

The Social Media Radio Innovation and its impact on University Students Ratings

An Exploratory Study

A thesis presented for the master degree in Media Innovations
Faculty of Mass Communication- Ahram Canadian University (ACU)

Prepared by :

Sherif Mohamed Abd Elmonem Rashwan

Teaching Assistant, Radio and TV Department

Faculty of Mass Communication, Ahram Canadian University

Under the Supervision of

Dr. Engi Aboul-Ezz

Associate Professor, Radio and TV Department

Faculty of Mass Communication, Beni Suef University

Dr. Mostafa El Banna

Assistant Professor, Visual Communication Department

Faculty of Mass Communication, Ahram Canadian University

December 2024