**JRMC 202 Interviewing Assignment**

**Interview Transcript**

Interviewer: Nourhan Tomoum

Narrator: Alia Khafaga

Dates: 13/3/14

Place: The American University in Cairo, New Cairo.

College: The American University in Cairo

Prof.: Kim Fox

Date completed: 13/3/14

Nourhan Tomoum Alia Khafaga Interview 1/1

13 March 2014

Persons present: Nourhan Tomoum (I)

Alia Khafaga (S)

Tomoum: Good morning! I’m Nourhan Tomoum and I’m conducting an interview with AUC graduate Alia Khafaga for my JRMC 202 class. Alia introduce yourself.

Khafaga: Umm…my name is Alia Khafaga. I graduated from AUC with a mass comm major five years ago. Umm…I established my jewelry line in 2012…Late 2012…October 2012. I’ve been working at AUC as a media relations officer for four years now.

Tomoum: Okay. You said you’re an AUC graduate? When did you graduate?

Khafaga: Fall 08

Tomoum: Has AUC changed since that time?

Khafaga: Ah, it has changed a lot. I spent four years at the Downtown…at the Tahrir campus and just one semester here at the new campus. Uhh…there’s a huge difference between the two campuses. Actually, I liked the…I enjoyed the Tahrir campus more. It was more cozy (laughter) more authentic. Yet, I really like the new campus I think it’s..ehh..perfect yaani (Egyptian slang word)…the students and the facilities. I like everything here, but I feel like this is my workplace more than the university I’ve been…I’ve studied at, but the Tahrir campus is my university as an Undergraduate student. Umm…that’s it.

Tomoum: Okay. Why did you decide to work at AUC after graduating?

Khafaga: Actually, it came by coincidence. Someone was telling me about a job vacancy at the communications office in AUC and I found it interesting. I majored in mass comm, so, this is the field of my study. Umm…the tasks of the job were really interesting for me. I’m handling media relations and social media, which I find very interesting.

Tomoum: So, you like working here?

Khafaga: Yes!

Tomoum: Okay. You have a jewelry line called AK for Alia Khafaga. Tell me more about your line.

Khafaga: Ahh…I started in October 2012. Umm, I’ve always loved working handicrafts. I’ve always loved doing something at home to keep myself busy all the time. I tried several projects before the jewelry line. I’ve tried painting…I’ve tried events planning. Uh, it didn’t work with the other projects but I insisted that it works with the jewelry line and it’s doing well.

Tomoum: Is it successful so far?

Khafaga: Yes. Moving slowly but surely

Tomoum: Did AUC help you in establishing your business in any way?

Khafaga: As a workplace no. Umm, this is something and this is something else. They’re not connected, they’re not linked anyway. Ehh, but as a student, as a graduate from AUC, yes it did help me a lot. The experience. Umm, I majored in mass comm and I minored in business administration. I have the knowledge, the knowledge to handle my own business. I’m doing everything in my project. I’m handling it on my own. I’m the designer. I took design and art courses at AUC that helped me a lot. Umm...yes my study…studying here at AUC helped me a lot in my project.

Tomoum: Are you thinking of going global with your project?

Khafaga: (laughter) I really hope so. I think I’ll…I’ll be going regional first. I want to expand in the region, maybe in Saudi Arabia and the Gulf and then it’s going to be the step towards an international thing.

Tomoum: Okay. Back to AUC, what do you think of AUC education wise? Was it as good as it was in Tahrir Square? Is it getting better?

Khafaga: The education...umm…is the same. It’s definitely getting better. They’re introducing new programs. They’re always working on developing the core curriculum. The facilities here are perfect. It’s definitely getting better. It has always been good bas (Arabic word for but) it’s getting better because the new campus helps a lot in developing academic programs.

Tomoum: Do you think the facilities that AUC now is offering is helping students become more creative in what they do?

Khafaga: Definitely, yes. Umm, not only become more creative, but living yaani (Arabic slang word) hands-on experience is really important. And the labs and facilities here are helping a lot.

Tomoum: Okay. Thank you Alia Khafaga for doing this interview with us. We hope to talk to you soon.

Khafaga: Thank you.