



DIPLOMA

Registered with number 14554461

Pennsylvania British International College

IT IS HEREBY CERTIFY THAT

Emad Ahmed Omar Saabeldien

Upon recommendation of the Pennsylvania British International College
and in recognition of fulfillment of the prescribed requirements

Professional Doctora in Journalism and Media

With all its right and Privileges in the witness whereof the seal of the Pennsylvania British International College hereunto affixed

Crt - Code : UN-8432145711

Srn : 095443280307

Issued on : 2025

Grade : Excellent

UKRLP 10097269

IQZB835594

This certificate has been given of his request to be submitted to those who are interested in it



Dean Office



شهادة

Registered with number 14554461

كلية بنسلفانيا البريطانية الدولية

تشهد بأن

عماد أحمد عمر سعد الدين

بناء على توصية من مجلس الكلية إقرارا منها باستيفائه المتطلبات المقررة

دكتوراه مهنية في الصحافة والإعلام

ومراجعة لكامل حقوق وامتيازات الشهادة تم وضع ختم كلية بنسلفانيا البريطانية

الدولية في هذه الوثيقة

UKRLP 10097269
IQ ZBR35594

التقدير - جيد

UN-8432145711

رقم التسجيل :

صدرت بتاريخ : 2025

وقد أعطى هذه الشهادة بناء على طلبه لتقدمها الى المهتمين بها





Dean Office

Certificate

Professional Doctora in Journalism and Media

Certificate that Emad Ahmed Omar Saadeldien

Registered in the Doctora in Journalism and Media

Registration No.UN-8432145711 Under the su

pervision of Dr. Arthur Alexander

He accepted and submitted

a Doctorate degree at the end of his studies

Graduation project entitled

The media environment has recently witnessed radical transformations due to the technological revolution and digital transformation

Accepted by:

Major Professor: Jon Edoar

Committee Member - Meshel Jon

Committee Member, Tsherl Couto,

External Reader Mariam Samon



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Certificate

We hereby certify that the Doctorate degree,
after completing his professional studies,
It is an unfiled professional program.

Certified in the UK

Which measures the required skills

For postgraduate studies

College reference number I have the British government.

number 14554461

Journalism and Media (SIC)

85320 - Technical and vocational secondary education

85421 - First-degree level higher education

85422 - Post-graduate level higher education

85600 - Educational support services



Dean's Office





Name : Weam Ahmed Ahmed Sharfeidin
ID NO.2388001062100712

Nationality: Egyptian
ID Student: UN-8432145711



Degree Program: Professional Doctora in Journalism and Media

Congratulations, it is a pleasure for Penn International College to accept you

as a student in Journalism and Media

We would like to welcome you to Pennsylvania British International College

We thank you for choosing us to help you build your future

Discussion of a Doctora in Journalism and Median

Journalism and Media Placement Exam

All Penn College International Program students are required to take

a Journalism and Media proficiency test and the number of courses you will be required to

take before or during regular academic study.Courses at Pennsylvania British International College

Please see the communication standars in the field of communication, behavior modification,

and communication. With regard to the field of Journalism and Media

Guidance

Orientation

The Office of International Affairs will provide a new

student orientation (date TBD) to educate you about Penn International College.

International Student Issues and Immigration Matters, Fall 2022, 2024

Classes begin in 2022

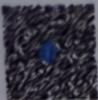
Immigration Information

The International Affairs Office will provide you with all data and information
about the subjects to be studied, through your e-mail

For questions, please contact

Dean Office





Dean Office

[Signature]

Certificate of Graduation letter

To whom it May concern

Based on the approval of Pennsylvania British International College
and the approval of the college president in
accordance with the powers delegated to him by
the Council in accordance with Resolution No. (425)

We acknowledge granting
the student Emad Ahmed Omar Saadelddeen
Doctora in Journalism and Media with a grade of distinction with honors,
with the approval of the research that
was submitted by the student in

The media environment has recently witnessed radical
transformations due to the technological revolution
and digital transformation

Crt - Code : UN-8432145711

Srn 095443280307





The Research Presented

Thesis Title

The media environment has recently witnessed radical transformations due to the technological revolution and digital transformation

The media environment has recently witnessed radical transformations due to the technological revolution and digital transformation, presenting new challenges and opportunities for contemporary diplomatic practices. Artificial intelligence (AI) is at the forefront of these transformations, no longer merely a technical tool but a strategic force capable of reshaping the nature of political and media communication alike.

The importance of AI in diplomatic media is evident in its ability to support targeted discourse strategies and create content tailored to the characteristics of each audience. It can also contribute to exposing media disinformation and misinformation campaigns, which have become one of the most prominent challenges in international relations. AI can also enhance the speed of response to media crises and deliver immediate, informed messages that contribute to more efficient management of countries' perceptions

Based on this, there is an urgent need for a specialized study that examines the role of artificial intelligence in enhancing diplomatic media, not only as a technical field, but also as a strategic dimension that touches the core of diplomatic work in the digital age. The shift toward smarter and more interactive diplomacy requires a deep understanding of how to integrate artificial intelligence tools into the structure of diplomatic media and anticipate their repercussions on states' practices and foreign policies.

With the increasing volume of information flowing through digital platforms, the diversity of target audiences, and growing competition to influence international public opinion, the central question is: How can artificial intelligence technologies contribute to the development of diplomatic media in a way that enhances its efficiency, its ability to persuade, and its ability to manage states' mental image in a complex and accelerating communications environment?



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PIC 878019169
E 10365932

