



Nov 13, 2018

Al Dhabiania Media received AAU Media students

The College of Communication and Media at Al Ain University of Science and Technology at Abu Dhabi Campus organized a visit to Al Dhabiania Media for students of Radio and TV advertising course, under the supervision of Dr. Mohammad Noor Al Adwan, Assistant Professor of Public Relation. The visit aimed to view the mechanism of the radio and television advertising industry.

The students were received by Mr. Adnan Al Hadad, Director of Al Zabianiya Media, he provided a detailed explanation of creating radio and TV advertisement. He also showed samples of ads produced by the organization.

The students learned about the technical aspects of advertisement production and its stages, the mechanism of writing the ad text, how to create the advertising idea and design it, and finally using camera skillfully for ad purposes.

Dr. Al Adwan stressed the keenness of Al Ain University of Science and Technology to organize such visits that benefit the students through knowledge exchange and to be updated with events and activities related to their specialties.

The visit was part of the efforts of Al Ain University to enhance cooperation between the university and government and private organizations as part of its activities to engage with community.

[Press Release Link](#)