

Cir no: HBT ATH / GEN/ 97 /25-26

Date: 15/03/2026

Innovators in Media Competition (Short Film Reel)

Dear Parents,

In line with the directives of His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE, declaring 2025 as the Year of Society and 2026 as the Year of the Family, the American University in Dubai (AUD), in collaboration with the UAE Ministry of Education, is launching the 10th Season of the Innovators in Media Competition (2025–2026).

The competition invites students to produce a short film (Reel) under the title: *“What is the impact of social media on the community – real communities versus the new virtual communities formed online?”*

This competition is open to Grade 12 students, and they may produce the film in either English or Arabic.

Students who wish to participate must register through the link provided below before 10th April 2026 and send the recorded video to: nmakansi@aud.edu

Registration Link:

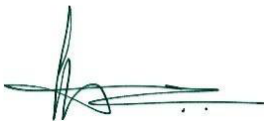
<https://forms.office.com/pages/responsepage.aspx?id=GDmBaUijT0KBaEskboYkXMAHotLqkhpBnq8shND8dc9UNEJSTlpUSTVRNExOMTRPSUZEQ0MzUVFFQi4u&route=shorturl>

Kindly refer to the attached brochure for detailed guidelines and participation requirements.

Prizes:

- Grand Prize: Scholarship to the Mohammed Bin Rashid School for Communication at AUD
- Additional Prizes: Valuable awards for the next three winners

Regards,



Principal

Ms. Mariyam Nizar Ahamed

The American University in Dubai

in collaboration with the

UAE Ministry of Education

presents

Innovators in Media Competition Short Film (Reel) Season Ten 2025/2026

Theme:

What is the impact of social media on the community?

For high school students - Grade 12

in public and private schools in the UAE in Arabic or English

Grand Prize:

A scholarship to the
Mohammed Bin Rashid School for
Communication at AUD

Additional valuable prizes will be offered
to the next three winners





In line with the directives of His Highness Sheikh Mohammed bin Zayed Al Nahyan, President of the UAE (may God protect him), declaring the year 2025 as the Year of the Community, and the year 2026 as the Year of the Family, the American University in Dubai launches the Short Film Competition (Reel) for year 2025-2026, titled:

What is the impact of social media on the community?

Participants are invited to create a short film (Reel) that explores the subject of community versus the new communities that are formed online. Your story should address questions such as:

- Has social media really brought people closer together?
- Is social media really social or anti-social?
- What are the advantages and disadvantages of social media?
- How does social media compare to traditional, real-life communities?
- Has the dominance of social media changed the shape of real-life communities, and why or why not?

Submission Guidelines

- Duration: 1 to 3 minutes
- Focus: Social media in general or a specific platform (Instagram, TikTok, Facebook)
- Format: MP4 file, maximum size 25 MB, vertical dimension (9:16)

Content Requirements

- Informative, insightful, and grounded in credible research or studies. Also, it has to include your personal perspective
- Creative storytelling with high-quality video and sound
- Include: Full name, School name, Emirate, Phone number, Email address

Send your Reel via email to Mr. Nadir Makansi at nmakansi@aud.edu
For more information, contact Mr. [Makansi](mailto:nmakansi@aud.edu) at 050-6543185

Submission Deadline: April 10, 2026

Results Announcement: May 11, 2026

Be creative, thoughtful, and bold.

