



**ministry education High And research Scientific  
device Supervision and the calendar Scientific  
circle a guarantee Quality And accreditation academic  
to divide Accreditation**

# **دليل البرنامج الأكاديمي وتوصيف المقررات**

**2024-2025**

## **:the introduction**

The educational program is a coordinated and organized package of courses that include procedures and experiences organized into study modules. The primary purpose of the program is to build and refine the skills of graduates, making them qualified to meet the requirements of the labor market. It is reviewed and evaluated annually through internal or external audit procedures and programs, such as the External Examiner .Program

The academic program description provides a brief summary of the program's main features and courses, indicating the skills students are expected to acquire based on the program's objectives. The importance of this description is evident in that it represents the cornerstone of program accreditation and is written by faculty members under the .supervision of academic committees in the academic departments

This guide, in its second edition, includes a description of the academic program after updating the vocabulary and paragraphs of the previous guide in light of the new developments and changes in the educational system in Iraq, which included a description of the academic program in its traditional form (annual, semester) in addition to adopting the description of the academic program circulated pursuant to the letter of the Department of Studies TM3/2906 dated 5/3/2023 with regard to .programs that adopt the Bologna process as the basis for their work

In this context, we cannot but emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth .running of the educational process

## **:Concepts and terms**

**Academic Program Description** : The academic program description provides a concise summary of the program's vision, mission, and objectives, including a detailed description of the targeted learning outcomes based on specific learning .strategies

**Course Description** : Provides a concise summary of the course's key features and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities. It is derived .from the program description

**Program Vision:** An ambitious vision for the future of the academic program to be .an advanced, inspiring, motivating, realistic, and applicable program explains the objectives and the activities required to **Program message:** It briefly achieve them, and it also identifies the paths and directions of the program's .development

**Program objectives:** These are statements that describe what the academic program intends to achieve within a specific time period and are measurable and .observable

**Curriculum structure:** All courses/subjects included in the academic program according to the approved learning system (semester, annual, Bologna track), whether required by (ministry, university, college, or scientific department), along .with the number of academic units

acquired by **Learning outcomes:** A consistent set of knowledge, skills, and values a student after successfully completing the academic program. Learning outcomes for each course must be defined in a manner that achieves the program's .objectives

**Teaching and learning strategies** : These are the strategies used by faculty They are plans followed to . and learning members to develop student teaching achieve learning objectives. They describe all classroom and extracurricular .activities to achieve the program's learning outcomes

## Academic Program Description Form

University Name: ..wasit.....

Faculty/Institute: .....college of art.....

Scientific Department: ..... Media Department.....

Academic or Professional Program Name: Bachelor's degree in media

Final Certificate Name..... Bachelor's degree in media

The academic system is annual

Description Preparation Date: ١٠-١-٢٠٢٥

File Completion Date ٢٠-٢-٢٠٢٥

Asst. Prof. Dr.  
Mohammed Hassan Abbas Al-Zaidi  
Signature: .....  
Asst. Dean for academic affairs  
and postgraduates

Head of Department Name:

Date:

Asst. Prof. Dr.  
Mohammed Hassan Abbas Al-Zaidi  
Signature: .....  
Asst. Dean for academic affairs  
and postgraduates

Scientific Associate Name:

Date:

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date: 24/4/2025

Signature: .....  
Prof. Saad Dahis Naser  
(PhD)  
Dean of the college of Arts

Approval of the Dean

### **Program vision .1**

Achieving the goals of university education and academic excellence in the field of media, in line with the Iraqi state's orientations and modern media developments. The program aims to prepare media cadres with a scientific understanding of society and its issues, while strengthening the national media identity. This is achieved through adherence to standards of quality, innovation, and mastery at the undergraduate and postgraduate levels, contributing to the development of media discourse and community service

### **Program message .2**

Preparing qualified media professionals equipped with modern professional knowledge, skills, and expertise, including digital skills, teamwork, media research, and effective communication, with the ability to employ these skills in various fields of traditional and digital media

Providing a solid scientific foundation that contributes to building a conscious understanding of societal media issues by offering academic courses and conducting in-depth studies in the fields of journalism, digital media, political media, development media, strategic communication, social media, media organization management, data journalism, environmental media, health media, sports media, economic media, and other media specializations that keep pace with developments in the local and global media landscape

### **Program objectives .3**

Providing society with specialized media cadres in the fields of journalism, digital media, radio, television, and public relations, capable of contributing to the development of the media landscape and enhancing the role of the media in development processes and advancing society

Preparing media researchers to work in public and private media institutions, and developing their research skills by offering specialized training programs

- covering various media disciplines, thus contributing to the development of  
     .media discourse and enhancing its role in addressing societal issues
- Providing media departments at Iraqi universities with qualified teaching staff -  
     and developing media specializations to meet the needs of the labor market  
     .and rapid technological developments
- Interacting with Iraqi, Arab, and international universities and media research -  
     centers by hosting visiting professors, participating in academic conferences,  
     and providing media consultations to governmental and private institutions, with  
     the aim of developing media performance and contributing to finding solutions  
     .to media and societal problems
- Keeping pace with academic accreditation standards by developing media -  
     curricula, promoting scientific research, and providing modern knowledge  
     sources, as well as qualifying students academically and practically according  
     .to the requirements of the labor market and modern digital media
- Contributing to spreading media and cultural awareness in society by -  
     organizing conferences, seminars, and workshops in cooperation with media  
     .and academic institutions and civil society organizations
- Enhancing cooperation and positive interaction with media and community -  
     institutions based on a well-thought-out scientific vision aligned with the  
     policies of the Ministry of Higher Education and Scientific Research, by holding  
     training courses and joint events that contribute to the development of media  
     .and society
- Preparing graduates for employment in the Ministries of Information, Culture, -  
     Higher Education, Youth and Sports, and Human Rights, in addition to  
     governmental and private media institutions, media research centers,  
     .international organizations, and civil society organizations
- To achieve integration between the theoretical and practical aspects of media -  
     studies, through conducting field research and organizing scientific seminars  
     and conferences on the reality of media in Iraq and the world, and the impact  
     .of technological and cultural developments on the media landscape

**Program accreditation .4**

?Is the program accredited ? By which authority

no

**Other external influences .5**

?Is there a sponsor for the program

Ministry of Higher Education and Scientific Research

**Program structure .6**

* comments	percentage	Study unit	Number of courses	Program structure
<b>Basic course</b>	<b>11%</b>	<b>8</b>	<b>4</b>	<b>Institutional requirements</b>
<b>Basic course</b>	<b>21%</b>	<b>16</b>	<b>8</b>	<b>College requirements</b>
<b>Basic course</b>	<b>68%</b>	<b>128</b>	<b>25</b>	<b>Department requirements</b>
–	–	–	–	<b>Summer training</b>
–	–	–	–	<b>Other</b>

.Notes may include whether the course is core or optional \*

**Program description .7**

Credit hours Theoretical/Practical		Course name	Course code	Year/Level
	2	Principles of Public Relations	SO1SIS01	<b>First year</b>
	2	Mass communication and its means	SO1SIS02	

	3	Journalism - the art of news and journalistic reporting	SO1SIS03	
	2	digital photojournalism	SO1SCE04	
	2	History of the Press	SO1SHR05	
	1	Media language	SO1SIP06	
	1	Human rights and democracy	SO1SCP07	
	1	English language	SO1SAL08	
	1	Calculators	SO1SPH09	
	3	Digital Media Literacy	SO1SPH10	
	2	Ceremonies and etiquette	SO1SPH11	
	3	Journalism/Interview and Investigation	SO1S2RM12	<b>Second year</b>
	2	Scientific research methods	SO1S2SP13	
	2	Communication theories	SO1S2ED14	
	2	electronic journalism	SO1S2RS15	
	2	Media Economics	SO1S2IQ16	
	2	montage	SO1S2PS17	
	2	digital technologies	SO1S2PS18	
	1	Media language	SO1S2PS19	
	1	English language	SO1S2PS20	
	2	Advertising principles	SO1S2ET21	
	2	Marketing Public Relations	SO1S2ET22	
	2	Public relations strategies and programs	SO1S2ET23	
	2	Information technology	SO1S2ET24	
	4	Journalistic editing / articles and columns	SO1S3ST25	
	2	Arab and international press	SO1S3SS26	<b>Third year</b>
	4	Investigative reporting	SO1S3CY27	
	2	Media legislation and ethics	SO1S3SC28	



	2	public opinion	SO1S3W29	
	3	Information technology	SO1S3CS30	
	2	Media research methods	SO1S3SF31	
	1	The language of media discourse	SO1S3RD32	
	1	English language	SO1S3DM33	
	2	Radio and Television Arts	SO1S3DM34	
	2	Marketing Public Relations	SO1S3DM35	
	2	Writing for Public Relations	SO1S3DM36	
	2	International media	SO1S3DM37	
	2	Public Relations Department	SO1S3DM38	
	2	Journalism Editing - Specialized Journalism	SO1S4PD39	Fourth year
	2	electronic journalism	SO1S5TH40	
	2	Press release	SO1S6SC41	
	3	Journalism production	SO1S7PS42	
	2	propaganda psychological warfare	SO1S8SL43	
	2	Management of press institutions	SO1S9SR44	
	1	Language applications	SO1S10SO45	
	1	English language	SO1S11GR46	
	2	qualitative public relations	SO1S3DM47	
	2	International Public Relations	SO1S3DM48	
	2	Advertising design	SO1S3DM49	
	2	Public relations campaigns	SO1S3DM50	
	2	The art of voice and recitation	SO1S3DM51	
	2	Field applications	SO1S3DM52	
	2	Graduation research	SO1S3DM53	

Expected learning outcomes of the program .8	
know I	
Providing students with a set of milestones on the path of scientific research -1 Developing critical thinking to understand the circumstances surrounding the phenomenon or problem being studied -2 Freeing the student from the fear of writing a research paper resulting from previous experiences or future expectations -3 Informing the student of the most important steps in identifying, analyzing and addressing social problems and phenomena -4 The possibility of teaching and generalizing scientific expertise in the methodological subject -5 Providing the student with intellectual templates that enable him to employ experiences -6	<b>Defining cognitive objectives ...through</b>
Skills	
academic program indicators -1 Developing initiative and scientific ambition among students -2 Getting rid of the shackles of preconceptions and personal impressions -3 Developing a sense of the problem or phenomenon being researched and developing the values of scientific integrity -4 The ability to be creative and skilled in constructing new and original knowledge -5	<b>Determine the course's skill :objectives through</b>
values	
By asking questions and evaluating students based on their answers • Student feedback • How to present their research and reports • Extracurricular activities, field visits, and community engagement learning •	<b>Organization and objectivity in supporting positive trends about Iraqi society</b>

## Teaching and learning strategies .9

- .Giving lectures -1
- Adoption of explanation and clarification -2
- Assigning students worksheets on certain topics -3
- .Assign students to prepare a report -4
- Various discussion panels -5
- Extracurricular activities -6
- Volunteer work -7

## Evaluation methods .10

- .Oral tests and daily attendance -1
- .Daily written tests -2
- .Monthly tests -3
- .Extracurricular activities -4
- exams Final -5

## Faculty .11

### Faculty members

Faculty preparation		Special requirements/skills (if any)		Specialization		:Academic rank
lecturer	angel			private	general	
	*			Public Relations	information	Assistant Professor Khalaf Karim Kiyush
	*			Radio and Television	information	Asst. Prof. Dr. Maitham Faleh Hussein
	*			Political Science	Political Science	Asst. Prof. Dr. Lama Matar Hassan
	*			Public Relations	information	Dr. Raed Abdul-Kazem
	*			Press	information	Dr. Murtadha Hassan Ali
	*			literature	Arabic	'Dr. Wissam Abbas Ja'ja
	*			language	Arabic	Dr. Rafel Hadi Mahdi
	*			count	Management and Economics	Dr. Hayat Juma

	*			Press	information	M. Muntadhar Khaled Aboud
	*			Radio and Television	information	M.M. Karar Muhammad Hatem
	*			count	Management and Economics	M.M. Aqil Hamid Salman
	*			Radio and Television	information	M.M. Safaa Abdel Mohsen
	*			Media and Communication	information	M.M. Ali Ihsan Abdul Jalil
	*			Public Relations	information	M.M. Shaima Sarhan Muhail
	*			Media Management	information	M.M. Shaibt Al-Hamd Jabbar
	*			Media Management	information	M.M. Alaa Musa Badr
	*			Public Relations	information	M.M. Athir Nouri Atiwi
	*			Press	information	M.M. Fatima Muthanna
*				Media Management	information	M.M. Hamza Khaled Mutasher
*				Media Management	information	M. M. Montazer Muhammad Gedi
	*			Media and Communication	information	M.M. Haider Abdul Rawdan
	*			information	information	M.M. Mustafa Zuhair
				Computer Science	Computer Science	M.M. Ali Abdul-Kazem
				English	English	M. Asim Mahdi
				Press	information	M.M. Mustafa Ali Abdullah
				Public Relations and Advertising	information	M.M. Murtadha Salal Ne'ma
				Media and Communication	information	M.M. Alaa Azweir Dhamid
				language	Arabic	Dr. Abeer Nehme
				sociology	Sociology	Dr. Mustafa Al-Ati
						M. Hussein Ali

### Professional development

#### Orientation of new faculty members

By equipping them with teaching skills through courses on teaching methods and the basics of teaching and learning, as well as holding regular meetings with them and benefiting from the experience of previous teaching staff in developing the skills of newcomers and involving them in .workshops, seminars, and various development courses

#### Professional development for faculty members

Focus on development and training courses for faculty members, modern teaching methods, and teaching methods using artificial intelligence and technological advancements. Emphasis is placed

on research that is relevant to the labor market, on developing and continuously updating academic curricula, on access to the latest studies and scientific sources in various disciplines, and on encouraging participation in research groups within and outside the university

## Acceptance criteria .12

**.According to central controls**

**The most important sources of information about the program .13**

as well as supporting sources and scientific research in this , media sources Primary .regard

## Program Development Plan .14

Familiarity with all the latest developments in the field of learning and teaching – strategies

Periodic review of scientific research and studies published in scientific –  
journals

Comparing the course with the courses of scientific departments in other –  
universities.

.Benefit from student questionnaires –

.Benefit from graduate questionnaires from previous years –

.Benefit from questionnaires from employers for department graduates –

### Program Skills Map

Required learning outcomes of the program															
values				Skills				knowledge				Essential or optional ?	Course name	Course code	Year/Level
A4	Part 3	Part 2	Part 1	B4	B3	B2	B1	A4	A3	A2	A1				
*	*	*	*	*	*	*	*	*	*	*	*	essential	Principles of Public Relations	SO1SIS01	First year
*	*	*	*	*	*	*	*	*	*	*	*	essential	Mass communication and its means	SO1SIS02	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Journalism – the art of news and journalistic reporting	SO1SIS03	
*	*	*	*	*	*	*	*	*	*	*	*	essential	digital photojournalism	SO1SCE04	
*	*	*	*	*	*	*	*	*	*	*	*	essential	History of the Press	SO1SHR05	

*	*	*	*	*	*	*	*	*	*	*	*	essential	Media language	SO1SIP06	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Human rights and democracy	SO1SCP07	
*	*	*	*	*	*	*	*	*	*	*	*	essential	English language	SO1SAL08	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Calculators	SO1SAL09	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Digital Media Literacy	SO1SAL10	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Ceremonies and etiquette	SO1SPH11	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Journalism/Interview and Investigation	SO1S2RM12	Second year
*	*	*	*	*	*	*	*	*	*	*	*	essential	Scientific research methods	SO1S2SP13	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Communication	SO1S2ED14	

												l	theories		
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	electronic journalism	SO1S2RS15	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	Media Economics	SO1S2IQ16	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	montage	SO1S2PS17	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	digital technologies	SO1S2PS18	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	Media language	SO1S2PS19	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	English language	SO1S2PS20	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	Advertising principles	SO1S2ET21	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	Marketing Public Relations	SO1S2ET22	
*	*	*	*	*	*	*	*	*	*	*	*	essentia l	Public relations	SO1S2ET23	



													strategies and programs		
*	*	*	*	*	*	*	*	*	*	*	*	essential	Information technology	SO1S2ET24	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Journalistic editing / articles and columns	SO1S3ST25	Third year
*	*	*	*	*	*	*	*	*	*	*	*	essential	Arab and international press	SO1S3SS26	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Investigative reporting	SO1S3CY27	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Media legislation and ethics	SO1S3SC28	
*	*	*	*	*	*	*	*	*	*	*	*	essential	public opinion	SO1S3W29	

*	*	*	*	*	*	*	*	*	*	*	*	essential	Information technology	SO1S3CS30	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Media research methods	SO1S3SF31	
*	*	*	*	*	*	*	*	*	*	*	*	essential	The language of media discourse	SO1S3RD32	
*	*	*	*	*	*	*	*	*	*	*	*	essential	English language	SO1S3DM33	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Radio and Television Arts	SO1S3DM34	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Marketing Public Relations	SO1S3DM35	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Writing for Public Relations	SO1S3DM36	
*	*	*	*	*	*	*	*	*	*	*	*	essential	International media	SO1S3DM37	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Public Relations	SO1S3DM38	

													Department		
*	*	*	*	*	*	*	*	*	*	*	*	essential	Journalism Editing – Specialized Journalism	SO1S4PD39	Fourth year
*	*	*	*	*	*	*	*	*	*	*	*	essential	electronic journalism	SO1S5TH40	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Press release	SO1S6SC41	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Journalism production	SO1S7PS42	
*	*	*	*	*	*	*	*	*	*	*	*	essential	propaganda psychological warfare	SO1S8SL43	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Management of press institutions	SO1S9SR44	
*	*	*	*	*	*	*	*	*	*	*	*	essential	Language	SO1S10SO45	

													l	applications		
*	*	*	*	*	*	*	*	*	*	*	*	*	essentia	English language	SO1S11GR46	
*	*	*	*	*	*	*	*	*	*	*	*	*	essenti	qualitative public relations	SO1S11GR47	
*	*	*	*	*	*	*	*	*	*	*	*	*	essenti	International Public Relations	SO1S11GR48	
*	*	*	*	*	*	*	*	*	*	*	*	*	essenti	Advertising design	SO1S11GR49	
*	*	*	*	*	*	*	*	*	*	*	*	*	essenti	Public relations campaigns	SO1S11GR50	
*	*	*	*	*	*	*	*	*	*	*	*	*	essenti	The art of voice and recitation	SO1S11GR51	
*	*	*	*	*	*	*	*	*	*	*	*	*	essenti	Field applications	SO1S11GR52	

*	*	*	*	*	*	*	*	*	*	*	*	essenti al	Graduation research	SO1S11GR53	
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**.Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed ●**

## Course Description Form

Course Name/ Ceremonies and Etiquette .1	
Code / First Stage\Public Relations Branch .2	
Semester/ Year/ 2024\2024 .3	
Date of preparation of this description: <b>18\9\2024</b> .4	
.Available forms of attendance : Official (regular) working hours .5	
Number of study hours (2) Number of units 2 .6	
Name of the course administrator (if more than one name is .7 (mentioned M. M. Montazer Mohamed Gedi .8	
Course objectives .9	
<div style="display: flex; justify-content: space-between;"> <div>.....</div> <div>.....</div> <div>.....</div> </div>	<ul style="list-style-type: none"> <li>• <b>Knowing the concept of protocol, etiquette and negotiation</b></li> <li>• <b>Knowing the definition of protocol and negotiation</b></li> <li><b>Knowledge of the art of protocol and etiquette in universities</b></li> <li><b>Training in protocol, etiquette and negotiation</b></li> <li><b>Knowing the historical origins of the art of ceremony and its relationship to the media</b></li> <li><b>Knowing the historical origins of the art and its relationship etiquette</b></li> <li><b>By media</b></li> <li><b>Knowledge of political protocol</b></li> </ul>

Teaching and learning strategies .10					
ing modern methods to deliver the material to the student through scientific participation and explanation Detailed and practical application					<b>Strategy</b>
Course structure .11					
<b>Evaluation method</b>	<b>Learning method</b>	<b>Name of the unit or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>week</b>

<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The concept of ceremonies and etiquette and negotiation</b>	<b>Referred to in the axis previous and each according to Content</b>	<b>2</b>	<b>1</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Definition of ceremony and negotiation</b>	<b>=</b>	<b>2</b>	<b>2</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The art of protocol and etiquette in universities</b>	<b>=</b>	<b>2</b>	<b>3</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Practical training in protocol, etiquette, and negotiation</b>	<b>=</b>	<b>2</b>	<b>4</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The historical origins of the art of ceremony</b>	<b>=</b>	<b>2</b>	<b>5</b>

		and its relationship to the media			
Tests Editorial	Presentation and discussion	The historical origins of and etiquette its relationship to the media	=	2	6
Tests Editorial	Presentation and discussion	The historical origins of the of art negotiation and its relationship to the media	=	2	7
Tests Editorial	Presentation and discussion	political ceremonies	=	2	8
Tests Editorial	Presentation and discussion	social ceremonies	=	2	9
Tests Editorial	Presentation and discussion	Media ceremonies	=	2	10
Tests Editorial	Presentation and	Practical training in media	=	2	11



	<b>discussion</b>	<b>protocol</b>			
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Patterns of ceremonies, etiquette, and negotiation and their relationship with the media</b>	<b>=</b>	<b>2</b>	<b>12</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The art of etiquette and dealing with others</b>	<b>=</b>	<b>2</b>	<b>13</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>First semester exam</b>	<b>=</b>	<b>2</b>	<b>14</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The culture of protocol, etiquette, negotiation, and its relationship to public relations</b>	<b>=</b>	<b>2</b>	<b>15</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The relationship between ceremonies,</b>	<b>=</b>	<b>3</b>	<b>16</b>

		etiquette, and negotiation and other concepts			
Tests Editorial	Presentation and discussion	Practical exercises in concepts	=	2	17
Tests Editorial	Presentation and discussion	Good habits	=	2	18
Tests Editorial	Presentation and discussion	Employing good habits in public relations	=	2	19
Tests Editorial	Presentation and discussion	Practical exercises in good habits	=	2	20
Tests Editorial	Presentation and discussion	Rules of precedence and their relationship to public relations	=	2	21
Tests Editorial	Presentation and discussion	Practical exercises in the rules of precedence	=	2	22
Tests Editorial	Presentation and discussion	Conference ceremonies and celebrations	=	2	23

<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Practical training on holding a conference</b>	<b>=</b>	<b>3</b>	<b>24</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Public relations, the art of protocol, etiquette and negotiation</b>	<b>=</b>	<b>3</b>	<b>25</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The Art of Etiquette with Ten Model Presidents</b>	<b>=</b>	<b>3</b>	<b>27</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The Art of Etiquette with 23 Examples of Subordinates</b>	<b>=</b>	<b>3</b>	<b>28</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The Art of Etiquette: 15 Examples of Friends and the Art of Dealing with Enemies</b>	<b>=</b>	<b>3</b>	<b>29</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Second semester exam</b>	<b>=</b>	<b>3</b>	<b>30</b>

Course Evaluation .1
Chapter One: (20 marks)
Daily preparation: (5 marks)
Daily attendance and commitment in class: (5 points)
Monthly exam (10 marks)
Chapter Two: (20 marks)
Daily preparation: (5 marks)
Daily attendance and commitment in class: (5 points)
Monthly exam (10 marks)

Annual quest (40 points)	
Final Exam (60 marks)	
Final grade (100 points)	
<b>Learning and teaching resources .2</b>	
opting modern sources in the course field	Required textbooks (methodology if any)
Selecting the most important references in the course field	Main references (sources)
Relying on recent studies in international and Arab journals that fall within the prestigious classifications	Recommended supporting books and references (scientific journals, reports, etc.)
r official and academic websites in the field of The decision	Electronic references, websites

### Course Description Form

Course Name: Media Photography	.12
Code / First Stage / Journalism Branch	.13
Semester/ Year/2024/2025	.14
.Date of preparation of this description: 18/9/2024	.15
.Available forms of attendance : Official (regular) working hours.	.16

Number of study hours ( 2 ) / Number of units ( 2 ) in the stage.17	
Name of the course administrator (if more than one name is .18 (mentioned	
Name: M.M. Hamza Khaled Mutasher <a href="mailto:hamza110@uowasit.edu.iq">hamza110@uowasit.edu.iq</a>	
objectives Course .19	
<ul style="list-style-type: none"> <li>Enabling students to understand the concept of media photography and its – .importance in documenting events and conveying visual messages</li> <li>Study the tools and techniques used in media photography, such as – .cameras, lenses, and editing software</li> <li>Teach students how to adjust the camera and use its various elements to – .obtain high-quality images</li> <li>Identifying the technical and aesthetic characteristics that make the media – .image influential and effective in conveying information</li> <li>Develop students' skills in digital photography, including photo editing, color – .correction, and adding visual effects</li> <li>Study the elements of composition, lighting, angles, and depth in – .photography, and how to use them to achieve specific media goals</li> <li>Analyzing the role of photography in digital media, including online – .journalism, social media, and digital advertising</li> <li>Encourage students to explore new approaches to media photography – through experimentation and practical application of advanced photography .concepts</li> </ul>	
Teaching and learning strategies .20	
opting methods such as lectures, presentations, discussions, dialogues, .brainstorming, practical applications, and others	<b>Strategy</b>

Course structure .1					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Photography concept	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	Introducing science, arts and its history	=	2	2
Written tests	Presentation Discussion -	Principles of traditional photography	=	2	3
Written tests	Presentation Discussion -	Practical lecture on the camera components model and the manual printing lab (printing device	=	2	4
Written tests	Presentation Discussion -	Lens, printing, stabilization, digital photography, its uses, its elements, important terms in digital photography	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Image size in digital and traditional photography and the relationship between size and type in traditional and digital photography	=	2	6
Written tests	Presentation Discussion -	Traditional and digital photography and printing (color sorting) UV printing on plates	=	2	7
Written tests	Presentation Discussion -	traditional photo montage	=	2	8
Written tests	Presentation Discussion -	digital photo montage	=	2	9
Written tests	Presentation Discussion -	Camera movements and effects	=	2	10

Written tests	Presentation Discussion -	<b>Lighting in photography and its effect on embodiment and expression</b>	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	<b>Scanning imaging processors</b>	=	2	12
Written tests	Presentation Discussion -	<b>Uses</b>	=	2	13
Written tests	Presentation Discussion -	<b>Types of digital images, their sizes, and their clarity and purity</b>	=	2	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	<b>The multiple uses of photography in graphic design</b>	=	2	16
Written tests	Presentation Discussion -	<b>Field visit to view the printing models being photographed</b>	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	<b>The current plastic sense of the image</b>	=	2	18
Written tests	Presentation Discussion -	<b>Functional aesthetics of the image in printing</b>	=	2	19
Written tests	Presentation Discussion -	<b>How to take a successful photo</b>	=	2	20
Written tests	Presentation Discussion -	<b>Digital technologies, their impact and printing</b>	=	2	21
Written tests	Presentation Discussion -	<b>Definition of photographer and philosophy of photography</b>	=	2	22
Written tests	Presentation Discussion -	<b>3D imaging using laser technology</b>	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	<b>Physiograph</b>	=	2	24



	n				
Written tests	Presentation Discussion -	Photography without a camera	=	2	25
Written tests	Presentation Discussion -	Digital processing of photographic images via computer programs	=	2	26
Written tests	Presentation Discussion -	Digital printers: types, uses, and development	=	2	27
Written tests	Presentation Discussion -	Versatile and multi- purpose photography in the printing field	=	2	28
Written tests	Presentation Discussion -	Photography of architecture, night, landscapes, characters	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30

Course Evaluation -11	
<p>.Chapter One : (20% marks )  . Daily preparation : ( 5 degree )  . Attendance and commitment in class : ( 5 degree )  .Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )  . Daily preparation : ( 5 degree )  . Attendance and commitment in class: ( 5 degree )  .Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )  Final Exam : (60 marks )  Final grade : (100 points )</p>	
Learning and teaching resources -12	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research	Recommended supporting books and

and studies in prestigious international and Arab journals	references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name: Digital Photojournalism .21

Code / First Stage / Public Relations Branch	.22
Semester/ Year/2024/2025	.23
.Date of preparation of this description: 18/9/2024	.24
.Available forms of attendance : Official (regular) working hours.	25
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage.	26
Name of the course administrator (if more than one name is mentioned)	.27
Name: M.M. Hamza Khaled Mutasher <a href="mailto:hamza110@uowasit.edu.iq">hamza110@uowasit.edu.iq</a>	
objectives Course	.28
<p>roducing students to the basics of digital photography in the field of journalism –</p> <p>.and its importance in conveying news and visual reports</p> <p>abling students to use modern photography techniques, including professional –</p> <p>.control of the camera and its components</p> <p>udying the artistic and aesthetic characteristics that make a journalistic image –</p> <p>.influential and media-credible</p> <p>aining students to use digital photography techniques, such as adjusting lighting, –</p> <p>.choosing appropriate lenses, and digital editing</p> <p>roducing students to the role of the press photo in reports, investigations, photo –</p> <p>.essays, and media coverage</p> <p>alyzing how press photos are used on digital platforms such as news websites –</p> <p>.and social media</p> <p>nducting practical training and applications to reach a professional level in digital –</p> <p>.photojournalism</p> <p>udying mobile photography, 3D photography, and advanced techniques in –</p> <p>.advertising and journalistic photography</p>	
Teaching and learning strategies	.29
opting methods such as lectures, presentations, discussions, dialogues,	<b>Strategy</b>

.brainstorming, practical applications, and others	
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Course structure .2					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	The importance of photography and the characteristics of a successful photographer	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	Photography concept	=	2	2
Written tests	Presentation Discussion -	Imaging mechanisms	=	2	3
Written tests	Presentation Discussion -	Camera and its components	=	2	4
Written tests	Presentation Discussion -	Practical applications for using the camera	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Conditions that must be met in the model image	=	2	6
Written tests	Presentation Discussion -	Practical applications to achieve a typical image	=	2	7
Written tests	Presentation Discussion -	digital photography	=	2	8
Written tests	Presentation Discussion -	digital imaging techniques	=	2	9
Written tests	Presentation Discussion -	Practical applications in the field of digital photography	=	2	10
Written tests	Presentation Discussion -	The importance of lighting in the photography process	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Practical applications to understand the importance of lighting in the photography process	=	2	12
Written tests	Presentation Discussion -	Lenses in photography	=	2	13
Written tests	Presentation Discussion -	Practical applications of the importance of lenses in photography	=	2	14

Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	<b>Elements of a photojournalism</b>	=	2	16
Written tests	Presentation Discussion -	<b>The use of images in journalistic arts</b>	=	2	17
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Practical applications of employing images in journalistic arts</b>	=	2	18
Written tests	Presentation Discussion -	<b>TV camera</b>	=	2	19
Written tests	Presentation Discussion -	<b>Television imaging techniques</b>	=	2	20
Written tests	Presentation Discussion -	<b>Practical applications in television photography</b>	=	2	21
Written tests	Presentation Discussion -	<b>Photography in the field of electronic media</b>	=	2	22
Written tests	Presentation Discussion -	<b>Imaging techniques in the field of electronic media</b>	=	2	23
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Practical applications of photography in the field of electronic media</b>	=	2	24
Written tests	Presentation Discussion -	<b>The importance of contemporary technologies in the field of electronic media</b>	=	2	25
Written tests	Presentation Discussion -	<b>Practical applications in the fields of modern technologies in photojournalism</b>	=	2	26
Written tests	Presentation Discussion -	<b>Advertising image techniques</b>	=	2	27
Written tests	Presentation Discussion -	<b>Mobile photojournalism</b>	=	2	28
Written tests	Presentation Discussion -	<b>Mobile applications</b>	=	2	29
Written tests	Lecture - Discussion - Live	<b>Second semester exam</b>	=	2	30

	Interrogation				
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Course Evaluation -13	
<p>.Chapter One : (20% marks )  . Daily preparation : ( 5 degree )  . Attendance and commitment in class : ( 5 degree )  .Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )  . Daily preparation : ( 5 degree )  . Attendance and commitment in class: ( 5 degree )  .Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )  Final Exam : (60 marks )  Final grade : (100 points )</p>	
Learning and teaching resources -14	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name: Media and Digital Literacy	.30
Code / First Stage / Journalism and Public Relations Branch	.31
.the chapter / Academic year 2024/2025	.32
.Date of preparation of this description: 18/9/2024	.33
Available forms of attendance : Official (regular) working hours.	.34
Number of study hours ( 4 ) / Number of units ( 3 ) in one semester.	.35
Name of the course administrator (if more than one name (is mentioned	.36



Name: M.M. Karar Mohamed Hatem khatem@uowasit.edu.iq	
objectives Course	.37
Providing learners with knowledge of the principles of media and digital literacy .1 .Knowledge of local, Arab and international media policies .2 .Identify different means of communication .3 .Identify stereotypes and stereotyping .4 .Identify the differences and variations in media content .5 .Identify the goals of media owners .6 .Understanding international and foreign media policies .7	
Teaching and learning strategies	.38
Strategy: Adopting methods of lecture, presentation, discussion, dialogue, brainstorming, practical application, etc	

## Course structure -11

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Written tests	Presentation - Discussion	The concept of media and digital literacy	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	?Why media and digital literacy	=	2	2
Written tests	Presentation - Discussion	Citizenship / Global Citizenship Digital Citizenship /	=	2	3
Written tests	Presentation - Discussion	political pressures	=	2	4
Written tests	Presentation - Discussion	citizen journalist	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Sectarian discourse, hate speech and incitement	=	2	6
Written tests	Presentation - Discussion	Practical applications: How to flickr account create a	=	2	7
Written tests	Presentation - Discussion	Framing theory	=	2	8
Written tests	Presentation - Discussion	Practical and scientific applications of browsing the Internet	=	2	9
Written tests	Presentation - Discussion	debate and argument	=	2	10
Written tests	Presentation - Discussion	stereotypes	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Marketing	=	2	12
Written tests	Presentation - Discussion	Practical applications in photo editing	=	2	13
Written tests	Presentation - Discussion	Newsroom Management Difference Between Data and ) (Information	=	2	14
Written tests	Presentation - Discussion	First semester exam	=	2	15
Written tests	Presentation - Discussion	practical applications Storify	=	2	16
Written tests	Presentation - Discussion	Practical applications of audiogram and Instagram	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Media: Camp Journalist, Refugees and Displaced Persons	=	2	18
Written tests	Presentation - Discussion	Children are a media material .for political propaganda	=	2	19

Written tests	Presentation - Discussion	Verifying statements of public figures	=	2	20
Written tests	Presentation - Discussion	Practical applications for writing reflective text	=	2	21
Written tests	Presentation - Discussion	Blogs and blogging	=	2	22
Written tests	Presentation - Discussion	Practical applications for creating a blog	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	ideology	=	2	24
Written tests	Presentation - Discussion	Theoretical approaches to media ideology	=	2	25
Written tests	Presentation - Discussion	Practical applications in critical image analysis	=	2	26
Written tests	Presentation - Discussion	Practical applications: production of media material	=	2	27
Written tests	Presentation - Discussion	Media and Critical Thinking	=	2	28
Written tests	Presentation - Discussion	Practical applications: writing a script to produce a documentary program , editing and montage videos	=	2	29
		Second semester exams	=	2	30

Course Evaluation -12	
<p>.Chapter One: (20% marks)  .Daily preparation: (5 marks)  .Attendance and commitment in class: (5 marks)  .Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)  .Daily preparation: (5 marks)  .Attendance and commitment in class: (5 marks)  .Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)  Final Exam: (60 marks)  Final grade: (100 points)</p>	
Learning and teaching resources -13	
opting modern sources in the	Required textbooks (methodology if any)

course field	
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, (.etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

Course Name/ Media Language .1
Course Code / First Stage / Media .2
.Semester/Academic Year 2024/2025 .3
Date of preparation of this description: 18/9/2024 .4
Available attendance forms: Official (regular) attendance / Interactive .5 electronic classroom system
Number of study hours (2) / Number of units (2) in the stage .6

Name of the course administrator (if more than one name is .7 (mentioned
Dr. Rafel Hadi Mahdi rhadi@uowasit.edu.iq
objectives Course .8
<p>.Create general knowledge for students about the concept of media language - Introducing the student to the necessity of correcting the tongue in terms of - .identifying the points of articulation of letters teaching students to care about the Arabic language and to overcome colloquial - .dialect, and helping them understand complex structures and obscure styles Developing students' spelling and handwriting skills and abilities, enabling - them to write correctly in all aspects. Developing their literary and creative .abilities, enabling them to express themselves correctly Accustoming the student to the logical thinking method in presentation and - analysis, especially in exercises on correct reading, and avoiding common .linguistic errors</p> <p>rough this course, students will learn the skill of speaking easily in the media d press. Learning the basics of media language and mastering it will help them rform their journalistic duties in the required manner using correct language, aracterized by clarity and attractiveness, as it is a language that addresses the .masses and all social classes</p>
Teaching and learning strategies .9
<p>Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and .journalistic skills for public relations practitioners</p>

Course structure .1					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Create general knowledge for students about the concept of media . language -	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	Introducing the student to the necessity of correcting the tongue in terms of identifying the points of articulation of letters . -	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	Teaching the student to care about the Arabic language and to overcome the colloquial dialect, and helping him in	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	Understanding complex structures , and obscure styles so that they can write correctly in all aspects, and developing their literary and creative abilities so that they can express	=	<b>2</b>	<b>4</b>

		themselves correctly .			
Written tests	Presentation Discussion -	Common - in mistakes media language	=	2	5
Written tests	Lecture - Discussion - Live Interrogatio n	In grammatical application Al-Muthanna	=	2	6
Written tests	Presentation Discussion -	Sound masculine plural	=	2	7
Written tests	Presentation Discussion -	Non-inflected	=	2	8
Written tests	Presentation Discussion -	The defective noun	=	2	9
Written tests	Presentation Discussion -	Defective noun	=	2	10
Written tests	Presentation Discussion -	extended noun	=	2	11
Written tests	Lecture - Discussion - Live Interrogatio n	Scientific applications	=	2	12
Written tests	Presentation Discussion -	Exam	=	2	13
Written tests	Presentation Discussion -	The impact of journalism on language renewal	=	2	14
Written tests	Presentation Discussion -	The impact of journalism on language renewal	=	2	15
Written tests	Presentation Discussion -	The impact of journalism on enriching the language	=	2	16
Written tests	Presentation Discussion -	Standards that a journalist must have	=	2	17
Written tests	Lecture - Discussion - Live	In grammatical application	=	2	18

	Interrogation	Subject and predicate			
Written tests	Presentation Discussion -	Kan and its sisters	=	2	19
Written tests	Presentation Discussion -	That and its sisters	=	2	20
Written tests	Presentation Discussion -	Practical applications	=	2	21
Written tests	Presentation Discussion -	The five verbs	=	2	22
Written tests	Presentation Discussion -	number	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	complex number	=	2	24
Written tests	Presentation Discussion -	Putting the counted item before the number	=	2	25
Written tests	Presentation Discussion -	Defective present tense verb	=	2	26
Written tests	Presentation Discussion -	Practical application of journalistic language	=	2	27
Written tests	Presentation Discussion -	past tense	=	2	28
Written tests	Presentation Discussion -	review	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	The exam	=	2	30
Written tests	Lecture - Discussion - Live Interrogation				



.Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –12	
Adopting modern sources in the course field	Required textbooks (methodology if any)
Ministry of Higher Education decision	Main references (sources)
Adopting modern research and studies in prestigious international and Arab journals: Media Researcher Magazine - Lark Magazine	Recommended supporting books and references (scientific journals, reports, (.etc
Official and academic websites in the course field	Electronic references, websites

## Course Description Form

Course Name: Principles of Public Relations .10

Code / First Stage / Public Relations Branch / Journalism Branch	.11
Semester/ Year/2024/2025	.12
.Date of preparation of this description: 18/9/2024	.13
.Available forms of attendance : Official (regular) working hours.	14
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage.	15
Name of the course administrator (if more than one name is (mentioned	.16
Name: M.M. Shaima Sarhan Muhail <a href="mailto:shamiaa124@uowasit.edu.iq">shamiaa124@uowasit.edu.iq</a> •	
objectives Course	.17
Producing students to the fields of media practice and public relations and developing - the skills and qualifications that enable students to achieve media development in society This course description provides a concise summary of the course's key features and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities . It must be linked to the program description providing the student with the most important concepts and ideas in the field of public - relations . Providing learners with knowledge of the principles of Public relations - . Learn about the origins of public relations - . Recognizing the importance of public relations - .Identify the functions and objectives of public relations -	
Teaching and learning strategies	.18
Adopting methods such as lectures, presentations, discussions, dialogues, brainstorming, .practical applications, and others	<b>Strategy</b>

### Course structure -10

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	The concept and definition of public relations	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	The emergence and development of public relations	=	2	2
Written tests	Presentation Discussion -	Public relations objectives	=	2	3
Written tests	Presentation Discussion -	Public Relations Jobs	=	2	4
Written tests	Presentation Discussion -	The importance of public relations	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Public relations and its relationship to other communication patterns	=	2	6
Written tests	Presentation Discussion -	Public relations and its relationship to the media	=	2	7
Written tests	Presentation Discussion -	Public relations and its relationship to advertising	=	2	8
Written tests	Presentation Discussion -	Public relations and its relationship to advertising	=	2	9
Written tests	Presentation Discussion -	Public Relations Audience	=	2	10
Written tests	Presentation Discussion -	Communication methods in public relations	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Communication methods in public relations	=	2	12
Written tests	Presentation Discussion -	Work ethics in public relations	=	2	13

Written tests	Presentation Discussion -	<b>Public Relations Pioneers</b>	=	2	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	<b>Scientific methods in practicing public relations</b>	=	2	16
Written tests	Presentation Discussion -	<b>Scientific research in public relations</b>	=	2	17
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Planning in Public Relations</b>	=	2	18
Written tests	Presentation Discussion -	<b>Organization in Public Relations</b>	=	2	19
Written tests	Presentation Discussion -	<b>Leadership in Public Relations</b>	=	2	20
Written tests	Presentation Discussion -	<b>Public Relations Coordination</b>	=	2	21
Written tests	Presentation Discussion -	<b>Organizational Communication in Public Relations</b>	=		22
Written tests	Presentation Discussion -	<b>Follow-up in public relations</b>	=	2	23
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Evaluation in Public Relations</b>	=	2	24
Written tests	Presentation Discussion -	<b>Public Relations Training</b>	=	2	25
Written tests	Presentation Discussion -	<b>Effective Public Relations Practice Model</b>	=	2	26
Written tests	Presentation Discussion -	<b>relations in Public Iraq</b>	=	2	27
Written tests	Presentation Discussion -	<b>Characteristics of public relations in Iraq</b>	=	2	28
Written tests	Presentation Discussion -	<b>Designing an Effective Public Relations Program</b>	=	2	29
Written tests	Lecture - Discussion -	<b>Second semester exam</b>	=	2	30

	Live Interrogation				

<p>.Chapter One : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>
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Learning and teaching resources –15	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

.19	Course Name/History of Journalism
.20	code /first stage /Journalism branch
.21	.the chapter / Academic year 2024/2025
.22	.Date of preparation of this description: 18/9/2024
.23	Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system
.24	Number of study hours ( 2 ) / Number of units ( 3 ) in the stage.
.25	Name of the course administrator (if more than one name (is mentioned

Name: M.M. Ali Ihsan Abdul Jalil

objectives Course .26

- international public relations Learn the basic concepts and modern theories
- providing the student with the most important modern concepts and
- .perceptions of international public relations
- obtaining information and ideas from primary sources of international public relations

Teaching and learning strategies .27

Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for international public relations practitioners

Course structure-13

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Evaluation method	Teaching method	Name of unit/course or topic	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation – Discussion	<b>The concept of journalism</b>	=	2	2
Written tests	Presentation – Discussion	<b>newspaper</b>	=	2	3
Written tests	Presentation – Discussion	<b>The magazine</b>	=	2	4
Written tests	Presentation – Discussion	<b>Characteristics of the press</b>	=	2	5
Written tests	Presentation – Discussion	<b>Main functions of journalism</b>	=	2	6
Written tests	Lecture – Discussion – Live Interrogation	<b>The main tasks of journalism</b>	=	2	7
Written tests	Presentation – Discussion	<b>The emergence and development of journalism in ancient times</b>	=	2	8
Written tests	Presentation – Discussion	<b>The emergence of printing</b>	=	2	9
Written tests	Presentation – Discussion	<b>Edition and the press revolution</b>	=	2	10
Written tests	Presentation – Discussion	<b>Introduction to the origin and development of journalism in the world</b>	=	2	11
Written tests	Presentation – Discussion	<b>The emergence of mass journalism</b>	=	2	12
Written tests	Lecture – Discussion – Live Interrogation	<b>Commercial and yellow newspapers</b>	=	2	13
Written tests	Presentation – Discussion	<b>The emergence and development of modern newspapers in the Arab world</b>	=	2	14
Written tests	Presentation – Discussion	<b>The most important Arab newspapers</b>	=	2	15
Written tests	Presentation – Discussion	<b>First semester exam</b>	=	2	16
Written tests	Presentation –	<b>The emergence and</b>	=	2	17



	Discussion	<b>development of journalism in Iraq</b>			
Written tests	Presentation – Discussion	<b>Al-Zawraa newspaper</b>	=	<b>2</b>	18
Written tests	Lecture – Discussion – Live Interrogation	<b>Mosul newspaper</b>	=	<b>2</b>	19
Written tests	Presentation – Discussion	<b>Basra newspaper</b>	=	<b>2</b>	20
Written tests	Presentation – Discussion	<b>Revolution Press 1920</b>	=	<b>2</b>	21
Written tests	Presentation – Discussion	<b>Revolution Press 1920 Calendar</b>	=	<b>2</b>	22
Written tests	Presentation – Discussion	<b>The emergence of party journalism</b>	=	<b>2</b>	23
Written tests	Presentation – Discussion	<b>Iraqi Party Press 1922–1930</b>	=	<b>2</b>	24
Written tests	Lecture – Discussion – Live Interrogation	<b>Iraqi Party Press 1930–1935</b>	=	<b>2</b>	25
Written tests	Presentation – Discussion	<b>Iraqi Party Press 1946–1950</b>	=	<b>2</b>	26
Written tests	Presentation – Discussion	<b>The secret press of Iraq's political parties</b>	=	<b>2</b>	27
Written tests	Presentation – Discussion	<b>Specialized journalism in Iraq</b>	=	<b>2</b>	28
Written tests	Presentation – Discussion	<b>Journalism of religious and ethnic minorities in Iraq</b>	=	<b>2</b>	29
Written tests	Presentation – Discussion	<b>Contemporary journalism</b>			30
Written tests	Lecture – Discussion – Live Interrogation	<b>Second semester exam</b>	=	<b>2</b>	31

Course Evaluation -14	
<p>.Chapter One: (20% marks)          .Daily preparation: (5 marks)          .Attendance and commitment in class: (5 marks)          .Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)          .Daily preparation: (5 marks)          .Attendance and commitment in class: (5 marks)          .Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)          Final Exam: (60 marks)          Final grade: (100 points)</p>	
Learning and teaching resources -15	
opting modern sources in the course field (Public opinion)	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, (.etc
and academic websites in the	Electronic references, websites

### Course Description Form

Course Name: Journalistic Editing: The Art of Writing News and Journalistic Reports	.28
Code / First Stage / Public Relations and Journalism Branch	.29
Semester/ Year/2024/2025	.30
.Date of preparation of this description: 18/9/2024	.31
.Available forms of attendance : Official (regular) working hours	.32
Number of study hours ( 3 ) / Number of units ( 2 ) in the stage	.33
Name of the course administrator (if more than one name is mentioned)	.34
Name: M. Muntadhar Khaled Aboud <a href="mailto:mkhalid@uowasit.edu.iq">mkhalid@uowasit.edu.iq</a>	
objectives Course	.35
. Understand the concept and importance of press release - To be able to acquire and develop journalistic skills in the field of writing press -	

. releases Learn about the technical forms in writing a press release - .Knowing the sources of news and the process of news coverage -	
Teaching and learning strategies .36	
opting methods such as lectures, presentations, discussions, dialogues, .brainstorming, practical applications, and others	<b>Strategy</b>

Course structure .2					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	The concept of press release	Referred to in the previous axis, each according to the content	3	1
Written tests	Presentation Discussion -	Stages of development of the news story	=	3	2
Written tests	Presentation Discussion -	Characteristics of a press release	=	3	3
Written tests	Presentation Discussion -	Types of press releases	=	3	4
Written tests	Presentation Discussion -	Sources of the press release	=	3	5
Written tests	Lecture - Discussion - Live Interrogation	The six questions for writing a news story	=	3	6
Written tests	Presentation Discussion -	Technical templates for editing press releases	=	3	7
Written tests	Presentation Discussion -	Practical applications for editing press releases	=	3	8
Written tests	Presentation Discussion -	Press coverage of the news	=	3	9
Written tests	Presentation Discussion -	Practical applications for covering news	=	3	10
Written tests	Presentation Discussion -	Skills required for news editing	=	3	11
Written tests	Lecture - Discussion - Live Interrogation	Employing skills to edit press releases	=	3	12
Written tests	Presentation Discussion -	News values	=	3	13
Written tests	Presentation Discussion -	Practical applications for adhering to news values	=	3	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	3	15
Written tests	Presentation Discussion -	Press release in electronic journalism	=	3	16
Written tests	Presentation	Technical templates in	=	3	17

	Discussion -	news editing in electronic journalism			
Written tests	Lecture - Discussion - Live Interrogation	Practical applications for news editing in electronic journalism	=	3	18
Written tests	Presentation Discussion -	Writing the title for the press release	=	3	19
Written tests	Presentation Discussion -	Practical applications for writing a headline in a press release	=	3	20
Written tests	Presentation Discussion -	Mechanisms for employing images in writing press releases	=	3	21
Written tests	Presentation Discussion -	Practical applications for using images in writing news stories	=	3	22
Written tests	Presentation Discussion -	The concept of journalistic reporting	=	3	23
Written tests	Lecture - Discussion - Live Interrogation	The importance of the press report Features of a journalistic report	=	3	24
Written tests	Presentation Discussion -	Types of press reports	=	3	25
Written tests	Presentation Discussion -	The report and its relationship to other journalistic arts	=	3	26
Written tests	Presentation Discussion -	Editing the press report	=	3	27
Written tests	Presentation Discussion -	Practical applications for editing press reports	=	3	28
Written tests	Presentation Discussion -	Types of press reports	=	3	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30

Course Evaluation -16

.Chapter One : (20% marks )  
. Daily preparation : ( 5 degree )

<p>. Attendance and commitment in class: ( 5 degree )          .Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )          . Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )          .Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )          Final Exam : (60 marks )          Final grade : (100 points )</p>	
Learning and teaching resources –17	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

## **Course Description Form**



### Course structure .3

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Computer Basics	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	Computer phases	=	2	2
Written tests	Presentation Discussion -	Computer Generations 1	=	2	3
Written tests	Presentation Discussion -	Computer Generations 2	=	2	4
Written tests	Presentation Discussion -	Computer Classification 1	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Computer Classification 2	=	2	6
Written tests	Presentation Discussion -	Uses of computers	=	2	7
Written tests	Presentation Discussion -	Computer components	=	2	8
Written tests	Presentation Discussion -	Hardware parts of the computer	=	2	9
Written tests	Presentation Discussion -	Input devices	=	2	10
Written tests	Presentation Discussion -	Output devices	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Types of memory	=	2	12
Written tests	Presentation Discussion -	Types of printers	=	2	13
Written tests	Presentation Discussion -	First semester exam	=	2	14
Written tests	Presentation Discussion -	Software	=	2	15
Written tests	Presentation Discussion -	Computer security and software licensing	=	2	16
Written tests	Presentation Discussion -	Internet Ethics	=	2	17

Written tests	Lecture - Discussion - Live Interrogation	Internet Ethics	=	2	18
Written tests	The recitation - Discussion	Operating systems	=	2	19
Written tests	Presentation Discussion -	Operating systems	=	2	20
Written tests	Presentation Discussion -	Operating systems	=	2	21
Written tests	Presentation Discussion -	Operating systems	=	2	22
Written tests	Presentation Discussion -	word processor	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	word processor	=	2	24
Written tests	Presentation Discussion -	word processor	=	2	25
Written tests	Presentation Discussion -	word processor	=	2	26
Written tests	Presentation Discussion -	word processor	=	2	27
Written tests	Presentation Discussion -	word processor	=	2	28
Written tests	Presentation Discussion -	word processor	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	<b>Second semester exam</b>	=	2	30

### Course Evaluation -18

- .Chapter One : (20% marks )  
. Daily preparation : ( 5 degree )  
. Attendance and commitment in class: ( 5 degree )  
.Monthly exam (1 0 degree )
- .Chapter Two : (20% mark )  
. Daily preparation : ( 5 degree )  
. Attendance and commitment in class: ( 5 degree )  
.Monthly exam (1 0 degree )

Annual endeavor : (40 points ) Final Exam : (60 marks ) Final grade : (100 points )	
Learning and teaching resources –19	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course name: Mass Communication and its methods	.46
Code / First Stage / Public Relations and Journalism Branch	.47
.the chapter / Academic year 2024/2025	.48
.Date of preparation of this description: 18/9/2024	.49
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.50

Number of study hours ( 2 ) / Number of units ( 2 ) in the stage.51
Name of the course administrator (if more than one name (is mentioned) .52 Name: Mustafa Ali Abdullah
objectives Course .53
.To know the basics and controls of writing scientific research - identify the different research methods in linguistic, grammatical, literary - and rhetorical studies apply the knowledge he has acquired in the fields of research and manuscript - verification link the movements of renewal and development with the authenticity and - value of heritage .To invest knowledge in the areas of work, leadership and problem solving -
Teaching and learning strategies .54
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for public relations practitioners

Course structure .4					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	The concept of communication	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	Types and models of communication	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	The importance of communication in human societies	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	The concept of mass communication	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	Levels of mass communication	=	<b>2</b>	<b>5</b>

Written tests	Lecture - Discussion - Live Interrogation	Mass Communication Jobs	=	2	6
Written tests	Presentation Discussion -	Social theories in explaining communication functions	=	2	7
Written tests	Presentation Discussion -	communication skills	=	2	8
Written tests	Presentation Discussion -	mass communication audience	=	2	9
Written tests	Presentation Discussion -	Communication barriers	=	2	10
Written tests	Presentation Discussion -	The importance of technology in the communication process	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Developments brought about by technology in the structure of the communication process	=	2	12
Written tests	Presentation Discussion -	Methods of employing the uses of mass communication media in modernizing society	=	2	13
Written tests	Presentation Discussion -	Conditions required for a successful communication process	=	2	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	mass communication media	=	2	16
Written tests	Presentation Discussion -	Characteristics of mass communication media	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	The importance of the communicator in mass communication	=	2	18
Written tests	Presentation Discussion -	Media message, its objectives and characteristics	=	2	19
Written tests	Presentation Discussion -	Conditions that must be met in a successful media message	=	2	20
Written tests	Presentation	feedback echo	=	2	21

	Discussion -				
Written tests	Presentation Discussion -	Interactive communication and persuasive communication	=		22
Written tests	Presentation Discussion -	The importance of language in the process of mass communication	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Mechanisms of influence in the mass communication process	=	2	24
Written tests	Presentation Discussion -	Levels of influence in mass communication	=	2	25
Written tests	Presentation Discussion -	Journalism as a means of communication characteristics	=	2	26
Written tests	Presentation Discussion -	Radio as a means of communication characteristics	=	2	27
Written tests	Presentation Discussion -	Television as a means of communication characteristics	=	2	28
Written tests	Presentation Discussion -	Corrective techniques in public relations	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30
Written tests	Lecture - Discussion - Live Interrogation	<b>Exam</b>	=	2	31
		<b>Exam</b>	=		32

Course Evaluation -16
<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p>

.Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources -17	
opting modern sources in the course field	Required textbooks (methodology if any)
Ministry of Higher Education decision	Main references (sources)
Adopting modern research and studies in prestigious international and Arab journals: Media Researcher Magazine - .Lark Magazine	Recommended supporting books and references (scientific journals, reports, (.etc
and academic websites in the course field	Electronic references, websites

## Course Description Form

Course name: Democratic Human Rights	.55
Course Code / Media Department / First Stage	.56
.Semester/Academic Year 2024/2025	.57
Date of preparation of this description: 18/9/2024	.58
Available attendance forms: Official (regular) attendance / Interactive electronic classroom system	.59
Number of study hours (4) / Number of units (2) in the stage.	.60
Name of the course administrator (if more than one name (is mentioned	.61
M.M. Haider Abdul Rawdan	
objectives Course	.62
<p>reading awareness and legal culture and educating individuals about their - rights and duties, which helps them defend them And defend it</p> <p>promoting peace and stability and eliminating conflicts and disputes through - respect for rights and freedoms Which contributes to building secure and stable nations</p> <p>combating violations and crimes, exposing violations, and working to reduce - these violations helps in understanding between cultures and supports peaceful communication -</p>	



<p>derstanding human rights helps decision-makers enact laws that contribute to .preserving these rights</p>	<p>:by focusing on On shared values</p>
<p>Teaching and learning strategies .63</p>	
<p>Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and .journalistic skills for practitioners</p>	

Course structure .5					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Definition of human rights, their features and characteristics	Referred to in the previous axis, each according to the content	<b>4</b>	<b>1</b>
Written tests	Presentation Discussion -	Types of human rights	=	<b>4</b>	<b>2</b>
Written tests	Presentation Discussion -	Human rights in Mesopotamian civilization	=	<b>4</b>	<b>3</b>
Written tests	Presentation Discussion -	Human rights in the Nile Valley	=	<b>4</b>	<b>4</b>
Written tests	Presentation Discussion -	Human rights in Roman civilization	=	<b>4</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	Human rights in Islam	=	<b>4</b>	<b>6</b>
Written tests	Presentation Discussion -	Fundamental human rights, their importance and basic sources	=	<b>4</b>	<b>7</b>
Written tests	Presentation Discussion -	Human Rights and Media Ethics	=	<b>4</b>	<b>8</b>
Written tests	Presentation Discussion -	Practical applications of freedom of expression rights in the media and social media	=	<b>4</b>	<b>9</b>

Written tests	Presentation Discussion -	Universal Declaration of Human Rights	=	4	10
Written tests	Presentation Discussion -	Non- governmental organizations defending human rights	=	4	11
Written tests	Lecture - Discussion - Live Interrogatio n	International human rights covenants	=	4	12
Written tests	Presentation Discussion -	specialized human rights agencies	=	4	13
Written tests	Presentation Discussion -	Declaration of Human Rights in France	=	4	14
Written tests	Presentation Discussion -	First semester exam	=	4	15
Written tests	Presentation Discussion -	Definition of democracy in language and terminology	=	4	16
Written tests	Presentation Discussion -	The historical foundations of democratic thought	=	4	17
Written tests	Lecture - Discussion - Live Interrogatio n	Characteristics of democracy	=	4	18
Written tests	Presentation Discussion -	The concept of a democratic state	=	4	19

Written tests	Presentation Discussion -	Democratic state orientations	=	4	20
Written tests	Presentation Discussion -	The foundations of a democratic state	=	4	21
Written tests	Presentation Discussion -	Obstacles to the establishment of a democratic state	=	4	22
Written tests	Presentation Discussion -	Means of assuming power	=	4	23
Written tests	Lecture - Discussion - Live Interrogatio n	Types of democracies	=	4	24
Written tests	Presentation Discussion -	Popular oversight of people's representatives	=	4	25
Written tests	Presentation Discussion -	Electoral systems in the world	=	4	26
Written tests	Presentation Discussion -	Majority election, proportional representation election, individual election, and list election	=	4	27
Written tests	Presentation Discussion -	The concept of the Constitution and the special articles on freedom of expression	=	4	28

Written tests	Presentation Discussion -	A collection of important political terms	=	4	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	4	30
Written tests	Lecture - Discussion - Live Interrogation		=		
			=		

Course Evaluation -18	
<p>.Chapter One: (20% marks)  .Daily preparation: (degree)  .Attendance and commitment in class: (5)  .Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)  .Daily preparation: (degree)  .Attendance and commitment in class: (point)  .Monthly exam (mark)</p> <p>Annual endeavor: (40 points)  Final Exam: (60 marks)  Final grade: (100 points)</p>	
Learning and teaching resources -19	
adopting modern sources in the course field	Required textbooks (methodology if any)
Ministry of Higher Education decision	Main references (sources)
Adopting modern research and studies in prestigious international and Arab journals: Media Researcher .Magazine - Lark Magazine	Recommended supporting books and references (scientific journals, reports, (.etc
Official and academic websites in the course field	Electronic references, websites

## Course Description Form

Course Name/ English Language.64	
. Course code/ first stage.65	
. Chapter/Year/202 4 / 202 5.66	
.Date of preparation of this description: 1 8 / 9 / 2024.67	
.Available forms of attendance: official (regular) working hours.68	
in the stage (2 ) Number of units / (2 ) Number of study hours.69	
Name of the course administrator (if more than one name is mentioned).70	
Name: M. Asim Mahdi Radwi <a href="mailto:asimmahdi@uowasit.edu.iq">asimmahdi@uowasit.edu.iq</a>	
objectives Course.71	
•	This program provides students with the opportunity to learn and practice the skills necessary to address topics related to their field language and of study. The program emphasizes developing academic writing skills, as well as the ability to read and think critically. Students will learn to use the library and appropriate

electronic resources to locate and evaluate sources to enrich, develop, and support their ideas. They will also learn reading .analysis skills, such as comprehension and inference

#### Teaching and learning strategies.72

opting methods such as lectures, presentations, discussions, dialogues, .brainstorming, and others

**Strategy**

#### Course structure .73

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	watches	week
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Course structure .6					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Daily test	Theoretical and practical application	Grammar Present tense, Questions & questions words) speech )Vocabulary (Parts of	Knowledge of the theoretical aspects of the subject	2	1
Daily test	Theoretical and practical application	Everyday English	Knowledge of the theoretical aspects of the subject	2	2
Daily test	Theoretical and practical application	Speaking (Information gap, Discussion, Role play) Listening Writing (Informal Letter)	Knowledge of the theoretical aspects of the subject	2	3
Daily test	Theoretical and practical application	Vocabulary (Describing countries, Collocation Daily life) Everyday English (Making Conversation) Reading	Knowledge of the theoretical aspects of the subject	2	4
Daily test	Theoretical and practical application	peaking (Information gap, Exchanging information) Writing (Linking words, Describing a person)	Knowledge of the theoretical aspects of the subject	2	5
Daily and oral test	Theoretical and practical application	Grammar (Past tenses) Vocabulary (Irregular verbs, Noun, verbs, and adjectives, Making negatives)	Knowledge of the theoretical aspects of the subject	2	6
Daily test	Theoretical and practical application	Everyday English (Time expressions, At, on, in) Reading	Knowledge of the theoretical aspects of the subject	2	7
Daily test	Theoretical and practical application	Speaking (Telling stories) Listening	Knowledge of the theoretical aspects of	2	8



			the subject		
Daily and oral test	Theoretical and practical application	Grammar (Quantity, Articles) Vocabulary	Knowledge of the theoretical aspects of the subject	2	9
Daily test	Theoretical and practical application	Speaking Listening Writing (Filling in forms)	Knowledge of the theoretical aspects of the subject	2	10
Daily test	Theoretical and practical application	Grammar (Verb patterns-1, Future intentions)	Knowledge of the theoretical aspects of the subject	2	11
Daily and oral test	Theoretical and practical application	Reading	Knowledge of the theoretical aspects of the subject	2	12
Daily test	Theoretical and practical application	Speaking (What are your plans and ambitions? Being a teenager) Listening	Knowledge of the theoretical aspects of the subject	2	13
		<b>General review</b>		2	14
		<b>General review</b>			15
Daily and oral test	Theoretical and practical application	Grammar (What's it like?, Comparative and superlative adjectives)	Knowledge of the theoretical aspects of the subject	2	16
	Theoretical and practical application	Vocabulary (Talking about cities, Money, Synonyms and Antonyms)	Knowledge of the theoretical aspects of the subject	2	17
Daily and oral test	Theoretical and practical application	Everyday English (Directions	Knowledge of the theoretical aspects of the subject	2	18

	Theoretical and practical application	Reading	Knowledge of the theoretical aspects of the subject	2	19
Daily test	Theoretical and practical application	Writing (Writing a postcard)	Knowledge of the theoretical aspects of the subject	2	20
	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	21
Daily and oral test	Theoretical and practical application	Reading (people, the main communicators'- the many ways we communicate)	Knowledge of the theoretical aspects of the subject	2	22
Daily and oral test	Theoretical and practical application	Reading (people, the main communicators'- the many ways we communicate)	Knowledge of the theoretical aspects of the subject	2	23
	Theoretical and practical application	Writing (Linking words, Writing a story 1)	Knowledge of the theoretical aspects of the subject	2	24
Daily and oral test	Theoretical and practical application	Vocabulary EverydayEnglish (How do you feel?)	Knowledge of the theoretical aspects of the subject	2	25
	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	26
Daily and oral test	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical	2	27

			aspects of the subject		
	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	28
Daily and oral test		General review	Knowledge of the theoretical aspects of the subject	2	29

#### Course Evaluation.74

#### Learning and teaching resources.75

Headway	Required textbooks (methodology if any)
Various specialized sources	<p>.References Chapter One: (20% marks)  .Daily preparation: (degree)  .Attendance and commitment in class: (5)  .Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)  .Daily preparation: (degree)  .Attendance and commitment in class: (point)  .Monthly exam (mark)</p> <p>Annual endeavor: (40 points)  Final Exam: (60 marks)  Final grade: (100 points)</p> <p>Main (Resources)</p>

## Course Description Form

Course Name: Public Relations Strategies and Programs	.76
Code / Third Stage / Public Relations Branch	.77
.the chapter / Academic year 2024/2025	.78
.Date of preparation of this description: 22/9/2024	.79
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.80
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage	.81
Name of the course administrator (if more than one name (is mentioned	.82
Name: Asst. Dr. Raed Abdul-Kazem Abdul-Hussein Saad Al-Waili raedalwaili@uowasit.edu.iq	
Course objectives	.83

- .of public relations Learn the basic concepts and modern theories
- Providing the student with the most important modern concepts and
- .perceptions of communication applications for public relations
- Obtaining information and ideas from primary sources of public relations

#### Teaching and learning strategies .84

Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and .journalistic skills for public relations practitioners

Course structure -20					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Written and practical tests	Presentation - Discussion	Definition of public relations	Referred to in the previous axis, each according to the content	2	1
Written and practical tests	Presentation - Discussion	The concept of planning in public relations	=	2	2
Written and practical tests	Presentation - Discussion	The importance of planning in public relations	=	2	3
Written and practical tests	Presentation - Discussion	Types of planning	=	2	4
Written and practical tests	Presentation - Discussion	Planning success factors	=	2	5
Written and practical tests	Lecture - Discussion - Live Interrogation	Planning obstacles	=	2	6
Written and practical tests	Presentation - Discussion	The concept of strategy	=	2	7
Written and practical tests	Presentation - Discussion	Public relations strategies	=	2	8
Written and practical tests	Presentation - Discussion	Types of communication strategies in public relations	=	2	9
Written and practical tests	Presentation - Discussion	Public Relations Programs	=	2	10
Written and practical tests	Presentation - Discussion	The importance of public relations programs	=	2	11
Written and practical tests	Lecture - Discussion - Live Interrogation	Principles of preparing public relations programs	=	2	12

Written and practical tests	Presentation - Discussion	Conditions for the success of public relations programs	=	2	13
Written and practical tests	Presentation - Discussion	Review of all materials	=	2	14
Written and practical tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written and practical tests	Presentation - Discussion	The role of the public relations officer in developing programs	=	2	16
Written and practical tests	Presentation - Discussion	Preventive programs in relationships	=	2	17
Written and practical tests	Lecture - Discussion - Live Interrogation	Relationship Therapy Programs	=	2	18
Written and practical tests	Presentation - Discussion	Define audience	=	2	19
Written and practical tests	Presentation - Discussion	Defining communication messages	=	2	20
Written and practical tests	Presentation - Discussion	Design strategy or tactics	=	2	21
Written and practical tests	Presentation - Discussion	Selection of means	=	2	22
Written and practical tests	Presentation - Discussion	Review and evaluation	=	2	23
Written and practical tests	Lecture - Discussion - Live Interrogation	Practical applications for implementing integrated programs	=	2	24
Written and practical tests	Presentation - Discussion	Employing public relations strategies in various sectors	=	2	25
Written and practical	Presentation - Discussion	The importance of defining the audience	=	2	26

tests					
Written and practical tests	Presentation - Discussion	Audience classification according to its social characteristics	=	2	27
Written and practical tests	Presentation - Discussion	Characteristics of effective communication	=	2	28
Written and practical tests	Presentation - Discussion	Practical applications of public relations programs in the public and private sectors	=	2	29
		Second semester exam			30

Course Evaluation -21	
<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)</p> <p>Final Exam: (60 marks)</p> <p>Final grade: (100 points)</p>	
Learning and teaching resources -22	
opting modern sources in the	Required textbooks (methodology if any)



course field	
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, (.etc
and academic websites in the course field	Electronic references, websites

Course Name: Media Economics	.85
Code / Second Stage / Journalism Branch	.86
.the chapter / Academic year 2024/2025	.87
.Date of preparation of this description: 10/6/2024	.88
Available forms of attendance / official (regular) working hours.	89
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage.	90

Name of the course administrator (if more than one name is mentioned) .91	
Name: Aqeel Hamid Salman ahsalman@uowasit.edu.iq	
Course objectives .92	
	<ul style="list-style-type: none"> <li>- Providing learners with the basic concepts of economics</li> <li>- Knowing the aspects of overlap between economics and media</li> <li>- Understanding finance and its impact on the media industry</li> <li>- Identify the sources of funding for the media organization</li> <li>- Learn about management and the importance of management functions</li> </ul>
Teaching and learning strategies .93	
Adopting methods of lectures, presentations, discussions and dialogue that enhance and expand students' perceptions	

### Course Description Form

Course structure .7

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>The concept of economics, types of economic analysis, methods and tools of economic analysis</b>	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	<b>The concept of media economics, the importance of studying media economics</b>	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	<b>The concept of the media industry, characteristics and requirements of the media as an industry</b>	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Professional considerations in media work</b>	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	<b>Media institution, its characteristics and types</b>	=	<b>2</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Economic Institution Jobs</b>	=	<b>2</b>	<b>6</b>
Written tests	Presentation Discussion -	<b>Media organization financing, media</b>	=	<b>2</b>	<b>7</b>

		<b>organization financing sources</b>			
Written tests	Presentation Discussion -	<b>International finance and sources of international finance</b>	=	<b>2</b>	<b>8</b>
Written tests	Presentation Discussion -	<b>Financial independence in the media industry</b>	=	<b>2</b>	<b>9</b>
Written tests	Presentation Discussion -	<b>The concept of the press institution, the importance of studying the economics of the press industry, and the challenges facing the press .industry</b>	=	<b>2</b>	<b>10</b>
Written tests	Presentation Discussion -	<b>Characteristic s of the journalistic project, the importance of profit for the journalistic institution</b>	=	<b>2</b>	<b>11</b>
Written tests	The recitation live questioning discussion	<b>Press management concepts foundations stages</b>	=	<b>2</b>	<b>12</b>
Written tests	Presentation Discussion -	<b>Sources of funding for the press institution, investment activities of the</b>	=	<b>2</b>	<b>13</b>

		<b>press institution</b>			
Written tests	Presentation Discussion -	<b>Factors that increase newspaper distribution</b>	=	<b>2</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>Factors that reduce newspaper distribution</b>	=	<b>2</b>	<b>15</b>
Written tests	Presentation Discussion -	<b>The emergence of modern media, economic characteristics of the media</b>	=	<b>2</b>	<b>16</b>
Written tests	Presentation Discussion -	<b>The concept of media demand and the factors affecting it</b>	=	<b>2</b>	<b>17</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Characteristics of media products, modern media markets</b>	=	<b>2</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>The concept of media production and its elements</b>	=	<b>2</b>	<b>19</b>
Written tests	Presentation Discussion -	<b>Stages of media production, media competition, media organization's brand</b>	=	<b>2</b>	<b>20</b>
Written tests	Presentation Discussion -	<b>Preparing budgets in media institutions, basic steps in preparing budgets</b>	=	<b>2</b>	<b>21</b>

Written tests	Presentation Discussion -	<b>Types of budgets</b>	=		<b>22</b>
Written tests	Presentation Discussion -	<b>The concept of budget in the media organization</b>	=	<b>2</b>	<b>23</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>The concept of managing media institutions, administrative levels in media institutions</b>	=	<b>2</b>	<b>24</b>
Written tests	Presentation Discussion -	<b>Management jobs</b>	=	<b>2</b>	<b>25</b>
Written tests	Presentation Discussion -	<b>Management elements</b>	=	<b>2</b>	<b>26</b>
Written tests	Presentation Discussion -	<b>Organizational structure of the media institution</b>	=	<b>2</b>	<b>27</b>
Written tests	Presentation Discussion -	<b>Inputs and outputs of media institutions, management determinants in media institutions</b>	=	<b>2</b>	<b>28</b>
Written tests	Presentation Discussion -	<b>Control over the management of media institutions</b>	=	<b>2</b>	<b>29</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Exam</b>	=	<b>2</b>	<b>30</b>

<b>Course Evaluation</b>	<b>-23</b>
.Chapter One: (20% marks)	
.Daily preparation: (5 marks)	
.Attendance and commitment in class: (5)	

<p>Monthly exam: 10</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)</p> <p>Final Exam: (60 marks)</p> <p>Final grade: (100 points)</p>	
Learning and teaching resources –24	
opting modern sources in the course field	Required textbooks (methodology if any)
Media Economics Book / Author: Dr. Salam Munim Zamel	Main references (sources)
-----	Recommended supporting books and references (scientific journals, reports, (.etc
and academic websites in the course field	Electronic references, websites

## Course Description Form

Course Name/ English Language.94	
.Course code/ second stage.95	
. Chapter/Year/202 4 / 202 5.96	
. Date of preparation of this description: 09/19/2024.97	
.Available forms of attendance: official (regular) working hours.98	
in the stage (2 ) Number of units / (60 ) Number of study hours.99	
Name of the course administrator (if more than one name is .100 (mentioned	
Name: M. Asim Mahdi Radwi <a href="mailto:asimmahdi@uowasit.edu.iq">asimmahdi@uowasit.edu.iq</a>	
Course objectives .101	
•	<p>The aim of the programme is to enable students to understand and</p> <p>In a deeper and broader sense. This .analyse texts and ideas</p> <p>includes enhancing their English reading and writing skills,</p> <p>expanding their vocabulary, and their ability to express their ideas</p> <p>clearly and concisely. Instruction also aims to develop English</p> <p>listening and speaking skills to enable students to participate</p>



<p>fluently in media discussions with their peers and professors.</p> <p>Learning English is an essential tool for media students to benefit from resources and research available in English, thus developing .their capabilities in their field of study</p>					
Course structure.102					
<b>Evaluation method</b>	<b>Learning method</b>	<b>Name of the unit or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>week</b>

Course structure .8					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Daily test	Theoretical and practical application	Grammar Everyday English (Making Conversation) Vocabulary (Parts of speech)	Knowledge of the theoretical aspects of the subject	2	1
Daily test	Theoretical and practical application	Everyday English	Knowledge of the theoretical aspects of the subject	2	2
Daily test	Theoretical and practical application	Speaking (Information gap, Discussion, Role play) Listening Writing (Informal Letter)	Knowledge of the theoretical aspects of the subject	2	3
Daily test	Theoretical and practical application	Vocabulary (Describing countries, Collocation Daily life) Reading	Knowledge of the theoretical aspects of the subject	2	4
Daily test	Theoretical and practical application	Speaking (Information gap, Exchanging information) Writing (Linking words, Describing a person)	Knowledge of the theoretical aspects of the subject	2	5
Daily and oral test	Theoretical and practical application	Grammar (Past tenses) Vocabulary (Irregular verbs, Noun, verbs, and adjectives, Making negatives)	Knowledge of the theoretical aspects of the subject	2	6

Daily test	Theoretical and practical application	Everyday English (Time expressions, At, on, in) Reading	Knowledge of the theoretical aspects of the subject	2	7
Daily test	Theoretical and practical application	Speaking (Telling stories) Listening	Knowledge of the theoretical aspects of the subject	2	8
Daily and oral test	Theoretical and practical application	Grammar (Quantity, Articles) Vocabulary	Knowledge of the theoretical aspects of the subject	2	9
Daily test	Theoretical and practical application	Speaking Listening Writing (Filling in forms)	Knowledge of the theoretical aspects of the subject	2	10
Daily test	Theoretical and practical application	Grammar (Verb patterns-1, Future intentions)	Knowledge of the theoretical aspects of the subject	2	11
Daily and oral test	Theoretical and practical application	Reading	Knowledge of the theoretical aspects of the subject	2	12
Daily test	Theoretical and practical application	Speaking (What are your plans and ambitions? Being a teenager) Listening	Knowledge of the theoretical aspects of the subject	2	13
		<b>General review</b>		2	14

		<b>General review</b>			<b>15</b>
Daily and oral test	Theoretical and practical application	Grammar (What's it like?, Comparative and superlative adjectives)	Knowledge of the theoretical aspects of the subject	2	<b>16</b>
	Theoretical and practical application	Vocabulary (Talking about cities, Money, Synonyms and Antonyms)	Knowledge of the theoretical aspects of the subject	2	<b>17</b>
Daily and oral test	Theoretical and practical application	Everyday English (Directions)	Knowledge of the theoretical aspects of the subject	2	<b>18</b>
	Theoretical and practical application	Reading	Knowledge of the theoretical aspects of the subject	2	<b>19</b>
Daily test	Theoretical and practical application	Writing	Knowledge of the theoretical aspects of the subject	2	<b>20</b>
	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	<b>21</b>
Daily and oral test	Theoretical and practical application	Reading (people, the main communicators'- the many ways we communicate)	Knowledge of the theoretical aspects of the subject	2	<b>22</b>

Daily and oral test	Theoretical and practical application	Reading	Knowledge of the theoretical aspects of the subject	2	23
	Theoretical and practical application	Writing (Linking words, Writing a story 1)	Knowledge of the theoretical aspects of the subject	2	24
Daily and oral test	Theoretical and practical application	Vocabulary Everyday English (How do you feel?)	Knowledge of the theoretical aspects of the subject	2	25
	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	26
Daily and oral test	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	27
	Theoretical and practical application	Everyday English Reading	Knowledge of the theoretical aspects of the subject	2	28
Daily and oral test		General review	Knowledge of the theoretical aspects of the subject	2	29
Course Evaluation			-20		

<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)</p> <p>Final Exam: (60 marks)</p> <p>Final grade: (100 points)</p>
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#### Learning and teaching resources –21

opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main References (Sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites in the course field	Electronic references, websites

#### Course Evaluation .103

Chapter One: (Twenty marks), daily preparation + daily tests : 10 + Monthly exam: 10 points

Chapter Two: (Twenty marks), daily preparation + daily tests : 10 + Monthly exam: 10 points

Final Exam (Written): (60 marks) .Final grade: (100 points)	
Learning and teaching resources .104	
Headway	Required textbooks (methodology if any)
Various specialized sources	Main references (sources)

### Course Description Form

Course Name: Journalism Arts .105
Code / Second Stage / Public Relations Branch .106

Semester/ Year/2024/2025 .107	
.Date of preparation of this description: 18/9/2024 .108	
.Available forms of attendance : Official (regular) working hours .109	
Number of study hours ( 4 ) / Number of units ( 2 ) in the stage .110	
Name of the course administrator (if more than one name is .111 (mentioned	
Name: M.M. Mustafa Zuhair Turki mturki@uowasit.edu.iq	
Course objectives .112	
Understanding the principles and types of journalistic arts - ability and understanding to employ journalistic arts professionally in diverse ' - .media contexts Producing innovative journalistic content that meets audience needs in the digital - .age Commitment to professional ethics and application as a responsible and influential - .journalist in society Analyzing classic and contemporary journalistic works and evaluating their quality -	
Teaching and learning strategies .113	
Adopting the method of lecture, discussion and dialogue in the theoretical and practical aspects to ensure the preparation of students capable of Keeping pace with the requirements of modern journalism	Strategy



Course structure .9					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	News story, how to write it, its sources and types	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	Practical application	=	4	2
Written tests	Presentation Discussion -	Training on writing a news story	=	4	3
Written tests	Presentation Discussion -	Practical application	=	4	4
Written tests	Presentation Discussion -	Investigative journalism types confiscation	=	4	5
Written tests	Presentation Discussion -	Practical application	=	4	6
Written tests	Presentation Discussion -	Stages of preparing for the investigation and steps for writing it	=	4	7
Written tests	Presentation Discussion -	Practical application	=	4	8
Written tests	Presentation Discussion -	Investigative journalism jobs	=	4	9
Written tests	Presentation Discussion -	Practical application	=	4	10
Written tests	Presentation Discussion -	Types of investigative journalistic introductions and how to write them	=	4	11
Written tests	Presentation Discussion -	Practical application	=	4	12
Written tests	Presentation	Training students on how to conduct	=	4	13

	Discussion -	investigation and its introduction			
Written tests	Presentation Discussion -	Practical application	=	4	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	The recitation - Discussion	Investigative reporting, its definition, its origins, the most important investigative reports in history, and the conditions for the success of investigative .reporting	=	4	16
Written tests	Presentation Discussion -	Practical application	=	4	17
Written tests	Presentation Discussion -	Stages of preparing an investigative report, confiscation, steps for its implementation, and reasons for its failure in the Arab .and Iraqi media	=	4	18
Written tests	Presentation Discussion -	Practical application	=	4	19
Written tests	Presentation Discussion -	Training students on how to prepare and write an investigative report	=	4	20
Written tests	Presentation Discussion -	Practical application	=	4	21
Written tests	Presentation Discussion -	Article definition, types, functions, writing method and language	=	4	22
Written tests	Presentation Discussion -	Practical application	=	4	23
Written tests	Presentation Discussion -	Selecting and analyzing samples	=	4	24

		of newspaper articles and learning how to write them			
Written tests	Presentation Discussion -	Practical application	=	4	25
Written tests	Presentation Discussion -	Newspaper column definition, types, method of writing, functions, and the difference between it and the article, with training students on writing .the two models	=	4	26
Written tests	Presentation Discussion -	Practical application	=	4	27
Written tests	Presentation Discussion -	Press interview, its types, definition, and how to write it	=	4	28
Written tests	Presentation Discussion -	Practical application	=	4	29
Written tests	Presentation Discussion -	<b>Second semester exam</b>	=	2	30

### Course Evaluation -22

.Chapter One : (20% marks )

. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )

.Monthly exam (1 0 degree )

.Chapter Two : (20% mark )

. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )

<p>.Monthly exam (10 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>	
Learning and teaching resources –23	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

## Course Description Form

Course Name/Media Language	.114
Code / Second Stage / Public Relations and Journalism Branches	.115
Semester/ Year/2024/2025	.116
.Date of preparation of this description: 18/9/2024	.117
.Available forms of attendance : Official (regular) working hours	.118
Number of study hours ( 4 ) / Number of units ( 2 ) in the stage	.119
Name of the course administrator (if more than one name is (mentioned	.120
Name: Asst. Dr. Abeer Ne'ma Farag <a href="mailto:AbeerNema@uowasit.edu.iq">AbeerNema@uowasit.edu.iq</a>	

Course objectives .121	
.Providing students with the linguistic knowledge necessary for their field of work - dy of the most important linguistic phenomena that occur frequently in media - .texts lping students control their language by choosing appropriate words in their - .media texts .Enhancing the language and audio skills of media department students - abling students to deal with the Arabic sound in a way that is compatible with - .their mother tongue	
Teaching and learning strategies .122	
.Adopting the method of lecture, discussion and dialogue	<b>Strategy</b>

Course structure .10					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	The concept of media language	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	Characteristics of media language	=	4	2
Written tests	Presentation Discussion -	Common mistakes in media language	=	4	3
Written tests	Presentation Discussion -	Arabic dictionary	=	4	4
Written tests	Presentation Discussion -	Morphological application	=	4	5
Written tests	Presentation Discussion -	Active participle and passive participle	=	4	6
Written tests	Presentation Discussion -	Exaggeration	=	4	7
Written tests	Presentation Discussion -	Adjective	=	4	8
Written tests	Presentation Discussion -	Rhetorical applications to media texts	=	4	9
Written tests	Presentation Discussion -	simile	=	4	10
Written tests	Presentation Discussion -	metaphor	=	4	11
Written tests	Presentation Discussion -	Metaphor	=	4	12
Written tests	Presentation Discussion -	Common spelling mistakes	=	4	13
Written tests	Presentation Discussion -	General review	=	4	14

Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	The recitation - Discussion	Expression and composition	=	4	16
Written tests	Presentation Discussion -	Article and its types	=	4	17
Written tests	Presentation Discussion -	Article features	=	4	18
Written tests	Presentation Discussion -	Official correspondence and reports	=	4	19
Written tests	Presentation Discussion -	Writing the news	=	4	20
Written tests	Presentation Discussion -	Writing a comment	=	4	21
Written tests	Presentation Discussion -	Writing an investigation	=	4	22
Written tests	Presentation Discussion -	The art of public speaking and delivery	=	4	23
Written tests	Presentation Discussion -	The concept of discourse	=	4	24
Written tests	Presentation Discussion -	Discourse theories	=	4	25
Written tests	Presentation Discussion -	Writing the hamza	=	4	26
Written tests	Presentation Discussion -	Affirmation style	=	4	27
Written tests	Presentation Discussion -	Interrogative style	=	4	28
Written tests	Presentation Discussion -	Comprehensive review	=	4	29
Written tests	Presentation Discussion -	Second semester exam	=	2	30



Course Evaluation -24					
.Chapter One : (20% marks ) . Daily preparation : ( 5 degree ) . Attendance and commitment in class: ( 5 degree ) .Monthly exam (1 0 degree )  .Chapter Two : (20% mark ) . Daily preparation : ( 5 degree ) . Attendance and commitment in class: ( 5 degree ) .Monthly exam (1 0 degree )  Annual endeavor : (40 points ) Final Exam : (60 marks ) Final grade : (100 points )					
Learning and teaching resources -25					
opting modern sources in the course field			Required textbooks (methodology if any)		
Relying on general references in the field of the course			Main references (sources )		
Accrediting recent research and studies in prestigious international and Arab journals			Recommended supporting books and references (scientific journals, reports, ( .etc		
Official and academic websites in the course field			Electronic references , websites		

### Course Description Form

Course Name: Marketing Public Relations	.123
Code / Second Stage / Public Relations Branch	.124
Semester/ Year/2024/2025	.125
.Date of preparation of this description: 18/9/2024	.126
.Available forms of attendance : Official (regular) working hours	.127
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage	.128
Name of the course administrator (if more than one name is	.129

(mentioned	
Name: Khalaf Karim Kiyush <a href="mailto:Abekkareem@uowasit.edu.iq">Abekkareem@uowasit.edu.iq</a>	
Course objectives .130	
.Providing students with the linguistic knowledge necessary for their field of work - dy of the most important linguistic phenomena that occur frequently in media - .texts lping students control their language by choosing appropriate words in their - .media texts .Enhancing the language and audio skills of media department students - abling students to deal with the Arabic sound in a way that is compatible with - .their mother tongue	
Teaching and learning strategies .131	
.Adopting the method of lecture, discussion and dialogue	<b>Strategy</b>

Course structure .11					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Introduction to Marketing / Definition and Objectives	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	Evolution of the Marketing Concept Concept and / Factors	=	4	2
Written tests	Presentation Discussion -	Marketing Environment / Concept and Factors	=	4	3
Written tests	Presentation Discussion -	Market / Characteristics and Features	=	4	4
Written tests	Presentation Discussion -	Target Market Definition/Concept and Methods	=	4	5
Written tests	Presentation Discussion -	Origin/Definition and Objectives	=	4	6
Written tests	Presentation Discussion -	Image of the origin Success and / impact factors	=	4	7
Written tests	Presentation Discussion -	Product / Definition and Divisions	=	4	8
Written tests	Presentation Discussion -	Product/Life Cycle	=	4	9
Written tests	Presentation Discussion -	Product Pricing / Importance of Pricing, Its Objectives, and Factors Affecting Pricing	=	4	10
Written tests	Presentation Discussion -	Marketing Communications /	=	4	11

		Concept and Need			
Written tests	Presentation Discussion -	Marketing Communications / Advertising Media	=	4	12
Written tests	Presentation Discussion -	E-marketing/Definition, foundations and mechanisms of e-marketing	=	4	13
Written tests	Presentation Discussion -	E-marketing/Creating an E-marketing Website	=	4	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	Social Marketing / Definition and Objectives	=	4	16
Written tests	Presentation Discussion -	Social and commercial marketing / comparison between the two concepts	=	4	17
Written tests	Presentation Discussion -	Social Product / Types of Social Products	=	4	18
Written tests	Presentation Discussion -	Methods of Social Change / Introduction to Methods	=	4	19
Written tests	Presentation Discussion -	Social change campaigns/their mechanisms and success factors	=	4	20
Written tests	Presentation Discussion -	Political Marketing/Definition and Objectives	=	4	21
Written tests	Presentation Discussion -	Political market/Characteristics of the political market and political product/Product characteristics	=	4	22

Written tests	Presentation Discussion -	Political Consumer Characteristics /	=	4	23
Written tests	Presentation Discussion -	Political Marketing Campaigns / Strategic Planning	=	4	24
Written tests	Presentation Discussion -	Cultural Marketing / Definition and Objectives	=	4	25
Written tests	Presentation Discussion -	Cultural Product / Product Features	=	4	26
Written tests	Presentation Discussion -	Cultural Market Consumer / Characteristics	=	4	27
Written tests	Presentation Discussion -	University Marketing / Definition and Objectives	=	4	28
Written tests	Presentation Discussion -	University product / product characteristics and university market consumer / characteristics	=	4	29
Written tests	Presentation Discussion -	Second semester exam	=	2	30

### Course Evaluation -26

.Chapter One : (20% marks )

. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )

.Monthly exam (1 0 degree )

.Chapter Two : (20% mark )

. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )

.Monthly exam (1 0 degree )

Annual endeavor : (40 points )

Final Exam : (60 marks )

Final grade : (100 points )	
Learning and teaching resources -27	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

<b>Program objectives .15</b>
<p>Providing learners with knowledge of the principles and basics of . editing and media content production</p> <p>Learn about the artistic and media arts in the subject of montage and .content creation</p> <p>Learn about the production of communication messages in the media,</p>

.managing communication media, and achieving goals

Program structure .16				
* comments	percentage	Study unit	Number of courses	Program structure
<b>Basic course</b>	<b>%100</b>	<b>2</b>	<b>2</b>	<b>Institutional requirements</b>
			<b>Classrooms</b>	<b>College requirements</b>
			<b>Classrooms</b>	<b>Department requirements</b>
			<b>field visits</b>	<b>Summer training</b>
			<b>Editing and content creation development courses</b>	<b>Other</b>

.Notes may include whether the course is core or optional \*

Program description .17				
Credit hours		Course name	Course code	Year/Level
<b>practical</b>	<b>theoretical</b>	<b>Montage</b>	<b>The second</b>	<b>2025/2024</b>



			<b>stage</b>	
<b>1</b>	<b>2</b>		<b>Press Branch</b>	

### Faculty .1

Faculty preparation		Special requirements/skills (if any)	Specialization		:Academic rank
lecturer	angel	Adobe software editor	private	general	
	angel	/Photoshop/Premium / Adobe Edition / Academic blogger Web designer	Public Relations	information	<b>Dr. Raed Abdul-Kazem Abdul-Hussein Saad Al-Waili</b>

### Professional development

#### Orientation of new faculty members

Briefly describes the process used to orient new, visiting, full-time, and part-time faculty members at the institutional and departmental levels

#### Professional development for faculty members

Briefly describes the plan and arrangements for academic and professional

development of faculty members such as teaching and learning strategies,  
.assessment of learning outcomes, professional development, etc

## **Acceptance criteria .2**

**.According to central controls**

## **The most important sources of information about the program .3**

Relying on all textbooks and communication studies within the  
curriculum

## **Program Development Plan .4**

Relying on modern applications in the field of montage and content  
creation

Program Skills Chart															
Required learning outcomes of the program															
values				Skills				knowledge				Essential or ?optional	Course name	Course code	Year/Level
A4	Part 3	Part 2	Part 1	B4	B3	B2	B1	A4	A3	A2	A1				
*	*	*	*	*	*	*	*	*	*	*	*	essential	Montage	The second stage	- 2025/2024 Second Phase

.Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed



## Course Description Form

Course name/editing	.132
Code / Second Stage / Journalism Branch	.133
.the chapter / Academic year 2024/2025	.134
Date of preparation of this description: 22/9/2024	.135
Available forms of attendance : official (regular) attendance, interactive electronic classroom system, field visits	.136
Number of study hours ( 2 ) / Number of units (	.137
in the stage ( 2	
Name of the course administrator (if more (than one name is mentioned	.138
Name: Eng. Raed Abdul-Kazem Abdul-Hussein Saad Al-Waili	
raedalwaili@uowasit.edu.iq	
Course objectives	.139
editing and Learn the basic concepts and modern theories -	

<p>. content creation</p> <p>providing the student with the most important modern -  concepts and ideas for the applications of media journalism  .arts</p> <p>.Get information and ideas from primary media sources -</p>	
Teaching and learning strategies	.140
<p>Adopting methods of lectures, presentations, discussions, and  dialogue, and adopting advanced programs in content  creation and developing media and journalistic skills for  .public relations practitioners</p>	

## Course structure -25

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>S</b>
Written and practical tests	Presentation - Discussion	The concept and definition of radio and television editing	Referred to in the previous axis, each according to the content	2	1
Written and practical tests	Presentation - Discussion	Radio and television editing jobs and ethics	=	2	2
Written and practical tests	Presentation - Discussion	Specifications of the editor (image and sound editor) in radio and television	=	2	3
Written and practical tests	Presentation - Discussion	Artistic vision in radio and television editing. Art and .creativity	=	2	4
Written and practical tests	Presentation - Discussion	Montage theories	=	2	5
Written and practical tests	Lecture - Discussion - Live Interrogation	Photo montage - Television - Types of television montage - Linear montage	=	2	6
Written and practical tests	Presentation - Discussion	Types of television editing: non-linear editing	=	2	7
Written and practical tests	Presentation - Discussion	Camera and image types in television editing	=	2	8
Written and practical tests	Presentation - Discussion	The most important television editing programs	=	2	9
Written and practical tests	Presentation - Discussion	TV editing for the Premiere program	=	2	10
Written and practical tests	Presentation - Discussion	Features of TV editing with Adobe Premiere	=	2	11

Written and practical tests	Lecture - Discussion - Live Interrogation	Open a project	=	2	12
Written and practical tests	Presentation - Discussion	Transition methods between shots	=	2	13
Written and practical tests	Presentation - Discussion	Sound: Types and Uses in Editing	=	2	14
Written and practical tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written and practical tests	Presentation - Discussion	Tongue work, vocal makeup, and voice level	=	2	16
Written and practical tests	Presentation - Discussion	Practical applications in audio editing and how to match the image	=	2	17
Written and practical tests	Lecture - Discussion - Live Interrogation	Photo effects and the use of filters	=	2	18
Written and practical tests	Presentation - Discussion	Slow and fast movements, purposes of use and applications	=	2	19
Written and practical tests	Presentation - Discussion	Chroma key background montage	=	2	20
Written and practical tests	Presentation - Discussion	color correction	=	2	21
Written and practical tests	Presentation - Discussion	Using headings, texts, and title creation	=	2	22
Written and practical tests	Presentation - Discussion	Programs that support television editing	=	2	23
Written and practical	Lecture - Discussion - Live	Script and montage	=	2	24

tests	Interrogation				
Written and practical tests	Presentation - Discussion	Final production of the work	=	2	25
Written and practical tests	Presentation - Discussion	work , types of saving Capture formats, image type and quality	=	2	26
Written and practical tests	Presentation - Discussion	Video editing using smartphone software	=	2	27
Written and practical tests	Presentation - Discussion	Image and audio editing process with smartphone software	=	2	28
Written and practical tests	Presentation - Discussion	How to make mobile movies	=	2	29
Written and practical tests		Editing in radio			30

Course Evaluation -26
<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p>



Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –27	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

Course Name: Digital Technologies .141

	Code / Second Stage / Journalism Department .142
	Semester/ Year/2024/2025 .143
	.Date of preparation of this description: 18/9/2024 .144
	.Available forms of attendance : Official (regular) working hours .145
	Number of study hours ( 4 ) / Number of units ( 2 ) in the stage .146
	Name of the course administrator (if more than one name is .147 (mentioned
	Name: M.M. Mustafa Zuhair Turki mturki@uowasit.edu.iq
	Course objectives .148
	.Providing students with knowledge of design principles and design foundations - Learn about advertising design programs - Learn how to formulate an advertising idea, reach the audience, and choose the - appropriate method Apply all vocabulary practically and work on it - The ability to work on developing programs and benefit from them in online - educational platforms
	Teaching and learning strategies .149

<p> adopting the method of lecture, discussion and dialogue in the theoretical and practical aspects to ensure the preparation of students capable of  Keeping pace with the requirements of modern digital technologies </p>	<p><b>Strategy</b></p>
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Course structure .12					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation - Discussion	Photoshop definition , main work page definition, and existing ribbons with practical application	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation - Discussion	Organizing , arranging, coordinating, and using images, and the processes that occur on the image, practical application	=	4	2
Written tests	Presentation - Discussion	Cartoon drawing and accompanying comments practical application	=	4	3
Written tests	Presentation - Discussion	More details about Photoshop	=	4	4
Written tests	Presentation - Discussion	A comprehensive practical application for all Photoshop programs	=	4	5
Written tests	Presentation - Discussion	Premiere program and explanation of the main work page format	=	4	6
Written tests	Presentation -	Premier program for selecting the project type with	=	4	7

	<b>Discussion</b>	practical application			
<b>Written tests</b>	<b>Presentation - Discussion</b>	File menu with some other commands	=	<b>4</b>	<b>8</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Accuracy, concealment and disclosure	=	<b>4</b>	<b>9</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Speed up and slow down video playback and use filters with this program	=	<b>4</b>	<b>10</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Adding motion, rotation, etc. to video images and	=	<b>4</b>	<b>11</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Working on Photoshop and Premiere together - practical application	=	<b>4</b>	<b>12</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Practical application of the Premier program	=	<b>4</b>	<b>13</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Comprehensive practical application	=	<b>4</b>	<b>14</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	<b>First semester exam</b>	=	<b>2</b>	<b>15</b>

	<b>n</b>				
<b>Written tests</b>	<b>Presentati on - Discussio n</b>	Areas of benefit from modern communication technologies in media work	=	<b>4</b>	<b>16</b>
<b>Written tests</b>	<b>Presentati on - Discussio n</b>	Practical applications of how to benefit from modern communication technology in the field of media work	=	<b>4</b>	<b>17</b>
<b>Written tests</b>	<b>Presentati on - Discussio n</b>	Modern communication technology jobs in the media field	=	<b>4</b>	<b>18</b>
<b>Written tests</b>	<b>Presentati on - Discussio n</b>	Questions raised by modern communications technology about traditional media work	=	<b>4</b>	<b>19</b>
<b>Written tests</b>	<b>Presentati on - Discussio n</b>	Employing information in the field of media work	=	<b>4</b>	<b>20</b>
Written tests	Presentati on - Discussio n	Practical applications of how to employ information in the field of media work	=	<b>4</b>	<b>21</b>
Written tests	Presentati on - Discussio n	Characteristics of good journalistic information	=	<b>4</b>	<b>22</b>
Written tests	Presentati on -	Practical applications of how to employ the	=	<b>4</b>	<b>23</b>

	Discussion	characteristics of good journalistic information in the field of media work			
Written tests	Presentation - Discussion	A historical overview of the emergence of the Internet	=	4	24
Written tests	Presentation - Discussion	Media phenomena and issues that the Internet creates	=	4	25
Written tests	Presentation - Discussion	Practical applications of how to benefit from the Internet in the field of media work	=	4	26
Written tests	Presentation - Discussion	The concept and characteristics of electronic publishing	=	4	27
Written tests	Presentation - Discussion	The concept of the e-book with practical applications of electronic publishing mechanisms	=	4	28
Written tests	Presentation - Discussion	Practical applications of the most important software that can be used in the field of media work	=	4	29
Written tests	Presentation - Discussion	Second semester exam	=	2	30

Course Evaluation –28	
<p>.Chapter One : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>	
Learning and teaching resources –29	
opting modern sources in the course field	Required textbooks (methodology if any)



Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

	Course Name/Information Technology	.150
	Code / Second Stage / Public Relations Branch	.151
	Semester/ Year/2024/2025	.152
	.Date of preparation of this description: 18/9/2024	.153

	.Available forms of attendance : Official (regular) working hours .154
	Number of study hours ( 4 ) / Number of units ( 2 ) in the stage .155
	Name of the course administrator (if more than one name is .156 (mentioned)
	Name: M.M. Hamza Khaled Mutasher <a href="mailto:hamza110@uowasit.edu.iq">hamza110@uowasit.edu.iq</a>
	Course objectives .157
roducing students to the basic concepts related to information, data, and knowledge, - and their importance in modern society	
ly the development of the information revolution and how it impacts various sectors, - such as media, economy, and education	
roducing students to the challenges related to the availability of information, its - credibility, and individuals' right to access it	
yzing the characteristics of the information society and how to interact with modern - technological changes	
ly traditional and digital information sources, and understand how to evaluate them - according to academic and professional standards	
elop a practical understanding of the components of the Internet, its communication - mechanisms, and the services it provides	
yzing the role of websites and blogs in disseminating knowledge and media and - social influence	
bling students to search for information across different directories and institutions, - with a focus on search techniques	
	.Effective and correct citation from sources

	Teaching and learning strategies	.158
oting	methods such as lectures, presentations, discussions, dialogues, brainstorming, .practical applications, and others	<b>Strategy</b>

Course structure .13					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>Basic concepts of information</b>	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	<b>data, information and knowledge</b>	=	4	2
Written tests	Presentation Discussion -	<b>Information Revolution</b>	=	4	3
Written tests	Presentation Discussion -	<b>Information problem</b>	=	4	4
Written tests	Presentation Discussion -	<b>Right to information</b>	=	4	5
Written tests	Lecture - Discussion - Live Interrogation	<b>Information Society</b>	=	4	6
Written tests	Presentation Discussion -	<b>information pollution</b>	=	4	7
Written tests	Presentation Discussion -	<b>The importance of information and information literacy</b>	=	4	8
Written tests	Presentation Discussion -	<b>The concept of information literacy and the importance of information literacy</b>	=	4	9
Written tests	Presentation Discussion -	<b>Identify the need for information</b>	=	4	10

		<b>and its sources</b>			
Written tests	Presentation Discussion -	<b>Identifying information needs, information sources, and information institutions</b>	=	<b>4</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Elements and types of information institutions</b>	=	<b>4</b>	<b>12</b>
Written tests	Presentation Discussion -	<b>The Internet and what is the ?Internet</b>	=	<b>4</b>	<b>13</b>
Written tests	Presentation Discussion -	<b>Internet components, Internet connection process, and Internet services</b>	=	<b>4</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	<b>2</b>	<b>15</b>
Written tests	Presentation Discussion -	<b>Websites and blogs</b>	=	<b>4</b>	<b>16</b>
Written tests	Presentation Discussion -	<b>Websites: concept, types, and media role</b>	=	<b>4</b>	<b>17</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Blogs: concept, types, and media role</b>	=	<b>4</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>Social networking sites concept</b>	=	<b>4</b>	<b>19</b>
Written tests	Presentation Discussion -	<b>Find information</b>	=	<b>4</b>	<b>20</b>

Written tests	Presentation Discussion -	<b>Research in traditional information institutions</b>	=	<b>4</b>	<b>21</b>
Written tests	Presentation Discussion -	<b>Research in virtual information institutions</b>	=	<b>4</b>	<b>22</b>
Written tests	Presentation Discussion -	<b>Search the Internet</b>	=	<b>4</b>	<b>23</b>
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Search for evidence</b>	=	<b>4</b>	<b>24</b>
Written tests	Presentation Discussion -	<b>Information services and the concept of information services</b>	=	<b>4</b>	<b>25</b>
Written tests	Presentation Discussion -	<b>Information Use Calendar</b>	=	<b>4</b>	<b>26</b>
Written tests	The recitation Discussion	<b>Use of information</b>	=	<b>4</b>	<b>27</b>
Written tests	Presentation Discussion -	<b>Quoting from information sources</b>	=	<b>4</b>	<b>28</b>
Written tests	Presentation Discussion -	<b>Information Technology</b>	=	<b>4</b>	<b>29</b>
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Second semester exam</b>	=	<b>2</b>	<b>30</b>

Course Evaluation –30	
<p>.Chapter One : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>	
Learning and teaching resources –31	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic	Electronic references , websites

websites in the course field	
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## Course Description Form

**Review of the performance of higher education institutions (academic  
(program review**

### Course Description

This course description provides a concise summary of the main course features and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities . It must be linked to the program description

University of Wasit, College of Arts	Educational institution .14
Media	University .15 Department/Center



Crimes of the Ba'ath Regime in Iraq - Second Grade	Course Name/Code .16
	Programs that include .17
My presence	Available attendance .18 forms
Academic year 2024-2025	semester/year .19
s per week (1)	Number of study hours .20 (total)
2024/10/1	Date this description was .21 prepared
Course objectives .22	
Providing learners with knowledge of the concept of Baathist and Saddamist - .crimes in Iraq .Knowing the types of crimes -	
.Learn about the methods used by the Baath regime -	
Identify the mechanisms of psychological and social crimes and their effects -	
.Identify images of human rights violations and crimes of power -	
.Identifying the environmental crimes of the Ba'ath regime in Iraq -	
.Identifying mass grave crimes .	

Learning outcomes, teaching and learning methods, and assessment .23

A- Knowledge and understanding	
.A1- Identifying the crimes of the Baath regime in Iraq	
A2- Knowing the Baath crimes according to the documentation of the Iraqi Supreme Criminal Court in 2005 AD	
A3- Comparison between the dictatorial regime and the democratic regime after AD 2003	
.A4- Identifying psychological and social crimes and their effects	
.A5- Knowledge of the Baath regime and the international crimes it committed	
b- Subject-specific skills	
.B1 - Evaluating and monitoring human rights violations and crimes	
.B2 - Preparing research papers to describe the rights of Baath crimes in Iraq	
Teaching and learning methods	
Method of presentation, live questioning, problem solving and discussion	-
Incorporating teaching methods using educational technology (Google Classroom, Google Meet)	-
Encouraging students to learn independently	-
Evaluation methods	
Written essay and objective tests with the instructor noting the form of the activity for the learner, using methods (Monthly calendar - semi-annual - final calendar) represented by the semester and final exams	
C- Thinking skills	
A1- Planning	
A2- Organization	
A3- Monitoring	
A4- Calendar	
Teaching and learning methods	

Lecture - Discussion - Live Interrogation -

Evaluation methods

Written tests and observation

D - General and transferable skills (other skills related to employability and personal  
(development

D1- Providing continuous learning opportunities for students and motivating them to  
.do so

D2- Self-organized learning

D3- Social communication

D4- Self-management

Course structure .24					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>Contact</b>	Referred to in the previous axis, each according to the content	<b>1</b>	<b>1</b>
Written tests	Presentation Discussion -	<b>Definition of the Baath regime in Iraq</b>	=	<b>1</b>	<b>2</b>
Written tests	Presentation Discussion -	<b>Types of Baath crimes and their divisions</b>	=	<b>1</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Types of international crimes</b>	=	<b>1</b>	<b>4</b>
Written tests	Presentation Discussion -	<b>Decisions issued by the Supreme Criminal Court</b>	=	<b>1</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Psychological and social crimes and their effects</b>	=	<b>1</b>	<b>6</b>
Written tests	Presentation Discussion -	<b>militarization of society</b>	=	<b>1</b>	<b>7</b>
Written tests	Presentation Discussion -	<b>The Baath regime's position on religion</b>	=	<b>1</b>	<b>8</b>
Written tests	Presentation Discussion -	<b>Violations of Iraqi laws</b>	=	<b>1</b>	<b>9</b>
Written tests	Presentation Discussion -	<b>Images of human rights violations and crimes of power</b>	=	<b>1</b>	<b>10</b>

Written tests	Presentation Discussion -	<b>Some decisions on the political and military violations of the Baath regime</b>	=	<b>1</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Baath regime prisons and detention centers</b>	=	<b>1</b>	<b>12</b>
Written tests	The recitation Discussion	<b>Environmental crimes of the Baath regime</b>	=	<b>1</b>	<b>13</b>
Written tests	Presentation Discussion -	<b>War pollution, radioactivity, and mine explosions</b>	=	<b>1</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>The use of internationally prohibited weapons and the dangers of mines</b>	=	<b>2</b>	<b>15</b>
Written tests	Presentation Discussion -	<b>radioactive contamination</b>	=	<b>1</b>	<b>16</b>
Written tests	Presentation Discussion -	<b>Destruction of cities and villages scorched earth ) (policy</b>	=	<b>1</b>	<b>17</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Bombing of cities and villages</b>	=	<b>1</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>Bombing of the holy shrines</b>	=	<b>1</b>	<b>19</b>
Written tests	Presentation Discussion -	<b>Battle of Jasim River</b>	=		<b>20</b>
Written tests	Presentation Discussion -	<b>burning oil wells</b>	=	<b>1</b>	<b>21</b>

Written tests	Presentation Discussion -	<b>draining the marshes</b>	=		<b>22</b>
Written tests	Presentation Discussion -	<b>Bulldozing palm groves, trees and crops</b>	=	<b>1</b>	<b>23</b>
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Mass grave crimes</b>	=	<b>1</b>	<b>24</b>
Written tests	Presentation Discussion -	<b>The events of the genocidal graves committed by the Ba'ath regime in Iraq</b>	=	<b>1</b>	<b>25</b>
Written tests	Presentation Discussion -	<b>The events of and their 1963 relationship to mass graves</b>	=	<b>1</b>	<b>26</b>
Written tests	Presentation Discussion -	<b>Events spanning the years 1979- and their 2003 relationship to mass graves</b>	=	<b>1</b>	<b>27</b>
Written tests	Presentation Discussion -	<b>Events of the Iran- Iraq War 1980- and their 1988 relationship to mass graves</b>	=	<b>1</b>	<b>28</b>
Written tests	Presentation Discussion -	<b>The events of and 1988-1987 their relationship to mass graves</b>	=	<b>1</b>	<b>29</b>
Written tests	Lecture - Discussion - Live Interrogatio n	<b>The events of the popular 1991 uprising and its relationship to mass graves</b>	=	<b>1</b>	<b>30</b>
Written tests	Lecture - Discussion - Live	<b>Chronological classification of genocide graves</b>	=	<b>1</b>	<b>31</b>

	Interrogation	in Iraq for the period 1963-2003			
		Exam	=		32

Infrastructure: (5) classrooms, department library, Internet network for .25 instructors

:Required readings

Basic Texts ■

Course books ■

Other ■

- Special requirements (including, for example, workshops, periodicals, software, and (websites

## Course Description Form

Course Name: Electronic Journalism .159

Code / Second Stage / Journalism Branch .160

Semester/ Year/2024/2025 .161

.Date of preparation of this description: 18/9/2024 .162

.Available forms of attendance : Official (regular) working hours .163

	Number of study hours ( 4 ) / Number of units ( 2 ) in the stage	.164
	Name of the course administrator (if more than one name is mentioned)	.165
	Name: M.M. Safaa Abdel Mohsen Abdel <a href="mailto:safaa@uowasit.edu.iq">safaa@uowasit.edu.iq</a>	
	Course objectives	.166
entify the electronic press, its features, characteristics, and differences from print press - chings students how to deal with electronic journalism and how to obtain accurate - news from it Analyze the characteristics of this method and how it differs from other methods - Study of writing templates in electronic journalism - Study the level of audience exposure to and interaction with this medium -		
	Teaching and learning strategies	.167
pting methods such as lectures, presentations, discussions, dialogues, brainstorming, practical applications, and others		<b>Strategy</b>



Course structure .26					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>Electronic publishing - concept and features</b>	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	<b>Forms of electronic publishing</b>	=	4	2
Written tests	Presentation Discussion -	<b>The effects of electronic publishing on Arab wisdom</b>	=	4	3
Written tests	Presentation Discussion -	<b>Electronic transformation in journalism</b>	=	4	4
Written tests	Presentation Discussion -	<b>The concept and definition of electronic journalism</b>	=	4	5
Written tests	Lecture - Discussion - Live Interrogation	<b>The emergence and development of electronic journalism</b>	=	4	6
Written tests	Presentation Discussion -	<b>Types of electronic journalism</b>	=	4	7
Written tests	Presentation Discussion -	<b>Characteristics and advantages of electronic journalism</b>	=	4	8
Written tests	Presentation Discussion -	<b>Disadvantages of electronic journalism</b>	=	4	9

Written tests	Presentation Discussion -	<b>Determinants of the success of electronic journalism and its difficulties</b>	=	<b>4</b>	<b>10</b>
Written tests	Presentation Discussion -	<b>Challenges facing electronic journalism</b>	=	<b>4</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Determinants of the relationship between print and electronic journalism</b>	=	<b>4</b>	<b>12</b>
Written tests	Presentation Discussion -	<b>news networks</b>	=	<b>4</b>	<b>13</b>
Written tests	Presentation Discussion -	<b>Professional standards in electronic journalism</b>	=	<b>4</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	<b>2</b>	<b>15</b>
Written tests	Presentation Discussion -	<b>Features of electronic newspaper design</b>	=	<b>4</b>	<b>16</b>
Written tests	Presentation Discussion -	<b>Website building requirements</b>	=	<b>4</b>	<b>17</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Lines and types of websites</b>	=	<b>4</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>Electronic journalism in the Arab world</b>	=	<b>4</b>	<b>19</b>
Written tests	Presentation Discussion -	<b>Electronic journalism in Iraq</b>	=	<b>4</b>	<b>20</b>
Written tests	Presentation Discussion -	<b>Virtual communities, an approach to the</b>	=	<b>4</b>	<b>21</b>

		<b>concept</b>			
Written tests	Presentation Discussion -	<b>social media sites</b>	=	<b>4</b>	<b>22</b>
Written tests	Presentation Discussion -	<b>Lab for preparing a page on Facebook, Twitter and YouTube and uploading its content</b>	=	<b>4</b>	<b>23</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Planning an electronic newspaper or news website project</b>	=	<b>4</b>	<b>24</b>
Written tests	Presentation Discussion -	<b>Discussing news stories written and edited by students on the website</b>	=	<b>4</b>	<b>25</b>
Written tests	Presentation Discussion -	<b>Multimedia News Editing Lab</b>	=	<b>4</b>	<b>26</b>
Written tests	Presentation Discussion -	<b>Media applications on mobile phones</b>	=	<b>4</b>	<b>27</b>
Written tests	The recitation Discussion	<b>Student Analysis Lab News Sites</b>	=	<b>4</b>	<b>28</b>
Written tests	Presentation Discussion -	<b>Multimedia reporting lab published on the website</b>	=	<b>4</b>	<b>29</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Second semester exam</b>	=	<b>2</b>	<b>30</b>

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<b>Course Evaluation</b>	<b>-32</b>
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**.Chapter One : (20% mark )**

**. Daily preparation : ( 5 degree )**

**. Attendance and commitment in class: ( 5 degree )**

**.Monthly exam (1 0 degree )**

**.Chapter Two : (20% mark )**

**. Daily preparation : ( 5 degree )**

**. Attendance and commitment in class: ( 5 degree )**

**.Monthly exam (1 0 degree )**

**Annual quest : (40 degrees )**

**Final exam : (60 degrees )**

**Final grade : (100 degrees )**

<b>Learning and teaching resources</b>	<b>-33</b>
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opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc

Official and academic websites in the course field	Electronic references , websites
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### Course Description Form

Course Name: Scientific Research Methods	.168
de / Second Stage / Journalism and Public Relations Branch	.169
.the chapter / Academic year 2024/2025	.170
.Date of preparation of this description: 18/9/2024	.171

Available forms of attendance / official (regular) working hours	.172
Number of study hours ( 2 ) / Number of units in the stage (2)	.173
Name of the course administrator (if more than one name is mentioned)	.174
Name: Asst. Dr. Murtadha Hassan Ali Akab Al-Shammari malshimary@uowasit.edu.com	
Course objectives	.175
<p>To know the basics and controls of writing scientific research -</p> <p>identify the different research methods in linguistic, -</p> <p>.grammatical, literary and rhetorical studies</p> <p>apply the knowledge he has acquired in the fields of -</p> <p>.research and manuscript verification</p> <p>link the movements of renewal and development with the -</p> <p>.authenticity and value of heritage</p> <p>invest his knowledge in the fields of work, leadership and -</p> <p>.problem solving</p>	
Teaching and learning strategies	.176
<p>Adopting the methods of lecture, presentation, discussion,</p> <p>. dialogue , brainstorming and practical application</p>	



### Course structure -1

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>S</b>
Written tests	Presentation - Discussion	Basic concepts (science, (knowledge ,scientific research, researcher The curriculum	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	The concept of thinking and its types	=	2	2
Written tests	Presentation - Discussion	Methods of acquiring scientific knowledge (Induction, ,deduction Hypothetical reasoning	=	2	3
Written tests	Presentation - Discussion	Types of scientific research	=	2	4
Written tests	Presentation - Discussion	Types of scientific research methods (historical, , experimental, comparative ) statistical, survey method	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Verification controls in selection The correct approach	=	2	6
Written tests	Presentation - Discussion	Choosing a research topic	=	2	7
Written tests	Presentation - Discussion	Determine the address and its conditions Variables - Formulation ) (Stages	=	2	8
Written tests	Presentation - Discussion	Defining the research problem Its sources, conditions, ) cognitive heritage - the relationship of the research ( community to the title	=	2	9



Written tests	Presentation - Discussion	The importance of research and setting goals  Research (defining the - importance of research  Writing the importance of the research	=	2	10
Written tests	Presentation - Discussion	Developing a research plan (1)  Controls for investigating the validity of  Research objectives	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Developing a research plan (2)	=	2	12
		Review of previous studies	=	2	13
Written tests	Presentation - Discussion	How to collect data (theoretical, (field	=	2	14
Written tests	Presentation - Discussion	<b>How to write a theoretical framework</b>	=	2	15
Written tests	Presentation - Discussion	Practical applications in writing theoretical information	=	2	16
Written tests	Presentation - Discussion	Practical applications in writing Field framework	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Design of approved procedures  In field data collection	=	2	18
Written tests	Presentation - Discussion	Research community and its types (Definition 2, Writing scientific research, Research community - Conditions of a (good research community	=	2	19
Written tests	Presentation - Discussion	Samples and their types (1)  probability	=	2	20
Written tests	Presentation - Discussion	Samples and their types (2)  non-probability	=	2	21

Written tests	Presentation - Discussion	Research applications (controls Verification of sample selection	=	2	22
Written tests	Presentation - Discussion	Steps for writing a document Reference	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Research applications	=	2	24
Written tests	Presentation - Discussion	Research applications	=	2	25
		Second semester exam			26

Course Evaluation –2
<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)</p> <p>Final Exam: (60 marks)</p> <p>Final grade: (100 points)</p>
Learning and teaching resources –3

opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Supporting books and references on scientific research methods
and academic websites in the course field	Electronic references, websites

### Course Description Form

	Course Name/Principles of Advertising	.177
	Code / Second Stage / Public Relations Branch	.178
	Semester/ Year/2024/2025	.179
	.Date of preparation of this description: 18/9/2024	.180

	.Available forms of attendance : Official (regular) working hours	.181
	Number of study hours ( 2 ) / Number of units ( 1 ) in the stage	.182
	Name of the course administrator (if more than one name is mentioned)	.183
	Name: M.M. Murtadha Salal <a href="mailto:Mortaza140@uowasit.edu.iq">Mortaza140@uowasit.edu.iq</a>	
	Course objectives	.184
	<ul style="list-style-type: none"> <li>- . Understand the concept and importance of advertising</li> <li>- . Ability to acquire and develop skills in the field of advertising</li> <li>- Learn about the technical templates for advertisements</li> </ul>	
	Teaching and learning strategies	.185
pting	methods such as lectures, presentations, discussions, dialogues, .brainstorming, practical applications, and others	<b>Strategy</b>

### Course structure .27

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>S</b>
Written tests	Presentation - Discussion	The origin of advertising	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	The concept of advertising and its stages of development in the press	=	2	2
Written tests	Presentation - Discussion	Advertising functions and objectives	=	2	3
Written tests	Presentation - Discussion	Technical foundations of advertising design	=	2	4
Written tests	Presentation - Discussion	Use of technology in advertising	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Advertising ethics	=	2	6
Written tests	Presentation - Discussion	Verbal and nonverbal symbols in advertising	=	2	7
Written tests	Presentation - Discussion	Elements of preparing an advertising message	=	2	8
Written tests	Presentation - Discussion	Psychological aspects of advertising	=	2	9
Written tests	Presentation - Discussion	Advertising and Marketing	=	2	10
Written tests	Presentation - Discussion	Advertising campaigns	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Advertising and audience categories	=	2	12

Written tests	Presentation - Discussion	Measuring the impact of advertising on the audience	=	2	13
Written tests	Presentation - Discussion	Models of advertising consumer behavior	=	2	14
Written tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written tests	Presentation - Discussion	Types of press advertisements	=	2	16
Written tests	Presentation - Discussion	Media and its relationship to advertising	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Advertising promotion	=	2	18
Written tests	Presentation - Discussion	Advantages and disadvantages of advertising in the press	=	2	19
Written tests	Presentation - Discussion	Advertising methods in the press	=	2	20
Written tests	Presentation - Discussion	The effect of advertising on financing	=	2	21
Written tests	Presentation - Discussion	online advertising	=	2	22
Written tests	Presentation - Discussion	The most important differences between advertising in the press and the Internet	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Stages of preparing and designing an advertisement in the press	=	2	24
Written tests	Presentation - Discussion	Stages of advertising production in the press	=	2	25
Written tests	Presentation - Discussion	Stages of online advertising production	=	2	26

Written tests	Presentation - Discussion	Preparing and editing advertisements in the press	=	2	27
Written tests	Presentation - Discussion	Advertising strategy in the press	=	2	28
Written tests	Presentation - Discussion	Factors affecting advertising size	=	2	29
		Second semester exam			30

Course Evaluation –34	
<p>.Chapter One : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>	
Learning and teaching resources –35	
opting modern sources in the course field	Required textbooks (methodology if any)

Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name: Communication Theories .186

Code / Second Stage / Journalism Branch / Public Relations Branch .187



	.Semester/ Year/2024/2025	.188
	.Date of preparation of this description: 18/9/2024	.189
	.Available forms of attendance : Official (regular) working hours	.190
	Number of study hours ( 2 ) / Number of units ( 2 ) in the stage	.191
	Name of the course administrator (if more than one name is mentioned)	.192
	Name: Asst. Dr. Maitham Faleh Hussein <a href="mailto:mfaleh@uowasit.edu.iq">mfaleh@uowasit.edu.iq</a>	
	Course objectives	.193
•	<p>Providing learners with knowledge of the concept of communication theories -</p> <p>Learn about theories related to communication messages -</p> <p>.Identifying the methods of persuasion in the communication message -</p> <p>Identify the factors that contribute to the effectiveness of the communication .process</p>	
	Teaching and learning strategies	.194
	<p>oting methods such as lectures, presentations, discussions, dialogues, brainstorming, practical applications, and others</p>	<b>Strategy</b>

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Course structure -11					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>Introduction to Communication Science, Historical Stages of the Development of Communication Science</b>	Referred to in the previous axis, each to the according content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	<b>Theories of the impact of mass communication</b>	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	<b>Concept of theory</b>	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Direct effect theories, magic bullet theory</b>	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	<b>Limited influence theories, moderate influence theories, active influence theories</b>	=	<b>2</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Selective operations</b>	=	<b>2</b>	<b>6</b>
Written tests	Presentation Discussion -	<b>Theories related to the communication source, the concept of the sender, its characteristics, the gatekeeper theory, news</b>	=	<b>2</b>	<b>7</b>

		values			
Written tests	Presentation Discussion -	<b>Gatekeeper, Gateway Work Ethics</b>	=	<b>2</b>	<b>8</b>
Written tests	Presentation Discussion -	<b>Theories related to the communication message, the concept of the message, characteristics of a good message, the concept of attraction and its types</b>	=	<b>2</b>	<b>9</b>
Written tests	Presentation Discussion -	<b>Persuasion methods in communication messages, persuasion strategies psychodynamic ) strategy, social and cultural strategy, meaning-building strategy (concept of mental image (and stereotype</b>	=	<b>2</b>	<b>10</b>
Written tests	Presentation Discussion -	<b>Effectiveness factors of the components of the communication process</b>	=	<b>2</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Information theories</b>	=	<b>2</b>	<b>12</b>
Written tests	Presentation Discussion -	<b>Priority theory</b>	=	<b>2</b>	<b>13</b>

Written tests	Presentation Discussion -	<b>knowledge gap theory</b>	=	<b>2</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	<b>2</b>	<b>15</b>
Written tests	Presentation Discussion -	<b>cultural cultivation theory</b>	=	<b>2</b>	<b>16</b>
Written tests	Presentation Discussion -	<b>Media frame theory</b>	=	<b>2</b>	<b>17</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Theories related to the medium / the concept of the medium, characteristics of the mass medium</b>	=	<b>2</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>McLuhan's theory the medium is the ) message, the medium is an extension of sight, cold and hot media, the concept of the global village</b>	=	<b>2</b>	<b>19</b>
Written tests	Presentation Discussion -	<b>Habermas's electronic field theory</b>	=	<b>2</b>	<b>20</b>
Written tests	Presentation Discussion -	<b>Uses and Gratifications Theory and Diffusion of Innovations Theory</b>	=	<b>2</b>	<b>21</b>
Written tests	Presentation Discussion -	<b>Audience Theories / The Concept of Active Audience</b>	=	<b>2</b>	<b>22</b>
Written tests	Presentation Discussion -	<b>The concept of exposure, its types, methods of measurement, and its obstacles</b>	=	<b>2</b>	<b>23</b>

Written tests	Lecture - Discussion - Live Interrogation	<b>Prioritization Theory (Agenda (Stink</b>	=	<b>2</b>	<b>24</b>
Written tests	Presentation Discussion -	<b>Two-stage communication theory</b>	=	<b>2</b>	<b>25</b>
Written tests	Presentation Discussion -	<b>The spiral of silence theory</b>	=	<b>2</b>	<b>26</b>
Written tests	Presentation Discussion -	<b>social expectations theory</b>	=	<b>2</b>	<b>27</b>
Written tests	Presentation Discussion -	<b>media dependency theory</b>	=	<b>2</b>	<b>28</b>
Written tests	Presentation Discussion -	<b>Sources of media influence, methods of influence and levels of influence</b>	=	<b>2</b>	<b>29</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Second semester exam</b>	=	<b>2</b>	<b>30</b>

<b>Course Evaluation</b>	<b>-36</b>
<p>.Chapter One : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class : ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class : ( 5 degree )</p>	

<p>.Monthly exam (10 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>	
Learning and teaching resources –37	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

## Course Description Form

	Course Name/ Journalism Editing/ Investigation and Interview	.195
	Code / Second Stage / Journalism Branch	.196
	Semester/ Year/2024/2025	.197
	.Date of preparation of this description: 18/9/2024	.198
	.Available forms of attendance : Official (regular) working hours	.199
	Number of study hours ( 4 ) / Number of units ( 3 ) in the stage	.200
	Name of the course administrator (if more than one name is mentioned)	.201
	Name: M.M. Alaa Azweir Dhamid <a href="mailto:Alaa.thumed@uowasit.edu.iq">Alaa.thumed@uowasit.edu.iq</a>	
	Course objectives	.202
providing	learners with knowledge of the concept of investigative journalism and - .journalistic interviews	



Identify	<p>the characteristics of investigative journalism, its objectives , types, and its -  relationship to other journalistic arts</p> <p>.Training students on the specifications of an investigative journalist -</p> <p>.Identify the functions and sources of investigation -</p> <p>.Learn the practical methods for writing investigative reports and interviews -</p> <p>.Identify the objectives, functions and types of press interviews -</p> <p>Training students on how to Conducting press interviews -</p> <p>Knowing the ethics of publishing a press interview -</p> <p>.Learn interview techniques in the information age -</p>
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	Teaching and learning strategies .203	
Adopting	<p>methods such as lectures, presentations, discussions, dialogue,  brainstorming, practical application , and the use of modern technologies in  . education, among others</p>	<p><b>Strategy</b></p>

Course structure .28					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>The concept of investigative journalism</b>	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	<b>The relationship between investigative journalism and journalistic arts</b>	=	4	2
Written tests	Presentation Discussion -	<b>The importance of investigative journalism</b>	=	4	3
Written tests	Presentation Discussion -	<b>Features of investigative journalism</b>	=	4	4
Written tests	Presentation Discussion -	<b>Types of investigative journalism</b>	=	4	5
Written tests	Lecture - Discussion - Live Interrogation	<b>Objectives of investigative journalism</b>	=	4	6
Written tests	Presentation Discussion -	<b>Writer specifications Investigative Journalism / Practical Models</b>	=	4	7
Written tests	Presentation Discussion -	<b>journalism jobs</b>	=	4	8
Written tests	Presentation Discussion -	<b>Sources of investigative journalism</b>	=	4	9

Written tests	Presentation Discussion -	<b>Methods of writing investigative journalism</b>	=	<b>4</b>	<b>10</b>
Written tests	Presentation Discussion -	<b>Investigative journalism and the difference between investigative journalism and radio and television investigation</b>	=	<b>4</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Address in investigative journalism</b>	=	<b>4</b>	<b>12</b>
Written tests	Presentation Discussion -	<b>Introductions to investigative journalism</b>	=	<b>4</b>	<b>13</b>
Written tests	Presentation Discussion -	<b>Editing a press interview - Hosting a journalist</b>	=	<b>4</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	<b>2</b>	<b>15</b>
Written tests	Presentation Discussion -	<b>The concept of the press interview</b>	=	<b>4</b>	<b>16</b>
Written tests	Presentation Discussion -	<b>Objectives of the press interview</b>	=	<b>4</b>	<b>17</b>
Written tests	Presentation Discussion - Live - Interrogation	<b>Press interview jobs</b>	=	<b>4</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>The Press Interview in the Information Age</b>	=	<b>4</b>	<b>19</b>

Written tests	Presentation Discussion -	<b>New techniques for journalistic interviews</b>	=	<b>4</b>	<b>20</b>
Written tests	Presentation Discussion -	<b>Ethics of publishing a press interview</b>	=	<b>4</b>	<b>21</b>
Written tests	Presentation Discussion -	<b>Types of press interviews</b>	=	<b>4</b>	<b>22</b>
Written tests	Presentation Discussion -	<b>Preparing press interviews</b>	=	<b>4</b>	<b>23</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Conducting press interviews</b>	=	<b>4</b>	<b>24</b>
Written tests	Presentation Discussion -	<b>Writing press interviews - models published in Arab newspapers</b>	=	<b>4</b>	<b>25</b>
Written tests	Presentation Discussion -	<b>Technical templates for the press interview</b>	=	<b>4</b>	<b>26</b>
Written tests	Presentation Discussion -	<b>Conducting student interviews With figures from various sectors</b>	=	<b>4</b>	<b>27</b>
Written tests	Presentation Discussion -	<b>Interview and press conference</b>	=	<b>4</b>	<b>28</b>
Written tests	Presentation Discussion -	<b>Practical methods for conducting press interviews</b>	=	<b>4</b>	<b>29</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Second semester exam</b>	=	<b>2</b>	<b>30</b>

.Chapter One : (20% marks )

. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )

.Monthly exam (1 0 degree )

.Chapter Two : (20% mark )

. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )

.Monthly exam (1 0 degree )

Annual endeavor : (40 points )

Final Exam : (60 marks )

Final grade : (100 points )

#### Learning and teaching resources –39

opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

	Course Name: Psychology and Media Studies	.204
	Code / Second Stage / Public Relations Branch	.205
	Semester/ Year/2024/2025	.206
	.Date of preparation of this description: 18/9/2024	.207
	.Available forms of attendance : Official (regular) working hours	.208
	Number of study hours ( 4 ) / Number of units ( 2 ) in the stage	.209

	Name of the course administrator (if more than one name is mentioned) .210	
	alaam.b @uowasit.edu.iq Name: M.M. Alaa Musa Badr	
	Course objectives .211	
	Providing learners with basic and scientific concepts in psychology – .Explain and identify the most prominent scholars of social and media psychology – Excellence and ability to recognize the psychological effects of the press and the – .Internet Understanding the relationship between psychology and other sciences – Gain experience and knowledge in the media –	
	Teaching and learning strategies .212	
opting	methods such as lectures, presentations, discussions, dialogues, brainstorming, .practical applications, and others	<b>Strategy</b>

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>Media psychology and its relationship to other branches of psychology</b>	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	<b>Social psychology its , importance and objectives</b>	=	4	2
Written tests	Presentation Discussion -	<b>The nature and objectives of sociology and psychology</b>	=	4	3
Written tests	Presentation Discussion -	<b>The relationship between social psychology and the media</b>	=	4	4
Written tests	Presentation Discussion -	<b>Psychology of print media</b>	=	4	5
Written tests	Lecture - Discussion - Live Interrogation	<b>Psychology of Audiovisual Media</b>	=	4	6
Written tests	Presentation Discussion -	<b>Psychological effects of the</b>	=	4	7



		<b>Internet</b>			
Written tests	Presentation Discussion -	<b>Psychological effects of journalism</b>	=	<b>4</b>	<b>8</b>
Written tests	Presentation Discussion -	<b>Psychological and social characteristics of journalism</b>	=	<b>4</b>	<b>9</b>
Written tests	Presentation Discussion -	<b>The psychological structure of the media message and its organization</b>	=	<b>4</b>	<b>10</b>
Written tests	Presentation Discussion -	<b>persuasion strategies</b>	=	<b>4</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Persuasion in the media</b>	=	<b>4</b>	<b>12</b>
Written tests	Presentation Discussion -	<b>Communication and Interaction in Social Psychology</b>	=	<b>4</b>	<b>13</b>
Written tests	Presentation Discussion -	<b>The impact of media on shaping frameworks and beliefs</b>	=	<b>4</b>	<b>14</b>
Written tests	Presentation Discussion -	<b>Exam</b>	=	<b>2</b>	<b>15</b>

Written tests	Presentation Discussion -	<b>Social communica tion and environme ntal relations</b>	=	<b>4</b>	<b>16</b>
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Sociologic al characteris tics of the mass media</b>	=	<b>4</b>	<b>17</b>
Written tests	Presentation Discussion -	<b>Language in media psychology</b>	=	<b>4</b>	<b>18</b>
Written tests	Presentation Discussion -	<b>Influence and influence between language and media</b>	=	<b>4</b>	<b>19</b>
Written tests	Presentation Discussion -	<b>Media and individual differences among audience members</b>	=	<b>4</b>	<b>20</b>
Written tests	Presentation Discussion -	<b>Media and the introductio n of social groups reference ) (groups</b>	=	<b>4</b>	<b>21</b>
Written tests	Presentation Discussion -	<b>Media and Social Relations</b>	=	<b>4</b>	<b>22</b>
Written tests	Lecture - Discussion - Live Interrogatio	<b>Psycholog y of Persuasive Communic ation -</b>	=	<b>4</b>	<b>23</b>

	n	<b>Psychological and Social Model</b>			
Written tests	Presentation - Discussion -	<b>The concept of the public - its sociological characteristics (social differentiation - social interaction)</b>	=	<b>4</b>	<b>24</b>
Written tests	Presentation - Discussion -	<b>Psychological pressure in media work types and - theories of psychological pressure</b>	=	<b>4</b>	<b>25</b>
Written tests	Presentation - Discussion -	<b>Indicators of media work stress</b>	=	<b>4</b>	<b>26</b>
Written tests	Presentation - Discussion -	<b>Burnout among journalists</b>	=	<b>4</b>	<b>27</b>
Written tests	Presentation - Discussion -	<b>Leadership and Management in Social Psychology</b>	=	<b>4</b>	<b>28</b>
Written tests	Delivering - Discussion - Interrogation - Tricks	<b>Basic skills of a media leader traits and ) (duties</b>	=	<b>4</b>	<b>29</b>
Written tests	Delivering - Discussion -	<b>exam</b>	=	<b>2</b>	<b>30</b>

	Interrogation - Tricks				

Course Evaluation -40	
<p>.Chapter One : (20% marks )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>.Chapter Two : (20% mark )</p> <p>. Daily preparation : ( 5 degree )</p> <p>. Attendance and commitment in class: ( 5 degree )</p> <p>.Monthly exam (1 0 degree )</p> <p>Annual endeavor : (40 points )</p> <p>Final Exam : (60 marks )</p> <p>Final grade : (100 points )</p>	
Learning and teaching resources -41	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )

Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name: Public Relations Department	.213
Course Code / Third Stage / Public Relations	.214
Branch	
.Semester/Academic Year 2024/2025	.215
Date of preparation of this description: 18/9/2024	.216
Available attendance forms: Official (regular) attendance / Interactive electronic classroom system	.217
Number of study hours (2) / Number of units (2)	.218
in the stage	

Name of the course administrator (if more (than one name is mentioned .219
Name: Khalaf Karim Kiyush kkareem@uowasit.edu.iq
objectives Course .220
To know the basics and controls of writing scientific research - identify the different research methods in linguistic, - .grammatical, literary and rhetorical studies apply the knowledge he has acquired in the fields of - .research and manuscript verification link the movements of renewal and development with the - .authenticity and value of heritage invest his knowledge in the fields of work, leadership and - .problem solving
Teaching and learning strategies .221
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .public relations practitioners

### Course structure .29

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Introduction to Management/ Definition, Management, Division of its Activity, Importance of Management, Is Management a Science ?or an Art	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	Administrative jobs	=	2	2
Written tests	Presentation Discussion -	Facility functions	=	2	3
Written tests	Presentation Discussion -	Search functions	=	2	4
Written tests	Presentation Discussion -	Planning jobs	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Communication function	=	2	6
Written tests	Presentation Discussion -	Calendar function	=	2	7
Written tests	Presentation Discussion -	Organization in Public Relations	=	2	8
Written tests	Presentation Discussion -	Public Relations Job Description	=	2	9
Written tests	Presentation Discussion -	Duties and responsibilities	=	2	10
Written tests	Presentation Discussion -	Public Relations Qualifications	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Leading public relations activities	=	2	12
Written tests	Presentation Discussion -	Communications in Public Relations	=	2	13

Written tests	Presentation Discussion -	Communication techniques in public relations	=	2	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	Public Relations Training	=	2	16
Written tests	Presentation Discussion -	Motivation in public relations	=	2	17
Written tests	Lecture - Discussion - Live Interrogatio n	Censorship in public relations	=	2	18
Written tests	Presentation Discussion -	Pillars of control in public relations	=	2	19
Written tests	Presentation Discussion -	The importance of control in public relations	=	2	20
Written tests	Presentation Discussion -	Public Relations Management Level / Improving Effectiveness Raising Efficiency - - Developing Public Relations	=	2	21
Written tests	Presentation Discussion -	The importance of control at the organizational level	=		22
Written tests	Presentation Discussion -	The importance of community-level oversight	=	2	23
Written tests	Lecture - Discussion - Live Interrogatio n	Performance measurement	=	2	24
Written tests	Presentation Discussion -	Correction of deviations/Diagnosis - Treatment - Follow-up	=	2	25
Written tests	Presentation Discussion -	Evaluation in Public Relations	=	2	26
Written tests	Presentation Discussion -	Areas of evaluation in public relations / evaluation of public	=	2	27



		relations effectiveness – evaluation of public relations efficiency – evaluation tools in public relations			
Written tests	Presentation Discussion -	Evaluation methods in public relations	=	2	28
Written tests	Presentation Discussion -	Corrective techniques in public relations	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30
Written tests	Lecture - Discussion - Live Interrogation	<b>Exam</b>	=	2	31
		<b>Exam</b>	=		32

Course Evaluation –28	
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –29	
opting modern sources in	quired textbooks (methodology if (any

the course field	
Marketing Public Relations/Khalaf Karim Kiyush Public Relations Serendibeh Vision / Ali .Jabbar Al Shammari	Main References (Sources)
Adopting modern research and studies in prestigious international and Arab journals: Media Researcher Magazine - Lark .Magazine	Recommended supporting books and references (scientific (...journals, reports
Official and academic websites in the course field	Electronic references, websites

## Course Description Form

.222	.Course name/public opinion polls
.223	Code / Third Stage / Public Relations Branch
.224	.the chapter / Academic year 2024/2025
.225	.Date of preparation of this description: 18/9/2024
.226	Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system
.227	Number of study hours ( 2 ) / Number of units ( in the stage ( 2
.228	Name of the course administrator (if more (than one name is mentioned
Name: Fatima Muthanna Hassan	
.229	objectives Course
.To know the foundations and controls of public relations -	

.To identify the different approaches in public relations - .To apply the knowledge he has acquired in public relations - link the movements of renewal and development with the - .authenticity and value of heritage . To invest his knowledge in the field of public opinion polls -	
Teaching and learning strategies	.230
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills in .public relations	

Course structure .30					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>The historical development of the concept of public opinion in ancient civilizations</b>	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	<b>The historical development of the concept of public opinion in Arab society</b>	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	<b>Public opinion in modern societies</b>	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Public opinion as a scientific phenomenon</b>	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	<b>Elements of public opinion</b>	=	<b>2</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Factors shaping public opinion</b>	=	<b>2</b>	<b>6</b>
Written tests	Presentation Discussion -	<b>Electronic public opinion</b>	=	<b>2</b>	<b>7</b>
Written tests	Presentation Discussion -	<b>Public opinion functions</b>	=	<b>2</b>	<b>8</b>
Written tests	Presentation Discussion -	<b>Public opinion as a social phenomenon</b>	=	<b>2</b>	<b>9</b>

Written tests	Presentation Discussion -	<b>The process of interaction between opinions</b>	=	2	10
Written tests	Presentation Discussion -	<b>The concept of public opinion</b>	=	2	11
Written tests	Lecture - Discussion - Live Interrogatio n	<b>public opinion theories</b>	=	2	12
Written tests	Presentation Discussion -	<b>Criticism of theories</b>	=	2	13
Written tests	Presentation Discussion -	<b>Arab public opinion</b>	=	2	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	<b>Public opinion polls</b>	=	2	17
Written tests	Lecture - Discussion - Live Interrogatio n	<b>Types of public opinion</b>	=	2	18
Written tests	Presentation Discussion -	<b>The most important methods of public opinion</b>	=	2	19
Written tests	Presentation Discussion -	<b>Public opinion design</b>	=	2	20
Written tests	Presentation Discussion -	<b>Practical applications</b>	=	2	21
Written tests	Presentation Discussion -	<b>Formulating questions</b>	=		22
Written tests	Presentation Discussion -	<b>Samples</b>	=	2	23

Written tests	Lecture - Discussion - Live Interrogation	<b>Types of samples</b>	=	2	24
Written tests	Presentation Discussion -	<b>Data dump</b>	=	2	25
Written tests	Presentation Discussion -	<b>Extract results</b>	=	2	26
Written tests	Presentation Discussion -	<b>Student Survey Calendar</b>	=	2	27
Written tests	Presentation Discussion -	<b>Repetition and observation</b>	=	2	28
Written tests	Presentation Discussion -	<b>Determine the types of answers</b>	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	<b>Second semester exam</b>	=	2	30

Course Evaluation      -30
<p>.Chapter One: (20% marks)  .Daily preparation: (5 marks)  .Attendance and commitment in class: (5 marks)  .Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)  .Daily preparation: (5 marks)  .Attendance and commitment in class: (5 marks)  .Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)  Final Exam: (60 marks)  Final grade: (100 points)</p>

Learning and teaching resources –31	
opting modern sources in the course field	quired textbooks (methodology if (any
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites



## Course Description Form

Course name: International Media	.231
Code / Third Stage / Public Relations Branch	.232
Semester/ Year/2024/2025	.233
.Date of preparation of this description: 18/9/2024	.234
.Available forms of attendance : Official (regular) working hours	.235
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage	.236
Name of the course administrator (if more than one name is mentioned)	.237
Name: Asst. Prof. Dr. Maitham Faleh Hussein <a href="mailto:mfaleh@uowasit.edu.iq">mfaleh@uowasit.edu.iq</a>	
objectives Course	.238
<div style="display: flex; justify-content: space-between;"> <div style="width: 5%;">•</div> <div style="width: 85%;"> <p>.Providing learners with knowledge of the concept of international media</p> <p>.Learn about international media mechanisms</p> <p>.Getting to know international media</p> <p>.Learn about international news agencies and their media importance</p> </div> <div style="width: 10%; text-align: right;">-</div> </div>	

.Learn about international media and American politics -

.Identifying developing countries and the impact of media imbalance -

.Identify international media problems and issues -

Teaching and learning strategies .239

ooting methods such as lectures, presentations, discussions, dialogues,  
.brainstorming, practical applications, and others

**Strategy**

Course structure .31					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Definition of the term communication	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	Definition of the term international media and other similar terms	=	2	2
Written tests	Presentation Discussion -	International Media and Foreign Policy Jobs	=	2	3
Written tests	Presentation Discussion -	Introduction to the international communication system	=	2	4
Written tests	Presentation Discussion -	International news agencies and their media importance	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	The persuasive capabilities of international media	=	2	6
Written tests	Presentation Discussion -	International Discussion of Major Agencies	=	2	7
Written tests	Presentation Discussion -	The impact of the United Nations and international institutions on the international communication process	=	2	8
Written tests	Presentation Discussion -	International media and American policy	=	2	9
Written tests	Presentation Discussion -	The impact of	=	2	10

		<b>American policy on the work of international media</b>			
Written tests	Presentation Discussion -	<b>The style of news imbalance and imbalance</b>	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	<b>Definition of disorder and its aspects</b>	=	2	12
Written tests	Presentation Discussion -	<b>Imbalance in favor of developed countries</b>	=	2	13
Written tests	Presentation Discussion -	<b>Developing countries and the impact of media imbalance</b>	=	2	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	<b>International media and its impact on foreign political decision-making</b>	=	2	16
Written tests	Presentation Discussion -	<b>International media problems and issues</b>	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	<b>Problems and obstacles to international communication in the developing world and developing countries</b>	=	2	18
Written tests	Presentation Discussion -	<b>Modern media and globalization</b>	=	2	19
Written tests	Presentation Discussion -	<b>Defining globalization in general</b>	=	2	20
Written tests	Presentation Discussion -	<b>Factors of the emergence of globalization and its objectives</b>	=	2	21
Written tests	Presentation Discussion -	<b>Definition of media globalization</b>	=	2	22

Written tests	Presentation Discussion -	Globalization trends	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Globalization institutions and tools	=	2	24
Written tests	Presentation Discussion -	Features of globalization media	=	2	25
Written tests	Presentation Discussion -	Public diplomacy and soft power in international relations	=	2	26
Written tests	Presentation Discussion -	Negative risks of media globalization	=	2	27
Written tests	Presentation Discussion -	cultural risks	=	2	28
Written tests	Presentation Discussion -	Risks in the political sphere	=	2	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30

### Course Evaluation -42

.Chapter One : (20% marks )  
. Daily preparation : ( 5 degree )  
. Attendance and commitment in class : ( 5 degree )  
.Monthly exam (1 0 degree )

.Chapter Two : (20% mark )  
. Daily preparation : ( 5 degree )  
. Attendance and commitment in class: ( 5 degree )  
.Monthly exam (1 0 degree )

Annual endeavor : (40 points )  
Final Exam : (60 marks )  
Final grade : (100 points )

### Learning and teaching resources -43

opting modern sources in the	Required textbooks (methodology if any)
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course field	
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, (.etc
Official and academic websites in the course field	Electronic references, websites

### Course Description Form

Course name/journalistic editing (article and (column	.240
Code / Third Stage / Journalism Branch	.241
.the chapter / Academic year 2024/2025	.242
Date of preparation of this description: 18/9/2024	.243
Available forms of attendance : official (regular) .working hours	.244
Number of study hours ( 4 ) / Number of units ( in one semester ( 4	.245
Name of the course administrator (if more (than one name is mentioned	.246
Name: M.M. Karar Mohammed Hatem Ali Al-Battikh khatem@uowasit.edu.iq	
objectives Course	.247

<p>learn the basic concepts and modern theories in -  journalistic editing (articles and columns)</p> <p>providing the student with the most important modern -  .concepts and ideas for the applications of journalistic arts</p> <p>obtaining information and ideas from primary sources for -  journalistic editing (articles and columns)</p>	
Teaching and learning strategies	.248
Adopting lecture, presentation, discussion, and dialogue methods, and adopting advanced programs in content creation and developing media and journalistic skills for journalism students	



### Course structure -32

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Written tests	Presentation - Discussion	The concept of a newspaper article	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	The roots of the journalistic article and its leadership	=	2	2
Written tests	Presentation - Discussion	The article's topics varied and spread to the Arab .and Iraqi press	=	2	3
Written tests	Presentation - Discussion	The impact of journalism on the development of the newspaper article	=	2	4
Written tests	Presentation - Discussion	Newspaper article functions	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Language of the newspaper article	=	2	6
Written tests	Presentation - Discussion	Types of newspaper articles	=	2	7
Written tests	Presentation - Discussion	Dividing the newspaper article and its artistic structure	=	2	8
Written tests	Presentation - Discussion	Writing headlines from students and reviewing published examples from local and Arab press	=	2	9
Written tests	Presentation - Discussion	Criteria for publishing a newspaper article	=	2	10
Written tests	Presentation - Discussion	Editorial	=	2	11

Written tests	Lecture - Discussion - Live Interrogation	Definition and characteristics of the editorial article	=	2	12
Written tests	Presentation - Discussion	Characteristics of an editorial writer	=	2	13
Written tests	Presentation - Discussion	Completion of printing a newspaper for students' articles, two issues, the first for articles and the .second for the column	=	2	14
Written tests	Presentation - Discussion	First semester exam	=	2	15
Written tests	Presentation - Discussion	The importance of the newspaper column and its impact in tracking events and facts	=	2	16
Written tests	Presentation - Discussion	Definition of the newspaper column and its topics	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	The difference between a newspaper column and an editorial	=	2	18
Written tests	Presentation - Discussion	Column language	=	2	19
Written tests	Presentation - Discussion	Characteristics of a newspaper column	=	2	20
Written tests	Presentation - Discussion	Writing a newspaper column and how to construct it artistically	=	2	21
Written tests	Presentation - Discussion	Suggesting topics suitable for writing newspaper columns with the participation of students	=	2	22
Written tests	Presentation - Discussion	Hosting a journalist for a dialogue to learn about his experience	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Types of newspaper columns	=	2	24
Written tests	Presentation - Discussion	Paragraph column or diary with Arabic examples	=	2	25
Written tests	Presentation - Discussion	Review and discuss published examples of columns in the local .press	=	2	26
Written tests	Presentation - Discussion	Students select examples of column	=	2	27

		headings to emphasize the .characteristics of the heading			
Written tests	Presentation - Discussion	Writing introductions based on technical construction by students	=	2	28
Written tests	Presentation - Discussion	Comprehensive review	=	2	29
		Second semester exam			30

Course Evaluation –33	
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –34	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

Course Name: Investigative Journalism	.249
Code / Third Stage / Journalism Branch	.250
Semester/ Year/2024/2025	.251
.Date of preparation of this description: 18/9/2024	.252
.Available forms of attendance : Official (regular) working hours	.253
Number of study hours ( 4 ) / Number of units ( 3 ) in the stage	.254
Name of the course administrator (if more than one name is (mentioned	.255
Name: M.M. Alaa Azweir Dhamid <a href="mailto:Alaa.thumed@uowasit.edu.iq">Alaa.thumed@uowasit.edu.iq</a>	
objectives Course	.256
.Providing learners with knowledge of investigative journalism -	

.Establishing solid academic traditions in the field of investigative journalism - .assisting a generation of investigative journalists armed with the knowledge and skills to - .assist oversight agencies .Learn the skills and knowledge required for this type of journalism - .Knowing the stages of preparing an investigative report - .Review the laws and ethics of investigative journalism - .Establishing formal and informal institutions to establish values of accountability and work to - .combat corruption	
Teaching and learning strategies	.257
Adopting methods such as lectures, presentations, discussions, dialogue, brainstorming, practical application , and the use of modern technologies in . education, among others	Strategy

Course structure .32					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Definition of investigative journalism	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	The concept of investigative journalism, its origins and development	=	4	2
Written tests	Presentation Discussion -	The importance of investigative journalism	=	4	3
Written tests	Presentation Discussion -	investigative journalist skills	=	4	4
Written tests	Presentation Discussion -	Investigative Reporting Jobs	=	4	5
Written tests	Lecture - Discussion - Live Interrogation	Knowing how to come up with investigative story ideas	=	4	6
Written tests	Presentation Discussion -	Formulating and crystallizing the hypothesis	=	4	7
Written tests	Presentation Discussion -	Planning an Investigative Report	=	4	8
Written tests	Presentation Discussion -	Comparison of topics suitable for investigative research	=	4	9
Written tests	Presentation Discussion -	Evidence approved by investigative reporting centers	=	4	10
Written tests	Presentation Discussion -	Primary and secondary sources for investigative reporting	=	4	11

Written tests	Lecture - Discussion - Live Interrogation	The Art of Interviewing in Investigative Reports	=	4	12
Written tests	Presentation Discussion -	Methods of writing investigative reports	=	4	13
Written tests	Presentation Discussion -	Display selected examples of published investigative reports	=	4	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	Legal and ethical aspects of investigative reporting	=	4	16
Written tests	Presentation Discussion -	Methods of tracking public money	=	4	17
Written tests	Lecture - Discussion - Live Interrogation	Methods of detecting corruption and negligence	=	4	18
Written tests	Presentation Discussion -	Using the Internet in investigative journalism	=	4	19
Written tests	Presentation Discussion -	Models for high- end investigations	=	4	20
Written tests	Presentation Discussion -	Models for Arab investigations	=	4	21
Written tests	Presentation Discussion -	Stages and steps of preparing investigative reports	=	4	22
Written tests	Presentation Discussion -	Features and characteristics of investigative journalism	=	4	23
Written tests	Lecture - Discussion - Live Interrogation	Foreign investigative reporting models	=	4	24

Written tests	Presentation Discussion -	Image and its uses in investigative reporting	=	4	25
Written tests	Presentation Discussion -	The Art of Writing Investigative Reports in Print Journalism	=	4	26
Written tests	Presentation Discussion -	The impact of investigative reporting in exposing corruption and strengthening the democratic process	=	4	27
Written tests	Presentation Discussion -	Professional and ethical standards for investigative journalists	=	4	28
Written tests	Presentation Discussion -	The relationship between investigative reporting and the scientific method	=	4	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30

#### Course Evaluation -44

- .Chapter One : (20% marks )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- .Chapter Two : (20% mark )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- Annual endeavor : (40 points )
- Final Exam : (60 marks )
- Final grade : (100 points )



Learning and teaching resources –45	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

.Name of the decision/public opinion	.258
Code / Third Stage / Journalism Branch	.259
.the chapter / Academic year 2024/2025	.260
.Date of preparation of this description: 18/9/2024	.261
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.262
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.263
Course Supervisor Name (if more than one (name is mentioned	.264
Name: Fatima Muthanna Hassan	

objectives Course .265
<ul style="list-style-type: none"> <li>. To know the basics and controls of journalism -</li> <li>. To identify the different approaches in journalism -</li> <li>. To apply the knowledge he has acquired in journalism -</li> <li>link the movements of renewal and development with the -</li> <li>.authenticity and value of heritage</li> <li>. To invest his knowledge in the field of public opinion -</li> </ul>
Teaching and learning strategies .266
<p>Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills in journalism</p>

Course structure .33					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	<b>The concept of public opinion, its definition and types</b>	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	<b>Public opinion in ancient societies</b>	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	<b>Public opinion in contemporary and modern societies</b>	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>The nature of public opinion and its laws</b>	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	<b>Components of public opinion in modern states</b>	=	<b>2</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Factors shaping public opinion</b>	=	<b>2</b>	<b>6</b>
Written tests	Presentation Discussion -	<b>Factors shaping public opinion: the prevailing economic and political climate within the country</b>	=	<b>2</b>	<b>7</b>
Written tests	Presentation Discussion -	<b>Factors shaping public opinion: important experiences and events</b>	=	<b>2</b>	<b>8</b>

Written tests	Presentation Discussion -	<b>Factors shaping public opinion: revolutions and existing international conditions</b>	=	2	9
Written tests	Presentation Discussion -	<b>Leadership and its impact on shaping public opinion</b>	=	2	10
Written tests	Presentation Discussion -	<b>Public opinion trends</b>	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	<b>Public opinion jobs</b>	=	2	12
Written tests	Presentation Discussion -	<b>Public opinion polling</b>	=	2	13
Written tests	Presentation Discussion -	<b>Referendum method, survey method, and content analysis method</b>	=	2	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	<b>The media and its impact on shaping public opinion</b>	=	2	16
Written tests	Presentation Discussion -	<b>The impact of the press in shaping public opinion</b>	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	<b>The impact of the Internet on shaping public opinion</b>	=	2	18

Written tests	Presentation Discussion -	<b>The impact of the political system on</b>	=	2	19
Written tests	Presentation Discussion -	<b>public opinion</b>	=	2	20
Written tests	Presentation Discussion -	<b>The impact of conferences and seminars in shaping public opinion</b>	=	2	21
Written tests	Presentation Discussion -	<b>Public opinion in democratic systems</b>	=		22
Written tests	Presentation Discussion -	<b>Psychological warfare and public opinion</b>	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	<b>Leaders and chiefs in</b>	=	2	24
Written tests	Presentation Discussion -	<b>Shaping public opinion</b>	=	2	25
Written tests	Presentation Discussion -	<b>Traditional methods of change</b>	=	2	26
Written tests	Presentation Discussion -	<b>public opinion</b>	=	2	27
Written tests	Presentation Discussion -	<b>Repetition and observation</b>	=	2	28
Written tests	Presentation Discussion -	<b>Emotional effects, presenting the facts</b>	=	2	29
Written tests	Lecture - Discussion -	<b>Second semester</b>	=	2	30

	Live Interrogation	exam			

Course Evaluation –35	
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –36	
opting modern sources in the course field	quired textbooks (methodology if (any
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

Course Name: Arab and International Journalism	.267
Code / Second Stage / Journalism Branch	.268
.the chapter / Academic year 2024/2025	.269
Date of preparation of this description: 18/9/2024	.270
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.271
Number of study hours ( 2 ) / Number of units (	.272
in the stage ( 2	



Course Supervisor Name (if more than one (name is mentioned	.273
Name: M.M. Haider Abdul Rawdan	
objectives Course	.274
Providing learners with knowledge of the concept of global journalism - Teaching students the advantages and characteristics of .global journalism - Showing the specifications of global press problems.. - . funding and royal laws	
Teaching and learning strategies	.275
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .international public relations practitioners	

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Evaluation method	Teaching method	Name of unit/course or topic	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation – Discussion	The concept of global journalism	=	2	2
Written tests	Presentation – Discussion		=	2	3
Written tests	Presentation – Discussion	Advantages and characteristics of global journalism	=	2	4
Written tests	Presentation – Discussion	Global Journalism Jobs	=	2	5
Written tests	Presentation – Discussion	Problems of the global press: funding and royal laws	=	2	6
Written tests	Lecture – Discussion – Live Interrogation		=	2	7
Written tests	Presentation – Discussion	The reality of Arab and international journalism...political changes	=	2	8
Written tests	Presentation – Discussion	The reality of Arab electronic journalism	=	2	9
Written tests	Presentation – Discussion	The Experience of the Arab Migrant Press: London– Washington/A Sample of Newspapers	=	2	10
Written tests	Presentation – Discussion		=	2	11
Written tests	Presentation – Discussion	The emergence of the first continuous Arab newspapers	=	2	12
Written tests	Lecture – Discussion – Live Interrogation	Experiences of international editions in European capitals: Al-Zaman as a model	=	2	13
Written tests	Presentation – Discussion		=	2	14
Written tests	Presentation – Discussion	Experience and printing of Arab newspapers	=	2	15
Written tests	Presentation – Discussion		=	2	16
Written tests	Presentation – Discussion	The emergence and development of Emirati newspapers	=	2	17
Written tests	Presentation – Discussion		=	2	18
Written tests	Lecture – Discussion – Live Interrogation	The impact of electronic technological developments on the development of immigrant	=	2	19

		newspapers			
Written tests	Presentation – Discussion	International Journalism Theories	=	<b>2</b>	20
Written tests	Presentation – Discussion	The theory of authority or authoritarianism and the theory of freedom and liberalism	=	<b>2</b>	21
Written tests	Presentation – Discussion		=	<b>2</b>	22
Written tests	Presentation – Discussion	First semester exam	=	<b>2</b>	23
Written tests	Presentation – Discussion	Completing the rest of the international journalism theories	=	<b>2</b>	24
Written tests	Lecture – Discussion – Live Interrogation		=	<b>2</b>	25
Written tests	Presentation – Discussion	Social responsibility theory and socialist theory	=	<b>2</b>	26
Written tests	Presentation – Discussion		=	<b>2</b>	27
Written tests	Presentation – Discussion	Theory of Global and International Responsibility of the Press	=	<b>2</b>	28
Written tests	Presentation – Discussion		=	<b>2</b>	29
Written tests	Presentation – Discussion	Development journalism theory			30
Written tests	Lecture – Discussion – Live Interrogation		=	<b>2</b>	31
Written tests	Lecture – Discussion – Live Interrogation		=	<b>2</b>	32

Course Evaluation –11
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks) .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks) Annual endeavor: (40 points)

<p>Final Exam: (60 marks) Final grade: (100 points)</p>	
<p>Learning and teaching resources –12</p>	
<p>opting modern sources in the course field</p>	<p>quired textbooks (methodology if (any</p>
<p>Relying on general references in the field of the course</p>	<p>Main References (Sources)</p>
<p>Accrediting recent research and studies in prestigious international and Arab journals</p>	<p>Recommended supporting books and references (scientific (...journals, reports</p>
<p>and academic websites in the course field</p>	<p>Electronic references, websites</p>

# Course Description Form

Course Name: Digital Public Relations	.276
Code /Third Stage/Public Relations Branch	.277
.the chapter / Academic year 2024/2025	.278
Date of preparation of this description: 18/9/2024	.279
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.280
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.281
Name of the course administrator (if more (than one name is mentioned	.282
M.M. Athir Nouri Atiwi Hamoud Al-Quraishi Atheer104@uowasit.edu.iq	
objectives Course	.283
<p>igital Learn the basic concepts and modern theories of - public relations</p> <p>providing the student with the most important modern - concepts and ideas of communication media in digital public relations</p> <p>t information and ideas from primary sources of digital PR -</p>	

Teaching and learning strategies	.284
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for public relations practitioners	

## Course structure -38

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>S</b>
Written tests	Presentation - Discussion	The concept of communication	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	The concept of electronic communication	=	2	2
Written tests	Presentation - Discussion	Electronic communication in digital public relations	=	2	3
Written tests	Presentation - Discussion	The impact of electronic communication on public relations	=	2	4
Written tests	Presentation - Discussion	Practical application	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Use of information and communication technology in the field of public relations	=	2	6
Written tests	Presentation - Discussion	Electronic communication jobs in public relations	=	2	7
Written tests	Presentation - Discussion	Practical application	=	2	8
Written tests	Presentation - Discussion	Global Information Network and Public Relations	=	2	9
Written tests	Presentation - Discussion	Using websites in public relations	=	2	10
Written tests	Presentation - Discussion	Basic software for e-relationship applications	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Practical application	=	2	12
Written tests	Presentation - Discussion	Online public relations campaigns	=	2	13
Written tests	Presentation - Discussion	public relations websites	=	2	14
Written tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written tests	Presentation - Discussion	Employing e-marketing in public relations	=	2	16
Written tests	Presentation - Discussion	Electronic advertising in public relations	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Practical application	=	2	18
Written tests	Presentation - Discussion	Design and preparation of	=	2	19

		communication media in public relations			
Written tests	Presentation - Discussion	Social Media and Public Relations	=	2	20
Written tests	Presentation - Discussion	Practical application	=	2	21
Written tests	Presentation - Discussion	Characteristics of electronic communication	=	2	22
Written tests	Presentation - Discussion	Electronic communication audience	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Employing various electronic links in public relations activities	=	2	24
Written tests	Presentation - Discussion	Using typographic elements in electronic communication	=	2	25
Written tests	Presentation - Discussion	The importance of defining the audience and the dimensions of its study	=	2	26
Written tests	Presentation - Discussion	Audience classification according to its social and individual characteristics	=	2	27
Written tests	Presentation - Discussion	Planning to choose appropriate communication methods	=	2	28
Written tests	Presentation - Discussion	Characteristics of effective communication in digital public relations	=	2	29
		Second semester exam			30

Course Evaluation -39
<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)</p> <p>Final Exam: (60 marks)</p> <p>Final grade: (100 points)</p>
Learning and teaching resources -40



opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main References (Sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

Course Name: Radio and Television Arts	.285
Code / Second Stage / Public Relations Branch	.286
.the chapter / Academic year 2024/2025	.287

Date of preparation of this description: 18/9/2024	.288
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.289
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.290
Name of the course administrator (if more (than one name is mentioned	.291
M.M. Shaibt Al-Hamad Jabbar <a href="mailto:shebatalhmd@uowasit.edu.iq">shebatalhmd@uowasit.edu.iq</a>	
objectives Course	.292
<ul style="list-style-type: none"> <li>- learn about editing and directing techniques in radio and television</li> <li>- learn technical and technological terms in radio and television</li> <li>- .Learn about video editing software</li> <li>- t to know the newsroom, news director, editorial secretary, editors</li> <li>- learn about the studio, the duties of news anchors, reporters, and cameramen</li> </ul>	
Teaching and learning strategies	.293
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for international public relations practitioners	

Course Evaluation –41	
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks) Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –42	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main References (Sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

**Course structure-43**

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Evaluation method	Teaching method	Name of unit/course or topic	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation – Discussion	The concept of radio and television technologies	=	2	2
Written tests	Presentation – Discussion	Stages of development of technologies in radio and television	=	2	3
Written tests	Presentation – Discussion	Radio and Television Technician Jobs	=	2	4
Written tests	Presentation – Discussion	Employing technology in program production	=	2	5
Written tests	Presentation – Discussion	Television techniques inside and outside the studios	=	2	6
Written tests	Lecture – Discussion – Live Interrogation	Editing and directing techniques in radio and television	=	2	7
Written tests	Presentation – Discussion	Microphones on radio, cameras on TV	=	2	8
Written tests	Presentation – Discussion	Influencers in radio and television	=	2	9
Written tests	Presentation – Discussion	Technical and technological terms in radio and television	=	2	10
Written tests	Presentation – Discussion	Newsroom techniques in radio and television	=	2	11
Written tests	Presentation – Discussion	Digital and analogue broadcasting	=	2	12
Written tests	Lecture – Discussion – Live Interrogation	Outside-Ground Network) SNG ( technologies	=	2	13
Written tests	Presentation – Discussion	First semester exam	=	2	14
Written tests	Presentation – Discussion	Radio and Television Control Rooms	=	2	15
Written tests	Presentation – Discussion	Camera movement and shot types	=	2	16
Written tests	Presentation – Discussion	Lighting techniques in television	=	2	17
Written tests	Presentation – Discussion	TV set decoration techniques	=	2	18

Written tests	Lecture – Discussion – Live Interrogation	Audio and video recording means and tools	=	<b>2</b>	19
Written tests	Presentation – Discussion	HDTV and Interactive TV	=	<b>2</b>	20
Written tests	Presentation – Discussion	Satellite television and radio	=	<b>2</b>	21
Written tests	Presentation – Discussion	Sound insulation in radio and television	=	<b>2</b>	22
Written tests	Presentation – Discussion	Screenwriting and script writing techniques	=	<b>2</b>	23
Written tests	Presentation – Discussion	Radio broadcasting room	=	<b>2</b>	24
Written tests	Lecture – Discussion – Live Interrogation	Archiving techniques in radio and television	=	<b>2</b>	25
Written tests	Presentation – Discussion	Optical fibers and radio transmission and reception technologies	=	<b>2</b>	26
Written tests	Presentation – Discussion	Internet radio	=	<b>2</b>	27
Written tests	Presentation – Discussion	Internet TV	=	<b>2</b>	28
Written tests	Presentation – Discussion	cable TV	=	<b>2</b>	29
Written tests	Presentation – Discussion	Second semester exam		<b>2</b>	30

### Course Description Form

Course Name: Writing for Public Relations	.294
Code / Third Stage / Public Relations Branch	.295
.the chapter / Academic year 2024/2025	.296
Date of preparation of this description: 9/18/2023	.297
Available forms of attendance : official (regular) attendance, interactive electronic classroom system, field visits	.298
Number of study hours ( 2 ) / Number of units (      ) in the stage ( 2	.299
Name of the course administrator (if more (than one name is mentioned	.300
Name: Eng. Raed Abdul-Kazem Abdul-Hussein Saad Al-Waili	

raedalwaili@uowasit.edu.iq
objectives Course .301
<p>Learn the basic concepts and modern theories - .writing in public relations</p> <p>providing the student with the most important modern - concepts and ideas for the applications of journalistic arts in .public relations</p> <p>obtaining information and ideas from primary sources of - public relations</p>
Teaching and learning strategies .302
<p>Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .public relations practitioners</p>

Course Evaluation -44
<p>.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)</p>
Learning and teaching resources -45

opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main References (Sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (...journals, reports
and academic websites in the course field	Electronic references, websites



## Course structure -46

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>S</b>
Written and practical tests	Presentation - Discussion	Foundations of Planning in Public Relations	Referred to in the previous axis, each according to the content	2	1
Written and practical tests	Presentation - Discussion	Writing Styles for Public Relations	=	2	2
Written and practical tests	Presentation - Discussion	Persuasive uses in public relations	=	2	3
Written and practical tests	Presentation - Discussion	Persuasion methods	=	2	4
Written and practical tests	Presentation - Discussion	mental image	=	2	5
Written and practical tests	Lecture - Discussion - Live Interrogation	Characteristics of mental image	=	2	6
Written and practical tests	Presentation - Discussion	The Art of Writing for Public Relations	=	2	7
Written and practical tests	Presentation - Discussion	News in public relations	=	2	8
Written and practical tests	Presentation - Discussion	News editing templates	=	2	9
Written and practical tests	Presentation - Discussion	Press report	=	2	10
Written and practical tests	Presentation - Discussion	The difference between a press report and a news story	=	2	11
Written and practical tests	Lecture - Discussion - Live Interrogation	Types of press reports	=	2	12
Written and practical tests	Presentation - Discussion	Report drafting templates	=	2	13
Written and practical tests	Presentation - Discussion	Investigative journalism jobs	=	2	14
Written and practical tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written and practical tests	Presentation - Discussion	Public Relations News Release	=	2	16

Written and practical tests	Presentation - Discussion	Features of the news release	=	2	17
Written and practical tests	Lecture - Discussion - Live Interrogation	Public Relations Advertisements	=	2	18
Written and practical tests	Presentation - Discussion	Special publications issued by the Foundation	=	2	19
Written and practical tests	Presentation - Discussion	Important aspects to consider when writing	=	2	20
Written and practical tests	Presentation - Discussion	Newsletters	=	2	21
Written and practical tests	Presentation - Discussion	Press conferences	=	2	22
Written and practical tests	Presentation - Discussion	Press conference rules	=	2	23
Written and practical tests	Lecture - Discussion - Live Interrogation	Correspondence, posters and their functions	=	2	24
Written and practical tests	Presentation - Discussion	Types of stickers	=	2	25
Written and practical tests	Presentation - Discussion	Factors for the success and disadvantages of posters	=	2	26
Written and practical tests	Presentation - Discussion	Brochures and their importance	=	2	27
Written and practical tests	Presentation - Discussion	Arts Writing for Public Relations	=	2	28
Written and practical tests	Presentation - Discussion	Comprehensive review	=	2	29
		Second semester exam			30

### Course Description Form

Course Name/ Language of Media Discourse .1
Course Code / Third Stage / Public Relations Branch / Journalism .2 Branch

Semester/Academic Year 2024_2025 .3
18-9-2024 :Date of preparation of this description .4
Available attendance forms: Official (regular) attendance / .5 Interactive electronic classroom system when necessary
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage .6
Name of the course administrator (if more than one name is .7 (mentioned
Name: Dr. Wissam Abbas Jaaja Al-Shahmani wabbas@uowasit.edu.iq
Course objectives .8
<ul style="list-style-type: none"> <li>- Learn the basic concepts and modern theories in the field of media discourse</li> <li>- Providing the student with the most important modern concepts and ideas for audio-visual media performance applications</li> <li>- . Get information and ideas from primary sources</li> </ul>
Teaching and learning strategies .9
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and . journalistic skills

Course structure -11

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watchers
Written tests	Presentation - Discussion	Discourse concepts	Referred to in the previous axis, each according to the content	2
Written tests	Presentation - Discussion	Discourse in modern studies	=	2
Written tests	Presentation - Discussion	Media discourse	=	2
Written tests	Presentation - Discussion	Semantics in media discourse	=	2
Written tests	Presentation - Discussion	Readability of media discourse	=	2
Written tests	Lecture - Discussion - Live Interrogation	rhetoric	=	2
Written tests	Presentation - Discussion	Applications	=	2
Written tests	Presentation - Discussion	The difference between direct and indirect expression	=	2
Written tests	Presentation - Discussion	Practical application on media texts	=	2
Written tests	Presentation - Discussion	Reference to texts: (the Holy (Qur'an, literary texts	=	2
Written tests	Presentation - Discussion	Linguistic health	=	2
Written tests	Lecture - Discussion - Live Interrogation	Linguistic correctness in news headlines	=	2
Written tests	Presentation - Discussion	Linguistic correctness in news articles	=	2
Written tests	Presentation - Discussion	Applications	=	2
Written tests	Presentation - Discussion	First semester exam	=	2
Written tests	Presentation - Discussion	Terminology	=	2
Written tests	Presentation - Discussion	Style, stylistics, journalistic criticism, cultural criticism, expression, explanation, interpretation, exegesis, linguistics, semiotics, circulation	=	2
Written tests	Lecture - Discussion - Live Interrogation	Style at the item level	=	2
Written tests	Presentation - Discussion	Ease of speech	=	2
Written tests	Presentation - Discussion	Phonetic harmony and lack of dissonance of letters	=	2
Written tests	Presentation - Discussion	The meanings of the indefinite	=	2

	Discussion	noun and the meanings of the definite noun, and the implications of their use		
Written tests	Presentation - Discussion	The advantage of the present tense in journalistic usage	=	2
Written tests	Presentation - Discussion	Allusion, equivocation, and metaphor	=	2
Written tests	Lecture - Discussion - Live Interrogation	Sentence-level style	=	2
Written tests	Presentation - Discussion	Advancement and delay	=	2
Written tests	Presentation - Discussion	Affirmation	=	2
Written tests	Presentation - Discussion	Stylistic choice and semantic choice	=	2
Written tests	Presentation - Discussion	Imperative and declarative sentences	=	2
Written tests	Presentation - Discussion	Comprehensive review	=	2
		Second semester exam		

Course Evaluation -12	
<p>.Chapter One: (20% marks)  .Daily preparation: ( 5 marks)  .Attendance and commitment in class: ( 5 marks)  .Monthly exam (10 marks )</p> <p>.Chapter Two: (20% marks)  .Daily preparation: ( 5 marks)  .Attendance and commitment in class: ( 5 marks)  .Monthly exam (10 marks )</p> <p>Annual endeavor: (40 points)  Final Exam: (60 marks)  Final grade: (100 points)</p>	
Learning and teaching resources -13	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in	Main references (sources )

the field of the course	
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, (.etc
Official and academic websites in the course field	Electronic references , websites

This course description provides a concise summary of the main course features and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities. It must be linked to the program description.

University of Wasit / College of Arts	Educational institution
Media	Scientific Department
Media Research Methods and Statistics - Third Stage	Name / Code

essential	Available attendance forms
Academic year 2023-2024	semester / year
hours per week 2	Number of study hours (total)
	Date this description was prepared
Course objectives	
Introducing learners to the concept of statistics and the media approach	
Understanding the relationship of statistics to other sciences	
Recognizing the importance of statistics in the media	
Learn how to tabulate data	
Learn about charts	
Learn about measures of central tendency and measures of dispersion	
Understanding correlation coefficients	
Course outcomes, teaching, learning and assessment methods	
<p>A - Cognitive objectives</p> <ul style="list-style-type: none"> <li>1. Introducing learners to the concept of media statistics</li> <li>2. Identify the relationship of statistics to other sciences</li> <li>3. Recognizing the importance of statistics in the media</li> <li>4. Learn how to tabulate data</li> <li>5. Recognizing graphs</li> <li>6. Identify measures of central tendency and measures of dispersion</li> <li>7. Identify correlation coefficients</li> </ul>	

## Course objectives

Introducing learners to the concept of statistics and the media approach •

Understanding the relationship of statistics to other sciences •

## Recognizing the importance of statistics in the media

Learn how to tabulate data •

Learn about charts

Learn about measures of central tendency and measures of dispersion

## Understanding correlation coefficients

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Course outcomes, teaching, learning and assessment method	10
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A - Cognitive objective

Identify the relationship of statistics to other science

## Recognizing the importance of statistics in the medi

## Learn how to tabulate data

## Recognizing graph

.Identify measures of central tendency and measures of dispersion

Identify correlation coefficient



<p>. B - The course's skill objectives</p> <p>B1 - Organizing learning of statistical concepts</p> <p>B2 - Understanding individual differences and how to deal with them properly</p> <p>B3 - Developing self-assessment skills through feedback</p>	
<p>Teaching and learning methods</p>	
<p>Method of discussion and problem solving</p> <p>Incorporating teaching methods using Google Meet and Zoom</p> <p>Encouraging students to learn independently</p>	
<p>Evaluation methods</p>	
<p>Ideal and objective electronic written tests</p> <p>Preliminary assessment . My children's assessment . Summative assessment .midterm and final exam</p>	
<p>C - Emotional and value-based goals</p> <p>A1- The student should be aware of the importance of maintaining the examinee's responses</p> <p>Part 2 - Organization in supporting positive trends in studying social phenomena</p> <p>. A3- To refuse incentives in scientific research procedures</p>	
<p>Teaching and learning methods</p>	
<p>.Lecture . Discussion . Self-regulated learning . e-learning</p>	
<p>Evaluation methods</p>	
<p>Written tests and observations</p>	
<p>D - General and transferable skills ( other skills related to employability and personal development )</p> <p>D1- Providing continuing education opportunities for students and motivating them to engage in scientific research</p>	

D2- Self-organized learning in acquiring various intellectual skills

Course structure					
Evaluation method	Teaching method	Unit name / topic	Required learning outcomes	Weeks	Week
Written tests	Delivering . Discussion . n	The concept of media research, its characteristics and importance	Referred to in the previous axis, each according to its content	2	1
Written tests	Delivering . Discussion . n	Objectives of media research and steps of media research	Referred to in the previous axis, each according to its content	2	2
Written tests	Delivering . Discussion . n	Measures of central tendency	Referred to in the previous axis, each according to its content	2	3
Written tests	Delivering . Discussion . n	General methodological steps for media research	Referred to in the previous axis, each according to its content	2	4
Written tests	Delivering . Discussion . n	Simple statistical tables	Referred to in the previous axis, each according to its content	2	5
Written tests	Delivering . Discussion . n	Double statistical tables	Referred to in the previous axis, each according to its	2	6

			content		
Written tests	Delivering . Discussio . n	Display data	Referred to in the previous axis, each according to its content	2	.7
Written tests	Delivering . Discussio . n	Hypothesis formulation and sampling system	Referred to in the previous axis, each according to its content	2	.8
Written tests	Delivering . Discussio . n	Bar charts	Referred to in the previous axis, each according to its content	2	.9
Written tests	Delivering . Discussio . n	Data collection tools in media research	Referred to in the previous axis, each according to its content	2	.10
Written tests	Delivering . Discussio . n	Dispersion measures	Referred to in the previous axis, each according to its content	2	.11
Written tests	Delivering . Discussio . n	Methods used in media research	Referred to in the previous axis, each according to its content	2	.12
Written tests	Delivering . Discussio . n	Variance and standard deviation	Referred to in the previous axis, each according to its content	2	.13
Written tests	Delivering . Discussio . n	The loom Unclassified	Referred to in the previous axis, each according to its	2	.14

			content		
Written tests	Delivering . Discussio . n	arithmetic mean Classified	Referred to in the previous axis, each according to its content	2	.15
Written tests	Delivering . Discussio . n	The mediator Classified	Referred to in the previous axis, each according to its content	2	.16
Written tests	Delivering . Discussio . n	The loom Classified	Referred to in the previous axis, each according to its content	2	.17
Written tests	Delivering . Discussio . n	Standard deviation of ungrouped data	Referred to in the previous axis, each according to its content	2	.18
Written tests	Delivering . Discussio . n	Range of unclassified data	Referred to in the previous axis, each according to its content	2	.19
Written tests	Delivering . Discussio . n	Variance for ungrouped data	Referred to in the previous axis, each according to its content	2	.20
Written tests	Delivering . Discussio . n	Data plotting methods	Referred to in the previous axis, each according to its content	2	.21
Written tests	Delivering . Discussio . n	Range of classified data	Referred to in the previous axis, each according to its	2	.22

			content		
Written tests	Delivering . Discussio . n	Variance for grouped data	Referred to in the previous axis, each according to its content	2	.23
Written tests	Delivering . Discussio . n	Standard deviation of grouped data	Referred to in the previous axis, each according to its content	2	.24
Written tests	Delivering . Discussio . n	chi-square	Referred to in the previous axis, each according to its content	2	.25
Written tests	Delivering . Discussio . n	Chi-square for a single observation	Referred to in the previous axis, each according to its content	2	.26
Written tests	Delivering . Discussio . n	Chi square more than one view	Referred to in the previous axis, each according to its content	2	.27
Written tests	Delivering . Discussio . n	connection	Referred to in the previous axis, each according to its content	2	.28
Written tests	Delivering . Discussio . n	Pearson's correlation coefficient	Referred to in the previous axis, each according to its content	2	.29
Written tests	Delivering . Discussio . n	Spearman's rank correlation coefficient	Referred to in the previous axis, each according to its	2	.30

			content		
infrastructure					.12
Dr. Saad Salman Al-Mashhadani , Media Research Methods			Required textbooks		
			Main references ( sources )		
			A- Recommended books and references ( scientific journals , reports , e )		
			B - Electronic references ... websites		
Curriculum Development Plan					.13
Familiarity with all the latest developments in the field of science and education strategies					●
Periodic review of scientific research and studies published in scientific journals, reports and periodicals					●
Comparing the course with the courses of the scientific departments in other universities					●
Benefit from student questionnaires					●

### Course Description Form

Course Name/Media Legislation	.303
.code /third stage	.304

	.Semester/ Year/2024/2025	.305
	.Date of preparation of this description: 18/9/2024	.306
	.Available forms of attendance : Official (regular) working hours	.307
	Number of study hours ( 2 ) / Number of units ( 2 ) in the stage	.308
	Name of the course administrator (if more than one name is (mentioned	.309
	Name: Asst. Prof. Dr. Lama Matar Hassan lmuteer@uowasit.edu.iq	
	objectives Course	.310
•	<ul style="list-style-type: none"> <li>- .Teaching the basics of legislation</li> <li>- .Developing the student's ability and knowledge of the laws related to his future field of work</li> <li>- .Commitment to media ethics standards</li> <li>- .Providing the student with the most important concepts and ideas in the field of legislation</li> <li>- .Learn about the most important Iraqi laws related to media legislation</li> </ul>	
	Teaching and learning strategies	.311
	Adopting the methods of lectures, presentations, discussions and dialogue, and adopting the most important legislation and charters related to media laws	<b>Strategy</b>





### Course structure .34

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Definition of law, introduction and general principles, definition of crime, crimes and their types	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation Discussion -	Media law and its relationship with other laws, legal frameworks in the media process	=	2	2
Written tests	Presentation Discussion -	Freedom of media work, freedoms arising from the media	=	2	3
Written tests	Presentation Discussion -	Media responsibilities and professional ethics	=	2	4
Written tests	Presentation Discussion -	Opinion and publication crimes, their definition and elements, publication prohibitions, conditions of publication crimes	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	The Iraqi Constitution and Article 38 of the Constitution regarding freedom of thought and media	=	2	6
Written tests	Presentation Discussion -	Media Duties and International Law	=	2	7
Written tests	Presentation Discussion -	Media censorship, media censorship and methods of classifying media censorship in	=	2	8

		democratic countries, media censorship in developing countries, types of media censorship			
Written tests	Presentation Discussion -	The meaning of media freedom, the advantages of media freedom, and media freedom and the pressures imposed	=	2	9
Written tests	Presentation Discussion -	Guarantees of media freedom	=	2	10
Written tests	Presentation Discussion -	Public and private ownership of the media and their impact on media freedom, property rights in the press	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Rights of the journalist	=	2	12
Written tests	Presentation Discussion -	Right of access to information and permission to publish periodicals	=	2	13
Written tests	Presentation Discussion -	Media legislation, definition and concept	=	2	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	Brief historical overviews of media legislation in contemporary Iraq	=	2	16
Written tests	Presentation Discussion -	Crimes of aggression against honor	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Disclosure and deception crimes – their elements – their types	=	2	18

	n				
Written tests	Presentation Discussion -	Methods for detecting crimes of misleading public opinion	=	2	19
Written tests	Presentation Discussion -	incitement crimes	=	2	20
Written tests	Presentation Discussion -	Electronic publishing crimes	=	2	21
Written tests	Presentation Discussion -	Intellectual Property and Media Codes of Honor	=	2	22
Written tests	Presentation Discussion -	Articles of the Arab Code of Honor	=	2	23
Written tests	Lecture - Discussion - Live Interrogatio n	Journalists' Rights Act	=	2	24
Written tests	Presentation Discussion -	Communications and Media Commission – its establishment – its duties	=	2	25
Written tests	Presentation Discussion -	Code of Journalistic Ethics in Iraq and the Arab World	=	2	26
Written tests	Presentation Discussion -	General trends for broadcast media	=	2	27
Written tests	Presentation Discussion -	Press monitoring	=	2	28
Written tests	Presentation Discussion -	Examples of newspapers that violate journalistic ethics	=	2	29
Written tests	Lecture - Discussion - Live Interrogatio n	Second semester exam	=	2	30

Course Evaluation -46

.Chapter One : (20% marks )  
. Daily preparation : ( 5 degree )

. Attendance and commitment in class: ( 5 degree )  
 .Monthly exam (1 0 degree )  
  
 .Chapter Two : (20% mark )  
 . Daily preparation : ( 5 degree )  
 . Attendance and commitment in class: ( 5 degree )  
 .Monthly exam (1 0 degree )  
  
 Annual endeavor : (40 points )  
 Final Exam : (60 marks )  
 Final grade : (100 points )

Learning and teaching resources -11	
opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name/Information Technology	.312
code / third stage / journalism branch	.313
Semester/ Year/2024/2025	.314
.Date of preparation of this description: 18/9/2024	.315
.Available forms of attendance : Official (regular) working hours	.316
Number of study hours ( 4 ) / Number of units ( 2 ) in the stage	.317
Name of the course administrator (if more than one name is mentioned)	.318
Name: M.M. Alaa Musa Badr <a href="mailto:Alaam.b@uowasit.edu.iq">Alaam.b@uowasit.edu.iq</a>	

	objectives Course	.319
roducing students to the basic concepts related to information, data, and knowledge, - and their importance in modern society		
ly the development of the information revolution and how it impacts various sectors, - such as media, economy, and education		
roducing students to the challenges related to the availability of information, its - credibility, and individuals' right to access it		
yzing the characteristics of the information society and how to interact with modern - technological changes		
ly traditional and digital information sources, and understand how to evaluate them - according to academic and professional standards		
elop a practical understanding of the components of the Internet, its communication - mechanisms, and the services it provides		
yzing the role of websites and blogs in disseminating knowledge and media and - social influence		
bling students to search for information across different directories and institutions, - with a focus on search techniques		
	Effective and correct citation from sources	
	Teaching and learning strategies	.320
opting methods such as lectures, presentations, discussions, dialogues, brainstorming, .practical applications, and others		<b>Strategy</b>

Course structure .35					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Basic concepts of information	Referred to in the previous axis, each according to the content	4	1
Written tests	Presentation Discussion -	data, information and knowledge	=	4	2
Written tests	Presentation Discussion -	Information Revolution	=	4	3
Written tests	Presentation Discussion -	Information problem	=	4	4
Written tests	Presentation Discussion -	Right to information	=	4	5
Written tests	Lecture - Discussion - Live Interrogation	Information Society	=	4	6
Written tests	Presentation Discussion -	information pollution	=	4	7
Written tests	Presentation Discussion -	The importance of information and information literacy	=	4	8
Written tests	Presentation Discussion -	The concept of information literacy and the importance of information literacy	=	4	9
Written tests	Presentation Discussion -	Identify the need for information and its sources	=	4	10
Written tests	Presentation Discussion -	Identifying information needs, information sources, and information institutions	=	4	11
Written tests	Lecture - Discussion -	Elements and types of information	=	4	12

	Live Interrogation	institutions			
Written tests	Presentation Discussion -	The Internet and ?what is the Internet	=	4	13
Written tests	Presentation Discussion -	Internet components, Internet connection process, and Internet services	=	4	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	Websites and blogs	=	4	16
Written tests	Presentation Discussion -	Websites: concept, types, and media role	=	4	17
Written tests	Lecture - Discussion - Live Interrogation	Blogs: concept, types, and media role	=	4	18
Written tests	Presentation Discussion -	Social networking sites concept	=	4	19
Written tests	Presentation Discussion -	Find information	=	4	20
Written tests	Presentation Discussion -	Research in traditional information institutions	=	4	21
Written tests	Presentation Discussion -	Research in virtual information institutions	=	4	22
Written tests	Presentation Discussion -	Search the Internet	=	4	23
Written tests	Lecture - Discussion - Live Interrogation	Search for evidence	=	4	24
Written tests	Presentation Discussion -	Information services and the concept of information services	=	4	25
Written tests	Presentation Discussion -	Information Use Calendar	=	4	26



Written tests	Presentation Discussion -	Use of information	=	4	27
Written tests	Presentation Discussion -	Quoting from information sources	=	4	28
Written tests	Presentation Discussion -	Information Technology	=	4	29
Written tests	Lecture - Discussion - Live Interrogatio n	Second semester exam	=	2	30

### Course Evaluation -47

- .Chapter One : (20% marks )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- .Chapter Two : (20% mark )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- Annual endeavor : (40 points )
- Final Exam : (60 marks )
- Final grade : (100 points )

### Learning and teaching resources -48

opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab	Recommended supporting books and references (scientific journals, reports, ( .etc

journals	
Official and academic websites in the course field	Electronic references , websites

## Course Description Form

	Course Name/English Language	.321
	Code / Third Stage / Journalism Branch / Public Relations Branch	.322
	.Semester/ Year/2024/2025	.323
	.Date of preparation of this description: 09/18/2024	.324
	.Available forms of attendance : Official (regular) working hours	.325
	Number of study hours ( 2 ) / Number of units ( 2 ) in the stage	.326
	Name of the course administrator (if more than one name is (mentioned	.327
	Name: M. Asim Mahdi Radwi	
	objectives Course	.328
	<p>The aim of this course is to develop third-year students' - English speaking skills and increase their confidence in expressing themselves clearly and understanding others during conversations. The course will address a variety of topics and contexts that help students interact successfully in everyday life .and in diverse academic and professional settings</p>	
	Teaching and learning strategies	.329

- Systematic Conversations: Providing opportunities for students to engage in systematic .conversations on a variety of topics
- Practical application: Encourage students to apply their language skills through practical .conversations and activities
- Use multiple teaching methods: Provide diverse resources such as videos and audio recordings to .improve listening and pronunciation skills
- Diverse Roles: Encourage students to play different roles in simulated conversations based . on real-life situations

#### Course structure .330

Evaluation method

**Learning  
method**

**Name of the unit  
or topic**

**Required  
learning  
outcomes**

**watc  
hes**

**week**

speaking And measurmen Student's t level of listening comprehensi on	the explanatio n And the show on TV and play audio clips	Introduction to the four skills (speaking, listening, writing (and reading	Knowledg e of the theoretica l aspects of the subject matter	2	1
Test the student's level in the four skills	Use a variety of sources such as videos and audio recordings with native speakers' .voices Explanati on of new vocabular y with practical applicatio n	Present, past, future p6-8 p6 Questions Where were you born? p6-8 ?What do you do Questions words Who ... ?, Why ... ?, ? ...How much	Times	2	2
Individual and group performance evaluation	=	Countries • <i>he/she/</i> <i>they, his/her</i> • Where's he from? have/have got Describing countries Making conversation Asking questions Showing that you're interested	simple tense	2	3
Test the student's level in the four skills And solve the exercises	=	Irregular verbs saw, went, told Making connections Break / mend, lose / find	past tense	2	4

		Nouns, verbs, and adjectives Suffixes to make different parts of speech discuss, discussion Making negatives			
=	=	Will Shall going to Rooms and furniture • <i>There is/are</i> • Prepositions • Directions	future tense	2	5
Talk about previous topics	View a video that covers the previous .topics	Sports/ Food/ Drinks • <i>Present Simple - I/you/ we/ they</i> • <i>a/an</i> Languages and nationalities • Numbers and prices	Simple present	2	6
Test the student's level in the four skills And solve the exercises	Use a variety of sources such as videos and audio recordings with native speakers' .voices Explanation of new vocabulary with practical application	The time • <i>Present Simple-he/she</i> • <i>always/sometimes/never</i> Words that go together • Days of the week	Present continuous	2	7
=	=	<i>our/their</i> • Possessive's • The family • <i>has/have</i> • The alphabet I'd like - <i>some/any</i> • In a restaurant • Signs all around	Possessive Expressions / Past Tenses	2	8

=	=	Rooms and furniture • <i>There is/are</i> • Prepositions • Directions First month exam (first semester)	exam	2	9
Individual and group performance evaluation	=	Saying years • <i>was/were born</i> • Past Simple - irregular verbs • <i>have/do/go</i> • When's your birthday?	simple past	2	10
Talk about previous topics	View a video that covers the previous topics	Past Simple - regular and irregular • Questions and negatives • Sport and leisure • Going sightseeing	past continuous	2	11
Test the student's level in the four skills And solve the exercises	Use a variety of sources such as videos and audio recordings with native speakers' voices Explanation of new vocabulary with practical application	much and many some and any something, anyone, nobody, everywhere a few, a little, a lot of	Expressions of quantity	2	12
=	=	I'd like - <i>some/any</i> • In a restaurant • Signs all around	Much/many	2	13
=	=	Future plans • Grammar revision Vocabulary revision • Social expressions	Some/any	2	14

=	=	Second month exam (first ( semester	exam	2	15
Talk about previous topics	View a video that covers the previous .topics	Question words • <i>me/him/us/them</i> • <i>this/that</i> Adjectives • <i>Can I</i> . .. ?	Verb /forms definite and indefinite articles	2	16
Test the student's level in the four skills And solve the exercises	Use a variety of sources such as videos and audio recordings with native speakers' .voices Explanati on of new vocabulary with practical applicatio n		Mid-year holiday	2	17
=	=	Will Shall going to Present continuous	Intention for the future	2	18
=	Explanati on and discussion	-Negative Questions without question words	Going to	2	19
=	=	Yes/No questions -and short answers <i>a/an</i>	will	2	20
Talk about previous topics	View a video that covers the previous .topics	Adjective + noun / Adverbs of never -frequency sometimes usually always ___est / -----er	Comparis on and preferenc e	2	21
Test the student's level in the four skills And solve the exercises	Use a variety of sources such as videos and audio	Jobs and the - alphabet game ,- architect bookseller... - Word - formation	Present perfect and simple past	2	22



	recording s with native speakers' .voices Explanati on of new vocabular y with practical applicatio n	death, die - variety, - various Adverbs - mainly, - possibly, exactly, carefully			
=	=	<i>he/she/it</i> <i>I/you/we/they</i> <i>perfect continuous</i> <i>simple</i> Object pronouns Possessive adjectives	For / since	2	2 3
=	=	First month exam, second semester	exam	2	2 4
Individual and group performance evaluation	=	Jobs <i>receptionist, miner,</i> <i>chef</i> Traveling abroad <i>visa, documents</i> Words that go together Verb + complement <i>take responsibility,</i> <i>live abroad</i> Compound nouns <i>post office,</i> <i>headache</i>	must	2	2 5
Talk about previous topics	View a = video that covers the previous .topics	Negative Questions with - question words Past Simple Jobs Traveling abroad Words that go together take responsibility, live abroad	should	2	2 6
Test the student's level in the	Use a variety of sources	Obligation have (got) to At the doctor's	Have to	2	2 7

four skills And solve the exercises	such as videos and audio recordings with native speakers' .voices Explanati on of new vocabular y with practical applicatio n	a cold, the flu food poisoning a temperature a prescription			
=	=	Object Negative question	Passive voice in the simple tense	2	2 8
Individual and group performance evaluation	Discussio n	Questions with question words Be+ing	Passive continuou s tense	2	2 9
Talk about previous topics	View a video that covers the previous .topics	<i>Second month exam, second semester</i>	exam	2	3 0

### Course Evaluation

.331

Chapter One: (Twenty marks), daily preparation + daily tests: 10 marks + monthly exam: 10 marks  
Chapter Two: (Twenty marks), daily preparation + daily tests: 10 marks + monthly exam: 10 marks  
Final Exam (Written): (60 marks)  
.Final grade: (100 points)

### Learning and teaching resources

.332

course books	New Headway Intermediate	Required textbooks (methodology if any)
	—	Main references (sources)
		Recommended supporting books and references (.scientific journals, reports, etc)

hAMV5ZyDBx05Lgo6EAAYASAAEgLQj_D_BwE –	Electronic references, websites	

### Course Description Form

	Course Name/Specialized Journalism	.333
	Code / Fourth Stage / Journalism Branch	.334
	Semester/ Year/2024/2025	.335
	.Date of preparation of this description: 18/9/2024	.336

	.Available forms of attendance : Official (regular) working hours	.337
	Number of study hours ( 3 ) / Number of units ( 2 ) in the stage	.338
	Name of the course administrator (if more than one name is (mentioned	.339
	Name: M. Muntadhar Khaled Aboud <a href="mailto:mkhalid@uowasit.edu.iq">mkhalid@uowasit.edu.iq</a>	
	objectives Course	.340
be able to acquire and develop journalistic skills in the field of specialized	<ul style="list-style-type: none"> <li>- . Understand the concept and importance of specialized journalism</li> <li>- .journalism</li> <li>- . Providing learners with knowledge in the field of specialized journalistic arts</li> <li>- . Learn about the forms and types of newspapers and magazines in specialized</li> <li>- . journalism</li> <li>- .Ability to write specialized journalistic writing</li> <li>- . enabling students to understand the forms of templates in journalistic writing in the</li> <li>- field of specialized journalism</li> </ul>	
	Teaching and learning strategies	.341
pting methods such as lectures, presentations, discussions, dialogues,	.brainstorming, practical applications, and others	<b>Strategy</b>

Course structure .36					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	The concept of specialized journalism, its origins and development	Referred to in the previous axis, each according to the content	3	1
Written tests	Presentation Discussion -	The importance of specialization in journalistic institutions	=	3	2
Written tests	Presentation Discussion -	Objectives of specialized journalism	=	3	3
Written tests	Presentation Discussion -	Specialized journalism jobs	=	3	4
Written tests	Presentation Discussion -	Components of specialized journalism	=	3	5
Written tests	Lecture - Discussion - Live Interrogation	The reference for specialized journalism in dealing with the event	=	3	6
Written tests	Presentation Discussion -	Characteristics of the specialized media team and its structure	=	3	7
Written tests	Presentation Discussion -	Characteristics of the audience of specialized press	=	3	8
Written tests	Presentation Discussion -	Rules of specialized journalism and its effectiveness	=	3	9
Written tests	Presentation Discussion -	Elements of specialized journalism, its advantages and disadvantages	=	3	10
Written tests	Presentation Discussion -	Conditions for a successful media professional	=	3	11
Written tests	Lecture - Discussion - Live	The concept of specialized journalism	=	3	12

	Interrogation				
Written tests	Presentation Discussion -	Motives for establishing specialized newspapers	=	3	13
Written tests	Presentation Discussion -	Levels of specialized journalism and processing methods	=	3	14
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	2	15
Written tests	Presentation Discussion -	Image and title selection in specialized journalism	=	3	16
Written tests	Presentation Discussion -	Islamic and political journalism	=	3	17
Written tests	Lecture - Discussion - Live Interrogation	sports journalism	=	3	18
Written tests	Presentation Discussion -	National and religious minority press	=	3	19
Written tests	Presentation Discussion -	Feminist journalism	=	3	20
Written tests	Presentation Discussion -	partisan press	=	3	21
Written tests	Presentation Discussion -	tabloids and yellow newspapers	=	3	22
Written tests	Presentation Discussion -	Specialized journalism during disasters and crises	=	3	23
Written tests	Lecture - Discussion - Live Interrogation		=	3	24
Written tests	Presentation Discussion -	Scientific, technological and educational journalism Specialized coverage of terrorism and crime issues	=	3	25
Written tests	Presentation Discussion -	Writing for specialized children's press	=	3	26
Written tests	Presentation Discussion -	satirical journalism and caricature	=	3	27

Written tests	Presentation Discussion -	Specialized electronic journalism	=	3	28
Written tests	Presentation Discussion -	The relationship between print and electronic journalism	=	3	29
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30

### Course Evaluation -49

- .Chapter One : (20% marks )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- .Chapter Two : (20% mark )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- Annual endeavor : (40 points )
- Final Exam : (60 marks )
- Final grade : (100 points )

### Learning and teaching resources -50

opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### **Course Description Form**

Course Name: Modern Trends in the Management of Journalistic Institutions	.342
Code / Fourth Stage / Journalism Branch	.343



the chapter / Academic year 2024/2025	.344
Date of preparation of this description: 18/9/2024	.345
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.346
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.347
Name of the course administrator (if more than one name is mentioned	.348
Name: M.M. Hussein Ali Saad Al-Saray <a href="mailto:husaad@uowasit.edu.iq">husaad@uowasit.edu.iq</a>	
objectives Course	.349
managing Learn the basic concepts and modern theories - journalistic institutions providing the student with the most important concepts and - ideas about corporate management obtaining information and ideas from primary sources for - managing journalistic institutions	
Teaching and learning strategies	.350
Adopting the methods of lectures, presentations, discussion and dialogue, and adopting and developing media and journalistic skills through the Institutional Management course	

## Course structure -47

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>S</b>
Written tests	Presentation - Discussion	Definition of public administration	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	The concept of management and its theories	=	2	2
Written tests	Presentation - Discussion	Concept and definition of management	=	2	3
Written tests	Presentation - Discussion	The importance of management	=	2	4
Written tests	Presentation - Discussion	The importance of management to society and media institutions	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Management theories and schools	=	2	6
Written tests	Presentation - Discussion	Administrative jobs in press institutions	=	2	7
Written tests	Presentation - Discussion	Organization and planning function	=	2	8
Written tests	Presentation - Discussion	Human Resources, Guidance and Control in Journalistic Institutions	=	2	9
Written tests	Presentation - Discussion	Challenges and influences facing the press institution	=	2	10
Written tests	Presentation - Discussion	Challenges facing journalistic institutions	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Influences facing journalistic institutions	=	2	12
Written tests	Presentation - Discussion	Elements and components of press institutions and methods of financing them	=	2	13
Written tests	Presentation - Discussion	Review of all materials	=	2	14
Written tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written tests	Presentation - Discussion	Organizational structure of the press institution	=	2	16
Written tests	Presentation - Discussion	Organizational chart of the press institution	=	2	17
Written tests	Lecture - Discussion - Live	Main departments in press institutions	=	2	18

	Interrogation				
Written tests	Presentation - Discussion	Training in journalistic institutions	=	2	19
Written tests	Presentation - Discussion	The concept of training and its objectives	=	2	20
Written tests	Presentation - Discussion	Methods and means of determining training needs	=	2	21
Written tests	Presentation - Discussion	Types of training	=	2	22
Written tests	Presentation - Discussion	Training program design	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Training Programs Calendar	=	2	24
Written tests	Presentation - Discussion	Training in journalistic institutions	=	2	25
Written tests	Presentation - Discussion	Decision-making in journalistic institutions	=	2	26
Written tests	Presentation - Discussion	The concept and importance of decision making	=	2	27
Written tests	Presentation - Discussion	Stages, warnings, and factors influencing decision-making	=	2	28
Written tests	Presentation - Discussion	Total Quality Management in the Press Institution	=	2	29
		Second semester exam			30

Course Evaluation -48
<p>.Chapter One: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>.Chapter Two: (20% marks)</p> <p>.Daily preparation: (5 marks)</p> <p>.Attendance and commitment in class: (5 marks)</p> <p>.Monthly exam (10 marks)</p> <p>Annual endeavor: (40 points)</p> <p>Final Exam: (60 marks)</p> <p>Final grade: (100 points)</p>

Learning and teaching resources –49	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

Course name/ journalistic production	.351
Code / Fourth Stage / Journalism Branch	.352

.the chapter / Academic year 2024/2025	.353
Date of preparation of this description: 18/9/2024	.354
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.355
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.356
Name of the course administrator (if more (than one name is mentioned	.357
Name: M.M. Shibet Al-Hamad Jabbar <a href="mailto:shebatalhmd@uowasit.edu.iq">shebatalhmd@uowasit.edu.iq</a>	
objectives Course	.358
.Identify the basic units of newspaper production -1 Identifying typographic elements in journalistic -2 . production . Learn about image processing programs -3	
Teaching and learning strategies	.359
Method of presentation, live questioning, problem solving and discussion - Incorporating teaching methods that use educational - technology (data show) or electronic platforms Encouraging students to learn independently	

Course Evaluation	-50
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)	

.Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam: (10 marks) Annual quest: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –51	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main References (Sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

## Course structure .10

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Evaluation method	Teaching method	Name of unit/course or topic	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation – Discussion	<b>The concept of journalistic directing and its development</b>	=	2	2
Written tests	Presentation – Discussion	<b>Journalism directing jobs and characteristics</b>	=	2	3
Written tests	Presentation – Discussion	<b>Technical foundations of journalistic directing</b>	=	2	4
Written tests	Presentation – Discussion	<b>Factors that control journalistic production methods</b>	=	2	5
Written tests	Presentation – Discussion	<b>Directing schools followed in newspaper design</b>	=	2	6
Written tests	Lecture – Discussion – Live Interrogation	<b>Learn design on electronic Corel Draw, Adobe programs Indesign</b>	=	2	7
Written tests	Presentation – Discussion	<b>Adobe Practical applications of InDesign</b>	=	2	8
Written tests	Presentation – Discussion	<b>Factors for developing journalistic production and printing</b>	=	2	9
Written tests	Presentation – Discussion	<b>Typographic elements in journalistic production</b>	=	2	10
Written tests	Presentation – Discussion	<b>Practical application</b>	=	2	11
Written tests	Presentation – Discussion	<b>The function of headings and their location in the newspaper . pages</b>	=	2	12
Written tests	Lecture – Discussion – Live Interrogation	<b>Factors affecting the ease and convenience of reading letters</b>	=	2	13
Written tests	Presentation – Discussion	<b>Practical application of page design on the computer</b>	=	2	14
Written tests	Presentation – Discussion	<b>Using printing colors in newspaper production</b>	=	2	15
Written tests	Presentation – Discussion	<b>Basic units of newspaper production</b>	=	2	16
Written tests	Presentation –	<b>First semester exam</b>	=	2	17

	Discussion				
Written tests	Presentation – Discussion	<b>The importance of photography in journalistic production</b>	=	<b>2</b>	18
Written tests	Lecture – Discussion – Live Interrogation	<b>Types of images and how to use them in journalistic production</b>	=	<b>2</b>	19
Written tests	Presentation – Discussion	<b>Adobe Image processing with Photoshop</b>	=	<b>2</b>	20
Written tests	Presentation – Discussion	<b>Journalistic magazine directing schools</b>	=	<b>2</b>	21
Written tests	Presentation – Discussion	<b>Typographic elements for magazine page design</b>	=	<b>2</b>	22
Written tests	Presentation – Discussion	<b>Magazine page layout methods</b>	=	<b>2</b>	23
Written tests	Presentation – Discussion	<b>Practical application for designing magazine pages using Adobe InDesign</b>	=	<b>2</b>	24
Written tests	Lecture – Discussion – Live Interrogation	<b>Infographic press design</b>	=	<b>2</b>	25
Written tests	Presentation – Discussion	<b>The impact of color values in infographic design</b>	=	<b>2</b>	26
Written tests	Presentation – Discussion	<b>The concept and development of electronic press design + electronic newspaper patterns</b>	=	<b>2</b>	27
Written tests	Presentation – Discussion	<b>Fundamentals of design and layout for digital newspapers on the web</b>	=	<b>2</b>	28
Written tests	Presentation – Discussion	<b>The concept of journalistic directing and its development + functions and characteristics of journalistic directing</b>	=	<b>2</b>	29
Written tests	Presentation – Discussion	<b>Second semester exam</b>			30

## Course Description Form

Course Name: International Public Relations	.360
Code / Third Stage / Public Relations Branch	.361



.the chapter / Academic year 2024/2025	.362
Date of preparation of this description: 18/9/2024	.363
Available forms of attendance : official (regular) attendance, interactive electronic classroom system, field visits	.364
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.365
Name of the course administrator (if more (than one name is mentioned	.366
me: Eng. Raed Abdul-Kazem Abdul-Hussein Saad Al-Waili raedalwaili@uowasit.edu.iq	
objectives Course	.367
international Learn the basic concepts and modern theories - politics viding the student with the most important modern concepts and - as for the applications of journalistic arts in international public relations taining information and ideas from primary sources of - public relations	
Teaching and learning strategies	.368
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .public relations practitioners	

### Course structure .11

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>week</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	A brief history of international public relations	<b>Referred to in the previous axis, each according to the content</b>	<b>2</b>	<b>1</b>
<b>Written tests</b>	<b>Presentation - Discussion</b>	Distinguishing between international public relations and local public relations	=	2	2
<b>Written tests</b>	<b>Presentation - Discussion</b>	The concept of international public relations	=	2	3
<b>Written tests</b>	<b>Presentation - Discussion</b>	International Public Relations Objectives	=	2	4
<b>Written tests</b>	<b>Presentation - Discussion</b>	International Public Relations Jobs	=	2	5
<b>Written tests</b>	<b>Lecture - Discussion - Live Interrogation</b>	The importance of international public relations	=	2	6
<b>Written tests</b>	<b>Presentation - Discussion</b>	International Public Relations Methods	=	2	7
<b>Written tests</b>	<b>Presentation - Discussion</b>	International Political Communication	=	2	8
<b>Written tests</b>	<b>Presentation - Discussion</b>	Public relations in international conflicts	=	2	9
<b>Written tests</b>	<b>Presentation - Discussion</b>	Modern Concepts in Protocol Management	=	2	10
<b>Written tests</b>	<b>Presentation - Discussion</b>	Rules of Procedure in International Public Relations	=	2	11
<b>Written</b>	<b>Lecture -</b>	<b>International</b>	=	2	12

tests	Discussion - Live Interrogation	conference and meetings industry			
Written tests	Presentation - Discussion	Language and Terminology of International Public Relations	=	2	13
Written tests	Presentation - Discussion	Analysis of local and international experiences	=	2	14
Written tests	Presentation - Discussion	First semester exam	=	2	15
Written tests	Presentation - Discussion	Chapter Two	=	2	16
Written tests	Presentation - Discussion	Communication methods in international public relations	=	2	17
Written tests	The recitation live questioning discussion	International Public Relations Audience	=	2	18
Written tests	Presentation - Discussion	International public relations is a tool of .foreign policy	=	2	19
Written tests	Presentation - Discussion	Public diplomacy approach in international public relations	=	2	20
Written tests	Presentation - Discussion	International institutions and their impact on the development of international public relations	=	2	21
Written tests	Presentation - Discussion	The importance of public relations in foreign missions	=		22
Written tests	Presentation -	The importance of international relations	=	2	23

	<b>Discussion</b>	<b>activities</b>			
<b>Written tests</b>	<b>Lecture - Discussion - Live Interrogation</b>	The role of international public relations in influencing global public opinion	=	2	24
<b>Written tests</b>	<b>Presentation - Discussion</b>	Characteristics of effective international communication in international public relations	=	2	25
<b>Written tests</b>	<b>Presentation - Discussion</b>	International media legislation	=	2	26
<b>Written tests</b>	<b>Presentation - Discussion</b>	The relationship between international media institutions	=	2	27
<b>Written tests</b>	<b>Presentation - Discussion</b>	The role of international public relations in shaping the stereotype	=	2	28
<b>Written tests</b>	<b>Presentation - Discussion</b>	The importance of cultural and archaeological attachments	=	2	29
<b>Written tests</b>	<b>Lecture - Discussion - Live Interrogation</b>	The impact of globalization on international public relations	=	2	30
<b>Written tests</b>	<b>Lecture - Discussion - Live Interrogation</b>	The role of specialized institutes in preparing cadres for external work	=	2	31
		Hosted by the Foreign Service Institute	=		32
		Second semester exam			

.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks) .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks) Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –53	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

### Course Description Form

	Course Name/Specific Public Relations	.369
	Code / Fourth Stage / Public Relations Branch	.370
	Semester/ Year/2024/2025	.371
	.Date of preparation of this description: 18/9/2024	.372
	.Available forms of attendance : Official (regular) working hours	.373
	Number of study hours ( 3 ) / Number of units ( 2 ) in the stage	.374
	Name of the course administrator (if more than one name is mentioned)	.375
	Name: M.M. Shaima Sarhan Muhail	

[shamiaa124@uowasit.edu.iq](mailto:shamiaa124@uowasit.edu.iq) •

objectives Course .376

. Providing learners with knowledge of the concept of qualitative public relations -  
 . Identify the objectives and functions of qualitative public relations -  
 . Learn about government public relations -  
 .Learn about public relations programs in government institutions and others-  
 .Introducing students to the fields of media practice and public relations and developing -  
 the skills and qualifications that enable students to achieve media development in society  
 s course description provides a concise summary of the course's key features and the  
 ning outcomes expected of the student, demonstrating whether the student has made the  
 most of the available learning opportunities . It must be linked to the program description  
 viding the student with the most important concepts and ideas in the field of public -  
 .relations

Teaching and learning strategies .377

methods such as lectures, presentations, discussions, dialogues, brainstorming,  
 .practical applications, and others

**Strategy**

<b>Course structure -10</b>					
<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of unit/course or topic</b>	<b>Required learning outcomes</b>	<b>watches</b>	<b>week</b>
Written tests	Presentation Discussion -	The concept of qualitative public relations	Referred to in the previous axis, each according to the content	3	1
Written tests	Presentation Discussion -	Identify the types of public relations	=	3	2
Written tests	Presentation Discussion -	The practice of qualitative public relations The - relationship of qualitative public relations to other communication patterns	=	3	3
Written tests	Presentation Discussion -	relations and national image building in the era of globalization	=	3	4
Written tests	Presentation Discussion -	The era of globalization	=	3	5
Written tests	Lecture - Discussion - Live Interrogation	Media globalization	=	3	6
Written tests	Presentation Discussion -	Public relations and building the national image	=	3	7
Written tests	Presentation Discussion -	relations functions at the state level and its national image	=	3	8
Written tests	Presentation Discussion -	public relations activity in times of emergency or crisis	=	3	9
Written tests	Presentation Discussion -	Media and national image building	=	3	10
Written tests	Presentation Discussion -	The impact of	=	3	11



		communication media on deepening the negative image of Arabs and Muslims – Benefits of using models – Types of models – A public relations model for building a positive national image of the state			
Written tests	Lecture - Discussion - Live Interrogation	Designing a government public relations program in Iraq	=	3	12
Written tests	Presentation Discussion -	The importance of government public relations in the modern era / functions of government public relations – objectives of government public relations – effects of government public relations – characteristics of government public relations in Iraq – characteristics of government public relations in the royal era – characteristics of government public relations in the republican era – characteristics of government public relations after the coup – 1968 characteristics of an effective public	=	3	13

		<p>relations program – a  proposed program  for government  public relations in  Iraq (program  introduction  preamble" – "  preparing an  integrated plan for  the program –  preparing the  program –  implementing the  program – evaluating  ) the program</p>			
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Written tests	Presentation Discussion -	<p>Marketing the other political culture –</p> <p>The concept of</p> <p>The political culture - basic values that form the content of</p> <p>political culture –</p> <p>Sources of political culture – The concept of television discourse</p> <p>Characteristics of – discourse – The most important features of contemporary television discourse –</p> <p>Functions of television discourse</p> <p>In modern times – types Main for Television Discourse</p> <p>/ The Concept of International</p> <p>Directed Television Channels – Types of International</p> <p>Directed Television Channels in terms of the source and the entity they represent</p> <p>Official –</p> <p>International</p> <p>Directed Television Channels : –</p> <p>Unofficial</p> <p>International</p> <p>Directed Television Channels : The Form of Directed</p> <p>Television Channels –</p> <p>International</p> <p>Directed Television Channels for the Purposes of Political</p>	=	3	14
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		<p>And propaganda :</p> <p>International TV channels directed for commercial purposes</p> <p>The objectives of – : international TV channels directed at the level of international politics in times of peace –</p> <p>The objectives of international TV channels directed at the level of international politics in times of war –</p> <p>The functions and services of international TV channels directed –</p> <p>International TV channels directed to the Arab viewer –</p> <p>Tactics Conviction in Television Discourse</p> <p>The American channel directed to the Arab viewer via Alhurra TV – the reasons for the existence of a brilliant American television discourse represented by what we see on TV Alhurra</p>			
Written tests	Presentation Discussion -	<b>First semester exam</b>	=	3	15
Written tests	Presentation Discussion -	<p>US public relations campaign to combat terrorism highlights the most prominent features Strategy</p> <p>America in its campaign against</p>	=	3	16

		<b>terrorism</b>			
Written tests	Presentation Discussion -	<b>Terrorism concepts</b>	=	<b>3</b>	<b>3</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>concept of The political commentary</b>	=	<b>3</b>	<b>3</b>
Written tests	The recitation Discussion	<b>The importance of public relations in the political field Public relations in the political field and the laws of public opinion</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Public relations agencies in the US government</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>relations and its impact on spreading awareness of human rights in Iraq</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>The role of public relations in spreading human rights</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Public relations programs for international organizations</b>	=	<b>3</b>	<b>3</b>
Written tests	Lecture - Discussion - Live Interrogation	<b>Qualitative campaigns for qualitative relations electronically ( global ( ( experiences practical applications (</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Public relations applications in some fields</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Public Relations in Higher Education</b>	=	<b>3</b>	<b>3</b>
Written tests	Presentation Discussion -	<b>Public relations in the . youth field</b>	=	<b>3</b>	<b>3</b>

Written tests	Presentation Discussion -	and Public Relations Peaceful Coexistence	=	3	3
Written tests	Presentation Discussion -	relations and the privatization system relations during elections	=	3	3
Written tests	Lecture - Discussion - Live Interrogation	Second semester exam	=	2	30

### Course Evaluation -51

- .Chapter One : (20% marks )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- .Chapter Two : (20% mark )
- . Daily preparation : ( 5 degree )
- . Attendance and commitment in class: ( 5 degree )
- .Monthly exam (1 0 degree )
- Annual endeavor : (40 points )
- Final Exam : (60 marks )
- Final grade : (100 points )

### Learning and teaching resources -52

opting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name/Public Relations Campaigns	.378
Code /Fourth Stage/Public Relations Branch	.379
.the chapter / Academic year 2024/2025	.380
3/9/2024 :Date of preparation of this description	.381
Available forms of attendance / official (regular) working hours	.382
Number of units ( / (4 ) Number of study hours in the stage ( 2	.383

Name of the course administrator (if more (than one name is mentioned	.384
M.M. Athir Nouri Atiwi Hamoud Al-Quraishi Atheer104@uowasit.edu.iq	
objectives Course	.385
public Learn the basic concepts and modern theories - .relations campaigns providing the student with the most important modern - ncepts and ideas of communication methods in public .relations campaigns t information and ideas from primary sources for public - .relations campaigns	
Teaching and learning strategies	.386
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .public relations practitioners	



## Course structure -54

Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Written tests	Presentation - Discussion	Definition of public relations	Referred to in the previous axis, each according to the content	2	1
Written tests	Presentation - Discussion	Verbal and Nonverbal Symbols/Part 1	=	2	2
Written tests	Presentation - Discussion	Verbal and Nonverbal Symbols/Part 2	=	2	3
Written tests	Presentation - Discussion	Public and Institution	=	2	4
Written tests	Presentation - Discussion	Scientific steps for campaigns	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Scientific Campaign Planning Objectives	=	2	6
Written tests	Presentation - Discussion	Determine and study the topic	=	2	7
Written tests	Presentation - Discussion	Objectives	=	2	8
Written tests	Presentation - Discussion	Identify and study the audience	=	2	9
Written tests	Presentation - Discussion	Defining means of communication and its arts	=	2	10
Written tests	Presentation - Discussion	Determine the plan and develop ideas/Part 1	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Determine the plan and develop ideas/Part 2	=	2	12
Written tests	Presentation - Discussion	Plan calendar	=	2	13
Written tests	Presentation - Discussion	Setting a budget	=	2	14
Written tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written tests	Presentation - Discussion	Economic PR Campaign/Opening of a Medical Complex for Kidney Diseases	=	2	16
Written tests	Presentation - Discussion	Economic PR Campaign/Opening of a Ready-Made Garments Complex	=	2	17
Written	Lecture -	Healthy Public Relations Campaign	=	2	18

tests	Discussion - Live Interrogation	Reducing Smoking Among Youth /			
Written tests	Presentation - Discussion	Healthy Public Relations Campaign/Spreading the Culture of Hygiene	=	2	19
Written tests	Presentation - Discussion	Social Public Relations Campaigns/Reducing the Phenomenon of Divorce Among Young People/Part 1	=	2	20
Written tests	Presentation - Discussion	Social Public Relations Campaigns/Reducing the Phenomenon of Divorce Among Young People/Part 2	=	2	21
Written tests	Presentation - Discussion	Social Public Relations Campaigns/Scientific Methods of Raising Children	=	2	22
Written tests	Presentation - Discussion	Cultural public relations campaigns/spreading the culture of dialogue in society	=	2	23
Written tests	Lecture - Discussion - Live Interrogation	Cultural public relations campaigns spreading the culture of planning / for the future among young people	=	2	24
Written tests	Presentation - Discussion	Political PR Campaigns / Urging Public Political Participation	=	2	25
Written tests	Presentation - Discussion	Political Public Relations Campaigns/Changing the Image of Arab Muslims in the West/Part 1	=	2	26
Written tests	Presentation - Discussion	Political Public Relations Campaigns/Changing the Image of Arab Muslims in the West/Part 2	=	2	27
Written tests	Presentation - Discussion	Educational public relations campaigns/reducing the phenomenon of cheating among students	=	2	28
Written tests	Presentation - Discussion	Educational Public Relations Campaigns/How to Invest My Free Time	=	2	29
		Second semester exam			30

Course Evaluation	-55
.Chapter One: (20% marks)	

.Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –56	
opting modern sources in the course field	quired textbooks (methodology if (any
Relying on general references in the field of the course	Main references (sources)
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific (.journals, reports, etc
and academic websites in the course field	Electronic references, websites

## Course Description Form

Course Name/ Press Announcement		.387
Code / Fourth Stage/Journalism Branch		.388
Semester/ Year/ 2024/2025		.389
Date of preparation of this description: 18\9\2024		.390
.Available forms of attendance : Official (regular) working hours		.391
Number of study hours : 2 Number of units: 2		.392
Name of the course supervisor (if more than one name is mentioned): M.M. Muntadhar Muhammad Jaddi		.393
Course objectives		.394
..... ..... .....	<ul style="list-style-type: none"> <li>• Knowing the origin of advertising</li> <li>• Knowing the concept of press advertising</li> <li>• Knowing the techniques used in advertising</li> <li>• Knowledge of press advertising methods</li> <li>• Knowing the functions and objectives of advertising</li> <li>• Knowing the technical foundations of newspaper design</li> </ul>	
Teaching and learning strategies		.395
ing modern methods to deliver the material to the student through scientific participation and explanation Detailed and practical application		<b>Strategy</b>

Course structure .396

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	watches	week
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Tests Editorial	Presentation and discussion	The origin of advertising	referred to in the axis previous and each according to Content	2	1
Tests Editorial	Presentation and discussion	The concept of advertising and its stages His development in journalism	=	2	2
Tests Editorial	Presentation and discussion	Technical foundations of advertising design	=	2	3
Tests Editorial	Presentation and discussion	Use of technology in advertising	=	2	4
Tests Editorial	Presentation and discussion	Advertising ethics	=	2	5
Tests Editorial	Presentation and discussion	Verbal and nonverbal symbols in advertising	=	2	6

<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Special elements in preparing the media message</b>	<b>=</b>	<b>2</b>	<b>7</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Psychological aspects of advertising</b>	<b>=</b>	<b>2</b>	<b>8</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Advertising and Marketing</b>	<b>=</b>	<b>2</b>	<b>9</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Advertising campaigns</b>	<b>=</b>	<b>2</b>	<b>10</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Advertising and audience categories</b>	<b>=</b>	<b>2</b>	<b>11</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Measuring the impact of advertising on the audience</b>	<b>=</b>	<b>2</b>	<b>12</b>
<b>Tests Editorial</b>	<b>Presentation</b>	<b>Models of</b>	<b>=</b>	<b>2</b>	<b>13</b>

	and discussion	advertising consumer behavior			
Tests Editorial	Presentation and discussion	Advertising functions and objectives	=	2	14
Tests Editorial	Presentation and discussion	<b>First semester exam</b>	=	2	15
Tests Editorial	Presentation and discussion	Types of press advertisements	=	3	16
Tests Editorial	Presentation and discussion	Media and its relationship to advertising	=	2	17
Tests Editorial	Presentation and discussion	Advertising promotion	=	2	18
Tests Editorial	Presentation and discussion	Advantages and disadvantages of advertising in the press	=	2	19
Tests Editorial	Presentation and discussion	Advertising methods in the	=	2	20

		press			
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The effect of advertising on financing</b>	=	<b>2</b>	<b>21</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Advertising on the Internet</b>	=	<b>2</b>	<b>22</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>The most important differences between advertising in the press and the Internet</b>	=	<b>2</b>	<b>23</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Stages of preparing and designing an advertisement in the press</b>	=	<b>3</b>	<b>24</b>
<b>Tests Editorial</b>	<b>Presentation and discussion</b>	<b>Stages of producing an advertisement on the Internet</b>	=	<b>3</b>	<b>25</b>
<b>Tests Editorial</b>	<b>Presentation and</b>	<b>Preparing and</b>	=	<b>3</b>	<b>27</b>



	discussion	editing advertisements in the press			
Tests Editorial	Presentation and discussion	Advertising strategies in the press	=	3	28
Tests Editorial	Presentation and discussion	Factors affecting advertising size	=	3	29
Tests Editorial	Presentation and discussion	<b>Second semester exam</b>	=	3	30

### Course Evaluation .3

Chapter One: (20 marks)

Daily preparation: (5 marks)

Daily attendance and commitment in class (5 marks)

Monthly exam (10 marks)

Chapter Two: (20 marks)

Daily preparation: (5 marks)

Daily attendance and commitment in class (5 marks)

Monthly exam (10 marks)

Annual quest. (40 points)

Final exam. (60 marks)

Final grade (100 points)

### Learning and teaching resources .4

Selection of modern sources in the course field

Required textbooks (methodology if any)

Selecting the most important references in the course field

Main references (sources)

Selecting the most important recent studies from international and Arab journals that fall within the prestigious .classifications	Recommended supporting books and references (scientific journals, reports, etc.)
r official and academic websites in the field of The decision	Electronic references, websites

## Course Description Form

Course Name: Voice and Recitation Art .1
Course Code / Fourth Stage / Public Relations Branch .2
Semester/Academic Year 2024/2025 .3
Date of preparation of this description: 18/9/2024 .4
Available attendance forms: Official (regular) attendance / .5 Interactive electronic classroom system
Number of study hours ( 2 ) / Number of units ( 2 ) in the stage .6
Name of the course administrator (if more than one name is .7 (mentioned
Name: Dr. Wissam Abbas Jaaja Al-Shahmani wabbas@uowasit.edu.iq
Course objectives .8
<ul style="list-style-type: none"> <li>- Learn the basic concepts and modern theories in the field of voice art and .elocution</li> <li>- Providing the student with the most important modern concepts and ideas .for audio-visual media performance applications</li> <li>- Obtaining information and ideas from primary sources of public relations</li> </ul>
Teaching and learning strategies .9
Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and

## journalistic skills for public relations practitioners

Course structure -11				
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches
Written tests	Presentation - Discussion	Vocal tonal rules. Types of sounds according to the classification of .phoneticians and musicologists	Referred to in the previous axis, each according to the content	2
Written tests	Presentation - Discussion	Stages of linguistic sound formation	=	2
Written tests	Presentation - Discussion	Types of human voice	=	2
Written tests	Presentation - Discussion	delivery technique	=	2
Written tests	Presentation - Discussion	Public speaking and delivery conditions	=	2
Written tests	Lecture - Discussion - Live Interrogation	Quality of delivery with an introduction to its history	=	2
Written tests	Presentation - Discussion	Modern speech concept, speech devices	=	2
Written tests	Presentation - Discussion	Technical means of delivery	=	2
Written tests	Presentation - Discussion	Modern delivery methods	=	2
Written tests	Presentation - Discussion	Main defects and reasons for overcoming them	=	2
Written tests	Presentation - Discussion	Radio broadcasting	=	2
Written tests	Lecture - Discussion - Live Interrogation	Microphone Speaking Exercises	=	2
Written tests	Presentation - Discussion	Sound characteristics	=	2
Written tests	Presentation - Discussion	General review	=	2
Written tests	Presentation - Discussion	First semester exam	=	2
Written tests	Presentation - Discussion	Distinguishing between speech and delivery	=	2
Written tests	Presentation - Discussion	relaxation exercises	=	2
Written tests	Lecture - Discussion -	Voice level exercises	=	2

	Live Interrogation			
Written tests	Presentation - Discussion	Assimilation, inversion, and idhar exercises	=	2
Written tests	Presentation - Discussion	Movement and stillness exercises	=	2
Written tests	Presentation - Discussion	Exercises in speech tone	=	2
Written tests	Presentation - Discussion	Scrutiny and amplification exercises	=	2
Written tests	Presentation - Discussion	Exercises in meaning and conveying feelings	=	2
Written tests	Lecture - Discussion - Live Interrogation	Exercises in rhetorical style	=	2
Written tests	Presentation - Discussion	Exercises in storytelling, poetry, and acting	=	2
Written tests	Presentation - Discussion	Radio presentation exercises	=	2
Written tests	Presentation - Discussion	Cultural and entertainment program exercises	=	2
Written tests	Presentation - Discussion	Exercises to avoid bias and affirm neutrality	=	2
Written tests	Presentation - Discussion	Comprehensive review	=	2
		Second semester exam		

Course Evaluation -12	
<p>.Chapter One: (20% marks)          .Daily preparation: ( 5 marks)          .Attendance and commitment in class: ( 5 marks)          .Monthly exam (10 marks )</p> <p>.Chapter Two: (20% marks)          .Daily preparation: ( 5 marks)          .Attendance and commitment in class: ( 5 marks)          .Monthly exam (10 marks )</p> <p>Annual endeavor: (40 points)          Final Exam: (60 marks)          Final grade: (100 points)</p>	
Learning and teaching resources -13	
opting modern sources in the course field	Required textbooks (methodology if any)

Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

### Course Description Form

Course Name: Electronic Journalism	.397
Code / Fourth Stage / Journalism Branch	.398
.the chapter / Academic year 2024/2025	.399

Date of preparation of this description: 18/9/2024	.400
Available forms of attendance : Official (regular) attendance/Interactive electronic classroom system	.401
Number of study hours ( 2 ) / Number of units ( in the stage ( 2	.402
Name of the course administrator (if more than one name is mentioned	.403
Name: Mustafa Ali Abdullah	
objectives Course	.404
<p>To know the basics and controls of writing scientific research -</p> <p>identify the different research methods in linguistic, -</p> <p>.grammatical, literary and rhetorical studies</p> <p>apply the knowledge he has acquired in the fields of -</p> <p>.research and manuscript verification</p> <p>link the movements of renewal and development with the -</p> <p>.authenticity and value of heritage</p> <p>invest knowledge in the areas of work, leadership and -</p> <p>.problem solving</p>	
Teaching and learning strategies	.405
<p>Adopting methods of lectures, presentations, discussions, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .public relations practitioners</p>	



Course structure .37					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Electronic publishing concept and features	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	Forms of electronic publishing	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	Effects of electronic publishing	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	Electronic transformation in journalism	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	The concept of electronic journalism	=	<b>2</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	The emergence and development of electronic journalism	=	<b>2</b>	<b>6</b>
Written tests	Presentation Discussion -	Types of electronic newspapers	=	<b>2</b>	<b>7</b>
Written tests	Presentation Discussion -	Characteristics and advantages of electronic journalism	=	<b>2</b>	<b>8</b>
Written tests	Presentation Discussion -	Disadvantages of electronic journalism	=	<b>2</b>	<b>9</b>
Written tests	Presentation Discussion -	Determinants of the success and difficulty of electronic journalism	=	<b>2</b>	<b>10</b>
Written tests	Presentation Discussion -	Challenges facing electronic journalism	=	<b>2</b>	<b>11</b>
Written tests	Lecture - Discussion - Live Interrogation	Determinants of the relationship between electronic journalism and print journalism	=	<b>2</b>	<b>12</b>
Written tests	Presentation Discussion -	news networks	=	<b>2</b>	<b>13</b>

Written tests	Presentation Discussion -	Professional standards in electronic journalism	=	2	14
Written tests	Presentation Discussion -	First semester exam	=	2	15
Written tests	Presentation Discussion -	Features of electronic newspaper design	=	2	16
Written tests	Presentation Discussion -	Website building requirements	=	2	17
Written tests	The recitation live questioning discussion	Evolution and types of websites	=	2	18
Written tests	Presentation Discussion -	Electronic journalism in the Arab world	=	2	19
Written tests	Presentation Discussion -	Electronic journalism in Iraq	=	2	20
Written tests	Presentation Discussion -	Virtual communities approach to the concept	=	2	21
Written tests	Presentation Discussion -	social media sites	=		22
Written tests	Presentation Discussion -	Lab for preparing a page on Facebook, Twitter and YouTube and uploading its content	=	2	23
Written tests	Lecture - Discussion - Live Interrogatio n	Planning an electronic newspaper or news website project	=	2	24
Written tests	Presentation Discussion -	Discussing news stories written and edited by students on websites	=	2	25
Written tests	Presentation Discussion -	Multimedia News Editing Lab	=	2	26
Written tests	Presentation Discussion -	Media applications on mobile phones	=	2	27
Written tests	Presentation Discussion -	Student Analysis Lab News Website	=	2	28
Written tests	Presentation Discussion -	Multimedia reporting lab published on the website	=	2	29
Written tests	Lecture - Discussion -	Second semester exam	=	2	30

	Live Interrogation				
Written tests	Lecture - Discussion - Live Interrogation	Exam	=	2	31
		Exam	=		32

Course Evaluation -57	
<p>.Chapter One: (20% marks)  .Daily preparation: (3 marks)  .Attendance and commitment in class: (2 marks)  .Monthly exam (15 marks)</p> <p>.Chapter Two: (20% marks)  .Daily preparation: (3 marks)  .Attendance and commitment in class: (2 marks)  .Monthly exam (15 marks)</p> <p>Annual endeavor: (40 points)  Final Exam: (60 marks)  Final grade: (100 points)</p>	
Learning and teaching resources -58	
opting modern sources in the course field	quired textbooks (methodology if (any
Ministry of Higher Education decision	Main references (sources)
Adopting modern research and studies in prestigious international and Arab journals: Media Researcher Magazine - Lark .Magazine	Recommended supporting books and references (scientific (.journals, reports, etc

and academic websites in the course field	Electronic references, websites
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### Course Description Form

Course Name/Advertisement Design	.406
Code / Fourth Stage / Public Relations Branch	.407

	Semester/ Year/2024/2025	.408
	.Date of preparation of this description: 18/9/2024	.409
	.Available forms of attendance : Official (regular) working hours	.410
	Number of study hours ( 2 ) / Number of units ( 1 ) in the stage	.411
	Name of the course administrator (if more than one name is (mentioned	.412
	Name: M.M. Murtadha Salal <a href="mailto:Mortaza140@uowasit.edu.iq">Mortaza140@uowasit.edu.iq</a>	
	objectives Course	.413
	<ul style="list-style-type: none"> <li>. Learn the concept and importance of advertising design</li> <li>. Ability to acquire and develop skills in the field of advertising design</li> <li>Learn about the technical templates for advertisements</li> </ul>	- - -
	Teaching and learning strategies	.414
ng methods such as lectures, presentations, discussions, dialogues,	.brainstorming, practical applications, and others	<b>Strategy</b>

	Course structure .38					
Evaluation method		Teaching method	Name of unit/course or topic	Required learning outcomes	watches	S
Written tests		Presentation - Discussion	The concept and components of advertising and the concept of .design Fundamentals of advertising design and requirements for effective design	Referred to in the previous axis, each according to the content	2	1

Written tests	Presentation - Discussion	Advertisement design steps – psychological aspects In advertising design	=	2	2
Written tests	Presentation - Discussion	Employing motives in advertising design Using emotions in advertising design	=	2	3
Written tests	Presentation - Discussion	The most important psychological factors in advertising design Print ads and how to design them	=	2	4
Written tests	Presentation - Discussion	Space Ad Design \ Editorial Ad Design	=	2	5
Written tests	Lecture - Discussion - Live Interrogation	Financial Ad Design \ Classified Ad Design	=	2	6
Written tests	Presentation - Discussion	Types of TV ads and how to design them \ Direct ad design	=	2	7
Written tests	Presentation - Discussion	Drama Ad Design \ Ad Design by Displaying the Product	=	2	8
Written tests	Presentation - Discussion	Reminder Ad Design \ Dialogue Ad Design	=	2	9
Written tests	Presentation - Discussion	Types of radio ads and how to design them \ Designing a flash ad	=	2	10
Written tests	Presentation - Discussion	Live Ad Design \ Chat Ad Design	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	Program Advertisement Design \ Types of Electronic Advertisements How to design it	=	2	12
Written tests	Presentation - Discussion	How to design advertising content and types \ Theories of advertising design and production	=	2	13
Written tests	Presentation - Discussion	Traditional theory \ Moderate theory \ Modern theory	=	2	14
Written tests	Presentation - Discussion	<b>First semester exam</b>	=	2	15
Written tests	Presentation - Discussion	Advertising design objectives \ Advertising design methods	=	2	16
Written tests	Presentation - Discussion	Advertising design jobs – factors that affect advertising design	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Advertising idea \ Advertising idea	=	2	18
	Live Interrogation				

.Chapter One : (20% marks )  
 . Daily preparation : ( 5 degree )  
 . Attendance and commitment in class: ( 5 degree )  
 .Monthly exam (1 0 degree )

.Chapter Two : (20% mark )  
 . Daily preparation : ( 5 degree )  
 . Attendance and commitment in class: ( 5 degree )  
 .Monthly exam (1 0 degree )

Annual endeavor : (40 points )  
 Final Exam : (60 marks )  
 Final grade : (100 points )

#### Learning and teaching resources –54

Adopting modern sources in the course field	Required textbooks (methodology if any)
Relying on general references in the field of the course	Main references (sources )
Accrediting recent research and studies in prestigious international and Arab journals	Recommended supporting books and references (scientific journals, reports, ( .etc
Official and academic websites in the course field	Electronic references , websites

## Course Description Form

Course Name: Linguistic Applications	.415
Course Code / Fourth Stage / (Journalism, Public	.416
(Relations	
.Semester/Academic Year 2024/2025	.417
Date of preparation of this description: 18/9/2024	.418
Available forms of attendance: official (regular)	.419
.working hours	
Number of study hours (2) / Number of units (2)	.420
in the stage	
Name of the course administrator (if more	.421
(than one name is mentioned	
Name: Dr. Rafel Hadi Mahdi Rhadi@uowasit.edu.iq	
objectives Course	.422
<p>create general knowledge for students about the concept of the -</p> <p style="text-align: right;">. Arabic language</p> <p>informing the student of the necessity of correcting the tongue -</p> <p style="text-align: right;">.in terms of identifying the points of articulation of letters</p> <p>teaching the student to care about the Arabic language and to -</p> <p style="text-align: right;">go beyond the colloquial dialect, and helping him understand</p>	



.complex structures and obscure styles  
 Developing students' spelling and writing skills and abilities, -  
 enabling them to write correctly in all aspects. Developing their  
 literary and creative abilities, enabling them to express  
 themselves correctly  
 Accustoming the student to the logical thinking method in -  
 presentation and analysis, especially in exercises on correct  
 reading, and avoiding common linguistic errors  
 Through this course, students will learn the skill of speaking  
 easily in the media and press. Learning the basics of media  
 language and mastering it will help them perform their  
 journalistic duties in the required manner using correct language,  
 characterized by clarity and attractiveness, as it is a language that  
 addresses the masses and all social classes

Teaching and learning strategies	.423
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Adopting methods of lectures, presentations, discussions, and  
 dialogue, and adopting advanced programs in content  
 creation and developing media and journalistic skills for  
 public relations practitioners

Course structure .39					
Evaluation method	Teaching method	Name of unit/course or topic	Required learning outcomes	watches	week
Written tests	Presentation Discussion -	Introduction to the Arabic . language	Referred to in the previous axis, each according to the content	<b>2</b>	<b>1</b>
Written tests	Presentation Discussion -	Language of journalism	=	<b>2</b>	<b>2</b>
Written tests	Presentation Discussion -	Characteristics of journalistic language	=	<b>2</b>	<b>3</b>
Written tests	Presentation Discussion -	Methods used in the language of journalism	=	<b>2</b>	<b>4</b>
Written tests	Presentation Discussion -	Practical application Radio language	=	<b>2</b>	<b>5</b>
Written tests	Lecture - Discussion - Live Interrogation	Advantages of radio language	=	<b>2</b>	<b>6</b>
Written tests	Presentation Discussion -	Television language Advertising language	=	<b>2</b>	<b>7</b>

Written tests	Presentation Discussion -	The evolution of advertising language	=	2	8
Written tests	Presentation Discussion -	Internet language	=	2	9
Written tests	Presentation Discussion -	Common mistakes in website language	=	2	10
Written tests	Presentation Discussion -	Examples of media texts Reference to texts from the Holy Quran and poetry	=	2	11
Written tests	Lecture - Discussion - Live Interrogation	First semester exam	=	2	12
Written tests	Presentation Discussion -	linguistic contrast	=	2	13
Written tests	Presentation Discussion -	verbal commonality Common linguistic errors	=	2	14
Written tests	Presentation Discussion -	Errors in numbers Applications in numbers	=	2	15
Written tests	Presentation Discussion -	Using numbers in journalistic texts	=	2	16
Written tests	Presentation Discussion -	Applications in numbers	=	2	17
Written tests	Lecture - Discussion - Live Interrogation	Using numbers in journalistic texts	=	2	18
Written tests	Presentation	Neutrality in media	=	2	19

	Discussion -	language			
Written tests	Presentation Discussion -	Meanings of prepositions	=	2	20
Written tests	Presentation Discussion -	Uses of prepositions	=	2	21
Written tests	Presentation Discussion -	Applications of prepositions	=	2	23
Written tests	Presentation Discussion -	Examples of common mistakes	=	2	24
Written tests	Lecture - Discussion - Live Interrogation	Media texts and their study in terms of grammar, semantics and spelling	=	2	25
Written tests	Presentation Discussion -	Applications to media texts	=	2	26
Written tests	Presentation Discussion -	Verb types (past, .(present, imperative	=	2	27
Written tests	Presentation Discussion -	biased words	=	2	28
Written tests	Presentation Discussion -	Passive voice	=	2	29
Written tests	Presentation Discussion -	General review	=	2	30
Written tests	Lecture - Discussion - Live Interrogation	Exam	=		
Written tests	Lecture - Discussion - Live Interrogation	<b>General review</b>	=	2	28

	n				
Tests	Discussion	General review	=	2	29
Tests	Discussion	General review		2	30

Course Evaluation –59	
.Chapter One: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  .Chapter Two: (20% marks) .Daily preparation: (5 marks) .Attendance and commitment in class: (5 marks) .Monthly exam (10 marks)  Annual endeavor: (40 points) Final Exam: (60 marks) Final grade: (100 points)	
Learning and teaching resources –60	
Adopting modern sources in the course field	Required textbooks (methodology if (any
Ministry of Higher Education decision	Main references (sources)
Adopting modern research and studies in prestigious international and Arab journals: Media Researcher .Magazine - Lark Magazine	Recommended supporting books and references (scientific (.journals, reports, etc
Official and academic websites in the course field	Electronic references, websites

