 2011, World Summit Youth Award (WSYA) under the category of power to women.

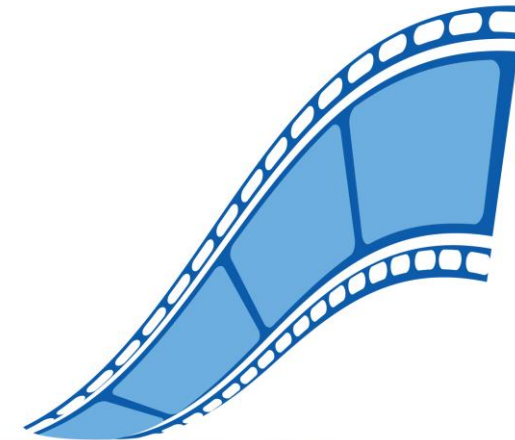
Amani said proudly: *"There were 999 people from the world nominated to (WSYA) award and only four were the winners I was one of them."*



Success

✓ Amany ElTunsi said that:

"I see my success secret lies in my insistence to succeed and hating failure."



VIDEO





Conclusion

✓ Finally, Amani achieved success:





What's your expectations about her success now?





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