



Pathways to Higher Education Project

Center for Advancement of Postgraduate
Studies and Research in Engineering Sciences,
Faculty of Engineering - Cairo University
(CAPSCU)



General Lectures Directory

Dr. Sayed Kaseb
Prof. Dr. Abdel-Alim Hashem

Pathways to Higher Education Project

Pathways Mission

Training fresh university graduates in order to enhance their research skills to upgrade their chances in winning national and international postgraduate scholarships as well as obtaining better job.

Partners

- CAPSCU, Cairo University
- Ford Foundation, USA
- Future Generation Foundation, FGF
- National Council for Women, NCW
- Cairo University Faculties of Commerce, Arts, Mass Communication, Law, Economics & Political Science, and Engineering

Training Programs

- Enhancement of Research Skills
- Training of Trainers
- Development of Leadership Skills

Publications of Training Programs

- 1- Planning and Controlling
- 2- Systems and Creative Thinking
- 3- Research Methods and Writing Research Proposals
- 4- Statistical Data Analysis
- 5- Teams and Work Groups
- 6- Risk Assessment and Risk Management
- 7- Argumentation: Techniques of Measurement and Development
- 8- Communication Skills
- 9- Negotiation Skills
- 10- Analytical Thinking
- 11- Problem Solving and Decision Making
- 12- Stress Management
- 13- Accounting for Management and Decision Making
- 14- Basics of Managerial Economics
- 15- Economic Feasibility Studies
- 16- Health, Safety and Environment
- 17- Wellness Guidelines: Healthful Life
- 18- Basic Arabic Language Skills for Scientific Writing
- 19- General Lectures Directory
- 20- Enhancement of Research Skills Graduation Projects Directory

Project Web-site

www.Pathways-Egypt.com

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General Lectures Directory

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Faculty of Engineering – Cairo University

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Acknowledgment

On behalf of Pathways to Higher Education Management Team in Egypt, the Project Coordinator wishes to extend his thanks and appreciation to the Ford Foundation (FF) for its full support to reform higher education, postgraduate studies and research activities in Egypt. The Management Team extend their special thanks and appreciation to Dr. Bassma Kodmani, Senior Project Officer at the Ford Foundation office in Cairo, who helped initiate this endeavor, and who spared no effort to support the Egyptian overall reform activities, particularly research and quality assurance of the higher education system. Her efforts were culminated by the endorsement to fund our proposal to establish the Egyptian Pathways to Higher Education project by the Ford Foundation Headquarters in New York.

The role of our main partner, the Future Generation Foundation (FGF), during the initial phase of implementation of Pathways to Higher Education Project is also acknowledged. The elaborate system of training they used in offering their Basic Business Skills Acquisition (BBSA) program was inspiring in developing the advanced training program under Pathways umbrella. This partnership with an NGO reflected a truly successful model of coordination between CAPSCU and FGF, and its continuity is mandatory in support of our young graduates interested in pursuing research activities and/or finding better job opportunities.

The contribution of our partner, The National Council for Women (NCW), is appreciated. It is worth mentioning that the percentage of females graduated from Pathways programs has exceeded 50%, which is in line with FF and NCW general objectives. The second phase of the project will witness a much more forceful contribution from the NCW, particularly when implementing the program on the governorates level as proposed by CAPSCU in a second phase of the program.

We also appreciate the efforts and collaborative attitude of all colleagues from Cairo University, particularly the Faculties of Commerce, Art, Mass Communication, Law, Economics and Political Sciences, and Engineering who contributed to the success of this project.

Finally, thanks and appreciation are also extended to every member of the Center for Advancement of Postgraduate Studies and Research in Engineering Sciences (CAPSCU), Steering Committee members, trainers, supervisors and lecturers who were carefully selected to oversee the successful implementation of this project, as well as to all those who are contributing towards the accomplishment of the project objectives.

Pathways Steering Committee Members

SN	Member Name	Title	Institution
1	Dr. Ahmed Aboulwafa Mohamed	Professor and Chief of the Department of Public International Law, Faculty of Law and Ex-Vice Dean for Postgraduate Studies, Faculty of Law	CU
2	Dr. Ahmed Farghally	Professor of Accounting and Dean of the Faculty of Commerce	CU
3	Dr. Ali Abdel Rahman	President of Cairo University	CU
4	Dr. Bassma Kodmani	Senior Program Officer, Governance and International Cooperation, Ford Foundation, Cairo Office	FF
5	Dr. Fouad Khalaf	Ex-Project Manager, Project Consultant and Local Coordinator of TEMPUS Risk Project	CU
6	Dr. Hoda Rashad	Professor and Director of Social Research Center, American University in Cairo (AUC)	NCW
7	Dr. Kamel Ali Omran	Professor of Human Resources and Organizational Behavior, Business Administration and Ex-Vice Dean for Postgraduate Studies, Faculty of Commerce	CU
8	Dr. Mahmoud Fahmy El Kourdy	Professor of Social Science and Ex-Vice Dean for Students Affairs, Faculty of Arts	CU
9	Mr. Moataz El-Alfy	Vice Chairman of Future Generation Foundation	FGF
10	Mr. Mohamed Farouk Hafeez	Secretary General and Board Member, Future Generation Foundation	FGF
11	Dr. Mohamed K. Bedewy	Dean of the Faculty of Engineering and Chairman of CAPSCU Board	CAPSCU
12	Dr. Mohamed M. Megahed	Director of CAPSCU	CAPSCU
13	Dr. Mohsen Elmahdy Said	Project Coordinator	CU
14	Dr. Salwa Shaarawy Gomaa	Professor of Public Policy and Ex-Director of Public Administration Research & Consultation Center (PARC), Faculty of Economics Political Sciences	NCW & CU
15	Dr. Sami El Sherif	Vice Dean for Students Affairs, Faculty of Mass Communication	CU
16	Dr. Sayed Kaseb	Pathways Manager	CU
17	Dr. Zeinab Mahmoud Selim	Professor of Statistics and Ex-Vice Dean for Students Affairs, Faculty of Economics and Political Sciences	CU

CU Cairo University

FF Ford Foundation

CAPSCU Center for Advancement of Postgraduate Studies and Research in Engineering Sciences, Faculty of Engineering - Cairo University

NCW National Council for Women

FGF Future Generation Foundation

Publisher Introduction

The Faculty of Engineering, Cairo University is a pioneer in the field of learning and continual education and training. The Center for Advancement of Postgraduate Studies and Research in Engineering Sciences, Faculty of Engineering - Cairo University (CAPSCU) is one of the pillars of the scientific research centers in the Faculty of Engineering. CAPSCU was established in 1974 in cooperation with UNIDO and UNESCO organizations of the United Nations. Since 1984, CAPSCU has been operating as a self-financed independent business unit within the overall goals of Cairo University strategy to render its services toward development of society and environment.

CAPSCU provides consultation services for public and private sectors and governmental organizations. The center offers consultation on contractual basis in all engineering disciplines. The expertise of the Faculty professors who represent the pool of consultants to CAPSCU, is supported by the laboratories, computational facilities, library and internet services to assist in conducting technical studies, research and development work, industrial research, continuous education, on-the-job training, feasibility studies, assessment of technical and financial projects, etc.

Pathways to Higher Education (PHE) Project is an international grant that was contracted between Cairo University and Ford Foundation (FF). During ten years, FF plans to invest 280 million dollars to develop human resources in a number of developing countries across the world. In Egypt, the project aims at enhancing university graduates' skills. PHE project is managed by CAPSCU according to the agreement signed in September 22nd, 2002 between Cairo University and Ford Foundation, grant No. 1020 - 1920.

The partners of the project are Future Generation Foundation (FGF), National Council for Women (NCW) and Faculties of Humanities and Social Sciences at Cairo University. A steering committee that includes representatives of these organizations has been formed. Its main tasks are to steer the project, develop project policies and supervise the implementation process.

Following the steps of CAPSCU to spread science and knowledge in order to participate in society development, this training material is published to enrich the Egyptian libraries. The material composes of 20 subjects especially prepared and developed for PHE programs.

Dr. Mohammad M. Megahed
CAPSCU Director
July 2005

Foreword by the Project Management

Pathways to Higher Education, Egypt (PHE) aims at training fresh university graduates in order to enhance their research skills to upgrade their chances in winning national and international postgraduate scholarships as well as obtaining better job.

Pathways steering committee defined the basic skills needed to bridge the gap between capabilities of fresh university graduates and requirements of society and scientific research. These skills are: mental, communication, personal and social, and managerial and team work, in addition to complementary knowledge. Consequently, specialized professors were assigned to prepare and deliver training material aiming at developing the previous skills through three main training programs:

1. Enhancement of Research Skills
2. Training of Trainers
3. Development of Leadership Skills

The activities and training programs offered by the project are numerous. These activities include:

1. Developing training courses to improve graduates' skills
2. Holding general lectures for PHE trainees and the stakeholders
3. Conducting graduation projects towards the training programs

Believing in the importance of spreading science and knowledge, Pathways management team would like to introduce this edition of the training material. The material is thoroughly developed to meet the needs of trainees. There have been previous versions for these course materials; each version was evaluated by trainees, trainers and Project team. The development process of both style and content of the material is continuing while more courses are being prepared.

To further enhance the achievement of the project goals, it is planned to dedicate complete copies of PHE scientific publications to all the libraries of the Egyptian universities and project partners in order to participate in institutional capacity building. Moreover, the training materials will be available online on the PHE website, www.Pathways-Egypt.com.

In the coming phases, the partners and project management team plan to widen project scope to cover graduates of all Egyptian universities. It is also planned that underprivileged distinguished senior undergraduates will be included in the targeted trainees in order to enable their speedy participation in development of society.

Finally, we would like to thank the authors and colleagues who exerted enormous efforts and continuous work to publish this book. Special credit goes to Prof. Fouad Khalaf for playing a major role in the development phases and initiation of this project. We greatly appreciate the efforts of all members of the steering committee of the project.

Dr. Sayed Kaseb

Project Manager

Dr. Mohsen Elmahdy Said

Project Coordinator

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Introduction

Pathways to Higher Education-Egypt Project implements the planned training programs for graduates to enhance their personal, mental, social, and research skills, in addition, providing graduates with basic skills for better job. The general lectures are important pillars of those programs. These organized lectures discuss important subjects in different fields, increase graduates' awareness of current issues, listen to their opinions, and develop their ability of constructive discussion. Generally speaking, the chance for youth to meet successful and prominent figures is enabling them to plan their future and follow the proper model. This also gives the experts (lecturers) a clear image of youths' ambition.

Although these lectures are mainly directed to Pathways trainees and graduates, many specialized professors, research students, graduates, and undergraduate students attended those lectures. It may be due to the lectures quality and the great Pathways effort that done in announcing for them. Representatives of the FECU, CAPSCU, and Pathways Team were keen on attending these lectures such as: Dr. Mohamed K. Bedewy, Dean of Faculty of Engineering, Dr. Adel Khalil, Vice Dean for Postgraduate Studies and Research of Faculty of Engineering, Dr. Mohamed M. Megahed, CAPSCU Director, Dr. Ahmed El-Zoghby, Vice Director of CAPSCU, Dr. Sayed Kaseb, Pathways Manger, and Dr. Abdel-Alim Hashem Material development coordinator. Most of these lectures were media-covered especially for seminars and workshops.

Generally, these lectures had been given during the implementation of Pathways programs: Enhancement of Research Skills (ERS), Training of Trainers (TOT), and Development of Leadership Skills (DLS). The duration of each lecture was about three hours for opinions exchange and experience transformation as well as questions and open discussions.

Classification of General Lectures

The general lectures organized by Pathways vary between traditional lectures, seminars and workshops. This directory is consisted of thirty three abstracts for the organized general lectures during phase I of Pathways (including one seminar and three workshops). Their subjects were chosen to serve Pathways targets as follows:

- 1- Current issues and challenges facing the society
- 2- National and international scholarship programs, with special focus on Ford Foundation international fellowship program
- 3- Scientific research and development and challenges facing them
- 4- Job opportunities and development graduate skills for work market requirements

Figure 1 shows the number of lectures held for each of the above topics.

1- Current Issues and challenges facing the society

This topic was started with a lecture on public opinion which is considered as one of the critical issues in the society; as changing opinions is one of the most difficult issues that face development and progress, and on the recognition of the main issues and pursuing events. The lecture also passed a remark on the techniques that can change the public opinion and how to prevent being a prey under rumors and deviations. Considering the woman's role, many lectures were conducted; they gave priority to woman's health, and early discovery of diseases. A lecture about depression showed that the woman is more liable to it, also how to avoid it and to have precaution against it. These lectures meet the program targets that stress woman development and improving their situation improvement.

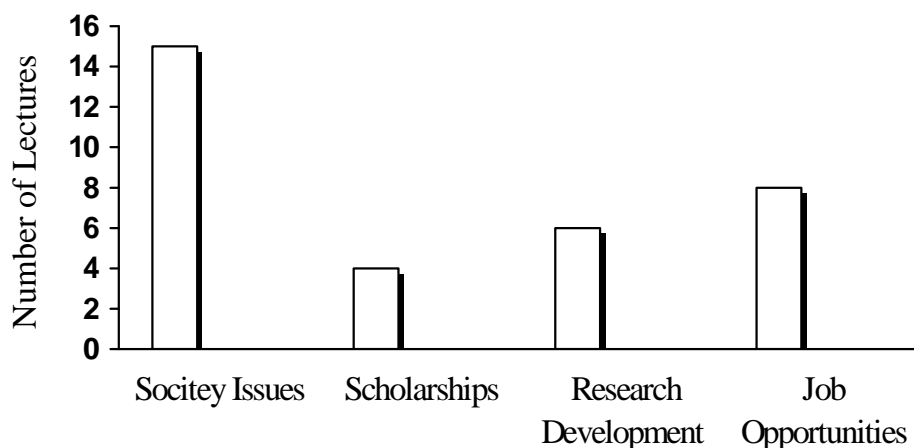


Figure 1: Classification of general lectures according to its topics

An area was provided for media because of its great role in disseminating cultures and discussing the public issues. International media and globalization was handled as well as the definition of globalization; its good and bad effects on the developing countries, and how to get the best benefit from it. The challenges that confront the Egyptian Media under the recent variations were discussed. It was necessary to pass a remark on the national level by discussing the Arabic Media as well as the crucial issues that confronts it, for example; the case of Palestine, Iraq, European Union, European market, and other contemporary economic issues.

The role of press and its independency in Egypt was discussed: its reality, its optimum expected status and how to develop it to serve the society and to achieve the individual welfare in the society. Also, the sport journalism was handled because of the effective role of sport in supporting relationships between peoples and how to avoid going to extremes and to handle the sportive issues wisely and attentively without excitement. Also, the specialized TV Channels had a part in the discussion with its nature and its role in facing the challenges of globalization. Pathways trainees' recognition and awareness of media were apparent through their discussions and interlocution with the experts and the specialists in different types of media.

In addition, other lectures discussed the Egyptian society, its history, its beginning, its bear and identity preservation aspects over different ages as well as the historic events passing by it till now. There was a part in the trainees' preparation for the risks which confront the society and the individual, for supporting their awareness of risk concept. Regarding youth, a great part was given to them, their protection against the danger of drug addiction and the medical need for early discovery and correct treatment, and their preparation for holding new families advantageous to the society conserving its identity and its doctrines. All these aspects affected the cognitive part of the trainees and refreshed their spirit of being cute.

2- National and international scholarships with special focus on Ford Foundation International Fellowship Program

One of the main goals of Pathways is to qualify graduates for research and competition on the local and international grants, that's why the program management is careful to make trainees aware of these grants' requirements, how to apply for it and the skills required. Through four lectures the trainees were able to know about the grants provided by Ford

Foundation, applying dates, application requirements, and how the applications are being judged. The lectures browsed the programs of post-graduate studies in U.S.A., its supplying panel or institutes, the web sites of these institutes, and their agential offices in Egypt such as; AMIDEAST office. It's worthy to mention that the lecture's data are available for all Pathways programs trainees, and Pathways helped many of them in filling the application forms and getting many fellowships.

3- Scientific research and development and challenges facing them

The third area of the general lectures was devoted to the current status of research, and development and the challenges confronting both of them. Lectures were varying between economic, psychological, and legal challenges, in addition to personal experiences in research and the initial steps which achieved the quality of education and the international authorization of Egyptian certificates through individual experiences for some faculties and ministerial procedures for the development of higher education in Egypt.

Among the managerial challenges: The absence of an inclusive plan for research, research irrelevance to the requirements of development, low motivation, bias towards researches and the difficulty of getting recent publications. Among the legal challenges come the authoring rights, quoting conditions, the difficulty of patently registration, and the independence of universities. There was also a part for technological advancement through a practical example for developing is one of an apparatus that distinguished several concepts in the world of micro-cells and the very tiny components of matter.

As for the education development, it was handled through an experience of achieving quality and accreditation for a program of the Faculty of Commerce, Cairo University. Then an inclusive symposium was held regarding the ministry's plan for developing education in Egypt, for achieving quality and accreditation through the ministry programs, the priorities defined in the plan, and how to participate in these programs as members of staff and as working people in the educational field. This seminar had a great effect on supporting trainees' morale and putting out their inner hope. It showed the seriousness of the authorities in the development of education to face globalization challenges.

4- Job opportunities and development graduate skills for work market requirements

The unemployment is one of the problems confronting youth. It may cause disappointment and depression to them. Eight lectures were introduced in this area varying between the challenges, services, requirements, ability and personal traits development, time management, and some applied life skills.

During these lectures the trainees were informed about the challenges they face in business field in the 21st century. Globalization was handled with its economical, cultural and political effects which confront individuals in the developing countries and how necessary's to find out the geniuses and care for them and provide the graduates with information technology. There was also a part in the lectures for developing the required skills for business job, continuity, promotion, mastering, and hard work as these are the requirements of progress and development.

The lectures passed a remark to the services that graduates can get through "youth and sport" broadcast in the area of getting a job, with the ideas and suggestions introduced to match the requirements of development and how to subscribe in social serving programs. The unemployment range and categorization in Egypt was handled in one of the lectures

which also handled the national income, the Egyptian pay off system and the role of recent graduates in productivity development, developing new ideas, developing non-traditional techniques to mitigate the unemployment problem and providing job opportunities. There was also a part in this area for craft work, creativity and innovation to provide a better life and an additional source of income to the graduate without waiting in a queue for a governmental work or waiting for along time aimlessly. Answering the graduates' questioning about S & M projects funding; one of the lectures handled the role of the "Social Fund for Service and Development" in helping those having innovative and synthetical ideas to achieve their ideas and solutions by funding their small and intermediate projects with facilitated loans.

Classifications of lecturers' Groups

This diverse nature of the General Lectures topics is met with similar diversity of the lecturers. As Pathways tends always to increase its pool of experts and stakeholders. During each Batch, new academic and public figures participate in the project. Consequently, the lecturers of the 33 general lectures were delivered by 32 prominent figures from 17 different academic institutes and organizations.

It's worth to mention that some members of Pathways steering committee and some professors at Cairo University and different Egyptian Universities as well as some specialists and experts and businessmen had participated in introducing those lectures. Figure 2 shows the lecturers variation according to their place of work.

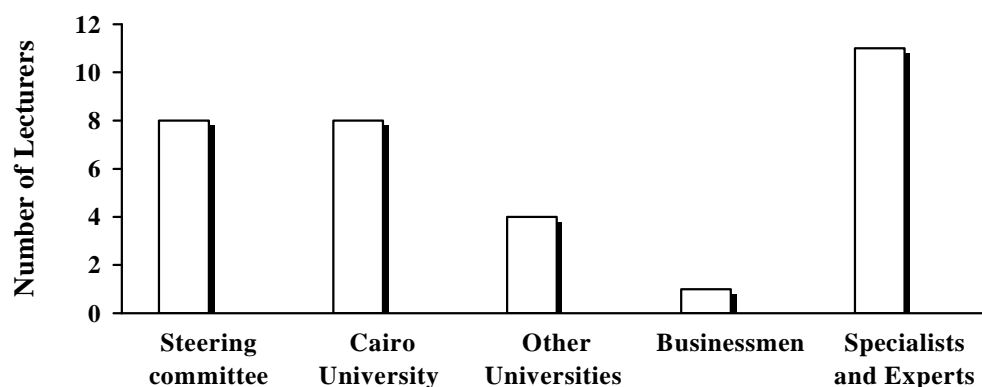


Figure 2: Classification of lecturers' group

Eight members of the steering committee participated in introducing some of these lectures (Table 1) which indicates that the steering committee activities are not only confined to attend the meetings and make policies, but also extends to all Pathways activities such as training, supervising graduation projects and giving general lectures. They introduce their experiences by discussing the current issues and directing the trainees to the scientific bases of research, creativity and innovation.

Eight of Cairo University professors took parts in introducing these lectures (Table 2) as well as four professors from other universities and educational institutes (Table 3). This variation is for the wellness of the program and meets the goals of general lectures to get benefit from experiences in Cairo University or other Universities.

A businessman was a guest as a model to the youth in overcoming the problems of unemployment and bureaucracy. This businessman started from the very beginning and managed to achieve success, overcome the difficulties, and accomplish his desired goal (Table 4).

Inviting the public specialists and experts had the great effect on passing the experiences to the trainees and graduates, by discussing their ideas and viewpoints in all society issues (Table 5). They were chosen in an efficient way to match trainees interests and needs. Actually, Pathways appreciate specialists and experts efforts in all Pathways training programs. It's worthy to mention that female percentage among the specialists and experts lecturers was more than 50% which matches with the female percentage among Pathways trainees too.

Table 1: Lecturers from Steering Committee Members

SN	Lecturer	Lecture/Seminar/Workshop Title
1	Dr. Ahmed Aboulwafa Mohamed Vice Dean for Postgraduate Studies Faculty of Law - Cairo University	<ul style="list-style-type: none"> • Scientific Research and Law
2	Dr. Sami El-Sherif Vice Dean of Students Affairs Faculty of Mass Communication, Cairo University	<ul style="list-style-type: none"> • International Media and Globalization Variants • Egyptian Media and the Current Challenges • Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt
3	Dr. Ahmed Farghally Dean of the Faculty Faculty of Commerce - Cairo University	<ul style="list-style-type: none"> • International Quality Assurance and Accreditation for Higher Education Programs (Case Study: English Program in Faculty of Commerce, Cairo University) • Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt
4	Dr. Sayed Kaseb Manager of "Pathways to Higher Education, Egypt" project Faculty of Engineering – Cairo University	<ul style="list-style-type: none"> • Skills Needed for Employment Market and Scholarships • Time Management
5	Dr. Fouad Khalaf Local coordinator of Tempus Risk Project Enhancement of Risk Perception in Engineering Education Project Faculty of Engineering – Cairo University	<ul style="list-style-type: none"> • Enhancement of Risk Perception in Education • Basic Skills and Life Applications
6	Dr. Ali Abdel Rahman Cairo University President	<ul style="list-style-type: none"> • Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt
7	Dr. Mohamed Kamal Bedewy Dean of Faculty of Engineering Cairo University	<ul style="list-style-type: none"> • Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt
8	Dr. Mohsen Elmahdy Said Executive Director and Chairman of the Board of the Projects Management Unit (PMU), Ministry of Higher Education (MOHE) and Pathways coordinator	<ul style="list-style-type: none"> • Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt

Table 2: Lecturers from Cairo University

SN	Lecturer	Lecture/Seminar/Workshop Title
1	Dr. Motaz Sayed Abdallah Director of Psychological Research Center Faculty of Arts - Cairo University	<ul style="list-style-type: none"> Challenges Facing Scientific Research
2	Dr. Atef Adly Alabd Director of Public Opinion Research Center Faculty of Mass Communications Cairo University	<ul style="list-style-type: none"> Public Opinion
3	Dr. Salma Fouad Dawara Professor of Surgery, Faculty of Medicine (Kasr El-Einy) - Cairo University	<ul style="list-style-type: none"> Women Health and Early Detection of Cancer
4	Dr. Magy Al-Halawany Dean of the Faculty Faculty of Mass Communications - Cairo University	<ul style="list-style-type: none"> Media and Women Issues Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt
5	Dr. Saad Megahed El-Raghy Professor of Metallurgical Engineering, Faculty of Engineering - Cairo University	<ul style="list-style-type: none"> Personal Experience in Research and Development
6	Dr. Zeinab Abdel Salam Sarhan Professor of psychological diseases Faculty of Medicine (Kasr El-Einy) - Cairo University	<ul style="list-style-type: none"> Medical Facts about Depression
7	Dr. Mohamed Fahmy Abd El Baky Professor of History Faculty of Arts - Cairo University	<ul style="list-style-type: none"> The Egyptian Society and the Affecting Historical Factors
8	Dr. Ashraf Saleh Head of Press Department Faculty of Mass Communication - Cairo University	<ul style="list-style-type: none"> Liberal Press in Egypt: Reality and Hope

Table 3: Lecturers from other universities and educational institutions

SN	Lecturer	Lecture/Seminar/Workshop Title
1	Dr. Fathy Motwally El-Nady Consultant, Prof, of Management and HR Development Arab Academy for Science, Technology, and Maritime Transport	<ul style="list-style-type: none"> Challenges of the 21st Century
2	Dr. Mohamed Mahmoud Hafez Director of "Faculty Members and Leadership development" Project Faculty of Science – Assuit University	<ul style="list-style-type: none"> Overview of the Technological Development – Microscope
3	Dr. Salwa Abdel-Khalek Nawishy Associate Professor of Clinical Psychopharmacology Faculty of Medicine - Ain Shams University	<ul style="list-style-type: none"> Medical Necessity to Detect and Treat Drug Abuse among Youth
4	Dr. Aly Swylam Vice Dean of the Faculty of Post Graduate Studies in Management Arab Academy for Science, Technology, and Maritime Transport	<ul style="list-style-type: none"> How to Prepare Yourself for Your Career?

Table 4: Lecturers from Businessmen

SN	Lecturer	Lecture/Seminar/Workshop Title
	Eng. Mohamed Saleh Keshk Architect Owner of Keshk Shops	<ul style="list-style-type: none"> Development of Leader's Personal Characteristics for Different Work Structure

Table 5: Lecturers from specialists and experts

SN	Lecturer	Lecture/Seminar/Workshop Title
1	Dr. Maha El-Adawy Program Officer, Reproductive Health and Rights Ford Foundation Office - Cairo	International Fellowships Program, Ford Foundation (FF)
2	Ms. Osama El-Sayed Head of Youth and Sports Broadcasting Station Egyptian Radio and TV Union	Services Provided by Youth and Sports Broadcasting Station for Graduates
3	Mr. Adel Ibrahim Head of Economy Section, Assistant Chief Editor Al Ahram Egyptian Newspaper	Towards New Job Opportunities for Graduates
4	Ms. Abir Khater Associate Director – Advising Program AMIDEAST - Cairo	Scholarships for Undergraduates and Graduates in USA
5	Ambassador Mr. Nehad Abd El latif General Secretary of the Preeminent Council for the Implementation of the Euro-Egyptian Association Agreement	Highlights about Euro-Egyptian Association Agreement
6	Ms. Nancy Fanous Program Specialist – Education Resources AMIDEAST – Cairo	Available Scholarships for Graduates Provided by AMIDEAST
7	Ms. Tahany Halawa Head of Specialist Channels Sector Egyptian TV and Broadcasting Institution	Specialized TV Channels and the Challenges of Globalization
8	Dr. Ahmed Yousif ElKoriey Vice Head of Chief Editor Al Ahram Egyptian Newspaper	Arab Media and National Issues
9	Dr. Ezat Deia Eldin Director of Technical Office in the Social Fund for Development General Secretary for Arab Union for Small Enterprises	Building Skills and Abilities
10	Mr. Mahmoud Marouf Sports Critique and Member of People's Assembly Al Gomhoria Newspaper	Sports' Press
11	Dr. Fayrouz Omar Consultant in Adam and Eve Centre for Family Consultations and Training	Preparing Youth for Marriage

Achievements of Pathways to Higher Education Project

During Phase I (2003-2005), Pathways had finished all the planned activities. Some of them and their quantitative outputs could be reported as follows:

1- Pathways Training Achievements

Pathways managed three basic training programs; the following table shows the main outputs for these programs:

Program	Enhancement of Research Skills ERS	Training of Trainers TOT	Development of Leadership Skills DLS	Total
Number of Trainees	569	58	61	688
Number of Training Classes	29	6	4	39
Number of Trainers	106	8	6	120

It's worthy to mention that 33 general lectures were held during training programs, also Pathways trainees conducting 134 graduation projects under professors' supervision.

2- Publishing 20 Books

Pathways Management Team was keening on knowledge and learning spreading as well as popularizing the benefits of training courses that Pathways trainees got. Pathways had performed the following steps to publish the books:

- Searching for specialized professor to write books for skills development
- Preparing initial version for these materials
- Asking the authors, trainers, and trainees to review and evaluate these materials
- Preparing second and third versions for these materials with continuous developing
- Preparing the last version for these materials and publishing it

It's worthy mention that these 20 books takes codes from C 1/1 to C 20/1 as the first number refers to the serial number of the book among the series of 20 books, the second refers to the edition number for books as well as all of the books are considered the first published edition. Pathways Management Team plans to develop these books and publish other versions in the coming phases. So we hope these books will help in spreading knowledge among graduates and specialists, also to aware the young minds with different experiences of authors and trainers as well as enriching the Egyptian libraries.

3- Establishing Four Labs at Cairo University for Enhancing Research Skills

Pathways funded four labs for the university centers that participated in holding the training programs. These centers were offering Pathways training infrastructure and the human resources which led to the successful implementation for Pathways mission. These labs were established at the following centers:

- The Research and Commercial Studies Center - Faculty of Commerce
- Psychological Research Center - Faculty of Arts
- Center of Training, Documentation and Media Production - Faculty of Mass Communications
- Center for Advancement of Postgraduate Studies and Research in Engineering Sciences - Faculty of Engineering

General Lectures Directory

The need to summarize the general lectures including the seminars and the workshops organized by Pathways and to integrate its valuable information in one directory came to facilitate its handling among those who may concern. This directory comes as one of the important outputs of Pathways 20 books. It's worthy to mention that the lectures are sorted historically in this directory by coding the lecture with its serial, and batch number (Ex: L15/6 means lecture No. 15 in batch No. 6). Some Pathways photos as well as the Arabic translation are included in this book.

Publishing this directory in a book which will be sent to all the interested libraries as well as uploaded on Pathways web site www.pathways-Egypt.com may participate in reaching the greatest goal which is making the university graduates aware of the best use of their skills and abilities in the frame of available possibilities for achieving the society development.

We thank and appreciate all the colleagues' participation in giving the general lectures, seminars, and workshops organized by Pathways, and we thank all the professors, trainees, graduates and researchers who attended these lectures. Thanks also to Pathways team (trainees and graduates) who participated in summarizing, translating, and editing these lectures, especially Mr. Safwat Ali Saleh, Ms. Hanan Abdel-Fattah Badr, Dr. Hoda Mohamed Mahmoud, Eng. Iman Metwally Hasan Abu-Hamd, Ms. Heba Abdel Wahab Ahmed, Mr. Abdallah Mahmoud Shoaib, Eng. Manar Mohamed Hamed, Ms. Samar Mohamed Naguib, Ms. Mai Saeid Taha and Ms. Hanan Ahmed Hefzy.

Lecturer: Dr. Motaz Sayed Abdallah
Director of Psychological Research Center
Faculty of Arts - Cairo University

Title: Challenges Facing Scientific Research

Date: Thursday 24/9/2003 **Code: L1/2**

Place: The Research and Psychological Studies Center
Faculty of Art – Cairo University

Summary: This lecture aimed at introducing Pathways trainees with the challenges facing scientific research in Egypt, in general, and those in the field of human sciences in particular. The lecture explained the role of human and social sciences in serving the society and some research problems in fields like pedagogy and education, environment, and population growth.

The lecture also discussed obstacles facing research and researchers. Furthermore, some of the problems concerning the society or social context affecting the scientific research and problems in science and methodology were listed, such as: the absence of a whole plan for research, or lack of clear definition of social problems priorities worth theoretical or practical research for the benefit of society are life examples of these problems.

The negative sides concerning the researchers were stated as: non qualified researches, lack of motivation, wrong thinking habits, and not using thinking skills. Furthermore, the problems of research bias were discussed. They include selection and bias of researchers, experimenter and interviewees. Some problems linked with the social context, for example: refusal of interviewees to participate in social survey studies, the wide spread trend of the non importance of scientific research, the confusion between scientific knowledge and practical experience, and opposing to support social and psychological studies thinking they couldn't solve the current practical problems.

The lecture also explained that social scientists face a critical situation because they have not ready solutions. Huge efforts that cost large amounts of money are required. Time is also needed to explore the principles and basics which social phenomena follow before one can use these scientific facts and practice them.

The lecturer also explained ways of face those challenges, namely by promoting awareness of the importance of scientific research among the young generations. Following the lecture, Pathways trainees' questions were answered.

Lecturer: Dr. Fathy Motwally El-Nady
Consultant, Prof, of Management and HR Development
Arab Academy for Science, Technology and Maritime Transport

Title: Challenges of the 21st Century

Date: Tuesday 30/9/2003 **Code: L2/2**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: This lecture explained Challenges of the 21st Century through discussing the term of globalization which manifested itself as a change in the international system. It means the countries become a single market without boundaries or borders, controlled by offer and demand and run by a central organization that includes the rich countries.

At the end of the twentieth century globalization began to impose the western lifestyle worldwide and penetrating borders through different mechanisms. The membership of "a globalize club" became obligatory for all countries, and thus, resources of each country could be controlled by the global organizations.

Then the lecture introduced the political, cultural and economic aspects of globalization. Numerous data and statistics data concerning production, consumption, import and population growths of various countries were presented. Moreover, the challenges imposed on poor countries like growing poverty rate, digital and technological gap, threats opposed by bureaucracy, the multi national cooperation, the new power scale, growing unemployment rate, social instability, and finally the decreasing rates of national currency.

The lecture elaborated on opportunities and threats that face of globalization the Arab countries, particularly in culture, economy and overall performance, backed up by statistics and data. As in the case of Egypt, there are tremendous chances, but also numerous challenges. The above mentioned opportunities include enhancing the possibility of discovering the geniuses with above average intelligence (the average percentage of geniuses is 1% of the Egyptian population, which means there are 60,000 genius in Egypt who need to be discovered), expanding the market opportunities in the benefit of the consumer, growing competition, better quality, faster transferring of inventions through fast flow of information, making use of the capital flow, guiding the human resources to adjust itself for the change, and finally empowering people with information technology.

On the other hand, there are threats which include unfair distribution of income as a result of the free market economy, economic swing due to lack of control on national currencies, and losing the national identities and specific features of each civilization.

At the end, suggestions were made to guarantee facing challenges of the 21st century, which included following the footsteps of our ancestors who created the ancient civilizations. So don't give up your right in future creation.

Lecturer: Dr. Atef Adly Alabd
Director of Public Opinion Research Center
Faculty of Mass Communications - Cairo University

Title: Public Opinion

Date: Tuesday 8/10/2003 **Code: L3/2**

Place: The Research and Psychological Studies Center
Faculty of Art – Cairo University

Summary: Usually it's very difficult to change opinions. At the same time, it's crucial that accurate facts or knowledge have to reach the public. Accordingly, it was noticed that the well-informed public is usually faster at making defined stable opinions than those who are not informed and not interested in following up the events. Those usually have unstable attitudes, are vulnerable to rumors and deviations, eventually show extreme and superficial viewpoints. They finally follow the current emotional wave not the logical thinking.

The lecture defined the concept of public opinion, and the methods and examples that are used in changing it. These include:

- The repetition and persecution method: like the German propaganda in the period before and during the World War II. The Zionist propaganda after the war of 1967. This method requires controlling the print, broadcast and televised media.
- The emotional arousal method: it is based on scandalizing and ruining the reputation of people and is occasionally used about late celebrities who have passed away.
- The presentation of facts: it means the responsible awareness of the public by explaining and discussing the facts in order to persuade them. This happened in the 1973 war.
- The attention grabbing method: this means diverting the public attention to another issue. It's commonly used by politicians.
- The positive programs method: this includes concrete, positive statements, usually full of hope and belief in the future.
- Making up of crisis method: Circumstances and events are used to create a crisis that affects the public opinion. For example the way Israel made up to show a conflict with Syria in 1967 to start its attack on Arab countries.
- Spreading horror and chaos method: it was used by Nazi intelligence to spread fear and horror by terrorizing people. This method is also used nowadays by Israeli soldiers who terrorize Palestinians to force them to give up and surrender.
- The rumors: through the mass media towards spreading a certain rumor that affects the public opinion. For example, like what happened in World War II when Hitler's death was announced.

The lecture also discussed the role of citizens and mass media in facing those methods. One should be sure of the quality of information and its sources because information can be manipulated or even faked while transferred from one person to another. Further more, the negative methods should be fought.

The lecture was closed after a discussion where Pathways trainees asked questions and gave their feedback.

Lecturer: Dr. Ahmed Aboulwafa Mohamed
Vice Dean for Postgraduate Studies
Faculty of Law - Cairo University
Title: Scientific Research and Law
Date: Tuesday 30/12/2003
Place: (A) Hall - The Social Club
Faculty of Engineering – Cairo University

Code: L4/3

Summary: Each Field in our life has its own laws that rule it, so does the scientific research as one of those fields. It has its own regulations that control the relationship among the researchers, between the researchers and professors, between the professors and publishing houses, and finally between the academics and the university. This lecture aims at explaining those laws to the graduates to make them aware of their rights and duties towards the scientific research and publishing.

In the beginning, a short introduction was given explaining the common legal terms stated in contracts used by public and specialists. Then, copyrights, regulations of citation or copying from other publications, criminal acts resulting from plagiarism, literal copying from sources without mentioning them, and citing information without telling its sources, were explained in details. Also, international acts and organizations dealing with those problems were briefly introduced. The need for patenting inventions was stressed to avoid stealing ideas.

The lecture also introduced the concept of legal immunity of the staff member and university camps, the independence of the university, and its role in promoting scientific research.

Finally, questions and answers followed the lecture and comments of Pathways trainees were illustrated which included the role of researches themselves in abiding by the laws and practicing them.

Lecturer: Dr. Maha El-Adawy
Program Officer, Reproductive Health and Rights
Ford Foundation Office - Cairo

Title: International Fellowships Program, Ford Foundation

Date: Saturday 3/1/2004 **Code: L5/3**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: Ford Foundation is one of the international foundations that give world wide grants in the continents of Asia, Africa and America. In this lecture the International Fellowship Program (IFP) offered by the Ford Foundation and run through AMIDEAST office in Cairo was highlighted with a special focus on the Middle East region. The IFP goal is preparing leaders with a sense and ability to practice democracy and persuade change to accommodate to modern life.

A huge budget (280 Million US Dollars), the largest one until now, has been put for the targeted countries to reach the mentioned goal. The program also targets the underprivileged sector, those who cannot make full use of their abilities in the fields of scientific research, such as women, minorities and the poor.

The lecture also explained which countries whose citizens can apply, on what basis the candidates are chosen, and which criteria are put into consideration. These criteria included joining social organizations, participating in social and voluntary activities, student union activities, or other activities that serve people and aims at building a distinguished model society. M.Sc. or PhD financial aspects of the fellowship were highlighted, for example: travel accommodation and living expenses. It also might include courses to upgrade research, computer or communication skills prior to traveling.

There is a number of privileges granted scholar after completing his/her thesis. Continuous contact with the foundation and international scholars in similar fields, attending international conferences and seminars organized by Ford Foundation to exchange ideas and views are also included. The Foundation's website links and contact offices in those targeted countries were cited, including Cairo office.

Finally, the lecture ended with discussion where the trainees and a number of other non PHE under and post graduate students, had asked some questions. The lecture had attracted lots of those interested in international fellowships. It was also clearly stated that all announcement, application and selection process were conducted in a fully transparent manner, with the primary goal to achieve the fellowship's goal, and without any regard to other factors. At the end, all attendees' questions had been answered.

Lecturer: Ms. Osama El-Sayed
Head of Youth and Sports Broadcasting Station
Egyptian Radio and TV Union

Title: Services Provided by Youth and Sports Broadcasting Station for Graduates

Date: Thursday 8/1/2004 **Code: L6/3**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: Egypt broadcast service is, with the exception of newspapers, of the oldest media. Since it was and will still remain the means of communication for the public.

Egyptian radio offers a variety of programs: cultural, entertainment, religion, sports, economic, political, educational, etc. It also targets all age groups in the society. As a result of the large number and variety of the stations, the specialized radio stations emerged. They offer their services in different fields. Egyptian youth and sports broadcast program is one among these stations which targets young people in particular.

The lecture showed the history of the broadcast station services, and the diversity of the offered programs. It also explained the launch of the broadcast of youth and sports station and elaborated on its services targeting young people and fresh graduates. It was stated that there's a great need to pay attention to young people because they are the backbone of Egyptian society. They need to be guided in the right direction through many media services, among them the youth and sports radio station.

Some of the radio station shows methods of evaluation and ongoing public polls that aim at monitoring, and updating the shows. Some examples of shows are broadcasted at youth and sports station like: "A Happy Family in a New City"; a show that urges young people to get out of Cairo to other areas in Egypt.

Social development and internal migration programs were mentioned in the lecture, voluntary work, job and graduate employment and the "Youth and Sports Fair", where the radio station gives young people the opportunity to exhibit their production, in addition to cultural and sport competitions, and scientific creativity. This would come in accordance with the fact that media's role is to shed some light on social issues, and help to find some appropriate solutions.

The discussion involved answering the trainees' questions and listening to their suggestions and opinions on radio shows, the possibilities of using the graduates in those shows and other activities managed by the youth and sports station.

Lecturer: Dr. Sami El-Sherif
Vice Dean of Students Affairs
Faculty of Mass Communications - Cairo University

Title: International Media and Globalization Variants

Date: Tuesday 13/1/2004

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Code: L7/3

Summary: Globalization is a modern term that emerged at the end of twentieth century. It relates to a western theory that aims at turning the whole world into one village which thinks and lives according to western style of life in economic, political, cultural and social aspects. All countries, with their customs and traditions, would melt into a new world or global village with its own norms and values. As this issue has its benefits and drawbacks affecting all developing countries in general, and the Egyptian society in particular, it is worth to draw attention and bringing it into light.

First the lecture explained the definition of globalization, its concept, history and origination. Some aspects of globalization as it is manifested on the people were explained. Also, the responsibility of countries to maintain their cultural and social identities and face the destructive side of globalization. The effect of this new way of life on pros and cons and on young people in particular was discussed.

The role of Egyptian mass media and what newspapers, magazines, TV and satellite channels can do about this were extensively discussed. International media also plays an important role in spreading the globalized idea.

The young public should also be able to judge the media content, and encouraged not to blindly adopt every idea like a copycat. Only what's appropriate for our own culture and beliefs should be considered, all that are destructive ideas which contradict our religion morals or break families apart mustn't be taken.

At the end of the lecture questions of trainees and other attendees were answered, the audience was advised to avoid copying everything they see, and to work hard in their lives.

Lecturer: Dr. Mohamed Mahmoud Hafez
Director of "Faculty and Leadership development" Project
Faculty of Science – Assuit University

Title: Overview of Technological Development – Microscope

Date: Tuesday 17/1/2004 **Code: L8/3**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: Technological progress across the globe encountered some challenges that could be surmounted by serious work and continuous experimentations.

The lecture dealt with the microscope as an example. The earliest development of the microscope can be traced to the ancient world with the development of the magnifying lenses to enable the human eye to observe enlarged images of tiny objects. That was the forerunner of the simple microscope which was then improved to the compound microscope by assembling more than one lens to give a magnification up to 1000 times larger.

Since the reflection of visible light through glass lenses is fundamental in the function of microscopes, taking in consideration that light has a certain wavelength that can't be manipulated; a light microscope can't be used to distinguish very tiny objects e.g. viruses. It was after the discovery of the wave-particle duality of electrons that scientists bypassed light altogether as a source of illumination. Derol reported that electrons behave some ways as a wave and in other ways as if it were composed of particles (corpuscles). Further more; he deduced the correlation between wavelength of electrons and their energy.

Later, glass lenses were supplanted by electrostatic and magnetic lenses. Electrons were speeded up in a vacuum, where beams of fast moving ones are scattered to form an image on fluorescent plate or a screen like the television screen. Through this, electron microscope was invented to magnify objects up to millions times. With the introduction of microscope, it was made possible to study tiny components in tissues, cells and microbes, in addition to other valuable scientific and industrial applications.

The lecture stressed that these vast technological developments stem from hard and continuous work. It further urged youth to exert more effort to achieve the required progress.

Finally, it ended up by answering the questions of trainees of Pathways and wishing them good luck in their research projects that serve community and environment.

Lecturer: Dr. Salma Fouad Dawara
Professor of Surgery,
Faculty of Medicine (Kasr El-Einy) - Cairo University

Title: Women Health and Early Detection of Cancer

Date: Wednesday 21/1/2004 **Code: L9/3**

Place: Conference Hall - Mechanical Power Engineering Department
Faculty of Engineering – Cairo University

Summary: A famous saying stated that, "the women are half of the society". Another saying is "she is the whole society", because she is the mother, sister and wife. If she functions well, the family and society can be well. Against that background it is important to discuss the topic of this lecture in full length. It is about women's health before and after marriage, pregnancy, nursing time, postnatal period and labor.

The lecture explained the nature of tumors that can affect women, possible causes and ways of diagnosis. A special focus was turned to breast tumors, its categories, whether benign or malignant, and the characteristics of each.

During the lecture, substances that might spread cancers and people who are more susceptible to get cancers were discussed, (10% of these illness have genetic reasons, either inherited from the father's or mother's side).

Early checkup routines are necessary, which involve the following steps:

- Self checkup after each monthly period
- Routine checkup at a specialist every three months
- Monograph checkup at least once a year, to guarantee early discovery of the illness, especially for those with relatives who had cancer diseases.

The lecture further explained the necessary precautions when discovering such illness, and the wrong habits or practices which might lead to deteriorating the patient health. The role of family and society towards patients were also highlighted, as early detection and protection is better than treatment.

The lecture concluded with questions and answers by male and female trainees, wishing health and happiness for all and quick recovery for the sick ones. Female trainees requested a special lecture for women only, so that some topics can be addressed more deeply. The lecturer replied some of the personal queries individually.

Lecturer: Mr. Adel Ibrahim
Head of Economy Section, Assistant Chief Editor
Al Ahram Egyptian Newspaper

Title: Towards New Job Opportunities for Graduates

Date: Thursday 2/2/2004 **Code: L10/4**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: Unemployment is one of the biggest problems facing the progress of nations because it usually spreads among young people who are at the age of production. Unemployment is considered as one of the urgent problems worldwide. Because of this, the problem of unemployment was discussed with Pathways trainees and some innovative ways in seeking new jobs were introduced.

The lecture discussed the abilities of Egyptian labor, unemployment in Egypt, its rate, and how it will be calculated (Some of the young attendees questioned the credibility of the official unemployment rate). It also explained different sectors of production and consumption, import and export in Egypt, the national income and its concept, the balance of payment and how to calculate it, the meaning of deficiency and surplus, and how to cover deficiency. Different types of loans were explained; conditions and dangers of each of them. Deficiency in Egypt's balance of payment was also discussed, amount of national debt, Egypt's commitment towards this deficiency, ways to decrease it, and problems facing this procedure.

Among these problems are population growth and the required development in infrastructure to meet the demands of this growth. The role of fresh graduates themselves was highlighted. They should upgrade their skills to meet the demands of the employment market, for instance. Those already working can improve their production capacity to combine high productivity with good quality and low cost.

The lecture also mentioned the state's role in solving the problem of unemployment. Currently the state with its resources cannot meet the citizens' demands or create new jobs for all graduates. So they have to create new innovative ways to find new jobs for themselves and others. This can be achieved by noticing how the Egyptian society develops and evolves, to pick up new constructive ideas. The lecture gave an example in a certain ministry those initiated new jobs for a large number of youngsters by implementing new ideas and qualifying them for the current demands of the job market.

The lecture ended with open discussion with Pathways trainees by proposing their opinion, and leading them to non traditional ways which restrict the employment problem, and urging youth for avoiding despair.

Lecturer: Ms. Abir Khater
Associate Director – Advising Program
AMIDEAST - Cairo

Title: Scholarships for Undergraduates and Graduates in USA

Date: Tuesday 2/3/2004 **Code: L11/4**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: This lecture explains the international fellowships that are offered to graduates to pursue their studies in the United States of America or any other country. This grant is funded by American organizations, especially Ford Foundation (IFP).

A brief introduction about postgraduate certifications in the USA and curricula educational institutions was given. It was also explained how to choose the most suitable study courses which are appropriate to the research's nature, necessary steps for applying to fellowships, and where to apply.

The lecture also discussed possibilities of funding postgraduate studies and the right planning to receive a scholarship. Conditions of admission, like an academic background and English language and also selection exams were discussed. It was also explained how to fill application forms, what should be stated, how to prepare and complete the forms, deadlines, and the process of admission and interviews.

As traveling is included in the scholarship, the lecture also explained the steps to apply for a visa, its different types, necessary procedures and reasons for refusing some visa applications. Then aspects of the life in the United States were discussed, highlighting arrival procedures, academic guidance, accommodation, insurance, tuition fees and social life.

Professional specialized studies like dentistry, general medicine, nursing, veterinary and law are available. Foundations offering grants for postgraduate studies were named and conditions to make applications eligible were listed. Website with relevant and helpful information was mentioned. The lecture also specified the M.SC and PhD international fellowship programs offered by Ford Foundation, selection criteria and evaluation process to screen the applicants.

It's also worth mentioning that this lecture comes in the series of cooperation between FF, AMIDEAST and Pathways, as a result based on the recommendations met in a meeting among those three offices to maximize graduate chances to get scholarship. The lectures endorsed with open discussion including questions and answers.

Lecturer: Dr. Sami El-Sherif
Vice Dean of Students Affairs
Faculty of Mass Communications - Cairo University

Title: Egyptian Media and the Current Challenges

Date: Tuesday 11/5/2004 **Code: L12/5**

Place: Conference Hall
Faculty of Mass Communications – Cairo University

Summary: Media plays an important role in people's life and can be considered the mirror that reflects the culture and civilization of nations. In this context, the lecture presented a historical review of the various Egyptian media elements, including the press, radio and television, as well as the satellite channels and internet.

The lecture began with a question addressed to the audiences "Does communication constitute a part of media or vice versa?" After discussing this concept, it was concluded that media are an integral part of communication and one of its tools.

The world's first newspaper was published in France in 1682. While "Mail of Egypt" was the first newspaper issued in Egypt in 1872. Newspapers are classified into governmental ones that adopt the government's policy and back it up, opposition parties newspapers whether they are receiving governmental subsidy or completely independent and private press which published by private sector. It was mentioned that each category has a different role. The lecture proceeded by discussing the origin and goals of the Cyprian newspapers or more accurately the Egyptian newspapers issuing in Cyprus, as well as the challenges encountering newspapers in general. The concept "Freedom of speech is ensured as long as no harms are inflicted upon others" was presented as a general notion in journalism. Then, the lecture dealt with the second element of the media "The Radio". It traced the history of Egyptian radio broadcasting, General Program Station, as well as programs broadcasted by the other radio stations. Moreover, it shed light on the role of broadcast during crises and challenges facing broadcast in general in the light of rapid growth of radio stations.

The television was presented as the third element of mass media. The lecture covered its early stages since transmission of visual images and the first synchronized transmission of pictures and sound in black and white TV, until the invention of colored TV and the predominance of the colored image. It further drew attention to the influence of TV, particularly after the emergence of television commercial. A new era of satellite communication began after broadcasting of television channels via satellite to transmit other cultures and ideas to the whole world.

Finally Internet emerged as the fourth element of media. The widespread of news and other websites as well as the effect of internet on youth and culture were also discussed. Generally speaking, the lecture reiterated the fact that the mass media play an important role in community development as the advertising tool represents either a point of strength or weakness. It further emphasized that the Egyptian media are encountering many challenges to correct the Egyptian visions and to face the cultural invasion of the western media and its effect on our values, culture and religion.

Lecturer: Dr. Magy Al-Halawany
Dean of the Faculty
Faculty of Mass Communications - Cairo University

Title: Media and Women Issues

Date: Wednesday 19/5/2004 **Code: L13/5**

Place: Conference Hall
Faculty of Mass Communications – Cairo University

Summary: Devine religions recommended the mankind whether males or females. It is clear that Islam has honored woman by giving her rights and privileges that she has never enjoyed before. Similarly, husbands have rights on their wives, Moreover; Islam charged both of them with duties. In this aspect, this lecture was held aiming at promoting the awareness of rights and duties of women.

The lecture dealt with issues facing women. Notably, divorce and child custody seem indeed to be the most significant ones constituting the major cases brought in front of courts. Noteworthy, the responsibility for overcoming these problems that disturb the society lies on both man and woman.

The lecture further decried the role of Egyptian movies in distorting the reality and making the exception a basis and vice versa. Furthermore, it highlighted the role of media and various media elements like press, radio, television and satellite channels in handling women issues through conduction of meetings and presentation of concrete stories that elevate the position of woman in society. Further, the stability of family, creation of an environment of mutual love and affection suitable for bringing up healthy children are also important issues.

Finally, the lecturer accompanied the trainees in an inspection tour in radio and television recording studios in Faculty of Mass Communications, where some of the trainees showed their talent. In addition, they visited the press of the faculty which published a weekly newspaper called "Sound of the University". Generally speaking, trainees were acquainted with the process of revision and final production carried out in these studios that constitute the infrastructure of mass media.

Lecturer: Dr. Salwa Abdel-Khalek Nawishy
Associate Professor of Clinical Psychopharmacology
Faculty of Medicine - Ain Shams University

Title: Medical Necessity to Detect and Treat Drug Abuse among Youth

Date: Wednesday 30/6/2004 **Code: L14/6**

Place: The Research and Commercial Studies Center
Faculty of Commerce – Cairo University

Summary: The lecture traced the history of narcotics across the past and present; it also presented a prognosis of their future use. Moreover, the term "narcotics", as well as the distinction between the so-called drug abuse and addiction were made clear.

The different classes of narcotics were presented, namely (alcoholics, opiates, heroin, barbiturates, hemp, kat, cocaine, amphetamines, hallucinogens, nicotine and steroids hormones). The motivational causes of drug abuse were classified into personal, financial and environmental factors. Furthermore, the insubstantial reasons cited by school and college students to justify drug abuse were refuted. In this regard, the lecture declared the contributory role of the mass media in escalating drug abuse, considering the tendency of teenagers to experiment all what appear on TV. On the other hand, the lecture tackled the issue of how to identify a drug abuser. Drug abusers generally exhibit the following signs: changes in diurnal and sleeping habits, changing friends, losing weight, stealing, smoking voraciously, lying, frequent debating, aggression and engagement in illegitimate sexual affairs.

Complications of drug abuse can be classified into:

- * Somatic complications: Cardiac arrhythmia, convulsions, cerebral vasculitis, bronchitis, renal failure, hepatitis, vomiting, gastritis, habitual constipation, loss of appetite, anxiety, schizophrenia, forgetfulness, delirium, visual and auditory hallucinations and cognitive impairment.
- * Physiological complications: impaired perception, fear of going crazy, psychomotor agitation, dishonesty, impaired orientation to time and space, persecutory delusion, compunction and short memory impairment.
- * Social complications: breakdown of family relations, social withdrawal, stealing, disbursing family budget in order to finance addict's habit, loss of job, failure in studies, aggression, sharp upswing of crime rate specially robberies, and violation.

As a consequence, decisive measures to overcome drug abuse are deemed necessary. These measures aim at persuading drug abuser through family doctor to seek medical treatment at out patient clinic or if necessary at hospital. The lecture drew attention to the fact that neither expulsion nor forced hospitalization can solve any problem at all. In stead, family members should unify their effort and handle the problem with patience, wisdom and discretion.

Measures to be taken to prevent drug abuse are as follows: primary; secondary and tertiary. primary prevention that refers to keeping someone from abusing drug in the first place and should be addressed primarily to vulnerable or targeted groups. Secondary measures that adopt healthy pedagogic styles instead of indoctrination and presenting the fact that they are without either exaggeration or prolixity. These measures aim at stopping abstinence through identifying early stage of drug abuse before it becomes severe and to the point of dependence.

Finally, tertiary measures mean the prevention of medical, psychological and behavioral deterioration of the abuser. Generally speaking, treatment and rehabilitation measures intend to protect the society from devastating consequences of drug abuse. Certainly drug abuse has many reasons, therefore, in order to overcome this problem, several parties should be involved where everyone has a role to play, and measures should be taken immediately before it is too late. It is worthy to note that education on drug abuse hazards is crucial to the ultimate success of prevention and early treatment measures.

Lecturer: Dr. Saad Megahed El-Raghy
Professor of Metallurgical Engineering
Faculty of Engineering - Cairo University

Title: Personal Experience in Research and Development

Date: Tuesday 6/7/2004 **Code: L15/6**

Place: Conference Hall - Mechanical Power Engineering Department
Faculty of Engineering – Cairo University

Summary: Undoubtedly, scientific research and its applications are the pillar of the advancement and progress of nations. Therefore, this lecture was intended to expand a personal experience in research and development extended for more than 37 years of work in the field.

The lecture leaned on four fundamental axes:

1. Aluminum research group: lasted for 20 years and gave rise to a new design of aluminum reduction cells consuming less electrical energy.
2. Iron and steel research group: some forms of steels were developed in order to suit the Egyptian market.
3. Educational development axis: concerns problems of Faculty of Engineering students and the effect of the different baccalaureates Diplomas on the performance of the students. As a result, the British GCE certificate was dismantled and replaced by IGSCCE certificate.
4. Training and qualifying of young researchers and scholars: in this connection, the lecturer has supervised 20 PhD theses and 40 master theses. It is worthy to note that this axis should occupy an integral position in the life of any university professor, so that his students can benefit from his vast experience in the field of research and development.

Furthermore, the lecturer has published 115 research papers, 30 of them were cited by other authors. In addition, he won the prize of best applicable research awarded by the American TMS Foundation in 2003 and has got State Prize of Merit In the fields of Engineering Sciences in 2004.

The emphasis has been placed on the importance of working seriously to exploit all available resources to achieve unprecedented levels of community development and productivity.

At the end the lecturer answered the questions of the trainees and graduates of Pathways, as well a students and graduates of the Faculty of Engineering, Cairo University, who attended to benefit from the experience of the lecturer and to know the available resources for financing research and development, as well as types and aims of these researches.

Lecturer: Ambassador Mr. Nehad Abd El latif
General Secretary of the Preeminent Council for the Implementation of the
Euro-Egyptian Association Agreement

Title: Highlights about Euro-Egyptian Association Agreement

Date: Wednesday 14/7/2004 **Code: L16/6**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: The Euro-Egyptian association agreement is a comprehensive agreement, as it encompasses political, economical, commercial, cultural and humanitarian aspects. So it deems useful to get the graduates, researchers and project's trainees acquainted with the agreement nature.

Accordingly, the lecture was intended to provide a complete picture of the agreement from the beginning through underway talks and deliberation between the Egyptian negotiating team and the European Union (EU). It showed the various attempts to convince the members separately, then through the EU, with the Egyptian views. Moreover, the benefits of the agreement were highlighted providing the delivery of high quality products with suitable prices, while asserting that the agreement represents a framework that should be correctly implemented to gain benefits, otherwise it could inflict damage.

The lecture reviewed the difficulties that confronted the agreement, especially in the agricultural and industrial dialog in addition to human rights and democracy with particular reference to the problem of illegal immigration. It is worthy to note that Egypt was given a transitional period between 12 and 15 years, in order to achieve a complete liberalization and to open its market for EU products. This period is intended to increase the competitiveness of the Egyptian product and hence increase export activities.

Finally, the discussion was opened to answer the question of trainees and graduates of Pathways, as well as professors who attended the lecture.

Lecturer: Ms. Nancy Fanous
Program Specialist – Education Resources
AMIDEAST - Cairo

Title: Available Scholarships for Graduates Provided by AMIDEAST

Date: Monday 19/7/2004 **Code: L17/6**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: The lecture was held as one from lectures series in the context of the cooperation between AMIDEAST office and "Pathways to Higher Education" Project aiming at maximizing the chance of university graduates in getting study grants.

Accordingly, the lecture demonstrated the eligibility requirements to apply for American fellowships such as English language proficiency, tests to be taken, and minimum scores, as well as application deadlines, advertising newspapers, and instructions to fill out application forms.

Later on, the lecture dealt with Ford Foundation fellowships, pointing out the possibility for funding postgraduate studies in Egypt, USA or other countries, and the financial support in each case. It drew attention to the importance of creativity and quality of research ideas. Selection criteria were mentioned asserting the transparency of the selection procedures.

Concerning study in USA, the education system and semesters were explained. Moreover, universities offering scholarships and websites that provide more information about this topic were presented.

Finally, the lecture ended by answering the questions of the audiences. The trainees were incited to exert more effort and produce creative ideas to get one of these fellowships. In addition, they were given copies of AMIDEAST office printouts in Egypt containing the current available fellowships and the guidelines for studying in USA.

Lecturer: Dr. Zeinab Abdel Salam Sarhan
Professor of psychological diseases
Faculty of Medicine (Kasr El-Einy) - Cairo University

Title: Medical Facts about Depression

Date: Tuesday 7/9/2004 **Code: L18/7**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: Depression is an ancient phenomenon, it existed throughout history. Pharaohs had described it; Hippocrates explained its fundamental causes, while Kraepelin elaborated the differences between mania and depression on one side and schizophrenia on the other side. Due to its widespread distribution in the last years, international indicators estimate that in 2020 medical expenditures of treating depression will approach that of treating cardiovascular diseases.

The lecture pointed out some medical facts about depression aiming to generate proper scientific awareness, capable of refuting wrong ambiguous conceptions. Depression has been defined as a widespread mood disorder distinguished by loss of interest and pleasure in the daily life activities. The lecture mentioned ten signs and symptoms, at least five of them should persist for fifteen days to correctly diagnose depression. It is worthy mentioning that depression may have typical or atypical symptoms.

Reasons for depression are as following:

- * Biological reasons: that involves genetic predisposition, imbalance of brain neurotransmitter, endocrine disorders, elevation of blood cortisol and thyroid disorders.
- * Psychological reasons: refers to prevailing thoughts, cognitive theories and bereavement.
- * Environmental reasons: environment profoundly affects individual's notions and interaction.

It is deemed substantial to put efforts together in favor of increasing awareness and to change negative behavioral styles towards children and elderly. In addition, propose a program that aim to eliminate fear hindering people from seeking medical treatment and follow up are highly required.

The lecture pointed out complications of depression in order to avoid its occurrence. It dealt with the prophylactic methods and classified them into primary, secondary and tertiary prevention pointing out measures to be taken during each stage.

The lecture asserted that depression is a sort of psycho-somatic illness and that antidepressant drugs don't cause addiction. However, after a period of initial improvement, suicide may supervene. So the awareness of individuals, as well as community institutions should play a vital role to overcome this problem.

Generally speaking, the lecture summarized the important medical facts about depression, as well as early detection and treatment.

Lecturer: Dr. Mohamed Fahmy Abd El Baky
Professor of History
Faculty of Arts - Cairo University

Title: The Egyptian Society and the Affecting Historical Factors

Date: Tuesday 14/9/2004 **Code: L19/7**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: The lecture provided a review of the distinguishing features of the Egyptian society from the very earliest times, as well as factors affecting it.

It began with a general description of how societies are formed. It preceded reviewing theories tracing the origin of the Egyptian society, in particular privileging the influx of successive immigration surge from Arabian Peninsula that settled in the Nile valley to constitute the infrastructure of the Egyptian society.

The lecture mentioned the main distinctive traits of the Egyptian and the role the Nile River had on stabilizing the settlements built around it. As time passes, Egyptians went from simple settlements to a complex society formed of two territories, northern and southern. It was until King Menes when the two territories of the kingdom were unified.

It is important to note that ancient Egyptians observed that heliacal rising of Sirius at the east of Memphis marked the yearly beginning of the Nile flood. As a result, Egyptian calendar involved three seasons (inundation, planting and harvest). It is said that the fertility and welfare of the land drove its neighbors to invade it taking advantage of the weakness of its rulers. As a result, Egypt was conquered by Hyksos, the Assyrians, the Persians, Libyan tribes, Romans and Greek.

The old Egyptian society was formed of three social classes: rulers and their suite, proprietors of the lands, and finally peasants living barely above subsistence level. Generally speaking, Egypt was curdling of a great civilization that dazzled and is still dazzling the whole world. It is worthy to note that woman in ancient Egypt was highly privileged, she enjoyed the right to inherit and she could appear as a contracting part in marriage contracts. Moreover, she was entitled to initiate commercial conducts.

The lecture mentioned Roman and Greek period, establishing Alexandria city by Eskander Maqdoni 333 (B.C), and his trails to keep close to the Egyptians by visiting Amoon Temple in Siwa and offering communion.

Then the lecture referred to the Batlamic period and changes of the Egyptian society classes (Elite, middle class), the middle class in the pharonic was consists period of the important men in the country but converted into the Grecian Egyptians who were seeking for speaking the Grecian language and serving in lower available jobs.

Woman status deteriorated in this period, as a result of ripping her rights as the Grecian society. This period was distinguished by writing the ancient Egyptian language with three Egyptian scripts which are: Hieroglyphic, Hieratic, and Demotic as well as the Grecian script. These scripts had enabled Champlion to decode Rasheed Stone.

The lecture showed the features of the several periods of the Egyptian history. It found that there are many Egyptian revaluations and mutiny against the injustice of governors and occupation in all periods.

Through discussions among attendees, the final conclusion was that the Egyptian society is progressing, growing up and generating a civilization which can be defended in the distinguished cases such as in work and production. So we should keep that.

Lecturer: Dr. Ahmed Farghally
Dean of the Faculty
Faculty of Commerce - Cairo University

Title: International Quality Assurance and Accreditation for Higher Education Programs (Case Study: English Program in Faculty of Commerce, Cairo University)

Date: Tuesday 21/9/2004 **Code: L20/7**

Place: Conference Hall - Mechanical Power Engineering Department
Faculty of Engineering – Cairo University

Summary: The lecture overshadowed the initiative of the Faculty of Commerce, Cairo University for quality assurance and the commitment demonstrated by its teaching staff to deploy a variety of strategies and measures in order to accredit the English program by international organizations.

The government has taken many steps to enhance quality assurance across the education sector and to endorse the establishment of committees and authorities to look into accreditation issues aiming at ensure the quality of the education program. In this respect, the argument for increased transparency and rigor was broadly accepted to enable the students to select a program appropriate to their abilities and personality characteristics.

It is worthy to mention that Faculty of Commerce endeavors to accredit its English program by international accreditation committees started a few years ago. During these years, many steps have been taken before inviting the international accreditation authorities to ensure the fulfillments of accreditation requirements and to recommend the granting of Awards of Accreditation. This program was the first to gain accreditation among other programs in the Arab universities receiving international funds.

There is now a growing consensus on the need to draw conclusions from this experience and to take advantage of the available resources to achieve development and success.

Lecturer: Dr. Sayed Kaseb
Manager of "Pathways to Higher Education, Egypt" project
Faculty of Engineering – Cairo University

Title: Skills Needed for Employment Market and Scholarships

Date: Monday 27/9/2004 **Code: L21/7**

Place: Conference Hall - The Social Club
Faculty of Engineering – Cairo University

Summary: It is deemed necessary for fresh graduates to know the skills required for employment market to obtain and retain a job or get a promotion.

Similarly, postgraduate students should be aware of the chances and the requirements to obtain a fellowship. For example, Ford Foundation, in its previous regulations, doesn't stipulate age limit or computer skills, in contrast to other local and international programs of fellowships. Generally speaking, scholarships offered by "Pathways to Higher Education" Project aims at enhancing the chances of fresh graduates to obtain scholarships, jobs or promotion.

Awareness of self-abilities, personality characteristics and qualification is likely to be crucial to find the suitable job. In order to cope with this, the curriculum vitae should be fairly accurate as it is the first document to be considered by the employers. However, it is strongly recommended to carefully plan to get a job that will match one's qualification and scope of specialization, and to take into consideration that employers are looking for someone who is honest, creative and capable of working in team and hard workers.

Noteworthy, the aforementioned requirements are abridged in the Quranic verse "He is the best to hire, for he is strong and honest", where strength refers to physical, intellectual and technical abilities, while honesty refers to perfection, quality and willingness to preserve employer's properties.

On the other hand, retaining a job and getting a promotion require the knowledge of clear rules and duties of each position in the hierarchy, following chains of command, as well as keeping work secrets. The lecture asserts that a worker has either to maximize benefits or reduce costs and delivers a high quality product irrespective to the nature of work.

It is worthy to note that skills required to obtain a local or international scholarship are nearly the same as those required for obtaining a job. In addition, researchers should write a well defined research project, preferably related to their scope of specialization, and be able of further academic achievements and foster community services. It is strongly recommended to timely be well prepared, a year or more is ideal, while keeping an eye on deadlines (it takes almost a year).

However, aside from teaching assistants, obtaining a high academic degree without practicing a job (profession) may undermine the chances of employment. Accordingly, the lecture asserts the importance of finding a job at first. After that, workers can pursue continuous learning activities and postgraduate studies, without neglecting other social activities.

Generally speaking, requirements of Ford Foundation fellowships, as well as other American, European, and Japanese fellowships were fully elaborated. In addition, the audience received a pamphlet containing websites of different scholarships and a summary of the lecture.

The lecture was emphasized that creative thinking and personal abilities ensure employment success and promotion. However, graduates tendency to easily rationalize their failure to get a job or promotion by blaming "lack of relations or liaison" is bare of truth.

Finally, the lecturer recommended investing in small businesses after carefully monitoring expenditures level. The more the project is a sort of corporation and debt free; the more the ability to make decision. Also, the higher the risk; the higher the benefits you will get.

Lecturer: Dr. Fouad Khalaf
Local coordinator of Tempus Risk Project Enhancement of Risk Perception in
Engineering Education Project
Faculty of Engineering – Cairo University

Title: Enhancement of Risk Perception in Education

Date: Sunday 3/10/2004 **Code: L22/7**

Place: "Pathways to Higher Education" Office, Building 2 Third Floor,
Faculty of Engineering Main Campus - Cairo University.

Summary: Despite the title of the lecture is "enhancement of risk perception in education", it introduced the history and concept of "risk" from the time of the pharaohs until the present. Furthermore, it highlighted the importance of mitigating risk in all aspects of life.

Pharaohs defined risks as disorder or chaos, they used the term "Izfat" to describe a potential risk. In the pharonic culture, everything should be fettered by a system; else it was described as "Izfat". On the other hand, Islam mentioned risk by using different terms like "be cautious" and "they beware". Generally speaking, in every deep-rooted civilization, the culture of rejecting disorder and mitigating risk prevailed.

A project designed to enhance risk perception in education in Egypt has started under the umbrella of TEMPUS a program that is funded by European Union (EU), and to the develop a higher Education Diploma on risk assessment in the Faculty of Engineering. As well as the project has participants from many European institutions especially from France institutions.

It is worthy to mention that risks encounter in every aspect of our life, as well as in factories and stores. By studying risk assessment we can avoid these risks and save the environment. Noteworthy, the goal of risk management is to protect people reduce loss and increase benefits.

The lecture reviewed the major materialized risks of the twentieth century and measures that could be implemented to prevent their occurrence. It further dealt with risks that encounter in our daily life and their effect on our families and subsequently on the society development. Finally, it outlined "positive strategies" to be adopted to avoid risks in the meantime.

Lecturer: Dr. Ashraf Saleh
Head of Press Department
Faculty of Mass Communications - Cairo University

Title: Liberal Press in Egypt: Reality and Hope

Date: Tuesday 14/12/2004 **Code: L23/8**

Place: Conference Hall
Faculty of Mass Communications – Cairo University

Summary: The emerging of liberal or as called private newspapers was the topic of hat debate, as this generated experience in Egypt and all over the world has various dimensions.

At the beginning the types of newspapers were categorized into:

- a) National newspapers, which are owned solely by the government and published by the public sectors.
- b) Independent newspapers, which hold different views from the national newspapers, among which are the partisan newspapers, and
- c) The private newspapers, which are published by the private sector.

The private newspapers started twenty years ago, and were called "Yellow Press" that is owned by individuals and companies. These newspapers emerged due to these reasons: First, the space for freedom and democracy has increased; giving people the right to own the newspapers. second, these newspapers have reached the success formula, which includes high circulation, ability to influence the public opinion, and creating a bond of familiarity and habit between the newspapers and the reader. So it can be said that some of those private newspapers initially started with an economic success, but later also could accomplish a political success by guiding the public opinion.

Then the lecture discussed the previous laws prohibiting individuals to own newspapers, which worsened the case, because people would then publish their newspapers using a license from abroad, especially in Cyprus, to be circulated in Egypt, which led to the phenomenon of "Cyprus Press" which had a great impact on Egyptian society.

The lecture concluded with an open discussion that showed examples of some of the private newspapers; how they use sensational headlines to maximize their sales, but which is often not a reflection of the true content of the news stories; this is called 3 S policy.

Lecturer: Ms. Tahany Halawa
Head of Specialist Channels Sector
Egyptian TV and Broadcasting Institution

Title: Specialized TV Channels and the Challenges of Globalization

Date: Tuesday 21/12/2004 **Code: L24/8**

Place: Conference Hall
Faculty of Mass Communications – Cairo University

Summary: Today the media has become an integral part of the people's lives, and mass media become powerful tools in all aspects of life and knowledge. It can be said, that media, with all its recent developments, can be regarded as one of "mass destruction weapons" that people use to destruct the basis of the traditional thought. In the age of globalization, it is highly important to discuss the role of Egyptian specialized channels in facing the negative effects on the cultural identity.

The lecture began with a general introduction on the concept of globalized media, which means the hegemony of a certain culture on other cultures; eroding and replacing it gradually. This makes the competition in that field extremely difficult, because it was hoped that mass media in the age of globalization would function as a means of bringing cultures closer. But unfortunately the term globalization now refers to "cultural oppression" and seizing the weaker with alien concepts. This is what we understand as "Clash of Civilizations". The lecture also discussed the role of media officials in using the available methods for the benefit of the nation, and facing the various challenges, some of which are: Monopoly of rich countries of the modern technologies; possible media effects especially on children by simulating what they watch, using the women as a common product in advertising and marketing, and changing attitudes and behavior. This has turned the TV from a medium of information and entertainment into a medium of distortion and negative influence.

The lecture elaborated on the experiment of specialized TV channels and its achievements, which include: Creating specialization and diversity, being first to use modern technologies in the Arab World, being able to protect the national identity, giving viewers the choice to watch whatever meets their needs and demands, and making a remarkable contribution to development of media content.

The lecturer then spoke about the evaluation of media performance by using modern technologies, for example studying the different categories of Egyptian recipients of the media content, putting code of ethics for advertising, and paying special attention to content in the media.

Finally, the lecture ended with an open discussion with the attendants on the ways to provide an integrated media service in all media types to serve the Arab viewer and in the same time, using media capacities and potentials in the whole Arab world in the age of globalization by achieving the saying of "collective javelin refused to be broken but individually it can be".

Lecturer: Dr. Ahmed Yousif ElKoriey
Vice Head of Chief Editor
Al Ahram Egyptian Newspaper

Title: Arab Media and National Issues

Date: Tuesday 28/12/2004 **Code: L25/8**

Place: Conference Hall
Faculty of Mass Communications - Cairo University

Summary: Nowadays, media became important tools for the state policy due to the current conditions we are living with. It's obvious that the Arab nation is targeted by affecting the national identity, so the Arab countries should enhance a certain "media culture" which means that media isn't only for its practitioners and scholars, but is a matter of general knowledge that should be available for all individuals whatever the backgrounds they have.

The role of Arab media has emerged especially due to the serious national issues, as: the Palestinian and Jerusalem issues in particular, and the problem of double standards imposed on us by the rest of the world. Furthermore, the prominence of the European Union and the European Union Market is one of the major threats facing the developing Arab countries.

It can be said that not only diplomatic action is enough to solve those problems, but also media and cultural action are also necessary. Some of the influential propaganda tools were discussed, that are until now not used by the Arab, such as trade unions, especially of a pan Arab nature. Those unions are not efficiently used; though they have a tremendous role. The lecture also elaborated on the experience of creating an African civilization that was adopted by the UNESCO. Eight volumes were published, and the African countries relied on Ancient Egyptian Civilization as historical evidence also we can animate the 77th group.

Then the lecture discussed the developing of skills of the Arab media. Egypt is considered as the most initiative in providing new ideas, like implementing the idea of Arab satellite channel to face the satellite invasion that aims at eroding the cultural identity and the Arab character on the long run.

There also comes the challenge of "War of Terminology"; the expressions and labels other countries use and export to us by the satellites. It was also proposed that in each Arab country a minister for "Jerusalem Affairs" would be designated because it's a problem of an Arab and Islamic magnitude. So we have to support Arab relations depending on objective discussion not on cutting diplomatic relations as well as motivating media step forward.

The lecture was ended with open questions about ways to shape media skills for non-specialized individuals who required to exposure to media and creation of a personal archive for each individual.

Lecturers:	Porf.Dr. Ali Abdel Rahman	Cairo University President
	Porf.Dr. Magy Al-Halawany	Dean of Faculty of Mass Communications Cairo University
	Porf.Dr. Mohamed Kamal Bedewy	Dean of Faculty of Engineering Cairo University
	Porf.Dr. Mohsen Elmahdy Said	Pathways coordinator and Executive Director and Chairman of the Board of the Projects Management Unit (PMU), Ministry of Higher Education (MOHE)
	Prof.Dr. Ahmed Farghally	Dean of Faculty of Commerce Cairo University
	Prof.Dr. Sami El Sherif	Vice Dean of Students Affairs Faculty of Mass Communications - Cairo University

Seminar

Title:	Quality Assurance and Accreditation Strategy as a Means to Reform Higher Education in Egypt	
Date:	Tuesday 4/1/2005	Code: L26/8
Place:	Conference Hall Faculty of Mass Communications - Cairo University	

Summary: This seminar was organized at the aim of highlighting higher education project and programs, and stressing the necessity of quality assurance and accreditation strategy as a means to reform higher education system.

Dr. Ali AbdEl Rahman stated that "Pathways to Higher Education" project is an international fellowship that was contracted between Cairo University and Ford Foundation in September 2002 and managed by CAPSCU. Pathways aims at training universities graduates, with special focus on humanities and social sciences graduates in order to develop their skills. This in turn enhances their potential for obtaining national and international scholarships excelling in postgraduate studies, and having better job opportunities.

Applying total quality assurance on the project and its training activities, this project to presents an ideal example of positive participation between faculties of Cairo University and its two branches (Bani-Sowaif and Al Fayoum) as a team work aiming at developing the society and enhancing the university capabilities.

In fact, professors from other universities and numerous society specialists participated in Pathways activities. Two thousand graduates were trained up till now. In addition, the project has also financed the construction of four laboratories for skills enhancement in the faculties of Commerce, Arts, Mass Communications, and Engineering at Cairo University.

Dr. Magy El Halawany clarified the effective role of Pathways, and the participation of the faculty of Mass Communications through the steering committee and the increase of the awareness of Pathways. She, also, clarified the role of the faculty members as trainers in Enhancement of Research Skills program of Pathways and supervisors for graduation projects from the training programs.

Dr. Kamal Bedewy stressed the role of quality assurance projects and accreditation in achieving the desired higher education development in Egypt. He, also, assured the important role Pathways to Higher Education (PHE) in enhancing scientific research skills for fresh graduates. He also mentioned the managerial flexibility, human resources and infrastructure which offered by Faculty of Engineering to Pathways during its implementation phases. He also referred to the necessity of generalizing of the project for all Egyptian university graduates and to reach undergraduate students in their last academic year in order to be incorporated with society.

Dr. Mohsen Elmahdy Said thanked the faculty of engineering as a whole, with special thanks to CAPSCU and the faculties participating in hosting the project. He stated that PHE project is applied in fourteen countries other than Egypt. He added that a conference held in Mexico 2003 revealed that Egypt is a pioneer concerning the efforts exerted within the project. As a result, it is necessary to generalize the project nationally to enhance the benefits, with special care to Upper Egypt and rural areas.

Dr. Mohsen then talked about quality and how it interferes with nearly all activities. He also talked about the Egyptian higher education system and its perceived targets which are knowledge, rival and distinguishing, continuous development, creation and invention, economic growth and building of a strong society. He also mentioned that in the past, politics cared about increasing the number of university student's regardless quality which led to decreasing the educational foundation outputs. As a result, the idea developed was enhancing higher education system and converting the development strategy into twenty five projects in all fields related to the quality and efficiency of higher education and presenting examples from these projects.

He also assured that quality will never be reached in isolation from human and economic development or an environment conscious of the importance of financing, developing and applying quality Project. We all have to initiate the adoption of these projects. Dr. Mohsen gave an example of the Egyptian education budget. It's realized that this budget is large; yet, the required quality was not achieved. The adequate solution was finding other alternatives and allowing private education through open and electronic education. This helped in the assimilation of more students which gave a chance to the educational foundations to watch for quality beside quantity.

Dr. Ahmed Farghly presented the case study of the English Program in the faculty of Commerce in which Management and Accounting program were accredited to be taught in English. He also presented the program specifications including the specification of the university granting the degree, the faculty in which the program is held, other participating departments, the language used in lectures and exams, accreditation steps, definition of the university and faculty, program targets and courses structure, determination of the evaluation and revision system, and the expected returns.

Dr. Sami El-Sherif clarified the necessity of the presence of a followed system to insure and control quality in all the fields in Egypt with higher education on top. He pointed to the role the media must play to spread culture in the society in a periodical manner. This includes defining the idea, circulating it, and clarifying its advantages to achieve the primary target of society development, through the aware media coverage.

Discussion was allowed between attendees including trainees and project graduates, participating professors, fresh graduates, and different university staff. It's worth mentioning that some models from the graduates' inventions were also exhlaited.

Lecturer: Dr. Aly Swylam
Vice Dean of the Faculty of Post Graduate Studies in Management
Arab Academy for Science and Technology and Maritime Transport

Title: How to Prepare Yourself for Your Career?

Date: Tuesday 1/3/2005 **Code: L27/9**

Place: Hall (2) The Research and Commercial Studies Center
Faculty of Commerce – Cairo University

Summary: The lecture discussed the requirements of occupational work concerning invention, good planning, time management, development and plan revision, and updating. Fresh graduates ought to decide how they want their occupational future to be, and then they ought to draw plans and choose the appropriate ways to achieve their goals. They must watch the job market and notice its requirements, manage any changes, and meet them with suitable plans.

Every graduate has to know himself and his capacities, and then he has to work hard to reach planned goals. He must possess an inventional, creative and initiative spirit to be able to develop and enhance the organization he works for.

The lecture also discussed the currently available job opportunities; most of which are in the field of Information Technology. The lecturer mentioned the skills required for these opportunities whether they are code developer, equipment operator, operations executer or network supervisor. These fields include partial work and require special skills to achieve the progress in work.

At the end of the lecture, discussions were allowed and questions about future planning were asked. Attendant's opinions concerning occupational future were presented.

Lecturer: Dr. Ezat Deia Eldin
Director of Technical Office in the Social Fund for Development
General Secretary for Arab Union for Small Enterprises

Workshop Title: Building Skills and Abilities

Date: Tuesday 3/3/2005 **Code: L28/9**

Place: Conference Hall - in the Social Club
Faculty of Engineering – Cairo University

Summary: This workshop mainly aimed at developing youth's skills to be able to cope with today's society and its requirements. The discussion tackled various subjects concerning the youth in the beginning of their future career such as mental relief, being unoccupied, scientific skills, resources, and reaching development. No doubt, there are interpersonal differences. Humans vary in abilities, resources, expectations, facing situations and motivations. It's worth mentioning that the key to success in any activity are being sincere in work, watching, evaluating and developing performance and understanding management basics.

The lecture also talked about "the Independence Curve" which shows the different phases a person goes through: dependency, independency and sharing. We experience the dependency phase in the early years of our lives, we follow the concept (They - They) in which we drop the responsibility of any thing upon someone else. Then we experience the independency phase in which we follow the concept (Me - Me) and declare every development as our. After passing these two phases, we experience the third and last phase sharing (We - We) in which we participate with others in various fields. Moving from the dependency to the independency phase is measured by the criteria of feeling responsibility and its transfer mechanisms which are knowledge, being mature, situation position, and then authority.

The workshop also discussed the concept of Job Description and the necessity to know the limitations of a job, to be quailed in performance, and to follow the concept of quality in which understanding, usage and application are materialized. This requires both science and training to acquire knowledge, skills and behavior.

The workshop ended by discussing "The Social Fund for Development" and the services it offers to fresh graduates in the field of small and medium projects as well as the prerequisites and several successful models for graduates. Important advices directed to the youth including continuous and condense training to improve performance and potential for job opportunities.

Lecturer:	Eng. Mohamed Saleh Keshk Architect Owner of Keshk Shops	
Workshop Title:	Development of Leader's Personal Characteristics for Different Work Structure	
Date:	Saturday 5/3/2005	Code: L29/9
Place:	Conference Hall - the Social Club Faculty of Engineering – Cairo University	

Summary: This workshop mainly aimed at highlighting the standards used in evaluating job opportunities, categorizing these opportunities and self-development methods using all available resources either as an employee or as an employer. So the workshop discussed how to write a curriculum vita (C.V), the basic, education and personal information it includes; with special focus on the points of strength and weakness in any personality. The C.V. must also be adopted with the type of job. Several ways are present to search for job opportunities: employment offices, journals, the internet, acquaintances, and the attendance of specialized groups. It is also necessary to evaluate the available proposals as: suitable, appropriate, productive, satisfying internal ambition, or satisfying a general strategic goal.

The workshop also listed the types of currently available job opportunities in an organization with an organized occupational structure or starting a private project. Concerning the organization, this requires complete knowledge of the occupational career of the job, studied interaction with team members and other teams, periodic and analytical evaluation for performance, noticing the general policy of the organization structure, and definition of the job practical targets, views, messages and general strategic goals for institutions and individuals. It also determined the positive and negative personal features. On the other hand, starting a private project requires a new or developed idea; the project must be studied very well concerning determining financing methods and risk factors facing the project.

The workshop ended by discussing available job opportunities; required and suitable for every personality, the employer's personality advantages and disadvantages. Advices in the field of searching for a job opportunities and job performance efficiency were given. In addition, how an employee can be an employer and how an employer can be employee were discussed.

Lecturer: Dr. Sayed Kaseb
Manager Pathways to Higher Education, Egypt project
Faculty of Engineering – Cairo University

Workshop Title: Time Management

Date: Tuesday 15/3/2005 **Code: L30/9**

Place: Hall (2) - The Research and Commercial Studies Center
Faculty of Commerce – Cairo University

Summary: Time management is a life necessity for everybody; we all possess the same number of hours per day, but whoever manages these hours effectively has the highest exploitation. The workshop discusses time definition, management, and exploitation in an optimum manner to achieve planned goals.

A wise saying mentions "Time can be invested to gain money, fame or authority but none of them can be converted into time, although any of them can be converted into the other"; that means you can't buy time using money, fame or authority. It's worthy to refer that we find the word "appointed time" mentioned twenty one times in the holy Quran. Time is a precious treasure and an important resource that should be correctly perceived. The workshop also tackled the time management problem, how to take the right decision in the right time, and the importance of delegation and solving a problem in a correct manner (priorities). Neglecting these steps leads to the aggravation of the time problem which varies with the civilization and organizational environment where the person lives in.

Several applicable examples were presented and discussed with the trainees. In addition, various ways by which time could be wasted were mentioned such as dealing with destiny paper files. Skills required for a successful leader to save his time were also presented. Primary time management steps were summarized in: determination of goals and tasks, preparation of "a work – table" and specifying a limited time for every task. Lost time may be controlled through avoiding red – tape which consumes many hours.

Besides that, invention in dealing with time are summarized such as putting short – term and long – term plans, arranging jobs according to priority and easiness, mental relief while working and avoiding delaying work.

The workshop clarified how to calculate time – cost and how to plan in an organized manner. Any proper integrated system is consisted of inputs, processes, outputs, outcomes, and objectives; that's why we must have our objectives or goals quite clear when planning and executing a job. Successful examples for time management planning were presented and the workshop was concluded by giving some helpful advices about good planning and managing time efficiently.

Lecturer: Dr. Fouad Khalaf
Local coordinator of Tempus Risk Project
Enhancement of Risk Perception in Engineering Education Project
Faculty of Engineering – Cairo University

Title: Basic Skills and Life Applications

Date: Tuesday 22/3/2005 **Code: L31/9**

Place: Hall (2) - The Research and Commercial Studies Center
Faculty of Commerce – Cairo University

Summary: Nowadays we ought to change our look to understand reality and deal in a better way; consequently, there are numerous primary skills we need to acquire to develop our life-skills.

One of these skills is the skill of "questioning", which means inquiring about things we don't know to increase our knowledge and remove misunderstanding. Though this skill is simple, it gives an impression about the person's courage and his ability to face situation. Another skill is "Specialty" which means having numerous qualifications but at the same time having a competing advantage in a specific subject. "Communication" skill determines how we deal with others. Some other skills are personal ones, one of which is "creativity"; usually its development is absent in our educational foundations. "Self Assertion" is having self-confidence, claiming for your opinion and insisting on it. Another personal skill is "Self and reactions control" which means not showing all what you feel in an intelligent way.

"Communication with others" is a social skill which can be best seen when you deal with someone who is not a university graduate, yet he's noticeably succeeding in managing his life through his social skills. Using modern equipment effectively is another important skill. And at last comes "Self-learning" which means searching for knowledge tools and reliable information source using our own effort.

The lecturer then moved to clarifying what the characteristics of a good leader are, and the differences between a leader and a manager. In addition, he showed how a leader may leave historical land makers through his closeness to people, his respect for them, and their love and respect for him. A leader must also have deterministic goal through following the properties of a goal target: S specific, M measurable, A attainable, R result – oriented, T time bounded, (SMART).

The lecture was concluded by pointing out the best way of performance which is planning, monitoring and developing. All surrounding circumstances should be carefully understood, but taking into consideration the timing of these changes. We would relate our failure to fate and destiny only if we had completely performed our duties. We should start developing ourselves then developing our society through accepting advice and evaluate ourselves as in the holy Hadeeth "Evaluate yourself before you are evaluated". Enhancing and practicing present skills is necessary so they don't atrophy.

Lecturer:	Mr. Mahmoud Marouf Sports Critique and Member of Egyptian People's Assembly Al Gomhoria Newspaper	
Workshop Title:	Sports' Press	
Date:	Tuesday 17/5/2005	Code: L32/10
Place:	Conference Hall Faculty of Mass Communications – Cairo University	

Summary: The lecture discussed sports in general and the obvious lack of conscience which affects ethics and conduct, and the values that should be highly present in an athlete. Then the lecture addressed the sports' press specifically, and the media's role in highlighting the pros and cons of sports. Prof. Dr. Maggie El Halawany, Dean of the Faculty of Mass Communications, also attended the lecture.

Then the discussion was opened for the audience's questions in the sports' field. Some of them were as follows:

- Why does non ethical behavior as published in media only focus on Egyptian misconduct, and ignore other nationalities?

This is considered as an aspect of cultural invasion, since some institutions highlight what might harm the Egyptian identity. We as Egyptians are also somewhat responsible for spreading that image by allowing those institutions to misuse the democracy.

- How can we maintain the pedagogical and ethical basics in sports, and taking advantage of globalization?

There are many ways to improve the athletic level of players. For example allowing players under the age of 18 years to travel abroad to acquire training and basic athletic skills, then return after the age of 18 years to become professionals. This method is applied in some other African countries. It will benefit us by saving high costs for buying foreign players or trainers.

- Do the media attack certain sports' teams in football?

Sometimes it happens. But in general, media should be objective and neutral. Comments should be always transparent and nonbiased.

- What's the outcome of spending high amounts of resources on football, with no particular return? Isn't it better to redirect those expenses towards other basic needs of our society, for example creating job opportunities for the youth?

This suggestion disregards the value of sports as an important activity for Egyptian people. Sports create a sense of unity in several situations and belonging to the nation. It has achieved something other political parties failed in accomplishing. So, it is necessary to spend on it.

- Why do media focus on football, thus under representing other sports' types?

In fact media doesn't under represent other sports' types. Many people know athletes from other sports, such as Karam Gaber or Rania Elwani this is done by mass media. But to understand why football gets the most popularity (as Ahly and Zamalek mass in

Egypt), or the lion share, we need to acknowledge how popular it is. Despite of this, there are numerous TV and Broadcasting stations which are dedicated to all types of sports in general, like the Youth and Sports Radio Station, Nile Sports, in addition to all other sports' newspapers and magazines.

The lecture concluded by offering some suggestions for athletes, e.g. that each team salutes the fans of the opposing at the beginning of the game, because this might have a positive impact on them. During the lecture video shots of some football matches had been shown in addition to Cinema shots with football dimensions.

Lecturer: Dr. Fayrouz Omar
Consultant in Adam and Eve Centre for Family Consultations and Training
Title: Preparing Youth for Marriage
Date: Tuesday 24/5/2005 **Code: L33/10**
Place: Conference Hall
Faculty of Mass Communications – Cairo University

Summary: The lecture aimed at discussing the sensitive, yet highly important topic for all young people, namely preparing them for marriage. At the beginning the key question was: "Do youth need to be prepared for marriage?" The answer was: definitely, "Yes, because any noble task needs a complete preparation. Marriage, as any other mission in life, must be prepared for, which means qualify the young man or woman to get married. This doesn't only mean the financial preparation, but also understanding the real essence of marriage, the criteria for choosing a life partner, and also its various preparation aspects, which include the social, religious, sexual and pedagogical sides.

The lecturer explained the main sources for the preparation process. These include family, friends, media, art, Internet, books, magazines, worships centers, school, clubs, youth centers, culture centers, public libraries and non-governmental organizations (NGOs). The lecturer also discussed the reality and hopes in this field, and the pros and cons for each source of knowledge. Some of them played an active role, some had a negative impact, and others have no role till now.

Then, the various aspects of preparation were discussed. First, the meaning of marriage, or marriage as seen by a sample of young people, results in many reasons for why they get married. The reasons differ from being served and taken care of, or being religiously committed, love, romance or support or simply because it's a social necessity. These images of marriage should change because marriage is a mission and happiness, responsibility and pleasure, feelings and thoughts, and soul and body.

How to choose a life partner was an issue in the lecture topic. Different concepts were clarified to avoid misunderstandings. The criteria include the meaning of real love, its importance, degrees, tests, and its differences from illusionary love. Another important criterion was the concept of equality, in the social standards, religious and thinking levels, because all this would affect the marriage. The concept and value of beauty was also discussed.

The social preparation process for marriage includes communication skills, negotiation skills, listening skills, and the art of dialogue, in addition to the acceptance and the respect for other opinion.

As the religious aspect deals with the understanding of the basic rights and values in the marriage, the Islam has put them as guidelines for this relationship. The rights include obedience, responsibility of men, and caretaking. Values include peaceful relationship, amity, mercy and shoura. In order to fully understand his/her rights, a person should understand the values first and also regard the woman as advised by the Islam.

There's also the sexual aspect of the preparation process. Young people should have knowledge of the anatomy and physiology of the reproductive systems, and the nature of sexual intercourse. Finally, the pedagogical aspect was addressed, and how it helps to prepare a person for marriage, before and after.

Then a workshop followed, where participants were divided into groups, each of them focusing on one aspect and one source of knowledge. They discussed the role of each source in the preparation process for marriage. The lecture concluded with the expression of the hope to empower the family, worships centers, youth centers and the NGO's to play an active role in the right preparation process for marriage.

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Photos for Some Pathways Activities

