



**Faculty of  
Mass Communication  
MSA University**

**Faculty's Annual  
Scientific Conference  
Aligned to SDGs**



## **Conferences**

The 2030 SDG vision of the Egyptian government is committed in its progress towards achieving the Sustainable Development Goals (SDGs) and is currently focusing on youth empowerment as it increases the awareness of environmental, cultural and social responsibility. In alliance with the Egyptian government SDGs strategies, the MSA University basically concentrates on guaranteeing the social inclusion and participation of the youth in social and political life to boost investment in them and establish their creativity by encouraging increased knowledge and innovation in all areas. This is due to the belief that the youth are the main asset for economic, political and social development. This accord with the MCOM vision that provides distinguished educational programs, applied research and community service in the Arab region. Therefore, conferences and seminars are held regularly as an attempt to provide suggestions and solutions towards cultivating a prosperity path through, economic and social justice, and empowering the youth to participate in the elimination of the major obstacles that hinder the achievement of the SDGs, in the three pillars: environmental, social and economic.

In the presence and participation of an elite group of pioneers in medicine and media education, a group of deans of media colleges and institutes in Egypt and the Arab countries, and a number of media professionals supervising medical platforms and pages via digital media.

The faculty of Mass Communication held the seventh scientific conference entitled (Health Media in the Era Digital) on the fourth and fifth of December 2021 which covers the SDGs, Goal 3: Good Health and Well-Being.

The conference includes a number of scientific and media sessions in order to enrich scientific and professional contributions in the field of health media.

### **Goal 3: Good health and wellbeing**

