



# Faculty of Mass Communication

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# Sayeda

## Participated Students:

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## Under Supervision of:

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  - Acting Head of the Radio and Television Department
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  - Teaching Assistant, Department of Radio and Television

## Project Summary:

- The movie (Lady) revolves around the phenomenon of fines that have become very widespread in our society. We tried to show the idea and the problems that the woman in debt is exposed to. We tried to show in the film real events about a woman in debt with the aim of shedding light on fines and showing the reality and the truth, trying to find a solution. This societal phenomenon through the screening of the film and the film clarified the fate of the debtor

## Project Idea:

-  The woman in debt must choose her fate and that it may eventually lead to imprisonment. We also tried to show the standard of living of the fined, the exorbitant costs of a passport, and some of the obstacles she faces. We hope that we will find a solution to this bad phenomenon and that there will be no fines in prisons in the coming period, according to President Al-Sisi's initiative (prisons without debtors).



### **Project Phases:**

- **Defining the problem:** The problem was identified in what poor women who have daughters about to get married do.
- **Treatment:** The idea was discussed and a dramatic scenario was created to present the topic and agree on the method of treatment.
- **Implementation:** The treatment was determined, then the characters who play the roles were selected, suitable places for filming were chosen, and the filming was done, and then the final montage of the work.

### **Project Aim:**

- It is to study the phenomenon of fines among women in the Egyptian society, and try to show it, treat it, and shed light on it, until we complete what President El-Sisi started of the initiative (prisons without debtors) and until social peace occurs in our homeland, Egypt.