



KAU Digital Communication Conference

مؤتمر الاتصال الرقمي
جامعة الملك عبدالعزيز

2025-1446

April 29 - May 1, 2025

X @FCM_EV



fcm-dcconf@kau.edu.sa



<https://fcm.kau.edu.sa>

Under the Patronage
of His Royal Highness
**Prince Saud bin Mishaal
bin Abdulaziz**

Deputy Governor of Makkah Region





Digital Communication Conference

In 1976, the foundation of the Faculty of Communication and Media at King Abdulaziz University was laid with the establishment of the Department of Media under the Faculty of Arts and Humanities. In 2012, a decision was issued to establish the Faculty of Communication and Media, encompassing five academic departments.

The Faculty of Communication and Media is committed to preparing highly qualified professionals in media and communication arts, contributing to the achievement of development goals in the Kingdom of Saudi Arabia and promoting its values and national identity.





Vision of the Faculty of Communication and Media

A faculty that is professionally competitive, academically distinguished, and socially impactful.



Mission of the Digital Communication Conference

To serve as a scientific reference platform for academics and professionals, enhancing Saudi Arabia's leadership in the field of digital communication.



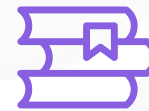


Conference Objectives

In alignment with Saudi Arabia's Vision 2030, the objectives of the conference are as follows:



Enhancing the knowledge and skills of faculty members and professionals specializing in digital communication.



Opening research opportunities to keep pace with digital communication developments and promote interdisciplinary collaboration.



Establishing a specialized reference to monitor professional and technological changes in digital communication.



Developing curricula to preserve a modern identity and strengthen the standing of the discipline.





Target Audience for the Conference



Faculty Members and Researchers at Universities

Attracting academic experts specializing in digital communication fields to enrich scientific knowledge and stimulate academic dialogue around the latest developments.



Practitioners and Professionals in Digital Communication

Engaging experts and practitioners in the digital communication field to discuss professional and technical challenges and exchange practical experiences.



Companies and Organizations Working in Digital Communication

Engaging organizations and tech companies in the conference to support collaboration and foster innovation in the digital communication industry.



Graduate Students and Emerging Researchers

Encouraging students and early-career researchers to actively participate and present their research, enriching the academic content and enhancing their academic skills.



Date and Venue



King Faisal Conference Center
King Abdulaziz University
Jeddah, Kingdom of Saudi Arabia



April 29 – May 1, 2025





Success Partners





142

56

13



جامعة محمد بن زايد
للذكاء الاصطناعي



The logo of Jazan University is located in the bottom right corner. It features a green circular emblem with a stylized sailboat in the center. The year '2006' is on the left and '١٤٢٦' is on the right. Below the circle, the university's name is written in Arabic 'جامعة جازان' and English 'JAZAN UNIVERSITY'. At the bottom of the logo are green wavy lines representing water.



جامعة العين
AL AIN UNIVERSITY



Conference Activities



13

Panel Discussions



11

Scientific Sessions



15

Workshops



Scientific Posters



Roundtable
(Your Advisor)



Graduation
Ceremony





Conference Exhibition Booths



Sponsors and
Partners



Radio & Media
Channels



Media Organizations
and Institutions



Talent Platform



Graduation
Projects



Scientific Posters





Conference Opening Ceremony Agenda

Time	Opening Ceremony Agenda
09:15 - 09:30	Exhibition Opening
09:30 - 09:31	Royal Anthem
09:31 - 09:38	Screening of the Film: "Digital Communication in the Era of Transformations"
09:38 - 09:42	Dean's Speech
09:42 - 09:47	Speech by the Patron of the Ceremony
09:47 - 09:53	Exchange of Memorandums of Understanding (MoUs)
09:53 - 10:00	Sponsor Recognition and Awards
📍 Ceremony Hall - King Faisal Conference Center	

Day 1: Tuesday 29/04/2025





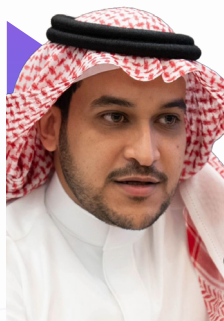
Panel Discussions

Session One

Government Communication in Crises



Dr. Mohammed Al-Abd Al-Aly
Assistant Minister of Health
and Official Spokesperson for
the Ministry of Health



Session Moderator

Dr. Musab Al-Harbi
Director of the Corporate
Communication Center
and Official
Spokesperson at King
Abdulaziz University



🕒 10:00 - 10:25 am 📍 Ceremony Hall

Session Two

Communication and Digital Technologies



Osama Essam Eldin
Tech Content
Creator



Mr. Fahd Naif
CEO at One App
Company



Eng. Saad Al Jaber
CEO of Asas
Company



Session Moderator

Dr. Maisoon O Alsebaei
Faculty Member at
King Abdulaziz
University



🕒 10:25 - 11:55 am 📍 Ceremony Hall

Day 1: Tuesday 29/04/2025





Panel Discussions

Session Three

The Role of Digital Media in Promoting Public Security Awareness



Colonel Talal bin Shalhoub
Director of the General Department of Media & Institutional Communication & Security Spokesperson at the Ministry of Interior



Session Moderator

Dr. Osama Al-Bishri
Faculty Member at King Abdulaziz University



🕒 10:55 - 11:25 pm 📍 Ceremony Hall

Session Four

Corporate Communication and Crises: Experiences in the Aviation and Airport Sector



Dr. Ahmed Al-Musaind
Vice President of Marketing and Corporate Communication at Matarat Holding



Session Moderator

Dr. Abdullah Al-Ahmari
Faculty Member at the Faculty of Communication and Media



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Faculty of Communication and Media

🕒 11:50 - 12:25 pm 📍 Ceremony Hall

Day 1: Tuesday 29/04/2025





Panel Discussions

Session Five

The Graduate's Path to Professional Excellence in Corporate Communication and Marketing



Mr. Raed Alsaeed

General manager of digital communication at STC



Ms. Muna Siraj

General Manager of Public Relations and Corporate Communications at Red Sea Global



Session Moderator

Dr. Abdullah Bankhar

Faculty Member at the Faculty of Communication and Media



🕒 11:50 - 12:20 pm 📍 Ceremony Hall

Day 1: Tuesday 29/04/2025





Panel Discussions

Session Six

The Communication Dimensions in Scientific Disciplines and Management



Prof. Nahla Qahwaji
Dean of the Faculty of
Human Sciences and
Designs



Prof. Mohammed Basheikh
Dean of the Faculty of
Medicine



Prof. Eyad Kateb
Dean of the Faculty of
Computing and Information
Technology

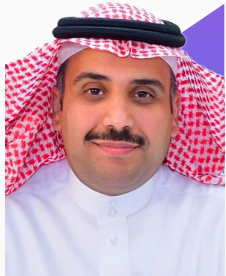


Session Moderator

Dr. Ayman Bajnaid
Dean of the Faculty of
Communication and
Media



Dr. Mohammed Kabli
Dean of the Faculty of
Engineering



Dr. Tamim AlBassam
Dean of the Faculty of
Economics and
Administration



Dr. Ayman Imam
Dean of the Faculty of
Architecture and Planning



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Faculty of Communication and Media

🕒 12:20 - 1:00 am 📍 Ceremony Hall

Day 1: Tuesday 29/04/2025





Workshops

Session One

How to Publish in High-Impact Journals



Dr. Louisa Ha

University Distinguished Research Professor



🕒 01:00 - 2:00 pm

📍 Small Hall (1)

Session Two

Podcast Production



Mr. Sultan Al-Qahtani

Host of the King Abdulaziz Public Library Podcast



🕒 01:00 - 2:00 pm

📍 Seminar (2)

Session Three

How to Develop a Media Plan That Contributes to Enhancing the Journey of the Pilgrim Experience



Wijdan Al-Otaibi

Director of the Media Planning Department at the Ministry of Hajj and Umrah - Pilgrim Experience Awareness Center



🕒 01:00 - 3:00 pm

📍 Small Hall (4)

Day 1: Tuesday 29/04/2025





Workshops

Session Four

Digital Production of Short Videos



Dr. Saleh Al-Raoji

Imam Muhammad ibn Saud
Islamic University



🕒 01:00 - 3:00 pm

📍 Small Hall (2)

Session Five

Playwriting



A. Raja Al-Otaibi

Director and Playwright

🕒 01:00 - 2:00 pm

📍 Seminar (1)

Session Six

Social Media Platform
Management: Khabar Ajil
Platform



Dr. Suleiman Al-Shathri

Imam Muhammad ibn Saud
Islamic University



🕒 01:00 - 2:00 pm

📍 Seminar (2)

Session Seven

User Experience (UX)
Design for Digital
Platforms



Prof. Doaa Fathy Salem

Faculty Member at the Faculty of
Communication and Media



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Faculty of Communication and Media

🕒 01:00 - 2:00 pm

📍 Seminar (3)

Day 1: Tuesday 29/04/2025

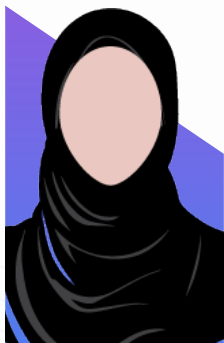




Workshops

Session Eight

Customizing Artificial Intelligence
for Evaluating Media Posters



Dr. Mayada Al-Masri
Deputy Dean of E-Learning
and Distance Education



🕒 02:00 - 3:00 pm
📍 Seminar (1)

Session Nine

Qualitative Data Analysis on
Digital Platforms



Dr. Turki Al-Shahri
Faculty Member at the Faculty of
Communication and Media



🕒 02:00 - 3:00 pm
📍 Seminar (2)

Session Ten

Conducting Photo-
elicitation Interviews



Dr. Marwa Attia
Faculty Member at the
College of Communication
and Media



🕒 02:00 - 3:00 pm
📍 Seminar (4)

Day 1: Tuesday 29/04/2025





Workshops

Session Eleven

Producing and Designing Educational Content Using Artificial Intelligence Tools



Dr. Marwa Attia

Faculty Member at the Faculty of Communication and Media



🕒 01:00 - 2:00 pm

📍 Seminar (1)

Session Twelve

Techniques for Shaping Public Opinion in Digital Media (Digital Tribes)



Mr. Badr Al-Sharif

Media Consultant and Producer



🕒 02:00 - 3:00 pm

📍 Seminar (2)

Session Thirteen

Media Relations Management in Government Agencies



Abdullah Saeed Al-Zahrani

Director of Media Relations, Ministry of Hajj and Umrah



🕒 02:00 - 3:00 pm

📍 Seminar (3)

Day 1: Tuesday 29/04/2025

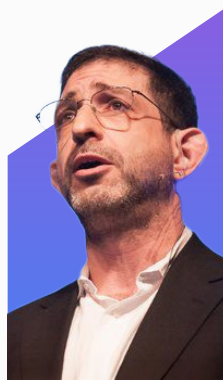




Panel Discussions

Session Six

NodeXL Tool for Analyzing Social Networks



Prof. Mark Smith

Director of the Social
Media Research
Foundation



Session Moderator

Dr. Mohammad Abuljadail

Faculty Member at
King Abdulaziz
University



10:00 - 10:40 am

Ceremony Hall

Day 2: Wednesday 30/04/2025





Panel Discussions

Session Eight

Anime in the Digital Space



Dr. Essam Bukhary
CEO of Manga Productions



Session Moderator

Dr. Lamia Dagestani
Faculty Member at King
Abdulaziz University



🕒 10:45 - 11:15 am
📍 Ceremony Hall

Session Nine

Communication and Drama



Sultan Albazie
Former CEO of the Theater
and Performing Arts
Commission



Session Moderator

Prof. Nouman Qaddoua
Faculty Member at King
Abdulaziz University



🕒 11:15 - 11:45 am
📍 Ceremony Hall

Day 2: Wednesday 30/04/2025



Panel Discussions

Session Ten

The Future of Media Skills and Competencies



Eng. Khaled Zain Al-Abidin
CEO of the Saudi Media
Academy



Session Moderator

Prof. Ahmed Al-Zahrani
Faculty Member at the Faculty of
Communication and Media



🕒 11:45 am - 12:15 pm 📍 Ceremony Hall

Day 2: Wednesday 30/04/2025





Panel Discussions

Session Eleven

Investment in the Media Sector



Abdulaziz Al-Halabi
Chief Business Officer at
Foaj Group



Marwan Al-Zori
Director of Corporate
Communications at the Ministry
of Hajj and Umrah



Dr. Mohammed Al Masoudi
General Supervisor of the
Communications and Marketing
Sector at the General Authority
for Media Regulation



Session Moderator

Dr. Bandar Al-Jaid
Faculty Member, College of
Communication and Media



وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH



كلية الاتصال والإعلام
Faculty of Communication and Media

🕒 12:15 - 01:00 pm 📍 Ceremony Hall

Day 2: Wednesday 30/04/2025





Workshops

Fourteenth Workshop

Artificial Intelligence Applications in the Media Field



Dr. Muhammad Abdul Zahir

PhD in Media, Artificial Intelligence Journalism, and Metaverse Media
President of the AIJRF Foundation

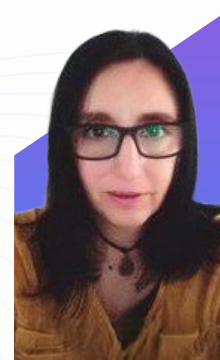


🕒 01:00 - 3:00 pm

📍 Small Hall (1)

Fifteenth Workshop

Overview of Social Network Analysis Tools



Prof. Veronica Espinosa

Data Scientist at Social Media Research Foundation



🕒 01:00 - 3:00 pm

📍 Small Hall (2)

Day 2: Wednesday 30/04/2025



Panel Discussions

Session Twelve

The Future of Journalism in the Digital Communication Era



Khaled Al-Malik
Editor-in-Chief of
Al-Jazirah Newspaper



Dr. Hashim Abdo Hashim
Former Editor-in-Chief
of Okaz Newspaper



Dr. Othman Al-Sini
Editor-in-Chief of
Al-Watan Newspaper



Session Moderator

Prof. Mohammed Al-Heizan
Faculty Member at the Faculty of
Communication and Media



Mr. Mohammed Al-Tunisi
Media Consultant and
Journalist



Dr. Fahd Al-Aqran
Saudi Media Professional,
Academic, and Member of the
Shura Council



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Faculty of Communication and Media

🕒 9:00 - 9:40 am 📍 Ceremony Hall

Day 3: Thursday 01/05/2025





Panel Discussions

Session Thirteen and Final Session

The Future of Communication and Media Education Institutions



Dr. Ayman Bajniad

Dean of the Faculty of
Communication and
Media, King Abdulaziz
University



Dr. Hatoun Qadi

Dean of the Faculty of
Advertising, University
of Business and
Technology



Ms. Nada Al-Shaibani

Director of NEOM
Media Academy



نيوم



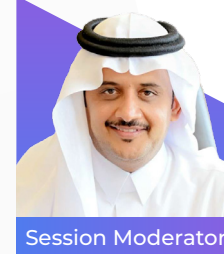
Mr. Tareq Al-Sheikh

Chief Executive Officer of
WAS Academy



Dr. Ayman Al-Saeedi

Academic, Media Consultant,
and Former Head of the
Department of Media at
Umm Al-Qura University



Session Moderator

Dr. Shaker Al-Dhiabi

Associate Professor at
the Saudi Electronic
University



الجامعة السعودية الإلكترونية
SAUDI ELECTRONIC UNIVERSITY
2011-1432

🕒 9:45 - 10:30 am

📍 Ceremony Hall

Day 3: Thursday 01/05/2025





Scientific Sessions

First Session

Title	Scientific Paper	Speaker	
Media Education Strategies	Media Training Curricula in Arab Universities and the Requirements for Preparing Media Professionals in the Digital Environment: A Qualitative Study	Dr. Linda Deif	
	Teaching Strategies for Media and Communication in the Post-COVID-19 Era: Trends and Modern Educational Directions	Dr. Thouraya Snoussi	
	Use of ChatGPT Application by Female Professors and Students in Educational Process: A Qualitative Study on a Sample of Female Faculty Members and Students at King Abdulaziz University	Dr. Maria Hamdan	
	The Impact of Online Learning Platforms on Traditional Classroom Dynamics in Saudi University Education: A Case Study of Teaching Media Courses	Dr. Mohammed Harisi Dr. Ziad Al-Ghamdi	

Session Moderator: Dr. Hasnaa Mansour - Faculty Member, College of Communication and Media

🕒 01:00 - 02:00 PM 📍 Seminar (1) - King Faisal Conference Center






Day 2: Wednesday 30/04/2025





Scientific Sessions

Second Session

Title	Scientific Paper	Speaker	
Media Professors' and Students' Attitudes Toward Artificial Intelligence Applications	Applications of Artificial Intelligence in Media : A Study Through the Lens of Communication Theories	Dr.Baghded Bendida	
	Factors affecting the use of Yemeni university youth of artificial intelligence applications in learning and digital content creation	Dr. Abdu Hussein Al-Akwa'a Dr.Hamood Alqudaimi	
	Faculty Members' Attitudes Towards Teaching Media in Gulf Universities	Dr. Arej Al-Dubaikhi	
	Trends of Public Relations Students Toward the Use of Artificial Intelligence Applications in the Educational Process and Their Implications for Achieving Learning Outcomes: A Field Study on Students of the Bachelor of Public Relations Program at King Abdulaziz University	Dr. Adra Aiouadj	
	Media and Communication Education in the Digital Media Environment: A Field Study - Hail University as a Model	Dr. Mohammed Tani	

Session Moderator: Prof. Ahmed Al-Zahrani - Faculty Member, College of Communication and Media

🕒 01:00 - 02:00 PM 📍 Seminar (2) - King Faisal Conference Center






Day 2: Wednesday 30/04/2025





Scientific Sessions

Third Session

Title	Scientific Paper	Speaker	
Artificial Intelligence and Journalistic Practice	The Use of Artificial Intelligence in Journalistic Editing: An Applied Study on Content Creation Using ChatGPT (2022 Edition)	Prof. Nahid Al-Zain	
	Saudi Journalists and Digital Media Content Creation on Digital Platforms: Twitter ("X") as a Model	Hajar Al-Dossary	
	The Knowledge Gap in Algorithmic Journalism Among Journalists and the Challenge of Building Digital Content	Prof. Dr. Alaa Khalifa	
	The knowledge gap of algorithmic journalism among journalists and the challenges of building digital content	Dr. Alaa Al-Din Al-Dulaimi	
	Challenges and Risks of Artificial Intelligence on Digital Media: An Applied Study on Saudi Newspapers	Dr. Mubarak Al-Hazmi	

Session Moderator: Dr. Saleh Al-Bakri - Faculty Member, College of Communication and Media

🕒 01:00 - 02:00 PM 📍 Seminar (3) - King Faisal Conference Center

Day 2: Wednesday 30/04/2025





Scientific Sessions

Fourth Session

Title	Scientific Paper	Speaker	
Artificial Intelligence, Marketing, and Digital Content	Using the Metaverse and Augmented Reality to Stimulate Customer Consumer Behavior	Shorouk Al-Salama	
	Challenges and Risks of Artificial Intelligence on Digital Media: An Applied Study on Saudi Newspapers	Dr. Halima Adam	
	The Impact of Artificial Intelligence (AI) Applications on Developing Communicative Content in the Digital Media Era: The 'Allam' Application in Saudi Arabia and the 'Falcon 2' Application in the United Arab Emirates as Models {Descriptive and Analytical Study}	Dr. Eman Ashry	
	Using Social Media to Build Personal Public Relations: An Analytical Study of a Sample of Saudi Ministers' Accounts on the X Platform	Dr. Abdulrahman Al-Abdulqader	

Session Moderator: Dr. Mohamed Masawi - Faculty Member, College of Communication and Media

🕒 01:00 - 02:00 PM 📍 Seminar (4) - King Faisal Conference Center

Day 2: Wednesday 30/04/2025





Scientific Sessions

Fifth Session

Title	Scientific Paper	Speaker	
Artificial Intelligence and Communication Practice	The Relationship between Saudi Public Perceptions of Societal Characteristics, Social Media Usage, and Attitudes Toward Its Content Within the Framework of Liquid Modernity	Prof. Fahad Al-Askar	
	The Role of Artificial Intelligence in Transforming Media Professions: A Comparative Study of Communication Practitioners at Al-Ahram and Okaz	Amira Al-Basiony	
	The Effectiveness of Artificial Intelligence in Building Television News: An Applied Study on Sky News Arabia and Al Arabiya Channels from 2023-2024	Dr. Jassim Mirza Dr. Jihan Elias	
	Employing Artificial Intelligence Techniques to Improve the Media Image of Islam and Muslims in the West: An Analytical Exploratory Study	Habiba Soliman	
	The Role of Digital Geographic Journalism in Tourism Development in the Asir Region	Dr. Issa Al-Mustanir	

Session Moderator: Dr. Rania Al-Saqqaf - Faculty Member, College of Communication and Media

🕒 01:00 - 02:00 PM 📍 Seminar (5) - King Faisal Conference Center

Day 2: Wednesday 30/04/2025





Scientific Sessions

Sixth Session

Title	Scientific Paper	Speaker	
Digital Media and Decision-Making: Data and Influence in the Arab World	The Future of Yemeni Media Institutions in Adopting Artificial Intelligence Applications: A Case Study of the Yemeni Cultural Center	Walid Al-Tamimi	
	Digital Political Communication Mechanisms via the X Platform During the Algerian and American Presidential Elections 2024: An Analytical Comparative Study	Prof. Naouel Boumechta	
	Technology Adaptation: Analysis of Arab Journalists' Attitudes Toward the Use and Acceptance of VR in Journalism	Dr. Mokhtar Elaresh Prof. Abdulkrim Ziani Dr. Nehad Shalaby	  
	Critical Motivational Factors for Adopting Data Journalism in Saudi Arabia: An Exploratory Study	Amal AboMadini Dr. Maisoon Alsebaei	
	The Use of Social Media by Terrorist Organizations in Attracting and Recruiting the Public: A Mixed-Methods Study	Dr. Alaa Al-Shaikh	

Session Moderator: Dr. Rana Ramadan - Faculty Member, College of Communication and Media

🕒 01:00 - 02:00 PM 📍 Seminar (6) - King Faisal Conference Center

Day 2: Wednesday 30/04/2025





Scientific Sessions

Seventh Session

Title	Scientific Paper	Speaker	
Media Studies and Research Methodologies	The Role of Institutional Communication in Enhancing the Value of Scientific Research Outcomes in Research Centers: A Case Study of the National Institute for Research in Education, Algeria	Dr. Riad Zerrougui Dr. Abd el hak Gasmi	
	The Prospects of Media Studies in Light of Advancements in Communication, Media Technologies, and Information Technology	Naif Karari	
	The Impact of Data Mining Techniques on Strategic Decision-Making in Saudi Media Institutions	Abdullah AL Zahran	

Session Moderator: Dr. Walaa Bajneid - Faculty Member, College of Communication and Media

🕒 02:00 - 03:00 PM 📍 Seminar (1) - King Faisal Conference Center





Day 2: Wednesday 30/04/2025





Scientific Sessions

Eighth Session

Title	Scientific Paper	Speaker	
Drama and Film Production	The Impact of Followers on Business Continuity and Scenario Development in Digital Drama: An Analytical Study of Selected Works on Popular Platforms	Dr. Leila Benberghout	
	The Effectiveness of Digital Communication in Enhancing Clothing Awareness for People with Disabilities Through Creative Drama	Prof. ELSayed Ezzat Prof. Amira Nour El-Din	
	Twitter Users' Discussion Quality of a TV Series: A Case Study of #Al-NaseemHighSchool	Ashjan Zaila Dr. Lindsey Meeks	 

Session Moderator: Dr. Afnan Qutb - Faculty Member, College of Communication and Media

🕒 02:00 - 03:00 PM 📍 Seminar (2) - King Faisal Conference Center



Day 2: Wednesday 30/04/2025





Scientific Sessions

Ninth Session

Title	Scientific Paper	Speaker	
Identity and Value Systems in the Digital Space	Egyptian Public Attitudes Toward the Legal Protection of Digital Privacy and Its Relationship with Self-Esteem, Security, and Privacy Perception	Dr. Moataz Al Gniedy	مستشار إعلامي
	Egyptian Public Attitudes Toward Legal Protection of Digital Privacy and Its Relationship to Self-esteem, Feelings of Security, and Privacy	Dr. Moataz El-Geneidy	
	Instructor and Expert in Digital Media and Multimedia - Faculty of Media and Communication Technology- Misr University for Science and Technology	Dr. Saleh Ba-Shamakha Gadeer Alkther Mariam AL-Amodi	

Session Moderator: Dr. Ghaida Al-Juwaiser - Faculty Member, College of Communication and Media




🕒 02:00 - 03:00 PM 📍 Seminar (3) - King Faisal Conference Center

Day 2: Wednesday 30/04/2025



Scientific Sessions

Tenth Session

Title	Scientific Paper	Speaker	
Corporate Communication on Digital Platforms	The Salam Platform for Cultural Communication on the 'X' Platform and Its Role in Shaping Saudi Arabia's Digital Reputation	Dr. Samia Ghazouani	
	Public Engagement with Institutional Account Posts on the X Platform: An Applied Study on Saudi Newspaper Accounts	Dr. Ibrahim Al Beayeyz Dr. Aljawhara Al Mutarie	
	The Impact of Using Generative Artificial Intelligence on Media Professions: A Case Study of Abu Dhabi Media Network and Arab Radio Network in the UAE	Dr. Yahia Benlarbi Dr. Samira Younes	

Session Moderator: Dr. Bandar Al-Jaid - Faculty Member, College of Communication and Media

🕒 02:00 - 03:00 PM 📍 Seminar (4) - King Faisal Conference Center



Scientific Sessions

Eleventh Session

Title	Scientific Paper	Speaker
Reading in the Field of Communication and Media and Its Interactions	Cross-Cultural Media and Communication Sciences: Epistemological Justifications and Humanistic Aspirations	Dr. Mostafa Ben Meziane
	Digital Media and Its Relationship to the Humanities - An Analytical Study	Dr. Muhammad Al-Zayla'i
	The Problem of Overlapping Between the Concepts of Public Relations and Corporate Communication: a Study on a Sample of Public Relations Workers in Arab Institutions	Dr. Khalid Dirar Prof. Abdulmalek Al-Danani

Session Moderator: Dr. Abdullah Al-Ahmari - Faculty Member, College of Communication and Media

🕒 02:00 - 03:00 PM 📍 Seminar (5) - King Faisal Conference Center





Closing Ceremony of the Conference

Day 3: Thursday 01/05/2025

Time	Agenda
11:00 - 11:10	Academic Procession
11:10 - 11:15	Speech on Behalf of the Graduates
11:15 - 11:20	Short Documentary Film
11:20 - 11:25	Closing Recommendations
11:25 - 11:30	Address by the Vice President for Graduate Studies and Scientific Research
11:30 - 11:35	Best Scientific Poster Award Ceremony
11:35 - 11:50	Commemorative Group Photo for the Graduates
📍 Ceremony Hall - King Faisal Conference Center	





Participating Affiliations





مؤتمر الاتصال الرقمي
جامعة الملك عبدالعزيز
KAU Digital Communication Conference

For Inquiries Please Contact



fcm-dcconf@kau.edu.sa