

**Ministry of Higher Education and Scientific Research
Scientific Supervision and Scientific Evaluation Apparatus
Directorate of Quality Assurance and Academic Accreditation
Accreditation Department**



Academic Program and Course Description Guide

2024

Introduction:

The educational program is a well-planned set of courses that include procedures and experiences arranged in the form of an academic syllabus. Its main goal is to improve and build graduates' skills so they are ready for the job market. The program is reviewed and evaluated every year through internal or external audit procedures and programs like the External Examiner Program.

The academic program description is a short summary of the main features of the program and its courses. It shows what skills students are working to develop based on the program's goals. This description is very important because it is the main part of getting the program accredited, and it is written by the teaching staff together under the supervision of scientific committees in the scientific departments.

This guide, in its second version, includes a description of the academic program after updating the subjects and paragraphs of the previous guide in light of the updates and developments of the educational system in Iraq, which included the description of the academic program in its traditional form (annual, quarterly), as well as the adoption of the academic program description circulated according to the letter of the Department of Studies T 3/2906 on 3/5/2023 regarding the programs that adopt the Bologna Process as the basis for their work.

In this regard, we can only emphasize the importance of writing an academic programs and course description to ensure the proper functioning of the educational process.

Concepts and terminology:

Academic Program Description: The academic program description provides a brief summary of its vision, mission and objectives, including an accurate description of the targeted learning outcomes according to specific learning strategies.

Course Description: Provides a brief summary of the most important characteristics of the course and the learning outcomes expected of the students to achieve, proving whether they have made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious picture for the future of the academic program to be sophisticated, inspiring, stimulating, realistic and applicable.

Program Mission: Briefly outlines the objectives and activities necessary to achieve them and defines the program's development paths and directions.

Program Objectives: They are statements that describe what the academic program intends to achieve within a specific period of time and are measurable and observable.

Curriculum Structure: All courses / subjects included in the academic program according to the approved learning system (quarterly, annual, Bologna Process) whether it is a requirement (ministry, university, college and scientific department) with the number of credit hours.

Learning Outcomes: A compatible set of knowledge, skills and values acquired by students after the successful completion of the academic program and must determine the learning outcomes of each course in a way that achieves the objectives of the program.

Teaching and learning strategies: They are the strategies used by the faculty members to develop students' teaching and learning, and they are plans that are followed to reach the learning goals. They describe all classroom and extra-curricular activities to achieve the learning outcomes of the program.

Academic Program Description Form

University Name: Wasit University

Faculty/Institute: College of Arts

Scientific Department: Department of Media

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

Final Certificate Name: Bachelor's degree in media

Academic System: annual

Description Preparation Date: 17/2/2024

File Completion Date: 30/2/2024

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

Signature:

Head of Department Name:

Date: 1/3/2024

Signature:

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:

Signature:

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

Signature:

د. مروة عبد فهد
شعبة ضمان الجودة

1/3/2024

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1/3/2024

1. Program Vision

Preparing competent students in the field of media and communication skills management.

2. Program Mission

- Introducing students to the fields of media and journalistic practice and developing the skills and qualifications that enable students to achieve media development in society.
- This course description provides a necessary summary of the most important characteristics of the course and the learning outcomes that the student is expected to achieve, demonstrating whether he or she has made the most of the learning opportunities available. It must be linked to the program description.
- Providing the student with the most important perceptions and concepts in the field of public relations strategies and programs..

3. Program Objectives

. Providing learners with knowledge of media and journalistic theories and applications and communication practices.
Learn about the arts of journalism and media in all media vocabulary.
Identifying communication messages in public relations, managing communication means, and achieving goals.

4. Program Accreditation

The program has been accredited by the Curriculum Council for Media Colleges and Departments in Iraq and is a central curriculum

5. Other external influences

The decision is within the framework of the responsibility of the Curriculum Accreditation Council, faculties and departments of media, the Ministry of Higher Education and Scientific Research

Adding the prescribed percentage for teaching staff to use modern applications to deliver the course

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements			100%	The course is basic
College Requirements			classrooms	
Department Requirements			classrooms	
Summer Training			Field visits	
Other			Writing skills development courses	

* This can include notes whether the course is basic or optional.

7. Program Description

Year/Level	Course Code	Course Name	Credit Hours	
2023/2024	Journalism branch	Rapporteur of the Media Department	theoretical	practical
	Public Relations Branch			

8. Expected learning outcomes of the program

Knowledge

- 1 –Identifying the most important areas of journalistic media in society.
- 2–Learn about successful media planning.
- 3– Modern applications in the field of media and public relations

Skills

- 1 – Apply all vocabulary practically and work on it.
- 2– The possibility of working on developing programs and benefiting from them in online educational platforms.

Ethics

- General and transferable skills (other skills related to employability and personal development).
- Providing continuous learning opportunities for students and motivating them
- Organized self-learning
- Social Media
- Using the Internet to expand skills

9. Teaching and Learning Strategies

- 1– Giving lectures.
- 2– – Research and information.
- 3– – Discussion sessions.
- 4– Adopting media technologies and applications.
- 5– Written and applied tests.

6- Tests and education via electronic classes

10. Evaluation methods

1. Oral exams and daily attendance.
2. Daily written tests.
3. Monthly tests.
4. Extracurricular activities.
5. Electronic tests.
6. Adopting electronic programs in the fields of content creation.

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
A.P.D. Khalaf Karim Kayush Ali Al-Tamimi	media	Public relations			-	
P . D .Maitham Faleh Hussein Al-Mousawi	media	radio and television			-	
A.P.D. Lama Mutair Hassan Madili Al-Aqabi	political science	Political systems			-	
A. Raed Abdel-Kadhim Abdel-Hussein Saad Al-Waeli	media	Public relations			-	
A. Montazer Khaled Abboud Majli Al-Tamimi	media	Journalism			-	
M.M. Fatima Muthanna	media	Journalism			-	

Hassan Mahdi Al-Gharibawi						
M.M. Shaima Sarhan Mahil Maaraj Al Tamimi	media	Public relations			-	
M. M. Mustafa Ali Abdullah Othman Al-Obaidi	media	Journalism			-	
M. M. Ali Abdel Kazem Taher Salman Al-Delfi	media	Calculators			-	
M. M. Karar Muhammad Hatem Ali Al-Mujabli	media	radio and television			-	
M.M. Hamza Khaled Mutshar	media	Media management			-	
M.M. Saadi Hussein Hamel Mashloukh Al-Shammari	media	Journalism			-	
M.M. Atheer Nouri Atiwi Hamoud Al-Quraishi	media	Public relations			-	
M. M. Mortada Hassan Ali Akkab Al-Shammari	media	Journalism			-	
M. M. Ali Ihsan Abdul Jalil Ali Al-Shammari	media	Media management			-	
M.M. Mortada Salal Nehme Saqb Al-Maksousi	media	advertisement			-	
M.M. Safaa Abdel Mohsen	media	radio and television			-	
M.M. Alaa Azwir Damid Shaheen Al-Saray	media	Journalism			-	
M. M. Aqeel Hameed					-	

Professional Development

Mentoring new faculty members

Briefly describes the process used to mentor new, visiting, full-time, and part-time faculty at the institution and department level.

Professional development of faculty members
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Briefly describe the academic and professional development plan and arrangements for faculty such as teaching and learning strategies, assessment of learning outcomes, professional development, etc.
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12. Acceptance Criterion

According to central controls.

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

Reliance on all methodological books and communication studies within the course
--

14. Program Development Plan

Relying on modern applications in the field of public relations and journalism.

Program Skills Outline															
				Required program Learning outcomes											
Year/Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4

- Please tick the boxes corresponding to the individual program learning outcomes under evaluation.

Course Description Form

1. Course Name:
Advertising Design
2. Course Code:
Fourth Stage–Public Relations
3. Semester / Year:
2024/2023
4. Description Preparation Date:
11 /10/2023
5. Available Attendance Forms:
google meet
6. Number of Credit Hours (Total) / Number of Units (Total)
(2) H Weekly
7. Course administrator's name (mention all, if more than one name)
Name: Email:
8. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of design principles and design foundation - Learn about design programs. - Identify the mechanism of formulating the advertising idea, reaching t audience, and choosing the appropriate means.
9. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1- Providing learners with knowledge of design principles and design foundations.</p> <p>2-Learn about the programs for designing advertisements.</p> <p>3- Identify the mechanism of formulating the advertising idea, reaching t audience, and choosing the appropriate means</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on developing programs and benefiting from th in online educational platforms.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion

- Teaching methods include the use of educational technology (datashow) or electronic platforms

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the context	The concept and components of the advertisement and the design concept\ Fundamentals advertising design and requirements for effective design	Deliverance discussion	Written tests
2	2	=	Advertising design steps/psychological aspects In advertising design	Deliverance discussion	Written tests
3	2	=	Motives are used in advertising design Using emotions in advertising design	Deliverance discussion	Written tests
4	2	=	The most important psychological factors in advertising design Print ads and how to design them	Deliverance discussion	Written tests
5	2	=	Space advertising design editorial advertising design	Deliverance discussion	Written tests
6	2	=	Design of financial advertisements / design classified advertisements	Deliverance Discussion Live interrogation	Written tests
7	2	=	Types of television advertisements and how to design them/direct advertisement design	Deliverance discussion	Written tests
8	2	=	Dramatic advertisement design/advertising design by displaying the product	Deliverance - discussion	Written tests

9	2	=	Designing a reminder ad designing a conversational ad	Deliverance discussion	Written tests
10	2	=	Types of radio advertisements and how design them / flat advertisement design	Deliverance discussion	Written tests
11	2	=	Direct advertisement design/conversational advertisement design	Deliverance discussion	Written tests
12	2	=	Program advertisement design/types of electronic advertisements And how to design it	Deliverance Discussion Live interrogation	Written tests
13	2	=	How to design the content and types advertisements / theories of advertisement design and production	Deliverance discussion	Written tests
14	2	=	Traditional theory/moderate theory/modern theory	Deliverance discussion	Written tests
15	2	=	First semester exam	Deliverance discussion	Written tests
16	2	=	Advertising design goals/advertising design methods	Deliverance discussion	Written tests
17	2	=	Advertising design functions influences that affect advertising design	Deliverance discussion	Written tests
18	2	=	Advertising idea/advertising specifications	Deliverance Discussion Live interrogation	Written tests

19	2	=	Editing the advertisement / T basic formulas for editing the advertisement a using them in designing the advertisement	Deliverance discussion	Written tests
20	2	=	Advertising storyboa design/advertising photography	Deliverance discussion	Written tests
21	2	=	Designing and direct television and newspaper advertisements/advertisi elements and how to desi them	Deliverance discussion	Written tests
22	2	=	Designing the main ti and subtitles\Colors a color goals in advertisi design\Words and sentences	Deliverance discussion	Written tests
23	2	=	Logos, signs and symbols advertising images, th types and sources	Deliverance discussion	Written tests
24	2	=	Considerations The rules that must be tak into account in designi theadvertising image\Designingthe advertising image and the principles of its use	Deliverance Discussion Live interrogation	Written tests
25	2	=	The most importa features of the advertisi image in advertising ima design/employing the cultural components advertising in the design	Deliverance discussion	Written tests
26	2	=	Taking into account cultural values in advertising design / methods and patterns use in designing the advertisi idea	Deliverance discussion	Written tests
27	2	=	Advertising design strate / strategy for maintaini	Deliverance	Written tests

			commercial relationships design	discussion	
28	2	=	Strategy for character directed by information strategy for character directed by influence feelings	Deliverance discussion	Written tests
29	2	=	The factors on which the preparation, design and production the advertisement depend the problems facing the advertisement design	Deliverance discussion	Written tests
30			Second course exam		

11. Course Evaluation

Written tests and observation

1. Learning and Teaching Resources

<p>Required readings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other 	- Course books
<p>Special requirements (including, for example, workshops, periodicals, software, and websites)</p>	- Periodicals and websites

Course Description Form

2. Course Name:
Political Communication
3. Course Code:
Second Grade
4. Semester / Year:
2023/2024
5. Description Preparation Date:
1 /10/2023
6. Available Attendance Forms:
presence
7. Number of Credit Hours (Total) / Number of Units (Total)
(2) h Weekly
8. Course administrator's name (mention all, if more than one name)
Name:
Email:
9. Course Objectives
<ul style="list-style-type: none">- Providing learners with knowledge of the principles of political communication.- Knowledge of media policies.- Identifying means of communication in the political field.- Identifying the levels of political communication.- Identify the functions of political communication.- Identifying theories of social responsibility.

. Identify the factors affecting political communication.

10. Teaching and Learning Strategies

A- Knowledge and understanding

A1- Knowing the importance of political communication for politicians.

A2-Knowledge of the use of means of communication to achieve political education.

A3- The political marketing scoop and its relationship to political communication

A4- Knowing the trends of public opinion.

A5- Knowing the role of communication media in decision making

B - Subject-specific skills

B1 - Evaluation and analysis of political communication activities.

B2 - Preparing political communication activities that achieve the political goals of the state.

Teaching and learning methods

- Method of presentation, problem solving and discussion

- Teaching methods include the use of educational technology (Google Classroom, Google Meet)

- Encouraging students to self-learn

Evaluation methods

Written tests in different methods (multiple choices - true and false - blanks - essay)

Types of tests (monthly calendar - semi-annual calendar - final calendar)

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Presentation - Discussion - Requesting research and research papers

Evaluation methods

Daily assignments and written tests

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

D1- Providing continuous learning opportunities for students and motivating them

D2- Organized self-learning

D3- Social communication

D4- Self-management

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
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1	2	Referred to in the previous axis, each according to the context	The emergence and development of the concept of political communication	Deliverance discussion	Written tests
2	2	=	Political Communication (Definitions)	Deliverance discussion	Written tests
3	2	=	Theoretical approaches to studying political communication	Deliverance discussion	Written tests
4	2	=	Political communication jobs	Deliverance discussion	Written tests
5	2	=	Political communication and political socialization	Deliverance discussion	Written tests
6	2	=	Political communication and political marketing	Deliverance Discussion Live interrogation	Written tests
7	2	=	Political communication And influencing public opinion trends	Deliverance discussion	Written tests
8	2	=	Political communication and government oversight	Deliverance - discussion	Written tests
9	2	=	Political communication and assistance in decision making	Deliverance discussion	Written tests
10	2	=	Political communication and the political system	Deliverance discussion	Written tests
11	2	=	Political communication And national identity	Deliverance discussion	Written tests
12	2	=	Political communication \and political conflict management	Deliverance Discussion Live interrogation	Written tests
13	2	=	Political rumours		Written

				Deliverance discussion	tests
14	2	=	Methods of using and Confronting rumors	Deliverance discussion	Written tests
15	2	=	First semester exam	Deliverance discussion	Written tests
16	2	=	Levels of political communication and their relationship to the dissemination political knowledge	Deliverance discussion	Written tests
17	2	=	Factors Influencing political communication	Deliverance discussion	Written tests
18	2	=	First: Characteristics of the political system	Deliverance Discussion Live interrogation	Written tests
19	2	=	Second: The nature of the media system	Deliverance discussion	Written tests
20	2	=	Political uses of the Internet	Deliverance discussion	Written tests
21	2	=	Political blogs	Deliverance discussion	Written tests
22	2	=	Media and political science	Deliverance discussion	Written tests
23	2	=	Media and international politics	Deliverance discussion	Written tests
24	2	=	Media and popular diplomacy	Deliverance Discussion Live interrogation	Written tests
25	2	=	Communication and media policies in the developing	Deliverance	Written tests

			world and the Arab world	discussion	
26	2	=	Communication technology and political transformations	Deliverance discussion	Written tests
27	2	=	Political communication and democracy	Deliverance discussion	Written tests
28	2	=	Political communication and freedom of expression	Deliverance discussion	Written tests
29	2	=	Political communication and human rights	Deliverance discussion	Written tests
30			Second semester exam		

1. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

2. Learning and Teaching Resources

<p>Required readings:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other 	<ul style="list-style-type: none"> - Communication and Political Media: Saad Al Saud, Dar Al-Kitab Al-Hadith, 2010 - Modern technology: means communication and their relationship to the political communication process: Yamin Boudhan, Arab States Broadcasting Union
<p>Special requirements (including, for example, workshops, periodicals, software, and websites)</p>	<p>Asking the student to analyze political communication activities.</p> <ul style="list-style-type: none"> - Asking the student for ideas about communication activities with political goals

Course Description Form

3. Course Name:
Advertising principles
4. Course Code:
5. Semester / Year:
2023/2024
6. Description Preparation Date:
11 /10/2023
7. Available Attendance Forms:
google meet
8. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
9. Course administrator's name (mention all, if more than one name)
Name:
Email:
10. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the principles and basics of advertising. - Identify strategies and advertising plans. - It aims to provide students with the skills to prepare advertisements.
11. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1- Identify the principles of advertising.</p> <p>2- Familiarity with the management of advertising agencies.</p> <p>3- Identify advertising programs.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on developing programs and benefiting from them in online educational platforms.</p> <p>Teaching and learning methods</p> <p>- Method of presentation, live interrogation, problem solving and discussion</p>

- Teaching methods include the use of educational technology (datashow) or electronic platforms

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

12. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The origins advertising	Deliverance discussion	Written tests
2	2	=	The concept	Deliverance	Written

			advertising and the stages of development journalism	discussion	tests
3\	2	=	Functions and objectives advertising	Deliverance discussion	Written tests
4	2	=	Technical foundations advertising design	Deliverance discussion	Written tests
5	2	=	Using technology in advertising	Deliverance discussion	Written tests
6	2	=	Advertising ethics	Deliverance Discussion Live interrogation	Written tests
7	2	=	Verbal and non-verbal symbols in advertising	Deliverance discussion	Written tests
8	2	=	Elements preparing the advertising message	Deliverance discussion	Written tests
9	2	=	Psychological aspects advertising	Deliverance discussion	Written tests
10	2	=	Advertising and marketing	Deliverance discussion	Written tests
11	2	=	Advertising campaigns	Deliverance discussion	Written tests
12	2	=	Advertising and audience categories	Deliverance discussion	Written tests
13	2	=	Measuring the impact of advertising on the audience	Deliverance discussion	Written tests

14	2	=	Models advertising consumer behavior	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Types of newspaper advertisements	Deliverance discussion	Written tests
17	2	=	The media and relationship advertising	Deliverance discussion	Written tests
18	2	=	Advertising promotion	Deliverance Discussion Live interrogation	Written tests
19	2	=	Advantages and disadvantages of advertising in the press	Deliverance discussion	Written tests
20	2	=	Advertising methods in the press	Deliverance discussion	Written tests
21	2	=	The effect advertising financing	Deliverance discussion	Written tests
22	2	=	Advertising on the Internet	Deliverance discussion	Written tests
23	2	=	The most important differences between advertising in the press and the Internet	Deliverance discussion	Written tests
24	2	=	Stages of advertising preparation and design in the press	Deliverance discussion Live interrogation	Written tests
25	2	=	Stages of production advertising in the press	Deliverance discussion	Written tests
26	2	=	Stages of production online advertising	Deliverance discussion	Written

					tests
27	2	=	Preparing and editing the advertisement in the press	Deliverance discussion	Written tests
28	2	=	Advertising strate in the press	Deliverance discussion	Written tests
29	2	=	Factors affecting t size of advertising	Deliverance discussion	Written tests
30			Second course exam		

13. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports ... etc

14. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	- Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	- Periodicals and websites

Course Description Form

15. Course Name:
Public Relations Management
16. Course Code:
Third Grade
17. Semester / Year:
2023/2024
18. Description Preparation Date:
1 /10/2023
19. Available Attendance Forms:
20. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
21. Course administrator's name (mention all, if more than one name)
Name:
Email:
22. Course Objectives
<ul style="list-style-type: none"> . – Providing learners with knowledge of the principles of public relations. – Knowledge of administrative policies for public relations. – Identify the means of public relations management. – Learn about public relations methods. – Identify the difference between public administration and business administration.

- Identify the management objectives.
- . Learn about international and foreign media policies for public relations.

23. Teaching and Learning Strategies

A- Knowledge and understanding

- A1- Identify the objectives of public relations.
- A2- Identify the subject of public relations jobs.
- A3- Comparison of public relations methods.
- A4- Identify the term public relations management.
- A5- Developing self-efficacy expectations towards mastery of management knowledge

B - Subject-specific skills

- B1 - Organizing learning for public relations.
- B2 - Forming a future vision towards building a public relations department.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow)
- Encouraging students to self-learn

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow)
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods
(Preliminary assessment - formative assessment - summative assessment)
represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning
 D3- Social communication
 D4- Self-management

24. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, according to content	Introduction management/definition management, division of its activities, the importance management, a science or an art	Deliverance discussion	Written tests
2	2	=	management jobs	Deliverance discussion	Written tests
3\	2	=	Facility jobs	Deliverance discussion	Written tests
4	2	=	Search functions	Deliverance discussion	Written tests
5	2	=	Planning jobs	Deliverance discussion	Written tests
6	2	=	Communication function	Deliverance Discussion Live interrogatio	Written tests
7	2	=	Calendar function	Deliverance discussion	Written tests

8	2	=	Organization in public relations	Deliverance discussion	Written tests
9	2	=	Public relations job description	Deliverance discussion	Written tests
10	2	=	Duties and responsibilities	Deliverance discussion	Written tests
11	2	=	Qualifications to work in public relations	Deliverance discussion	Written tests
12	2	=	Lead public relations activities	Deliverance discussion	Written tests
13	2	=	Communications in public relations	Deliverance discussion	Written tests
14	2	=	Communication techniques in public relations	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Training workers in public relations	Deliverance discussion	Written tests
17	2	=	Motivation in public relations	Deliverance discussion	Written tests
18	2	=	Oversight in public relations	Deliverance Discussion Live interrogation	Written tests
19	2	=	Pillars of oversight in public relations	Deliverance discussion	Written tests
20	2	=	The importance of oversight in public relations	Deliverance discussion	Written tests
21	2	=	The level of public relations management and improving effectiveness	Deliverance discussion	Written tests

			- raising efficiency developing public relations		
22	2	=	The importance control at organization level	Deliverance discussion	Written tests
23	2	=	The importance supervision at community level	Deliverance discussion	Written tests
24	2	=	Performance Measurement	Deliverance discussion Live interrogatio	Written tests
25	2	=	Correction deviations/diagnosis treatment - follow-up	Deliverance discussion	Written tests
26	2	=	Calendar in public relations	Deliverance discussion	Written tests
27	2	=	Areas of evaluation public relations/evaluation the effectiveness public relations evaluation of efficiency of public relations - evaluation tools in public relations	Deliverance discussion	Written tests
28	2	=	Evaluation methods public relations	Deliverance discussion	Written tests
29	2	=	Correct techniques public relations	Deliverance discussion	Written tests
30			Second course exam		

25. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

26. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	
Special requirements (including, for example, workshops, periodicals, software, and websites)	

Course Description Form

27. Course Name:
Marketing Public Relations
28. Course Code:
Second Grade
29. Semester / Year:
2023/2024
30. Description Preparation Date:
12 /2/2023
31. Available Attendance Forms:
Googel meat

32. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
33. Course administrator's name (mention all, if more than one name)
Name: Email:
34. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of marketing public relations. - Knowledge of the practice of public ethics in public relations. - Identify the relationship of public relations with other concepts. - Distinguishing between marketing concepts and other concepts. - Identify the role of marketing public relations.
35. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>A1- Knowledge of public relations concepts.</p> <p>A2- Knowledge of the use of marketing public relations.</p> <p>A3- The interrelationship between public relations and other concepts.</p> <p>A4- Knowing the role of public relations in modern institutions.</p> <p>A5- Knowing the role of public relations.</p> <p>B - Subject-specific skills</p> <p>B1 - Practicing the rules and regulations of qualities when practicing public relations.</p> <p>B2 - Preparing research papers on marketing public relations.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, problem solving and discussion - Teaching methods include the use of educational technology (Google Classroom Google Meet) - Encouraging students to self-learn <p>Evaluation methods</p> <p>Written tests in different methods (multiple choices - true and false - blanks - essay)</p> <p>Types of tests (monthly calendar - semi-annual calendar - final calendar)</p> <p>C- Thinking skills</p> <p>C1-Planning</p> <p>C2- Organization</p> <p>C3-Monitoring</p> <p>C4- Calendar</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Presentation - Discussion - Requesting research and research papers <p>Evaluation methods</p>

Daily assignments and written tests

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

D1- Providing continuous learning opportunities for students and motivating them

D2- Organized self-learning

D3- Social communication

D4- Self-management

36. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, according the content	Introduction marketing/definition objectives	Deliverance discussion	Written tests
2	2	=	Marketing development/concept factors	Deliverance discussion	Written tests
3\	2	=	Marketing environment/concept factors	Deliverance discussion	Written tests
4	2	=	Market/characteristics features	Deliverance discussion	Written tests
5	2	=	Define market/concept methods	Deliverance discussion	Written tests
6	2	=	Place of origin/definiti	Deliverance	

			and objectives	Discussion Live interrogation	Written tests
7	2	=	Image of the source of origin / factors of success and influence	Deliverance discussion	Written tests
8	2	=	The product/its definition and divisions	Deliverance discussion	Written tests
9	2	=	Product/life cycle	Deliverance discussion	Written tests
10	2	=	Product pricing/the importance of pricing, objectives, and the factors affecting pricing	Deliverance discussion	Written tests
11	2	=	Marketing communications/concept and need	Deliverance discussion	Written tests
12	2	=	Marketing communications/advertising media	Deliverance discussion	Written tests
13	2	=	E-marketing/definition, foundations and mechanisms of e-marketing	Deliverance discussion	Written tests
14	2	=	E-marketing/creating an marketing website	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Social Marketing / Definition and Objectives	Deliverance discussion	Written tests
17	2	=	Social and commercial marketing / comparison the two concepts	Deliverance discussion	Written tests
18	2	=	Social Product / Types Social Products	Deliverance Discussion Live interrogation	Written tests
19	2	=	Methods of social change definition of methods	Deliverance discussion	Written

					tests
20	2	=	Social campaigns/their mechanisms and success factors	char Deliverance discussion	Written tests
21	2	=	Political marketing/definition objectives	char Deliverance discussion	Written tests
22	2	=	The market/characteristics the political market and the political product/characteristics the product	politi Deliverance discussion	Written tests
23	2	=	Political consumer/characteristics	Deliverance discussion	Written tests
24	2	=	Political campaigns/strategic planning	marketi Deliverance discussion Live interrogatio	Written tests
25	2	=	Cultural marketing definition and objectives	Deliverance discussion	Written tests
26	2	=	Cultural product/product attributes	Deliverance discussion	Written tests
27	2	=	Cultural Consumer/Characteristics	Marl Deliverance discussion	Written tests
28	2	=	University marketing definition and objectives	Deliverance discussion	Written tests
29	2	=	University product/product attributes and univers market consumer/characteristics	Deliverance discussion	Written tests

30			Second course exam		
37. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
38. Learning and Teaching Resources					
Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other			Khalaf Karim Kayush: Marketing Pub Relations		
Special requirements (including, for example, workshops, periodicals, software, and websites)					

39. Course Name:
Mass communication and its means
40. Course Code:
the first stage
41. Semester / Year:
2023/2024
42. Description Preparation Date:
1 /10/2023
43. Available Attendance Forms:
44. Number of Credit Hours (Total) / Number of Units (Total)
(4) h weekly
45. Course administrator's name (mention all, if more than one name)
Name:
Email:
46. Course Objectives
Developing students' communication skills and qualifying them for good and successful communication with themselves and with others, and preparing them for integration, harmony, understanding, communication, and building relationships in respect and peace with their surroundings and the different concepts and cultures that may include them, in addition to acquiring the appropriate amount of knowledge and information about communication and its many different topics, which contributes to the success of Both their private and professional lives.
47. Teaching and Learning Strategies
A- Knowledge and understanding 1- Identify the concept of communication or communication, its importance, types, elements, models, characteristics, purposes, components, and related misconceptions. 2- Understanding the concept of communicating with oneself through studying the concept of the self and the factors affecting it, including perception. . 3- Explain and address both the topics of verbal and non-verbal communication its importance, tools, and how to improve it 4- Explaining the importance of listening to the communication process. 5- Discussing the topic of personal communication, its stages, and ways to support and develop it B - Subject-specific skills 1- Organizing learning mass communication skills

2 - Forming a future vision using advanced communication tools with the aim of achieving optimal communication and an exemplary communication message.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow)
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Self-management

48. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Communication concept	Deliverance discussion	Written tests

2	2	=	Types and models of communication	Deliverance discussion	Written tests
3\	2	=	The importance of communication in human societies	Deliverance discussion	Written tests
4	2	=	The concept of mass communication	Deliverance discussion	Written tests
5	2	=	Levels of mass communication	Deliverance discussion	Written tests
6	2	=	Mass communication jobs	Deliverance Discussion Live interrogation	Written tests
7	2	=	Social theories explaining communication functions	Deliverance discussion	Written tests
8	2	=	communication skills	Deliverance discussion	Written tests
9	2	=	Mass communication audience	Deliverance discussion	Written tests
10	2	=	Communication barriers	Deliverance discussion	Written tests
11	2	=	The importance of technologies in the communication process	Deliverance discussion	Written tests
12	2	=	Developments brought about	Deliverance discussion	Written

			technologies in the structure of the communication process		tests
13	2	=	Methods employing the use of mass communication modernizing societies	Deliverance discussion	Written tests
14	2	=	Conditions that must be met in successful communication process	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Mass communication means	Deliverance discussion	Written tests
17	2	=	Characteristics mass communication media	Deliverance discussion	Written tests
18	2	=	The importance of the communicator in mass communication	Deliverance Discussion Live interrogation	Written tests
19	2	=	The media message its objectives and characteristics	Deliverance discussion	Written tests
20	2	=	Conditions that must be met in successful message	Deliverance discussion	Written tests
21	2	=	Ordered feed, feedback	Deliverance discussion	Written tests
22	2	=	Interactive communication and persuasive communication	Deliverance discussion	Written tests

23	2	=	The importance of language in the process of mass communication	Deliverance discussion	Written tests
24	2	=	Mechanisms influence in the process of mass communication	Deliverance discussion Live interrogation	Written tests
25	2	=	Levels of influence mass communication	Deliverance discussion	Written tests
26	2	=	Journalism as a medium communication characteristics	Deliverance discussion	Written tests
27	2	=	Radio as a medium of communication characteristics	Deliverance discussion	Written tests
28	2	=	Cinema as a medium of communication characteristics	Deliverance discussion	Written tests
29	2	=	Television as a medium communication characteristics	Deliverance discussion	Written tests
30			Second course exam		

49. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

50. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

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

websites)	
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Course Description Form

51. Course Name:
Electronic journalism
52. Course Code:
the fourth stage
53. Semester / Year:
2023/2024
54. Description Preparation Date:
1 /10/2023
55. Available Attendance Forms:
56. Number of Credit Hours (Total) / Number of Units (Total)
(4) h weekly
57. Course administrator's name (mention all, if more than one name)
Name:
Email:
58. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of editing tools in electronic journalism. - Knowing the policies followed by the electronic press editor. - Identifying the means of publishing electronic journalism. - Identifying writing methods in electronic journalism. - Identify the difference between electronic and printed journalism. - Identifying the objectives of electronic journalism. . Recognizing the importance of electronic journalism and its impact on the recipient.

59. Teaching and Learning Strategies

A- Knowledge and understanding

A1- Identifying the objectives of electronic journalism.

A2- Learn about the subject of electronic journalism jobs.

A3- Comparison of writing methods in the arts of electronic journalism.

A4- Identify the term electronic journalism.

A5- Developing self-efficacy expectations towards being able to write in electronic journalism

B - Subject-specific skills

B1 - Organizing learning to write in electronic journalism.

B2 - Forming a future vision towards building tools to edit the electronic press.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion

- Teaching methods include the use of educational technology (datashow)

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Self-management

60. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Chopped electronic publishing features	Deliverance discussion	Written tests
2	2	=	Forms of electronic publishing	Deliverance discussion	Written tests
3\	2	=	The effects of electronic publishing on the Arab press	Deliverance discussion	Written tests
4	2	=	Electronic transformation of journalism	Deliverance discussion	Written tests
5	2	=	The concept and definition of electronic journalism	Deliverance discussion	Written tests
6	2	=	The emergence and development of electronic journalism	Deliverance Discussion Live interrogation	Written tests
7	2	=	Types of electronic newspapers	Deliverance discussion	Written tests
8	2	=	Characteristics and advantages of electronic	Deliverance discussion	Written tests

			journalism		
9	2	=	Disadvantages electronic journalism	Deliverance discussion	Written tests
10	2	=	Determinants of success and difficulty electronic journalism	Deliverance discussion	Written tests
11	2	=	Challenges facing electronic journalism	Deliverance discussion	Written tests
12	2	=	Determinants of relationship between electronic and print journalism	Deliverance discussion	Written tests
13	2	=	News networks	Deliverance discussion	Written tests
14	2	=	Professional standards electronic journalism	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Features electronic newspaper design	Deliverance discussion	Written tests
17	2	=	Conditions building websites	Deliverance discussion	Written tests
18	2	=	Development and types of websites	Deliverance Discussion Live interrogation	Written tests
19	2	=	Electronic journalism in Arab world	Deliverance discussion	Written tests
20	2	=	Virtual community approaching concept	Deliverance discussion	Written tests

21	2	=	social media sites	Deliverance discussion	Written tests
22	2	=	Laboratory: Preparing a page Facebook, Twitter and YouTube and uploading content	Deliverance discussion	Written tests
23	2	=	Planning the project for an electronic newspaper or news website	Deliverance discussion	Written tests
24	2	=	Discussing news stories edited and discussed students on the website	Deliverance discussion Live interrogation	Written tests
25	2	=	Multimedia news analysis laboratory	Deliverance discussion	Written tests
26	2	=	Media application on mobile phones	Deliverance discussion	Written tests
27	2	=	Student news analysis laboratory sites	Deliverance discussion	Written tests
28	2	=	Laboratory preparing multimedia reports published websites	Deliverance discussion	Written tests
29	2	=	Electronic journalism in Iraq	Deliverance discussion	Written tests
30			Second course exam		

61. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

62. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	
Special requirements (including, for example, workshops, periodicals, software, and websites)	

Course Description Form

63. Course Name:
Quality public relations
64. Course Code:
the fourth stage
65. Semester / Year:
2023/2024
66. Description Preparation Date:
10 /10/2023
67. Available Attendance Forms:
68. Number of Credit Hours (Total) / Number of Units (Total)

(2) h weekly

69. Course administrator's name (mention all, if more than one name)

Name:

Email:

70. Course Objectives

- Providing learners with knowledge of the principles of quality public relations.
- Knowledge of the concept and definition of quality public relations.
- Learn about public relations and building the national image in the era of globalization.
- Identifying the era of globalization and media globalization.
- Getting to know the media and building the national image.
- Identifying the objectives of public relations activity in times of emergency or crisis.
- . Learn about designing a government public relations program in Iraq.

71. Teaching and Learning Strategies

A- Knowledge and understanding

A1- Identify the importance of government public relations in the modern era.

A2- Identify the marketing of political culture to others.

A3- Learn about the American public relations campaign to combat terrorism.

A4- Learn about public relations and its role in spreading awareness of human rights in Iraq.

A5- Developing self-efficacy expectations towards public relations applications some fields.

B - Subject-specific skills

B1 - Organizing learning for public relations in higher education.

B2 - Forming a future vision towards public relations and peaceful coexistence

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion

- Teaching methods include the use of educational technology (datashow)

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning
 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
 D2- Organized self-learning
 D3- Social communication
 D4- Self-management

72. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept quality public relations	Deliverance discussion	Written tests
2	2	=	Definition quality public relations	Deliverance discussion	Written tests
3\	2	=	Methods practicing qualitative public relations	Deliverance discussion	Written tests
4	2	=	The relationship qualitative public relations to other	Deliverance discussion	Written tests

			communication styles		
5	2	=	Public relations and building national image in the era of globalization	Deliverance discussion	Written tests
6	2	=	Public relations functions at state level and national image	Deliverance Discussion Live interrogation	Written tests
7	2	=	The impact of communication means deepening negative image of Arabs and Muslims	Deliverance discussion	Written tests
8	2	=	A public relations model for building a positive national image of the state	Deliverance discussion	Written tests
9	2	=	Government public relations jobs	Deliverance discussion	Written tests
10	2	=	Objectives of government public relations	Deliverance discussion	Written tests
11	2	=	Characteristics of government public relations in Iraq	Deliverance discussion	Written tests
12	2	=	Characteristics of government public relations in the royal era	Deliverance discussion	Written tests
13	2	=	Characteristics of government public relations in the Republican era	Deliverance discussion	Written tests
14	2	=	Characteristics of government public relations after the 1968 coup	Deliverance discussion	Written tests

15	2	=	First course exam		
16	2	=	Characteristics of an effective public relations program	Deliverance discussion	Written tests
17	2	=	The basic values that constitute the content of political culture	Deliverance discussion	Written tests
18	2	=	The concept of television speech	Deliverance Discussion Live interrogation	Written tests
19	2	=	Functions of television speech in the modern era	Deliverance discussion	Written tests
20	2	=	The concept of international directed television channels	Deliverance discussion	Written tests
21	2	=	Types of direct television channels	Deliverance discussion	Written tests
22	2	=	The most prominent feature of the American strategy in campaign against terrorism	Deliverance discussion	Written tests
23	2	=	The concept of political commentary	Deliverance discussion	Written tests
24	2	=	The importance of public relations in the political field	Deliverance discussion Live interrogation	Written tests
25	2	=	Public relations institutions in the American government	Deliverance discussion	Written tests
26	2	=	The role of public relations	Deliverance discussion	Written

			spreading human rights		tests
27	2	=	Public relations programs international organizations	Deliverance discussion	Written tests
28	2	=	Practical applications	Deliverance discussion	Written tests
29	2	=	Public relations the youth field	Deliverance discussion	Written tests
30			Second course exam		

73. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports ... etc

74. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

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

Course Description Form

75. Course Name:

Investigative journalism
76. Course Code:
third grade
77. Semester / Year:
2023/2024
78. Description Preparation Date:
10 /10/2023
79. Available Attendance Forms:
80. Number of Credit Hours (Total) / Number of Units (Total)
(4) h weekly
81. Course administrator's name (mention all, if more than one name)
Name:
Email:
82. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of what investigative journalism is. - Establishing solid academic traditions in the field of investigative journalism. - Preparing a generation of investigative journalists armed with science and knowledge to provide assistance to oversight bodies. - Identify the skills and knowledge necessary for this type of journalism. - Knowing the stages of preparing an investigative investigation. - Learn about the laws and ethics of investigative journalism. <p>Helping official and unofficial institutions establish the values of accountability and work to combat corruption</p>
83. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>A1- Identify the concept of investigative journalism, its origins and development</p> <p>A2- Knowing the importance of investigative journalism and its functions.</p> <p>A3-</p> <p>A4- A comparison of topics that are suitable for investigative investigations.</p> <p>A5- Knowing the methods of writing investigative reports and the difference between them and traditional investigations</p> <p>B - Subject-specific skills</p> <p>B1 - Identify the skills of an investigative journalist.</p> <p>B2 - Learn how to formulate and crystallize an investigative investigation hypothesis.</p>

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow)
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Self-management

84. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Definition investigative journalism	Deliverance discussion	Written tests

2	2	=	The concept of investigative journalism, origins and development	Deliverance discussion	Written tests
3\	2	=	The importance of investigative journalism	Deliverance discussion	Written tests
4	2	=	Investigative journalist skills	Deliverance discussion	Written tests
5	2	=	Investigative reporting jobs	Deliverance discussion	Written tests
6	2	=	Know how to generate ideas for investigative stories	Deliverance Discussion Live interrogation	Written tests
7	2	=	Formulating and crystallizing a hypothesis	Deliverance discussion	Written tests
8	2	=	Planning an investigative investigation	Deliverance discussion	Written tests
9	2	=	Compare top investigative investigations that are suitable	Deliverance discussion	Written tests
10	2	=	Evidence approved by investigative reporting centers	Deliverance discussion	Written tests
11	2	=	Primary and secondary sources of investigative reporting	Deliverance discussion	Written tests

12	2	=	The art interviewing investigative reporting	Deliverance discussion	Written tests
13	2	=	Methods of writing investigative reports	Deliverance discussion	Written tests
14	2	=	View selected examples published investigative reports	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Legal and ethical aspects investigative investigations	Deliverance discussion	Written tests
17	2	=	Methods tracking public money	Deliverance discussion	Written tests
18	2	=	Methods detecting corruption and negligence	Deliverance Discussion Live interrogation	Written tests
19	2	=	Using the Internet in investigative journalism	Deliverance discussion	Written tests
20	2	=	Models for investigative reporting	Deliverance discussion	Written tests
21	2	=	Examples of investigative reporting	Deliverance discussion	Written tests
22	2	=	Stages and steps preparing investigative reports	Deliverance discussion	Written tests
23	2	=	Features of investigative reporting	Deliverance	

			characteristics investigative journalism	discussion	Written tests
24	2	=	Examples of fore investigative investigations	Deliverance discussion L interrogation	Written tests
25	2	=	Image and its us in investigat reports	Deliverance discussion	Written tests
26	2	=	The art of writ investigative reports in pr journalism	Deliverance discussion	Written tests
27	2	=	The impact investigative investigations exposing corruption a strengthening t democratic proce	Deliverance discussion	Written tests
28	2	=	Professional a ethical standar for investigat journalists	Deliverance discussion	Written tests
29	2	=	The relationship investigative investigations the scient method	Deliverance discussion	Written tests
30			Second course exam		

85. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

86. Learning and Teaching Resources

Required readings:

Basic texts

Course books

Course books

□ Other	
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

87. Course Name:
Press advertising – public relations
88. Course Code:
fourth stage
89. Semester / Year:
2023/2024
90. Description Preparation Date:
11 /10/2023
91. Available Attendance Forms:
google meet
92. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
93. Course administrator's name (mention all, if more than one name)
Name:
Email:
94. Course Objectives
<ul style="list-style-type: none"> – Providing learners with knowledge of design principles and design foundations for newspaper advertisements. – Learn about programs for press design for advertisements. – Identify the mechanism of formulating the advertising idea, reaching the audience, and choosing the appropriate means.
95. Teaching and Learning Strategies

A- Knowledge and understanding

- 1- Providing learners with knowledge of design principles and design foundations for press advertising.
- 2-Learn about the programs for designing advertisements.
- 3- Identify the mechanism of formulating the advertising idea, reaching the audience, and choosing the appropriate means.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on developing programs and benefiting from them in online educational platforms.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

96. Course Structure

Week	Hours	Required Learning	Unit or subject	Learning	Evaluation
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		Outcomes	name	method	method
1	2	Referred to in the previous axis, each according to the content	The origins advertising	Deliverance discussion	Written tests
2	2	=	The concept advertising and stages of development journalism	Deliverance discussion	Written tests
3\	2	=	Functions advertising	Deliverance discussion	Written tests
4	2	=	Technical foundations advertising design	Deliverance discussion	Written tests
5	2	=	Using technology in advertising	Deliverance discussion	Written tests
6	2	=	Advertising ethics	Deliverance Discussion Live interrogation	Written tests
7	2	=	Verbal and non-verbal symbols advertising	Deliverance discussion	Written tests
8	2	=	Elements preparing advertising question	Deliverance discussion	Written tests

9	2	=	Psychological aspects advertising	Deliverance discussion	Written tests
10	2	=	Advertising marketing	Deliverance discussion	Written tests
11	2	=	Advertising campaigns	Deliverance discussion	Written tests
12	2	=	Advertising audience categories	Deliverance discussion	Written tests
13	2	=	Measuring impact advertising on target audience	Deliverance discussion	Written tests
14	2	=	Models advertising consumer behavior	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Types newspaper advertisements	Deliverance discussion	Written tests
17	2	=	The media and relationship advertising	Deliverance discussion	Written tests
18	2	=	Advertising promotion	Deliverance Discussion Live interrogation	Written tests
19	2	=	Advantages disadvantages advertising in the press	Deliverance discussion	Written tests
20	2	=	Advertising methods in the press	Deliverance discussion	Written tests

21	2	=	The effect advertising financing	Deliverance discussion	Written tests
22	2	=	Advertising on t Internet	Deliverance discussion	Written tests
23	2	=	The important differences between advertising in t press and t Internet	Deliverance discussion	Written tests
24	2	=	Stages of prepari and designi advertisements the press	Deliverance discussion L interrogation	Written tests
25	2	=	Stages of produc advertising in t press	Deliverance discussion	Written tests
26	2	=	Stages of produc advertising in t press	Deliverance discussion	Written tests
27	2	=	Preparing a editing advertisements the press	Deliverance discussion	Written tests
28	2	=	Advertising strategies in t press	Deliverance discussion	Written tests
29	2	=	Factors affecti the size advertising	Deliverance discussion	Written tests
30			Second course exam		

97. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as

daily preparation, daily oral, monthly, or written exams, reports etc	
98. Learning and Teaching Resources	
Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

99. Course Name:
Digital Public Relations
100. Course Code:
Phase Three
101. Semester / Year:
2023/2024
102. Description Preparation Date:
10 /10/2023
103. Available Attendance Forms:
104. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
105. Course administrator's name (mention all, if more than one name)

Name:

Email:

106. Course Objectives

- Providing learners with knowledge of the principles of digital public relations.
- Knowledge of the foundations of digital public relations.
- Knowing the means of electronic communication.
- Identify the use of information and communication technology in the field of public relations.
- Identifying the audience of electronic communications.
- Identify the design and preparation of communication tools in public relations.
- . Learn about public relations campaigns electronically.

107. Teaching and Learning Strategies

A- Knowledge and understanding

A1- Identify the concept of electronic communication.

A2- Learn about electronic communication in public relations.

A3- Identify the impact of electronic communication on public relations.

A4- Analyzing websites locally and internationally.

A5- Developing self-efficacy expectations towards identifying the audience and the dimensions of its study.

B - Subject-specific skills

B1 - Organizing learning in the concept of digital public relations.

B2 - Forming a future vision towards building the foundations of digital public relations.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow)
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)
represented in the semester and final exams

C- Thinking skills

C1- Planning

C2- Organization

C3- Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Self-management

108. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Communication concept	Deliverance discussion	Written tests
2	2	=	The concept electronic communication	Deliverance discussion	Written tests
3\	2	=	Electronic communication public relations	Deliverance discussion	Written tests
4	2	=	The impact electronic communication public relations	Deliverance discussion	Written tests
5	2	=	practical	Deliverance	

			application	discussion	Written tests
6	2	=	The use of information and communication technology in the field of public relations	Deliverance Discussion Live interrogation	Written tests
7	2	=	Electronic communication jobs in public relations	Deliverance discussion	Written tests
8	2	=	practical application	Deliverance discussion	Written tests
9	2	=	Global information and public relations network	Deliverance discussion	Written tests
10	2	=	Using websites public relations	Deliverance discussion	Written tests
11	2	=	Basic software electronic relations applications	Deliverance discussion	Written tests
12	2	=	practical application	Deliverance discussion	Written tests
13	2	=	Electronic public relations campaigns	Deliverance discussion	Written tests
14	2	=	Analysis of the content of public relations website	Deliverance discussion	Written tests
15	2	=	Analysis of local and foreign experiences		
16	2	=	Employing	Deliverance	

			electronic marketing in public relations	discussion	Written tests
17	2	=	Electronic advertising public relations	Deliverance discussion	Written tests
18	2	=	practical application	Deliverance Discussion Live interrogation	Written tests
19	2	=	Designing and preparing communication means in public relations	Deliverance discussion	Written tests
20	2	=	Social networking sites and public relations	Deliverance discussion	Written tests
21	2	=	practical application	Deliverance discussion	Written tests
22	2	=	Characteristics electronic communication	Deliverance discussion	Written tests
23	2	=	Electronic communication audience	Deliverance discussion	Written tests
24	2	=	Employing various electronic links public relations activities	Deliverance discussion Live interrogation	Written tests
25	2	=	Using typographic elements electronic communication	Deliverance discussion	Written tests
26	2	=	The importance of identifying target audience and target dimensions of study	Deliverance discussion	Written tests
27	2	=	Classifying target audience according to	Deliverance discussion	Written

			to its social and individual characteristics		tests
28	2	=	Planning to choose appropriate media of communication	Deliverance discussion	Written tests
29	2	=	Features effective communication digital public relations	Deliverance discussion	Written tests
30			Second course exam		

109. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

110. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

111. Course Name:
Computer

112. Course Code:
first stage
113. Semester / Year:
2023/2024
114. Description Preparation Date:
10 /10/2023
115. Available Attendance Forms:
Google meet
116. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
117. Course administrator's name (mention all, if more than one name)
Name:
Email:
118. Course Objectives
<ul style="list-style-type: none"> - Teaching the basics of computers and its components. - Developing the student's ability to understand computer basics and techniques used in computer programming. - Learn to manage operating systems for various programs. - Learn to use electronic operating systems - Learn to use computer security and software licenses
119. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-Learning about the basics of electronic computers.</p> <p>2- Informing the student about the scientific development in the electronic field</p> <p>3- Learn about the history of the computer and what are the stages of its development.</p> <p>B - Subject-specific skills</p> <p>B1 - Skill in using operating systems.</p> <p>B2 - Identify the parts of the computer.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of delivery (lecture) - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn - Discussion method

Evaluation methods

Written tests

Practical tests using computers

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Use of electronic platforms

- Educational videos

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

120. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Computer basics	Deliverance discussion	Written tests
2	2	=	Computer phases	Deliverance	Written

				discussion	tests
3	2	=	Computer generations1	Deliverance discussion	Written tests
4	2	=	Computer generations2	Deliverance discussion	Written tests
5	2	=	Classification computers 1	Deliverance discussion	Written tests
6	2	=	Classification computers2	Deliverance Discussion Live interrogation	Written tests
7	2	=	Uses of computer	Deliverance discussion	Written tests
8	2	=	Computer's components	Deliverance discussion	Written tests
9	2	=	The physical part of a computer	Deliverance discussion	Written tests
10	2	=	Input devices	Deliverance discussion	Written tests
11	2	=	Output devices	Deliverance discussion	Written tests
12	2	=	Internal processing unit	Deliverance discussion	Written tests
13	2	=	Types of memory	Deliverance discussion	Written tests

14	2	=	Types of printers	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Software	Deliverance discussion	Written tests
17	2	=	Computer security and software licenses	Deliverance discussion	Written tests
18	2	=	Internet ethics	Deliverance Discussion Live interrogation	Written tests
19	2	=	Internet ethics	Deliverance discussion	Written tests
20	2	=	Operating System	Deliverance discussion	Written tests
21	2	=	Operating System	Deliverance discussion	Written tests
22	2	=	Operating Systems	Deliverance discussion	Written tests
23	2	=	Operating System	Deliverance discussion	Written tests
24	2	=	Word processor	Deliverance discussion Live interrogation	Written tests
25	2	=	Word processor	Deliverance discussion	Written tests
26	2	=	Word processor	Deliverance discussion	Written tests

27	2	=	Word processor	Deliverance discussion	Written tests
28	2	=	Word processor	Deliverance discussion	Written tests
29	2	=	Word processor	Deliverance discussion	Written tests
30			Second semes exam		

121. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

122. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

123. Course Name:
Journalism production
124. Course Code:
fourth stage
125. Semester / Year:
2023/2024
126. Description Preparation Date:
10 /10/2023
127. Available Attendance Forms:
Google meet
128. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
129. Course administrator's name (mention all, if more than one name)
Name: Email:
130. Course Objectives
<ul style="list-style-type: none">- Providing learners with knowledge of the concept of journalistic production and its development- Identifying the functions and characteristics of journalistic production.- Getting to know the press design programs Corel Draw, Adobe Indesign and Adobe Photoshop
131. Teaching and Learning Strategies
A- Knowledge and understanding 1- Identify the basic units for newspaper production. 2- Identify the typographical elements in journalistic production. 3- Identify image processing programs. B - Subject-specific skills B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on developing programs and benefiting from the in online educational platforms.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

132. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept journalistic production and development	Deliverance discussion	Written tests

2	2	=	Functions characteristics a journalistic production	Deliverance discussion	Written tests
3	2	=	Technical foundations journalistic production	Deliverance discussion	Written tests
4	2	=	Factors that cont journalistic production methods	Deliverance discussion	Written tests
5	2	=	Directing scho followed designing newspaper	Deliverance discussion	Written tests
6	2	=	Learn design usi the electro programs Co Draw, Ado Indesignn	Deliverance Discussion Live interrogation	Written tests
7	2	=	Practical applications Adobe indesign program	Deliverance discussion	Written tests
8	2	=	Factors for t development press producti and printing	Deliverance discussion	Written tests
9	2	=	Typographic elements journalistic production	Deliverance discussion	Written tests
10	2	=	practical application	Deliverance discussion	Written tests
11	2	=	The function	Deliverance	

			titles and the location newspaper pages	discussion	Written tests
12	2	=	Factors affecting ease and ease reading letters	Deliverance discussion	Written tests
13	2	=	A practical application designing pages the computer	Deliverance discussion	Written tests
14	2	=	The basic units producing newspaper	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	The importance the photograph journalistic production	Deliverance discussion	Written tests
17	2	=	Types of images and how to use them in journalistic production	Deliverance discussion	Written tests
18	2	=	Image processing using Adobe Photoshop	Deliverance Discussion Live interrogation	Written tests
19	2	=	Journalism production school for the magazine	Deliverance discussion	Written tests
20	2	=	Typographic elements magazine page design	Deliverance discussion	Written tests
21	2	=	Using typographical colors	Deliverance discussion	Written tests

			newspaper production		
22	2	=	Methods of producing magazine pages	Deliverance discussion	Written tests
23	2	=	A practical application of designing magazine pages with Adobe InDesign	Deliverance discussion	Written tests
24	2	=	Infographic production design	Deliverance discussion L interrogation	Written tests
25	2	=	The effect of color values in the design of infographic press	Deliverance discussion	Written tests
26	2	=	The concept and development of electronic production design.	Deliverance discussion	Written tests
27	2	=	Electronic newspaper patterns	Deliverance discussion	Written tests
28	2	=	Fundamentals of design and production of digital newspaper on the web	Deliverance discussion	Written tests
29	2	=		Deliverance discussion	Written tests
30			Second semester exam		

133. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

134. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

135. Course Name:
Introduction to advertising
136. Course Code:
fourth stage
137. Semester / Year:
2023/2024
138. Description Preparation Date:
10 /10/2023
139. Available Attendance Forms:
Google meet
140. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
141. Course administrator's name (mention all, if more than one name)
Name:
Email:

142. Course Objectives

- Providing learners with knowledge of the principles and basics of advertising.
- Identifying the laws that apply to advertising promoters and trying to limit them.
- Trying to understand the style of propaganda, whether it is positive or tendentious propaganda.
- Understanding the terms propaganda, rumors, and psychological warfare and trying to benefit from them in the event of war
- How to believe and distinguish between real and false propaganda.

143. Teaching and Learning Strategies

A- Knowledge and understanding

1-- Identify the concept of propaganda, psychological and popular warfare.

2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion

- Teaching methods include the use of educational technology (datashow) or electronic platforms

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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
- D2- Organized self-learning
- D3- Social communication
- D4- Using the Internet to expand skills

144. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept advertising and importance	Deliverance discussion	Written tests
2	2	=	The origins and development advertising	Deliverance discussion	Written tests
3	2	=	Definition propaganda	Deliverance discussion	Written tests
4	2	=	The fundamental differences between advertising, advertising media	Deliverance discussion	Written tests
5	2	=	Objective and subjective factors that led to the emergence propaganda	Deliverance discussion	Written tests
6	2	=	Difficulties facing advertising from technical standpoint	Deliverance Discussion Live interrogation	Written tests

7	2	=	Advertising methods and so difficulties application	Deliverance discussion	Written tests
8	2	=	The forms und which propagan involves	Deliverance discussion	Written tests
9	2	=	Methods advertising	Deliverance discussion	Written tests
10	2	=	Features and characteristics that characterize advertising	Deliverance discussion	Written tests
11	2	=	. Criticisms direct at the ethics advertising	Deliverance discussion	Written tests
12	2	=	Advertising objectives	Deliverance discussion	Written tests
13	2	=	Limits advertising	Deliverance discussion	Written tests
14	2	=	Factors affecti advertising programs	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	The effect repetition advertising	Deliverance discussion	Written tests
17	2	=	Communication and advertisi means	Deliverance discussion	Written tests
18	2	=	Persuasion propagan	Deliverance Discussion Live	Written tests

				interrogation	
19	2	=	The effect of language advertising	Deliverance discussion	Written tests
20	2	=	Propaganda and public opinion	Deliverance discussion	Written tests
21	2	=	Advertising sources	Deliverance discussion	Written tests
22	2	=	Crises and propaganda	Deliverance discussion	Written tests
23	2	=	Propaganda and changing the frame of reference	Deliverance discussion	Written tests
24	2	=	Propaganda and emotional context	Deliverance discussion L interrogation	Written tests
25	2	=	Advertising and belonging needs	Deliverance discussion	Written tests
26	2	=	Propaganda and psychological pressure methods	Deliverance discussion	Written tests
27	2	=	Counter-political propaganda	Deliverance discussion	Written tests
28	2	=	The effectiveness of political propaganda and limits	Deliverance discussion	Written tests
29	2	=	Fifth column and propaganda	Deliverance discussion	Written tests
30			Second semester		

			exam		
145. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
146. Learning and Teaching Resources					
Required readings:			Course books		
<input type="checkbox"/> Basic texts					
<input type="checkbox"/> Course books					
<input type="checkbox"/> Other					
Special requirements (including, for example, workshops, periodicals, software, and websites)			Workshops, periodicals and websites		

Course Description Form

147. Course Name:
Journalistic editing/investigation and interview

148. Course Code:
the second stage
149. Semester / Year:
2023/2024
150. Description Preparation Date:
10 /10/2023
151. Available Attendance Forms:
Google meet
152. Number of Credit Hours (Total) / Number of Units (Total)
(4) h weekly
153. Course administrator's name (mention all, if more than one name)
Name:
Email:
154. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the concept of journalistic investigation. - Teaching students new techniques for journalistic interviews. - Knowing the characteristics of an investigative journalist writer. - Enabling students to conduct practical journalistic investigations and interviews. - Identify the features and objectives of journalistic investigation. - Identifying the ethics of publishing press interviews.
155. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn <p>Evaluation methods</p>

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods
(Preliminary assessment - formative assessment - summative assessment)
represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

156. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept of press release	Deliverance discussion	Written tests
2	2	=	Stages development of press release	Deliverance discussion	Written tests
3	2	=	Characteristics of press release	Deliverance discussion	Written

					tests
4	2	=	Types of press releases	Deliverance discussion	Written tests
5	2	=	Press news sources	Deliverance discussion	Written tests
6	2	=	The six questions for editing a press release	Deliverance Discussion Live interrogation	Written tests
7	2	=	Technical templates editing press releases	Deliverance discussion	Written tests
8	2	=	Practical applications editing news releases	Deliverance discussion	Written tests
9	2	=	Press coverage of the news	Deliverance discussion	Written tests
10	2	=	Practical applications for news coverage	Deliverance discussion	Written tests
11	2	=	Skills that must be available in editing press news	Deliverance discussion	Written tests
12	2	=	Employing skills to edit press news	Deliverance discussion	Written tests
13	2	=	News values	Deliverance discussion	Written tests
14	2	=	Practical applications	Deliverance discussion	Written

			adhering to new values		tests
15	2	=	First course exam		
16	2	=	Press release electronic journalism	Deliverance discussion	Written tests
17	2	=	Technical templates editing news electronic journalism	Deliverance discussion	Written tests
18	2	=	Practical applications editing news electronic journalism	Deliverance Discussion Live interrogation	Written tests
19	2	=	Writing the title the press release	Deliverance discussion	Written tests
20	2	=	Practical applications writing headline in a press release	Deliverance discussion	Written tests
21	2	=	Mechanisms using images writing press news	Deliverance discussion	Written tests
22	2	=	Practical applications for using images in writing a press release	Deliverance discussion	Written tests
23	2	=	The concept of press report	Deliverance discussion	Written tests
24	2	=	The importance of the press report	Deliverance discussion Live interrogation	Written tests
25	2	=	Features of the	Deliverance	

			press report	discussion	Written tests
26	2	=	Types of press reports	Deliverance discussion	Written tests
27	2	=	Reporting and relationship other journalism arts	Deliverance discussion	Written tests
28	2	=	Editing the press report	Deliverance discussion	Written tests
29	2	=	Practical applications editing press reports	Deliverance discussion	Written tests
30			Second semester exam		

157. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports ... etc

158. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

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

Workshops, periodicals and websites

Course Description Form

159. Course Name:
Specialized Journalism – Journalism Branch
160. Course Code:
Fourth Stage
161. Semester / Year:
2023/2024
162. Description Preparation Date:
10 /10/2023
163. Available Attendance Forms:
Google meet
164. Number of Credit Hours (Total) / Number of Units (Total)
(4) h weekly
165. Course administrator's name (mention all, if more than one name)
Name:
Email:
166. Course Objectives
<ul style="list-style-type: none"> – Providing learners with knowledge in the field of specialized journalistic arts. – Identifying the forms and types of newspapers and magazines in the specialized press. – Being able to write types of specialized journalistic arts. – Enabling learners to know the forms and templates of journalistic writing in the field of specialized journalism
167. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p>

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

168. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept of t press release	Deliverance discussion	Written tests

2	2	=	Stages development of press release	Deliverance discussion	Written tests
3	2	=	Characteristics of press release	Deliverance discussion	Written tests
4	2	=	Types of press releases	Deliverance discussion	Written tests
5	2	=	Press news sources	Deliverance discussion	Written tests
6	2	=	The six questions for editing a press release	Deliverance Discussion Live interrogation	Written tests
7	2	=	Technical templates editing press releases	Deliverance discussion	Written tests
8	2	=	Practical applications editing news releases	Deliverance discussion	Written tests
9	2	=	Press coverage of the news	Deliverance discussion	Written tests
10	2	=	Practical applications for news coverage	Deliverance discussion	Written tests
11	2	=	Skills that must be available in editing press news	Deliverance discussion	Written tests
12	2	=	Employing skills to edit press news	Deliverance discussion	Written tests

13	2	=	News values	Deliverance discussion	Written tests
14	2	=	Practical applications adhering to ne values	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Press release electronic journalism	Deliverance discussion	Written tests
17	2	=	Technical templates editing news electronic journalism	Deliverance discussion	Written tests
18	2	=	Practical applications editing news electronic journalism	Deliverance Discussion Live interrogation	Written tests
19	2	=	Writing the title the press release	Deliverance discussion	Written tests
20	2	=	Practical applications writing headline in a pr release	Deliverance discussion	Written tests
21	2	=	Mechanisms using images writing press nev	Deliverance discussion	Written tests
22	2	=	Practical applications for using images in writing a press release	Deliverance discussion	Written tests
23	2	=	The concept of press report	Deliverance discussion	Written

					tests
24	2	=	The importance of the press report	Deliverance discussion L interrogation	Written tests
25	2	=	Features of the press report	Deliverance discussion	Written tests
26	2	=	Types of press reports	Deliverance discussion	Written tests
27	2	=	Reporting and relationship with other journalists and arts	Deliverance discussion	Written tests
28	2	=	Editing the press report	Deliverance discussion	Written tests
29	2	=	Practical applications of editing press reports	Deliverance discussion	Written tests
30			Second semester exam		

169. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

170. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

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

Workshops, periodicals and websites

websites)	
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Course Description Form

171. Course Name:
Media legislation – public relations + journalism
172. Course Code:
the third stage
173. Semester / Year:
2023/2024
174. Description Preparation Date:
10 /10/2023
175. Available Attendance Forms:
Google meet , In presence
176. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
177. Course administrator's name (mention all, if more than one name)
Name:
Email:
178. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the principles and basics of Iraqi legislation and laws. - Getting to know the media law and its paragraphs. - Being able to identify the strengths and weaknesses of media law and trying to do justice to journalists.

179. Teaching and Learning Strategies

A- Knowledge and understanding

- 1-- Identify the concept of propaganda, psychological and popular warfare.
- 2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

180. Course Structure

Week	Hours	Required Learning	Unit or subject	Learning	Evaluation
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		Outcomes	name	method	method
1	2	Referred to in the previous axis, each according to the content	Definition of law and definition of crime	Deliverance discussion	Written tests
2	2	=	Media law and relationship with other laws	Deliverance discussion	Written tests
3	2	=	Freedom of media work	Deliverance discussion	Written tests
4	2	=	Media responsibilities	Deliverance discussion	Written tests
5	2	=	Crimes of opinion	Deliverance discussion	Written tests
6	2	=	Iraqi constitution	Deliverance Discussion Live interrogation	Written tests
7	2	=	Duties of the media and international law	Deliverance discussion	Written tests
8	2	=	Censorship in the media	Deliverance discussion	Written tests
9	2	=	Meaning of media freedom	Deliverance discussion	Written tests
10	2	=	Guarantees of freedom of the media	Deliverance discussion	Written tests
11	2	=	Public ownership and private	Deliverance discussion	Written

			ownership		tests
12	2	=	Rights result from the journalist	Deliverance discussion	Written tests
13	2	=	The right to access information	Deliverance discussion	Written tests
14	2	=	Media legislation definition and identity	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Glimpses of Irish legislation	Deliverance discussion	Written tests
17	2	=	Crimes aggression taken into account	Deliverance discussion	Written tests
18	2	=	Crimes disclosure misleading	Deliverance Discussion Live interrogation	Written tests
19	2	=	Methods detecting misinformation crimes	Deliverance discussion	Written tests
20	2	=	Incitement crimes	Deliverance discussion	Written tests
21	2	=	Electronic publishing crimes	Deliverance discussion	Written tests
22	2	=	intellectual property	Deliverance discussion	Written tests
23	2	=	Articles of the Ar	Deliverance	

			Code of Honor	discussion	Written tests
24	2	=	Journalists' Rights Law	Deliverance discussion L. interrogation	Written tests
25	2	=	Media Communications Authority	Deliverance discussion	Written tests
26	2	=	List of journalists ethics rules	Deliverance discussion	Written tests
27	2	=	General guidelines for broadcast media	Deliverance discussion	Written tests
28	2	=	Journalistic monitoring	Deliverance discussion	Written tests
29	2	=	Examples newspapers that violate the rules of journalistic ethics	Deliverance discussion	Written tests
30			Second semester exam		

181. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

182. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

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

Workshops, periodicals and websites

websites)	
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Course Description Form

183. Course Name:
Linguistic applications
184. Course Code:
Linguistic applications – fourth grade
185. Semester / Year:
2023/2024
186. Description Preparation Date:
10 /10/2023
187. Available Attendance Forms:
Google meet , In presence
188. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly

189. Course administrator's name (mention all, if more than one name)

Name:

Email:

190. Course Objectives

- **Knowing the subtle differences between the media from a linguistic standpoint and the characteristics of each medium.**
- **Training students on how to employ the characteristics of the media language and take into account each media outlet**
- **Developing general linguistic skills through application to media texts.**
- **Knowing ways to avoid common linguistic errors in the media.**

191. Teaching and Learning Strategies

A- Knowledge and understanding

1-- Identify the concept of propaganda, psychological and popular warfare.

2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)
represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

192. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The language journalism	Deliverance discussion	Written tests
2	2	=	Characteristics the language journalism	Deliverance discussion	Written tests
3	2	=	Methods used in the language journalism	Deliverance discussion	Written tests
4	2	=	practical application	Deliverance discussion	Written tests
5	2	=	Radio language	Deliverance discussion	Written tests
6	2	=	Advantages radio language	Deliverance Discussion Live interrogation	Written tests
7	2	=	Television	Deliverance	

			language	discussion	Written tests
8	2	=	Advertising language	Deliverance discussion	Written tests
9	2	=	The evolution advertising language	Deliverance discussion	Written tests
10	2	=	Internet language	Deliverance discussion	Written tests
11	2	=	Common mistakes in website language	Deliverance discussion	Written tests
12	2	=	Examples of media texts	Deliverance discussion	Written tests
13	2	=	Referring to text from the Holy Quran and poetry	Deliverance discussion	Written tests
14	2	=	Linguistic contrast	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Verbal common	Deliverance discussion	Written tests
17	2	=	Common linguistic errors	Deliverance discussion	Written tests
18	2	=	Errors in number	Deliverance Discussion Live interrogation	Written tests
19	2	=	Applications	Deliverance	

			numbers	discussion	Written tests
20	2	=	The use of numbers in journalistic texts	Deliverance discussion	Written tests
21	2	=	Biased words	Deliverance discussion	Written tests
22	2	=	Neutrality in media language	Deliverance discussion	Written tests
23	2	=	Meanings prepositions	Deliverance discussion	Written tests
24	2	=	Uses prepositions	Deliverance discussion L. interrogation	Written tests
25	2	=	Applications prepositions	Deliverance discussion	Written tests
26	2	=	Examples common errors	Deliverance discussion	Written tests
27	2	=	Media texts and their study grammar, semantics and spelling	Deliverance discussion	Written tests
28	2	=	Applications media texts	Deliverance discussion	Written tests
29	2	=		Deliverance discussion	Written tests

30			Second semes exam		
193. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
194. Learning and Teaching Resources					
Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other			Course books		
Special requirements (including, for example, workshops, periodicals, software, and websites)			Workshops, periodicals and websites		

Course Description Form

195. Course Name:
Arab and international press
196. Course Code:
third stage

197. Semester / Year:
2023/2024
198. Description Preparation Date:
10 /10/2023
199. Available Attendance Forms:
200. Number of Credit Hours (Total) / Number of Units (Total)
(4) h weekly
201. Course administrator's name (mention all, if more than one name)
Name:
Email:
202. Course Objectives
<ul style="list-style-type: none"> . – Providing learners with knowledge of the concept of international journalism – Teaching students the advantages and characteristics of international journalism. – Knowing the specifications of the problems of international journalism...financing, royal laws
203. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn <p>Evaluation methods</p> <p>Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods (Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams</p> <p>C- Thinking skills</p> <p>C1-Planning</p>

C2- Organization
 C3-Monitoring
 C4- Calendar
 Teaching and learning methods
 - Deliverance - Discussion - Live interrogation
 - Self-regulated learning
 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
 D2- Organized self-learning
 D3- Social communication
 D4- Using the Internet to expand skills

204. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, according to content	The concept of global journalism	Deliverance discussion	Written tests
2	2	=	Advantages and characteristics of international journalism	Deliverance discussion	Written tests
3	2	=	Global journalism job	Deliverance discussion	Written tests

4	2	=	Problems international journalism...financial royal laws	Deliverance discussion	Written tests
5	2	=	The reality of the Arab international press...political variables	Deliverance discussion	Written tests
6	2	=	The reality of the Arab electronic press	Deliverance Discussion Live interrogation	Written tests
7	2	=	The experience of the Arab immigration press: London Washington / model of newspaper	Deliverance discussion	Written tests
8	2	=	The emergence of the first continuous Arabic newspapers	Deliverance discussion	Written tests
9	2	=	Experiences international editions in European capital time as an example	Deliverance discussion	Written tests
10	2	=	Experience and printing of Arab newspapers	Deliverance discussion	Written tests
11	2	=	The emergence and development of Emirati newspapers	Deliverance discussion	Written tests
12	2	=	The impact of electronic technological developments on the development of immigrant newspapers	Deliverance discussion	Written tests
13	2	=	Theories of international journalism	Deliverance discussion	Written tests

14	2	=	The theory of authority authoritarianism and the theory of freedom and liberalism	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Completing the role of the theories of international journalism	Deliverance discussion	Written tests
17	2	=	Social responsibility theory and social theory	Deliverance discussion	Written tests
18	2	=	The theory of global and international responsibility journalism	Deliverance Discussion Live interrogation	Written tests
19	2	=	Development journalism theory	Deliverance discussion	Written tests
20	2	=	Democratic participation theory	Deliverance discussion	Written tests
21	2	=	The most important international newspapers in the American press	Deliverance discussion	Written tests
22	2	=	The most important international newspapers in the French press	Deliverance discussion	Written tests
23	2	=	The experience of publishing American newspapers in Arab - Newsweek	Deliverance discussion	Written tests
24	2	=	The most important international newspapers in the British press	Deliverance discussion Live interrogation	Written tests

25	2	=	The emergence and development of electronic journalism	Deliverance discussion	Written tests
26	2	=	Citizen journalism and its role in enhancing communication with the public	Deliverance discussion	Written tests
27	2	=	Free press as a form of advertising and promotion	Deliverance discussion	Written tests
28	2	=	Modern communication technology and its impact on the spread of journalism	Deliverance discussion	Written tests
29	2	=	The most important introduction sites on the Internet and websites for local newspapers and converting them into international editions	Deliverance discussion	Written tests
30			Second semester exam		

205. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

206. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

207. Course Name:
Photojournalism
208. Course Code:
first stage
209. Semester / Year:
2023/2024
210. Description Preparation Date:
10 /10/2023
211. Available Attendance Forms:
Googel meet
212. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
213. Course administrator's name (mention all, if more than one name)
Name: Email:
214. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the concept of photojournalism. - Identifying the mechanisms of photojournalism. - Identify the camera and its components. - Identify the conditions that must be met in the model. - Learn about digital photography techniques. - Identify the elements of photojournalism. . Learn about photography in the electronic field.
215. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black</p>

propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

216. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The importance of the image and qualities of a successful photographer	Deliverance discussion	Written tests

2	2	=	Photography concept	Deliverance discussion	Written tests
3	2	=	Imaging mechanisms	Deliverance discussion	Written tests
4	2	=	The camera and components	Deliverance discussion	Written tests
5	2	=	Practical applications using the camera	Deliverance discussion	Written tests
6	2	=	Conditions that must be met in the model	Deliverance Discussion Live interrogation	Written tests
7	2	=	Practical applications arriving at a model image	Deliverance discussion	Written tests
8	2	=	Digital photography	Deliverance discussion	Written tests
9	2	=	Digital photography techniques	Deliverance discussion	Written tests
10	2	=	Practical applications in the field of digital photography	Deliverance discussion	Written tests
11	2	=	The importance of lighting in the photography process	Deliverance discussion	Written tests
12	2	=	Practical applications know importance of lighting in photography	Deliverance discussion	Written tests

13	2	=	Developing countries and the impact on media differences	Deliverance discussion	Written tests
14	2	=	Lenses photography	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Practical applications knowing lenses photography	Deliverance discussion	Written tests
17	2	=	Elements of a professional photo	Deliverance discussion	Written tests
18	2	=	Employing images in journalistic art	Deliverance Discussion Live interrogation	Written tests
19	2	=	Practical applications employing images in journalistic art	Deliverance discussion	Written tests
20	2	=	TV camera	Deliverance discussion	Written tests
21	2	=	Television imaging techniques	Deliverance discussion	Written tests
22	2	=	Practical applications in television photography	Deliverance discussion	Written tests
23	2	=	Photography in the field of television media	Deliverance discussion	Written tests
24	2	=	Photography techniques in the field of television media	Deliverance discussion Live interrogation	Written tests

25	2	=	The importance of contemporary techniques in the field of photojournalism	Deliverance discussion	Written tests
26	2	=	Practical applications in the fields of modern techniques of photojournalism	Deliverance discussion	Written tests
27	2	=	Advertising image techniques	Deliverance discussion	Written tests
28	2	=	Mobile photojournalism	Deliverance discussion	Written tests
29	2	=	Mobile applications	Deliverance discussion	Written tests
30			Second semester exam		

217. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

218. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

219. Course Name:
Information Technology
220. Course Code:
Third Stage
221. Semester / Year:
2023/2024
222. Description Preparation Date:
10 /10/2023
223. Available Attendance Forms:
Googel meet
224. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
225. Course administrator's name (mention all, if more than one name)
Name:
Email:
226. Course Objectives
<ul style="list-style-type: none"> - Providing learners with basic concepts of information. - Knowledge of the information society. - Learn about the information revolution. - Getting to know the information society. - Recognizing the importance of information. - Identify the concept of information literacy. . Know the right to information.
227. Teaching and Learning Strategies

A- Knowledge and understanding

- 1-- Identify the concept of propaganda, psychological and popular warfare.
- 2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

228. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
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1	2	Referred to in the previous axis, each according to the content	Basic concepts information	Deliverance discussion	Written tests
2	2	=	Data, information and knowledge	Deliverance discussion	Written tests
3	2	=	Information revolution	Deliverance discussion	Written tests
4	2	=	Information problem	Deliverance discussion	Written tests
5	2	=	Right information	Deliverance discussion	Written tests
6	2	=	Information society	Deliverance Discussion Live interrogation	Written tests
7	2	=	Information pollution	Deliverance discussion	Written tests
8	2	=	The importance of information literacy	Deliverance discussion	Written tests
9	2	=	The concept of information literacy and its importance	Deliverance discussion	Written tests
10	2	=	Determine the need for information and	Deliverance discussion	Written

			its sources		tests
11	2	=	Determine the ne for informati information sources, a information institutions	Deliverance discussion	Written tests
12	2	=	Elements and typ of informati institutions	Deliverance discussion	Written tests
13	2	=	The Internet a what the Internet	Deliverance discussion	Written tests
14	2	=	Components of t Internet, process connecting to t Internet, a Internet services	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Websites and blo	Deliverance discussion	Written tests
17	2	=	Sites, concep types and th media role	Deliverance discussion	Written tests
18	2	=	Blogs: conce types and me role	Deliverance Discussion Live interrogation	Written tests
19	2	=	Social networki sites concept	Deliverance discussion	Written tests
20	2	=	Find information	Deliverance discussion	Written

					tests
21	2	=	Research traditional information institutions	Deliverance discussion	Written tests
22	2	=	Searching for virtual information institutions	Deliverance discussion	Written tests
23	2	=	search on Internet	Deliverance discussion	Written tests
24	2	=	Search the evidence	Deliverance discussion L interrogation	Written tests
25	2	=	Information services and concept information services	Deliverance discussion	Written tests
26	2	=	Evaluating the u of information	Deliverance discussion	Written tests
27	2	=	Use of informatio	Deliverance discussion	Written tests
28	2	=	Quoting information sources	Deliverance discussion	Written tests
29	2	=	Information technologies	Deliverance discussion	Written tests
30			Second semes exam		

229. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as

daily preparation, daily oral, monthly, or written exams, reports etc	
230. Learning and Teaching Resources	
Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

231. Course Name:
Digital technologies
232. Course Code:
the second stage
233. Semester / Year:
2023/2024
234. Description Preparation Date:
10 /10/2023
235. Available Attendance Forms:
236. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
237. Course administrator's name (mention all, if more than one name)
Name:
Email:

238. Course Objectives

- Providing learners with knowledge of modern digital technologies
- Identifying modern methods, their mechanisms, and how to work on them.
- Knowing the pros and cons of modern technologies.
- Knowledge of working on Photoshop programs
- Knowledge of working on Adobe Premiere programs
- Using information in modern means
- Dimensions of the use of modern digital technologies

239. Teaching and Learning Strategies

A- Knowledge and understanding

- 1-- Identify the concept of propaganda, psychological and popular warfare.
- 2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)
represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

240. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Defining Photoshop program, defining the main work part and the existing tapes with practical application	Deliverance discussion	Written tests
2	2	=	The organization arrangement, a coordination of the image, its uses, and the operations that take place on the image. Practical application	Deliverance discussion	Written tests
3	2	=	Drawing caricature and accompanying comments has practical application	Deliverance discussion	Written tests
4	2	=	A comprehensive practical application for Photoshop programs	Deliverance discussion	Written tests
5	2	=	Defining	Deliverance	

			Premier program and explain what the main working page looks like	discussion	Written tests
6	2	=	Premier program to choose the project type with practical application	Deliverance Discussion Live interrogation	Written tests
7	2	=	File menu with some other commands	Deliverance discussion	Written tests
8	2	=	Accuracy, disappearance and appearance	Deliverance discussion	Written tests
9	2	=	Speed up and slow down video playback and use filters with the program	Deliverance discussion	Written tests
10	2	=	Adding movements, rotation, etc. to video images	Deliverance discussion	Written tests
11	2	=	Working on the Photoshop and Premier together practical application	Deliverance discussion	Written tests
12	2	=	Practical application of the Premier program	Deliverance discussion	Written tests
13	2	=	Comprehensive practical application	Deliverance discussion	Written tests
14	2	=	Areas of benefit	Deliverance	

			from modern communication technologies media work	discussion	Written tests
15	2	=	First course exam		
16	2	=	Practical applications of how to benefit from modern communication technology in the field of media work	Deliverance discussion	Written tests
17	2	=	Questions raised about modern communications technology about traditional media work	Deliverance discussion	Written tests
18	2	=	Employing information in the field of media work	Deliverance Discussion Live interrogation	Written tests
19	2	=	Practical applications of how to use information in the field of media work	Deliverance discussion	Written tests
20	2	=	Characteristics of good journalism information	Deliverance discussion	Written tests
21	2	=	Practical applications of how to employ the characteristics of good journalism information in the field of media work	Deliverance discussion	Written tests
22	2	=	A historical overview of the emergence of the Internet	Deliverance discussion	Written tests

23	2	=	Media phenomena and issues presented on the Internet	Deliverance discussion	Written tests
24	2	=	Practical applications of how to benefit from the Internet in the field of media work	Deliverance discussion L. interrogation	Written tests
25	2	=	The concept and characteristics of electronic publishing	Deliverance discussion	Written tests
26	2	=	The concept of electronic publishing with practical applications and publishing mechanisms	Deliverance discussion	Written tests
27	2	=	Practical applications of the most important software that can be employed in the field of media work	Deliverance discussion	Written tests
28	2	=		Deliverance discussion	Written tests
29	2	=		Deliverance discussion	Written tests
30			Second semester exam		
241. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
242. Learning and Teaching Resources					

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

243. Course Name:
Principles of public relations
244. Course Code:
first grade
245. Semester / Year:
2023/2024

246. Description Preparation Date:
10 /10/2023
247. Available Attendance Forms:
248. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
249. Course administrator's name (mention all, if more than one name)
Name:
Email:
250. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the principles of public relations. - Knowing the role of international public relations in institutions. - Learn about public relations methods. - Identify the role of persuasion in public relations. - Recognizing the importance of public relations in forming a mental image. - Identify the political and communication role in public relations. - Identify the functions of public relations in institutions
251. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn <p>Evaluation methods</p> <p>Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods (Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams</p>

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

252. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept public relations and its definitions	Deliverance discussion	Written tests
2	2	=	The emergence and development public relations	Deliverance discussion	Written tests
3	2	=	Public relations objectives	Deliverance discussion	Written tests
4	2	=	Public relations	Deliverance	

			jobs	discussion	Written tests
5	2	=	The importance of public relations	Deliverance discussion	Written tests
6	2	=	Public relations and its relationship to other communication styles	Deliverance Discussion Live interrogation	Written tests
7	2	=	Public relations and its relationship with the media	Deliverance discussion	Written tests
8	2	=	Public relations and its relationship to advertising	Deliverance discussion	Written tests
9	2	=	Public relations and its relationship to advertising	Deliverance discussion	Written tests
10	2	=	Public relations audience	Deliverance discussion	Written tests
11	2	=	Means of communication in public relations	Deliverance discussion	Written tests
12	2	=	Communication methods in public relations	Deliverance discussion	Written tests
13	2	=	Work ethics in public relations	Deliverance discussion	Written tests
14	2	=	Public relations pioneers	Deliverance discussion	Written tests
15	2	=	First course exam		

16	2	=	Scientific methods in practicing public relations	Deliverance discussion	Written tests
17	2	=	Scientific research in public relations	Deliverance discussion	Written tests
18	2	=	Planning in public relations	Deliverance Discussion Live interrogation	Written tests
19	2	=	Organization public relations	Deliverance discussion	Written tests
20	2	=	Leadership public relations	Deliverance discussion	Written tests
21	2	=	Coordination public relations	Deliverance discussion	Written tests
22	2	=	Organizational communication in public relations	Deliverance discussion	Written tests
23	2	=	Follow-up in public relations	Deliverance discussion	Written tests
24	2	=	Calendar in public relations	Deliverance discussion L interrogation	Written tests
25	2	=	Training in public relations	Deliverance discussion	Written tests
26	2	=	A model of effective public relations practice	Deliverance discussion	Written tests
27	2	=		Deliverance discussion	Written tests

28	2	=		Deliverance discussion	Written tests
29	2	=		Deliverance discussion	Written tests
30			Second semes exam		

253. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

254. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
Special requirements (including, for example, workshops, periodicals, software, and websites)	Workshops, periodicals and websites

Course Description Form

255. Course Name:
Public Relations Campaigns
256. Course Code:
Fourth Grade Public Relations
257. Semester / Year:
2023/2024
258. Description Preparation Date:
10 /10/2023
259. Available Attendance Forms:
260. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
261. Course administrator's name (mention all, if more than one name)
Name:
Email:
262. Course Objectives
<ul style="list-style-type: none"> - Providing students with knowledge of the principles and basics of public relations campaigns. - Identify the stages and mechanism of media campaigns. - Providing students with basic skills for implementing public relations campaigns.
263. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

264. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, according to content	Definition of public relations	Deliverance discussion	Written tests
2	2	=	Verbal and non-verbal symbols / P	Deliverance discussion	Written tests

			1		
3	2	=	Verbal and non-verbal symbols/Part 2	Deliverance discussion	Written tests
4	2	=	The public and the institution	Deliverance discussion	Written tests
5	2	=	Scientific steps campaigns	Deliverance discussion	Written tests
6	2	=	Objectives scientific planning campaigns	Deliverance Discussion Live interrogation	Written tests
7	2	=	Identify the topic and study it	Deliverance discussion	Written tests
8	2	=	Objectives	Deliverance discussion	Written tests
9	2	=	Identify and study the audience	Deliverance discussion	Written tests
10	2	=	Determine the means and arts of communication	Deliverance discussion	Written tests
11	2	=	Defining the plan (developing ideas) Part 1	Deliverance discussion	Written tests
12	2	=	Defining the plan (developing ideas) Part 2	Deliverance discussion	Written tests
13	2	=	Plan evaluation	Deliverance discussion	Written tests

14	2	=	Determine budget	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Economic relations campaign/opening a medical complex for kidney diseases	Deliverance discussion	Written tests
17	2	=	An economic relations campaign/opening a ready-to-wear clothing complex	Deliverance discussion	Written tests
18	2	=	A healthy relations campaign/reducing smoking among young people	Deliverance Discussion Live interrogation	Written tests
19	2	=	Healthy relations campaign/spreading a culture cleanliness	Deliverance discussion	Written tests
20	2	=	Social relations campaigns/reducing the phenomenon divorce among young people/Part 1	Deliverance discussion	Written tests
21	2	=	Social relations campaign reducing phenomenon divorce among young people / Part 2	Deliverance discussion	Written tests
22	2	=	Social public relations campaigns / scientific methods for raising children	Deliverance discussion	Written tests

23	2	=	Cultural relations campaigns/spreading the culture dialogue in society	pub Deliverance discussion	Written tests
24	2	=	Cultural relations campaigns/spreading the culture planning for the future among young people	pub Deliverance discussion L interrogation	Written tests
25	2	=	Political relations campaign urging the public participate political	pub Deliverance discussion	Written tests
26	2	=	Political relations campaigns/changing the image of Arab and Muslims in the West/Part 1	pub Deliverance discussion	Written tests
27	2	=	Political relations campaign changing the image Muslim Arabs in the West / Part 2	pub Deliverance discussion	Written tests
28	2	=	Educational relations campaign reducing the phenomenon cheating among students	pub Deliverance discussion	Written tests
29	2	=	Educational relations campaigns/how invest my free time	pub Deliverance discussion	Written tests
30			Second semester exam		

265. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as

daily preparation, daily oral, monthly, or written exams, reports etc

266. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

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

Workshops, periodicals and websites

Course Description Form

267. Course Name:
Management of press institutions
268. Course Code:
269. Semester / Year:
2023/2024
270. Description Preparation Date:
10 /10/2023
271. Available Attendance Forms:
272. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
273. Course administrator's name (mention all, if more than one name)
Name: Email:
274. Course Objectives
<ul style="list-style-type: none">. – Providing learners with knowledge of the principles of public administration.– Knowing the role of public administration in press institutions.– Identifying the means of management in the press institution.– Identify the means and objectives of management.– Recognizing the importance of management for journalistic institutions– Identifying the most important aspects of training in journalistic institutions.– Identifying the functions of journalistic institutions
275. Teaching and Learning Strategies
A- Knowledge and understanding 1-- Identify the concept of propaganda, psychological and popular warfare. 2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the

event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

276. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according	The concept management and its definitions	Deliverance discussion	Written tests

		to the content			
2	2	=	The emergence and development of management	Deliverance discussion	Written tests
3	2	=	Management objectives	Deliverance discussion	Written tests
4	2	=	management jobs	Deliverance discussion	Written tests
5	2	=	The importance of public administration	Deliverance discussion	Written tests
6	2	=	The importance of management press institutions	Deliverance Discussion Live interrogation	Written tests
7	2	=	Management theories and schools	Deliverance discussion	Written tests
8	2	=	Challenges and influences of management	Deliverance discussion	Written tests
9	2	=	Components and elements of press institution	Deliverance discussion	Written tests
10	2	=	The concept and definition of the journalistic institution	Deliverance discussion	Written tests
11	2	=	Characteristics of the journalistic project	Deliverance discussion	Written tests
12	2	=	The basic elements that make up	Deliverance discussion	Written

			journalistic institution		tests
13	2	=	The ma departments press institutions	Deliverance discussion	Written tests
14	2	=	Sources of fundi for journalis institutions	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Training journalistic institutions	Deliverance discussion	Written tests
17	2	=	The concept training and objectives	Deliverance discussion	Written tests
18	2	=	Ways and means identifying traini needs	Deliverance Discussion Live interrogation	Written tests
19	2	=	Decision making the pro organization	Deliverance discussion	Written tests
20	2	=	Definition, conce and importance decision making	Deliverance discussion	Written tests
21	2	=	Decision maki stages	Deliverance discussion	Written tests
22	2	=	Factors influencing decision making	Deliverance discussion	Written tests
23	2	=	Types administrative decisions	Deliverance discussion	Written tests
24	2	=	Comprehensive quality	Deliverance discussion L	Written

			management press institutions	interrogation	tests
25	2	=	The concept and objectives of total quality	Deliverance discussion	Written tests
26	2	=	Comprehensive quality elements	Deliverance discussion	Written tests
27	2	=	Basics of applying total quality	Deliverance discussion	Written tests
28	2	=	Activities that support comprehensive quality in the private organization	Deliverance discussion	Written tests
29	2	=	Stages of organizing total quality management	Deliverance discussion	Written tests
30			Second semester exam		

277. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

278. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

Course Description Form

279. Course Name:
Media Economics
280. Course Code:
Second Press
281. Semester / Year:
2023/2024
282. Description Preparation Date:
10 /10/2023
283. Available Attendance Forms:
Googel meet
284. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
285. Course administrator's name (mention all, if more than one name)
Name:
Email:
286. Course Objectives
<ul style="list-style-type: none">- Providing learners with the basic concepts of economics.- Knowing the aspects of interaction between economics and media.- Learn about financing and its impact on the media industry- Identifying the sources of funding for the media organization.

- Identifying management and the importance of management functions.

287. Teaching and Learning Strategies

A- Knowledge and understanding

1-- Identify the concept of propaganda, psychological and popular warfare.

2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion

- Teaching methods include the use of educational technology (datashow) or electronic platforms

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

288. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept economics, types economic analysis methods and tools of economic analysis	Deliverance discussion	Written tests
2	2	=	The concept media economic the importance studying media economics	Deliverance discussion	Written tests
3	2	=	The concept of media industry characteristics the requirements of the media as industry	Deliverance discussion	Written tests
4	2	=	Professional considerations media work	Deliverance discussion	Written tests
5	2	=	The media institution, characteristics and types	Deliverance discussion	Written tests
6	2	=	Functions of economic institution	Deliverance Discussion Live interrogation	Written tests
7	2	=	Financing media institutions sources financing the media institution	Deliverance discussion	Written tests
8	2	=	International finance and sources	Deliverance discussion	Written

			of international finance		tests
9	2	=	Independence funding in the media industry	Deliverance discussion	Written tests
10	2	=	The concept of the press institution, the importance of studying the economics of the press industry, the challenges facing the press industry	Deliverance discussion	Written tests
11	2	=	Characteristics the journalism project, importance profit for the journalistic institution	Deliverance discussion	Written tests
12	2	=	Press management concepts, foundations, stages	Deliverance discussion	Written tests
13	2	=	Sources of funding for the press institution, investment activities for the press institution	Deliverance discussion	Written tests
14	2	=	Factors that increase newspaper circulation	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Factors that reduce newspaper circulation	Deliverance discussion	Written tests
17	2	=	The emergence of modern media	Deliverance discussion	Written

			economic characteristics the media		tests
18	2	=	The concept demand for media and the factors affecting it	Deliverance Discussion Live interrogation	Written tests
19	2	=	Characteristics media production modern media markets	Deliverance discussion	Written tests
20	2	=	The concept media production and its elements	Deliverance discussion	Written tests
21	2	=	Stages of media production, media competition, media organization's brand	Deliverance discussion	Written tests
22	2	=	Preparing budgets in media institutions, basic steps in preparing budgets	Deliverance discussion	Written tests
23	2	=	Types of budgets	Deliverance discussion	Written tests
24	2	=	The concept budget in media institutions	Deliverance discussion Live interrogation	Written tests
25	2	=	The concept managing media institutions, administrative levels in media institutions	Deliverance discussion	Written tests
26	2	=	The concept managing media institutions,	Deliverance discussion	Written tests

			administrative levels in media institutions		
27	2	=	Management elements	Deliverance discussion	Written tests
28	2	=	The organization structure of a media institution	Deliverance discussion	Written tests
29	2	=	The content exercised over a media institution	Deliverance discussion	Written tests
30			Second semester exam		

289. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

290. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

Course Description Form

291. Course Name:
Public opinion
292. Course Code:
third stage
293. Semester / Year:
2023/2024
294. Description Preparation Date:
10 /10/2023
295. Available Attendance Forms:
Googel meet
296. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
297. Course administrator's name (mention all, if more than one name)

Name:

Email:

298. Course Objectives

- Providing learners with the basic concepts of public opinion.
- Knowing the factors shaping public opinion.
- Identifying the nature of public opinion and its laws.
- Identifying public opinion and its goals.
- Recognizing the importance of public opinion in society.

299. Teaching and Learning Strategies

A- Knowledge and understanding

1-- Identify the concept of propaganda, psychological and popular warfare.

2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

300. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept public opinion, definition and types	Deliverance discussion	Written tests
2	2	=	Public opinion ancient societies	Deliverance discussion	Written tests
3	2	=	Public opinion contemporary and modern societies	Deliverance discussion	Written tests
4	2	=	The nature public opinion and its laws	Deliverance discussion	Written tests
5	2	=	Components public opinion modern countries	Deliverance discussion	Written tests
6	2	=	Factors shaping public opinion	Deliverance Discussion Live interrogation	Written tests
7	2	=	Factors shaping public opinion: The prevailing	Deliverance discussion	Written tests

			economic political within the country	and climate		
8	2	=	Factors shaping public opinion important experiences events		Deliverance discussion	Written tests
9	2	=	Factors shaping public opinion revolutions existing international situations		Deliverance discussion	Written tests
10	2	=	Leadership and its impact on forming public opinion		Deliverance discussion	Written tests
11	2	=	Manifestations public opinion		Deliverance discussion	Written tests
12	2	=	Public functions	opinion	Deliverance discussion	Written tests
13	2	=	Measuring public opinion		Deliverance discussion	Written tests
14	2	=	The referendum method, the survey method, and the content analysis method		Deliverance discussion	Written tests
15	2	=	First course exam			
16	2	=	The media and its impact on shaping public opinion		Deliverance discussion	Written tests

17	2	=	The impact of the press in shaping public opinion	Deliverance discussion	Written tests
18	2	=	The impact of the Internet on shaping public opinion	Deliverance Discussion Live interrogation	Written tests
19	2	=	The influence of the political system on	Deliverance discussion	Written tests
20	2	=	general opinion	Deliverance discussion	Written tests
21	2	=	The impact of conferences and seminars on shaping public opinion	Deliverance discussion	Written tests
22	2	=	Public opinion in democratic systems	Deliverance discussion	Written tests
23	2	=	Psychological warfare and public opinion	Deliverance discussion	Written tests
24	2	=	Leaders and leaders in	Deliverance discussion Live interrogation	Written tests
25	2	=	Shaping public opinion	Deliverance discussion	Written tests
26	2	=	Traditional methods to change	Deliverance discussion	Written tests
27	2	=	general opinion	Deliverance discussion	Written tests
28	2	=	Repetition and	Deliverance	

			observation	discussion	Written tests
29	2	=	Rumors creating crises	Deliverance discussion	Written tests
30			Second semes exam		
301. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
302. Learning and Teaching Resources					
Required readings:			Course books		
<input type="checkbox"/> Basic texts					
<input type="checkbox"/> Course books					
<input type="checkbox"/> Other					

Course Description Form

303. Course Name:
The language of media discourse
304. Course Code:
third stage

305. Semester / Year:
2023/2024
306. Description Preparation Date:
10 /10/2023
307. Available Attendance Forms:
Googel meet
308. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
309. Course administrator's name (mention all, if more than one name)
Name:
Email:
310. Course Objectives
<ul style="list-style-type: none"> . – Knowledge of the basic concepts related to media discourse and its characteristics – Developing students’ ability to distinguish between types of discourse in terms of wording and objectives – The ability to detect hidden meanings in media discourses. – Access to general concepts that will develop the student’s culture in knowing the different types of styles and methods of expression
311. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn <p>Evaluation methods</p> <p>Written, essay and objective tests, with the teacher observing the learner’s form of activity by adopting methods (Preliminary assessment - formative assessment - summative assessment)</p>

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

312. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Discourse concept	Deliverance discussion	Written tests
2	2	=	Discourse modern studies	Deliverance discussion	Written tests
3	2	=	Media discourse	Deliverance discussion	Written tests
4	2	=	Characteristics	Deliverance	

			media discourse	discussion	Written tests
5	2	=	Significance media discourse	Deliverance discussion	Written tests
6	2	=	Readability media discourse	Deliverance Discussion Live interrogation	Written tests
7	2	=	Applications	Deliverance discussion	Written tests
8	2	=	The difference between direct expression and indirect expression	Deliverance discussion	Written tests
9	2	=	Practical application media texts	Deliverance discussion	Written tests
10	2	=	Referring to other texts (the Holy Quran, poetry)	Deliverance discussion	Written tests
11	2	=	Linguistic health	Deliverance discussion	Written tests
12	2	=	Linguistic health the news headline	Deliverance discussion	Written tests
13	2	=	Linguistic correctness news material	Deliverance discussion	Written tests
14	2	=	Applications	Deliverance discussion	Written tests
15	2	=	First course exam		

16	2	=	Conventions	Deliverance discussion	Written tests
17	2	=	Style and stylistic literary criticism, journalistic criticism, cultural criticism, expression, explanation, interpretation, linguistics, pragmat	Deliverance discussion	Written tests
18	2	=	The method is the single level	Deliverance Discussion Live interrogation	Written tests
19	2	=	Ease of the word	Deliverance discussion	Written tests
20	2	=	The meanings the indefinite no and knowledge a their use in meo discourse	Deliverance discussion	Written tests
21	2	=	The advantage the present tense journalistic style	Deliverance discussion	Written tests
22	2	=	Euphemism, pun, metonymy	Deliverance discussion	Written tests
23	2	=	Sentence-level style	Deliverance discussion	Written tests
24	2	=	Submission	Deliverance discussion L interrogation	Written tests
25	2	=	Emphasis	Deliverance discussion	Written tests
26	2	=	Stylistic choice a	Deliverance	

			semantic choice	discussion	Written tests
27	2	=	Constructive sentences declarative sentences	Deliverance discussion	Written tests
28	2	=	Applications	Deliverance discussion	Written tests
29	2	=	Applications media analysis	Deliverance discussion	Written tests
30			Second semester exam		

313. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

314. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

Course Description Form

315. Course Name:
International public relations
316. Course Code:
fourth stage
317. Semester / Year:
2023/2024
318. Description Preparation Date:
10 /10/2023
319. Available Attendance Forms:
Googel meet
320. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
321. Course administrator's name (mention all, if more than one name)
Name: Email:
322. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the principles of international public relations. - Knowledge of international media policies. - Identifying the means of international public relations. - Introducing the objectives of international public relations - Identifying the functions of international public relations. - Identifying the goals of international globalization. . Learn about international and foreign policies through international public relations.
323. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black</p>

propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

324. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	A historical overview international public relations	Deliverance discussion	Written tests

2	2	=	Distinguish between international public relations and local public relations	Deliverance discussion	Written tests
3	2	=	The concept international public relations	Deliverance discussion	Written tests
4	2	=	Objectives international public relations	Deliverance discussion	Written tests
5	2	=	International public relations jobs	Deliverance discussion	Written tests
6	2	=	The importance international public relations	Deliverance Discussion Live interrogation	Written tests
7	2	=	International public relations methods	Deliverance discussion	Written tests
8	2	=	International political communication	Deliverance discussion	Written tests
9	2	=	Public relations international conflicts	Deliverance discussion	Written tests
10	2	=	Modern concepts in protocol management	Deliverance discussion	Written tests
11	2	=	Rules of decrees international public relations	Deliverance discussion	Written tests
12	2	=	International conferences and meetings industry	Deliverance discussion	Written tests

13	2	=	Language terminology international public relations	Deliverance discussion	Written tests
14	2	=	Analysis of local and international experiences	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Chapter II	Deliverance discussion	Written tests
17	2	=	Means communication international public relations	Deliverance discussion	Written tests
18	2	=	International public relations audience	Deliverance Discussion Live interrogation	Written tests
19	2	=	International public relations as a tool of foreign policy	Deliverance discussion	Written tests
20	2	=	The method of public diplomacy international public relations	Deliverance discussion	Written tests
21	2	=	International institutions and their impact on development international public relations	Deliverance discussion	Written tests
22	2	=	The importance of public relations in foreign missions	Deliverance discussion	Written tests
23	2	=	The importance of international	Deliverance discussion	Written

			relations activities		tests
24	2	=	The role of international public relations in influencing global public opinion	Deliverance discussion L interrogation	Written tests
25	2	=	Characteristics of effective international communication international public relations	Deliverance discussion	Written tests
26	2	=	International media legislation	Deliverance discussion	Written tests
27	2	=	The relationship between international media institutions	Deliverance discussion	Written tests
28	2	=	The role of international public relations in drawing stereotypes	Deliverance discussion	Written tests
29	2	=	The importance of cultural and archaeological accessories	Deliverance discussion	Written tests
30			Second semester exam		

325. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports ... etc

326. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

Course Description Form

327. Course Name:
Media education
328. Course Code:
first grade
329. Semester / Year:
2023/2024
330. Description Preparation Date:
10 /10/2023
331. Available Attendance Forms:
Googel meet
332. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
333. Course administrator's name (mention all, if more than one name)
Name:
Email:
334. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the principles of media and digital education. - Knowledge of local, Arab and international media policies. - Identify different means of communication. - Identify stereotypes and profiling. - Recognizing the difference and contrast in media content. - Identifying the goals of media owners. . Learn about international and foreign media policies.
335. Teaching and Learning Strategies

A- Knowledge and understanding

- 1-- Identify the concept of propaganda, psychological and popular warfare.
- 2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

336. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
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1	2	Referred to in the previous axis, each according to the content	media	Deliverance discussion	Written tests
2	2	=	The media	Deliverance discussion	Written tests
3	2	=	Media patterns	Deliverance discussion	Written tests
4	2	=	Definition of the term media education	Deliverance discussion	Written tests
5	2	=	Definition of the term digital education	Deliverance discussion	Written tests
6	2	=	Sectarian speech of violence, hatred, and incitement	Deliverance Discussion Live interrogation	Written tests
7	2	=	Media education jobs	Deliverance discussion	Written tests
8	2	=	Practical applications: How to create an account	Deliverance discussion	Written tests
9	2	=	Sports marketing	Deliverance discussion	Written tests
10	2	=	Practical applications in image editing	Deliverance discussion	Written tests
11	2	=	Newsroom management	Deliverance discussion	Written

					tests
12	2	=	Practical applications stor	Deliverance discussion	Written tests
13	2	=	Children media material international politics	Deliverance discussion	Written tests
14	2	=	Blogs blogging	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Chapter II	Deliverance discussion	Written tests
17	2	=	. Means communication international public relations	Deliverance discussion	Written tests
18	2	=	International public relations audience	Deliverance Discussion Live interrogation	Written tests
19	2	=	International public relations i tool of foreign policy	Deliverance discussion	Written tests
20	2	=	The method public diplomacy international public relations	Deliverance discussion	Written tests
21	2	=	International institutions a their impact on development international public relations	Deliverance discussion	Written tests

22	2	=	The importance of public relations in foreign missions	Deliverance discussion	Written tests
23	2	=	The importance international relations activities	Deliverance discussion	Written tests
24	2	=	The role international public relations influencing global public opinion	Deliverance discussion L interrogation	Written tests
25	2	=	Characteristics effective international communication international public relations	Deliverance discussion	Written tests
26	2	=	Components digital media	Deliverance discussion	Written tests
27	2	=	Manufacture digital media material	Deliverance discussion	Written tests
28	2	=	Practical applications writing meditation text	Deliverance discussion	Written tests
29	2	=	Political commercial pressures on traditional media	Deliverance discussion	Written tests
30			Second semester exam		

337. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

338. Learning and Teaching Resources

Required readings: <input type="checkbox"/> Basic texts <input type="checkbox"/> Course books <input type="checkbox"/> Other	Course books
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Course Description Form

339. Course Name:
The art of voice and delivery
340. Course Code:
the fourth stage
341. Semester / Year:
2023/2024
342. Description Preparation Date:
10 /10/2023
343. Available Attendance Forms:
344. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
345. Course administrator's name (mention all, if more than one name)
Name:
Email:

346. Course Objectives

– Introducing students to the importance of sound and the mechanisms of its production and composition at the scientific and training levels, and the relationship of sound to the art of public speaking, which represents special importance in communication in general, and communication at the media level in particular.

Training students to develop their media skills, especially those related to the art of public speaking

– Introducing the student and guiding him to some basic media sources in the field of voice, delivery, and various public speaking skills.

– Developing the technical and linguistic capabilities of students to benefit the academic goals of their specialization in the field of media.

347. Teaching and Learning Strategies

A- Knowledge and understanding

1-- Identify the concept of propaganda, psychological and popular warfare.

2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.

B - Subject-specific skills

B1 - Apply all vocabulary practically and work on it.

B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion

- Teaching methods include the use of educational technology (datashow) or electronic platforms

- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

348. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Rules of vowels degrees, types sounds according to the evaluation music audiologist	Deliverance discussion	Written tests
2	2	=	Stages of linguistic sound formation	Deliverance discussion	Written tests
3	2	=	Divisions of sound and its qualities	Deliverance discussion	Written tests
4	2	=	Types of human voice	Deliverance discussion	Written tests
5	2	=	Presentation technique	Deliverance discussion	Written tests
6	2	=	Public speaking and delivery conditions	Deliverance Discussion Live interrogation	Written tests
7	2	=	Quality delivery with	Deliverance discussion	Written

			introduction to history		tests
8	2	=	The concept of modern diction and pronunciation devices	Deliverance discussion	Written tests
9	2	=	Technical means of delivery, speed control in delivery	Deliverance discussion	Written tests
10	2	=	Modern delivery methods	Deliverance discussion	Written tests
11	2	=	Basic defects and ways to overcome them	Deliverance discussion	Written tests
12	2	=	Speaking on the radio	Deliverance discussion	Written tests
13	2	=	Speaking exercises in front of the microphone	Deliverance discussion	Written tests
14	2	=	General Review	Deliverance discussion	Written tests
15	2	=	First course examination		
16	2	=	Differentiate between speed and delivery	Deliverance discussion	Written tests
17	2	=	relaxation exercises	Deliverance discussion	Written tests
18	2	=	Voice exercises	Deliverance Discussion Live interrogation	Written tests

19	2	=	Assimilation, inversion, assimilation exercises	Deliverance discussion	Written tests
20	2	=	Movement stillness exercises	Deliverance discussion	Written tests
21	2	=	Exercises speech tone	Deliverance discussion	Written tests
22	2	=	Exercises in proofreading and amplification	Deliverance discussion	Written tests
23	2	=	Exercises meanings conveying feeling	Deliverance discussion	Written tests
24	2	=	Exercises rhetorical style	Deliverance discussion L interrogation	Written tests
25	2	=	Exercises in sto poetry and acting	Deliverance discussion	Written tests
26	2	=	Radio speaking exercises	Deliverance discussion	Written tests
27	2	=	Cultural programs exercises and entertainment programs	Deliverance discussion	Written tests
28	2	=	Exercises to avoid bias and confidence neutrality	Deliverance discussion	Written tests
29	2	=	Character sound discrimination a	Deliverance discussion	Written tests

			sound distorti exercises		
30			Second semes exam		
349. Course Evaluation					
Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc					
350. Learning and Teaching Resources					
Required readings:			Course books		
<input type="checkbox"/> Basic texts					
<input type="checkbox"/> Course books					
<input type="checkbox"/> Other					

Course Description Form

351. Course Name:
Ceremonies and etiquette
352. Course Code:
first stage
353. Semester / Year:
2023/2024
354. Description Preparation Date:

10 /10/2023
355. Available Attendance Forms:
356. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
357. Course administrator's name (mention all, if more than one name)
Name: Email:
358. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the concepts of ceremonies, etiquette, and negotiation - Teaching students the definition of ceremonies, etiquette, and negotiation. - Knowledge of the art of ceremony, etiquette, and negotiation in universities
359. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn <p>Evaluation methods</p> <p>Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods (Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams</p> <p>C- Thinking skills</p> <p>C1-Planning</p> <p>C2- Organization</p> <p>C3-Monitoring</p> <p>C4- Calendar</p> <p>Teaching and learning methods</p>

- Deliverance - Discussion - Live interrogation
 - Self-regulated learning
 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
 D2- Organized self-learning
 D3- Social communication
 D4- Using the Internet to expand skills

360. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Concepts decrees, etiquette and negotiation	Deliverance discussion	Written tests
2	2	=	Definition decrees, etiquette and negotiation	Deliverance discussion	Written tests
3	2	=	The art ceremony, etiquette, negotiation universities	Deliverance discussion	Written tests
4	2	=	Practical exercises in ceremony etiquette and negotiation	Deliverance discussion	Written tests
5	2	=	The historical origins of the art ceremony and	Deliverance discussion	Written tests

			relationship to the media		
6	2	=	The historical origins of the art of etiquette and relationship to the media	Deliverance Discussion Live interrogation	Written tests
7	2	=	The historical origins of the art of negotiation and relationship to the media	Deliverance discussion	Written tests
8	2	=	Political ceremonies	Deliverance discussion	Written tests
9	2	=	Social ceremonies	Deliverance discussion	Written tests
10	2	=	Media ceremonies	Deliverance discussion	Written tests
11	2	=	Practical exercises in media ceremonies	Deliverance discussion	Written tests
12	2	=	Patterns of ceremony, etiquette, negotiation, and their relationship to the media	Deliverance discussion	Written tests
13	2	=	The art of dealing with others	Deliverance discussion	Written tests
14	2	=	General Review	Deliverance discussion	Written tests
15	2	=	First course examination		
16	2	=	The culture	Deliverance	

			ceremony, etiquette, negotiation and their relationship to public relations	discussion	Written tests
17	2	=	The relationship ceremony, etiquette and negotiation other concepts	Deliverance discussion	Written tests
18	2	=	Practical exercises in concepts	Deliverance Discussion Live interrogation	Written tests
19	2	=	Good habits	Deliverance discussion	Written tests
20	2	=	Employing good habits in public relations	Deliverance discussion	Written tests
21	2	=	Practical exercises in good habits	Deliverance discussion	Written tests
22	2	=	Precedence rules and their relationship to relationships	Deliverance discussion	Written tests
23	2	=	the public	Deliverance discussion	Written tests
24	2	=	Practical exercises in precedence rules	Deliverance discussion Live interrogation	Written tests
25	2	=	A conference celebration ceremony	Deliverance discussion	Written tests
26	2	=	Practical exercises holding conference	Deliverance discussion	Written tests

			celebration		
27	2	=	Public relations the art ceremony, etiquette negotiation	Deliverance discussion	Written tests
28	2	=	The art etiquette with examples subordinates	Deliverance discussion	Written tests
29	2	=	The art etiquette with examples of friends and the art dealing with enemies	Deliverance discussion	Written tests
30			Second semester exam		

361. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

362. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

Course Description Form

363. Course Name:

Press editing/article and column
364. Course Code:
third stage
365. Semester / Year:
2023/2024
366. Description Preparation Date:
10 /10/2023
367. Available Attendance Forms:
368. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
369. Course administrator's name (mention all, if more than one name)
Name:
Email:
370. Course Objectives
<ul style="list-style-type: none"> - Providing learners with knowledge of the concept of article and column. - Teaching students new techniques for essays and columns. - Knowing the specifications of the article and column writer. - Enabling students to write a journalistic article. - Identify the types of articles, their characteristics, and topics. - Identifying the roots of this art and pioneering it.
371. Teaching and Learning Strategies
<p>A- Knowledge and understanding</p> <p>1-- Identify the concept of propaganda, psychological and popular warfare.</p> <p>2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises.</p> <p>B - Subject-specific skills</p> <p>B1 - Apply all vocabulary practically and work on it.</p> <p>B2 - The possibility of working on a serious study of the concept of black propaganda and reducing it.</p> <p>Teaching and learning methods</p> <ul style="list-style-type: none"> - Method of presentation, live interrogation, problem solving and discussion - Teaching methods include the use of educational technology (datashow) or electronic platforms - Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment)

represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation

- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

372. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	The concept of newspaper article	Deliverance discussion	Written tests
2	2	=	The relationship the journalist article to journalistic arts	Deliverance discussion	Written tests

3	2	=	The importance of the newspaper article	Deliverance discussion	Written tests
4	2	=	Features of the newspaper article	Deliverance discussion	Written tests
5	2	=	Types of newspaper article	Deliverance discussion	Written tests
6	2	=	Objectives of the newspaper article	Deliverance Discussion Live interrogation	Written tests
7	2	=	Specifications of the newspaper article writer practical models	Deliverance discussion	Written tests
8	2	=	Newspaper article jobs	Deliverance discussion	Written tests
9	2	=	Sources of newspaper article	Deliverance discussion	Written tests
10	2	=	Methods of writing a newspaper article	Deliverance discussion	Written tests
11	2	=	Newspaper article and the difference between newspaper article and a newspaper column	Deliverance discussion	Written tests
12	2	=	Title in newspaper article and column	Deliverance discussion	Written tests
13	2	=	Introductions of the newspaper article	Deliverance discussion	Written tests

			article		tests
14	2	=	Editing newspaper articles hosting a journal	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	Newspaper column concept	Deliverance discussion	Written tests
17	2	=	Objectives of newspaper column	Deliverance discussion	Written tests
18	2	=	Newspaper column jobs	Deliverance Discussion Live interrogation	Written tests
19	2	=	Newspaper article in the information age	Deliverance discussion	Written tests
20	2	=	New techniques for newspaper articles	Deliverance discussion	Written tests
21	2	=	Ethics publishing newspaper articles	Deliverance discussion	Written tests
22	2	=	Types of newspaper articles	Deliverance discussion	Written tests
23	2	=	Preparing newspaper articles	Deliverance discussion	Written tests
24	2	=	Conducting newspaper articles	Deliverance discussion Live interrogation	Written tests
25	2	=	Writing newspaper articles - models publishing	Deliverance discussion	Written tests

			in newspapers	Ar	
26	2	=	Technical templates newspaper articles	Deliverance discussion	Written tests
27	2	=	Students perform assignments writing newspaper articles	Deliverance discussion	Written tests
28	2	=	Article newspaper column	Deliverance discussion	Written tests
29	2	=	Practical method for conducting newspaper articles	Deliverance discussion	Written tests
30			Second semester exam		

373. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

374. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books

Course Description Form

375. Course Name:
History of journalism
376. Course Code:
first stage
377. Semester / Year:
2023/2024
378. Description Preparation Date:
10 /10/2023
379. Available Attendance Forms:
380. Number of Credit Hours (Total) / Number of Units (Total)
(2) h weekly
381. Course administrator's name (mention all, if more than one name)
Name:
Email:
382. Course Objectives
<ul style="list-style-type: none">- Providing learners with the main tasks of journalism-Knowing the origins and development of journalism.- Identifying the most important Arab newspapers.- Identifying commercial and yellow newspapers.
383. Teaching and Learning Strategies
A- Knowledge and understanding 1-- Identify the concept of propaganda, psychological and popular warfare. 2- Being able to know the strengths and weaknesses of the concept of propaganda, benefit from them in the event of wars, and confront them in the event of crises. B - Subject-specific skills B1 - Apply all vocabulary practically and work on it. B2 - The possibility of working on a serious study of the concept of black

propaganda and reducing it.

Teaching and learning methods

- Method of presentation, live interrogation, problem solving and discussion
- Teaching methods include the use of educational technology (datashow) or electronic platforms
- Encouraging students to self-learn

Evaluation methods

Written, essay and objective tests, with the teacher observing the learner's form of activity by adopting methods

(Preliminary assessment - formative assessment - summative assessment) represented in the semester and final exams

C- Thinking skills

C1-Planning

C2- Organization

C3-Monitoring

C4- Calendar

Teaching and learning methods

- Deliverance - Discussion - Live interrogation
- Self-regulated learning

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

D2- Organized self-learning

D3- Social communication

D4- Using the Internet to expand skills

384. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Referred to in the previous axis, each according to the content	Press concept	Deliverance discussion	Written tests

2	2	=	Newspaper	Deliverance discussion	Written tests
3	2	=	the magazine	Deliverance discussion	Written tests
4	2	=	Press characteristics	Deliverance discussion	Written tests
5	2	=	The main functions of journalism	Deliverance discussion	Written tests
6	2	=	The main tasks of the press	Deliverance Discussion Live interrogation	Written tests
7	2	=	The emergence of journalism and development in ancient times	Deliverance discussion	Written tests
8	2	=	The advent of printing	Deliverance discussion	Written tests
9	2	=	Edition and the journalistic revolution	Deliverance discussion	Written tests
10	2	=	An introduction to the origins of journalism and its development in the world	Deliverance discussion	Written tests
11	2	=	The emergence of mass journalism	Deliverance discussion	Written tests
12	2	=	Commercial and yellow newspapers	Deliverance discussion	Written tests

13	2	=	The emergence of modern newspapers and their development in the Arab world	Deliverance discussion	Written tests
14	2	=	The most important newspapers in the Arab world	Deliverance discussion	Written tests
15	2	=	First course exam		
16	2	=	The emergence and development of journalism in Iraq	Deliverance discussion	Written tests
17	2	=	Al-Zawraa newspaper	Deliverance discussion	Written tests
18	2	=	Mosul newspaper	Deliverance Discussion Live interrogation	Written tests
19	2	=	Basra newspaper	Deliverance discussion	Written tests
20	2	=	Twenty revolution in the press	Deliverance discussion	Written tests
21	2	=	Journalism evaluation of the twentieth century revolution	Deliverance discussion	Written tests
22	2	=	The emergence of party journalism	Deliverance discussion	Written tests
23	2	=	Public Iraqi press 1922-1930	Deliverance discussion	Written tests
24	2	=	Public Iraqi press 1930-1935	Deliverance discussion Live interrogation	Written tests

25	2	=	Public parties press 19 - 1950	Deliverance discussion	Written tests
26	2	=	The secret pre of Iraq's politi parties	Deliverance discussion	Written tests
27	2	=	Specialized journalism in Iraq	Deliverance discussion	Written tests
28	2	=	Journalism religious a national minoriti in Iraq	Deliverance discussion	Written tests
29	2	=	Contemporary journalism	Deliverance discussion	Written tests
30			Second semes exam		

385. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

386. Learning and Teaching Resources

Required readings:

- Basic texts
- Course books
- Other

Course books