

**Ministry of Higher Education
and Scientific Research
Apparatus of Scientific
Supervision and Evaluation
Quality Assurance and
Academic Accreditation
Directorate
Program Accreditation
Description Section / Guide
to Academic Program and
Course Description**



Guide to Academic Program and Course Description

2026

Introduction:

The educational program is a coordinated, organized package of courses comprising procedures and experiences arranged into a curriculum whose fundamental purpose is to build and refine graduates' skills, qualifying them to meet labor–market requirements; it is reviewed and evaluated annually through internal or external audit procedures such as the external examiner program.

The academic program description provides a concise summary of the program's main features and its courses, showing the skills students are meant to acquire in line with the program's objectives. This description is of central importance, as it represents the cornerstone for obtaining programmatic accreditation, and it is jointly prepared by the teaching staff under the supervision of the scientific committees in the academic departments.

This guide, in its second edition, includes a description of the academic program after updating the items and paragraphs of the previous guide in light of developments in Iraq's educational system, covering the academic program description in its traditional (annual, semester) format, as well as adopting the standardized academic program description issued under Studies Department letter No. 3/2906 of 3/5/2023 for programs following the Bologna Process track.

In this regard, we cannot but emphasize the importance of writing descriptions of academic programs and courses to ensure the proper conduct of the educational process.

Concepts and terms:

Academic Program Description: The academic program description provides a concise summary of its vision, mission and objectives, including a precise description of the intended learning outcomes according to defined learning strategies.

Course Description: Provides a concise summary of the course's key features and the learning outcomes expected of the student, demonstrating whether the intended learning outcomes have been achieved.

Program Vision: An ambitious picture of the program's future, envisioning it as an advanced, distinguished academic program.

Program Mission: Explains the objectives and the activities needed to achieve them concisely, and defines the pathways the program follows to achieve its vision.

Program Objectives: Statements describing what the academic program intends to achieve within a specified time period.

Curriculum Structure: All the courses/subjects included in the academic program.

Learning Outcomes: A coherent set of knowledge, skills and values that the student acquires after completing the program.

Teaching and Learning Strategies: The strategies used by the faculty member to deliver knowledge, skills and values to students, and to help them achieve the intended learning outcomes.

وصف البرنامج الأكاديمي

اسم الجامعة: جامعة التراث

القسم/ المعهد: قسم الاعلام

اسم البرنامج الأكاديمي أو المهني: بكالوريوس اعلام

اسم الشهادة النهائية: بكالوريوس في الاعلام

النظام الدراسي: سنوي

تاريخ اعداد الوصف: ٢٠٢٤/٢٠٢٥

تاريخ ملء الملف: 2026/8/1

التوقيع :

اسم المعاون العلمي: م. هادي كيدان

التاريخ :

التوقيع :

اسم رئيس القسم :

التاريخ : ٢٠٢٦ / ٨ / ١

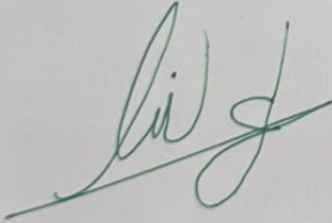
دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

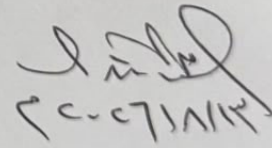
اسم مدير شعبة ضمان الجودة والأداء الجامعي:

التاريخ

التوقيع



مصادقة السيد العميد



Department of Media

First: Radio and Television Branch

1. Program Vision

Developing journalistic specialization in radio and television at the professional, critical and technological levels, in line with the requirements of the contemporary media environment.

2. Program Mission

Supporting the objectives and functions related to radio and television in the field of monitoring society and achieving development, and preparing qualified media professionals.

3. Program Objectives

- 1. Preparing and qualifying specialized media cadres in the field of radio and television, possessing scientific knowledge and practical**
- 2. Developing students' skills in radio and television production, including preparation, editing,**
- 3. Combining theoretical knowledge with practical application in a way that helps prepare graduates capable of**
- 4. Developing students' ability to use modern digital technologies and employ them in producing**
- 5. Instilling professional and ethical media values in students, and strengthening commitment to accuracy and objectivity**
- 6. Developing students' critical, analytical and creative thinking skills, and enabling them to analyze**

4. Programmatic Accreditation

None / no application has been submitted for programmatic accreditation from the National Council for Accreditation of

5. Other External Influences

The rapid development in digital production and broadcasting technologies and artificial intelligence requires updating the curriculum

6. Program Structure

Program Structure	Number of Courses	Study Unit	Percentage	Notes *
University Requirements	4	12	7.23%	General and shared cultural courses
College Requirements	7	28	16.87%	Basic courses in media and communication
Department Requirements	26	120	72.29%	Specialized courses in radio and television
Elective Courses	2	6	3.61%	Courses the student chooses from the approved courses
Total	39	166	100%	

* The notes may indicate whether the course is core or elective.

Second	Tv2.1	Radio and Television Directing and Production	1	2
Second	Tv2.2	Theories of Mass Communication	2	–
Second	Tv2.3	The Art of Voice and Delivery	1	2
Second	Tv2.4	Digital Media	1	2
Second	Tv2.5	The Art of Radio (Preparing and Presenting Programs)	2	2
Second	Tv2.6	Media Language	2	–

Second	Tv2.7	English Language	2	–
Second	Tv2.8	Digital Technologies and Computing	1	2
Second	Tv2.9	Radio and Television Editing (Interview and Investigation)	2	2
Second	Tv2.10	Scientific Research Methods	1	–
Second	Tv2.11	Crimes of the Ba'ath Party	1	–
Third	Tv3.1	Media Legislation and Ethics	2	–
Third	Tv3.2	Public Opinion	2	–
Third	Tv3.3	Media Research and Statistical Applications	1	2
Third	Tv3.4	Mobile Journalism	1	2
Third	Tv3.5	Radio and Television Editing (Report and News Correspondence)	1	2
Third	Tv3.6	Language of Media Discourse	2	–
Third	Tv3.7	English Language	2	–
Third	Tv3.8	Information Technology	1	2
Third	Tv3.9	Radio and Television Networks	2	–
Third	Tv3.10	Investigative Journalism	1	2

Fourth	Tv4.1	Radio and Television Advertising	1	2
Fourth	Tv4.2	Management and Planning in Radio and Television	2	–
Fourth	Tv4.3	Specialized Radio and Television Programs	2	2
Fourth	Tv4.4	Radio and Television Technologies	1	2
Fourth	Tv4.5	Propaganda and Psychological Warfare	2	–
Fourth	Tv4.6	Language Applications	2	–
Fourth	Tv4.7	English Language	2	–
Fourth	Tv4.8	Screenplay	1	2
Fourth	Tv4.9	Graduation Project	–	2

7. Program Intended Learning Outcomes

Knowledge

- Explains the basic concepts and theories in radio, television, digital media and mass communication.
- Interprets the legal and ethical frameworks governing media work locally and internationally.
- Distinguishes methods of producing audio–visual media content across traditional and digital platforms.
- Shows the role of media in sustainable development, shaping public opinion and serving society.

Learning Outcome 1

Statement of Learning Outcome 1

Skills

- Plans, prepares and writes radio and television scripts according to professional principles.
- Produces and directs radio and television material using modern techniques.
- Employs photography, lighting, sound recording and editing skills in producing professional media works.
- Uses digital software, techniques and artificial intelligence in producing and editing media content.
- Applies quality and professional safety standards while carrying out media work.

Learning Outcome 2**Statement of Learning Outcome 2****Learning Outcome 3****Statement of Learning Outcome 3****Values**

- Adheres to professional ethics and the values of integrity, transparency, respect for privacy and human rights.
- Strengthens national and cultural identity through producing responsible media content.
- Takes cultural and social diversity into account and reflects it in media messages.
- Practices media work with a spirit of social responsibility and sustainability.

Learning Outcome 4**Statement of Learning Outcome 4****Learning Outcome 5****Statement of Learning Outcome 5****8. Teaching and Learning Strategies**

- Interactive lectures to develop theoretical knowledge and link it to practical applications.
- Practical learning in studios and laboratories to develop skills in preparation, presenting, filming, directing, editing and radio/television production.
- Project-based learning through producing programs, reports, documentaries and integrated media projects.
- Problem-based learning through addressing real media situations and issues.
- Cooperative learning through working within media production teams that simulate the environment of media institutions

9. Assessment Methods

- Written examinations (mid-term and final) to measure knowledge, concepts and

theories.

- Oral examinations to measure communication, analysis and idea–defense skills.
- Practical assessment inside studios and laboratories to measure skills in production, directing, filming, lighting, sound and editing.
- Individual and group projects such as producing radio and television programs, news reports, and documentaries.
- Oral presentations to assess presentation, persuasion and teamwork skills.

Professional Development

Orientation of New Faculty Members

The Department of Radio and Television is keen to prepare new faculty members and integrate them into the academic environment in a way that ensures the quality of the educational process and the achievement of learning outcomes, through the following:

1. Organizing an orientation program at the beginning of appointment that introduces the vision, mission and objectives of the college, the department and the academic program.
2. Familiarizing faculty members with university regulations and instructions, examination systems, and quality–assurance and programmatic–accreditation policies.
3. Training them to prepare course descriptions and teaching plans, and to link courses to the targeted learning outcomes.
4. Clarifying the teaching and learning strategies and assessment methods adopted in the program, and the mechanisms for preparing assessment tools in accordance with quality standards.
5. Training them to use learning management systems, electronic platforms, digital technologies and artificial intelligence in teaching.

Professional Development of Faculty Members

The Bachelor's Program in Radio and Television is keen to achieve sustainable professional development for faculty members, ensuring the development of their teaching, research and professional capabilities, and keeping pace with developments in the fields of media, communication and digital technologies, through the following:

1. Preparing an annual professional development plan consistent with the program's needs and strategic objectives.
2. Encouraging participation in training courses, workshops, seminars and scientific conferences inside and outside Iraq.

3. Developing university teaching skills, active learning, blended learning, and learning–outcome–based assessment.
4. Training faculty members to employ digital technologies and artificial intelligence in teaching, media production and scientific research.
5. Supporting scientific research and publication in refereed, internationally indexed scientific journals, and encouraging joint research projects

10. Admission Criteria

The Bachelor's Program in Radio and Television admits students in accordance with the regulations and instructions issued by the Ministry of Higher Education and Scientific Research and the instructions of Al–Turath University, in a manner that achieves justice, equal opportunity and transparency.

Admission Requirements:

1. The applicant must hold an Iraqi preparatory–school certificate or its equivalent, in accordance with the regulations approved by the Ministry.
2. The applicant must meet the minimum average required for admission to the College of Media according to the annual admission plan.
3. Compliance with the central–admission or private–admission procedures in force, according to the instructions of the Ministry of Higher Education and Scientific Research.
4. Completion of all required official documents within the specified period.
5. Passing any additional requirements adopted by the university or college, if any, provided they do not conflict with the Ministry's instructions

11. Key Sources of Information about the Program

- **Official University, College and Department Documents:** including the approved study plan, the program and course description guide, admission and registration guides, and the approved academic regulations and instructions.
- **Academic and Professional Sources:** including specialized scientific books and references in media, radio and television, refereed research and studies, and academic–program quality standards and indicators and labor–market requirements.
- **Electronic Sources:** including the official website of Al–Turath University, the official website of the College of Media, and databases and scientific/professional websites specialized in media. The College of Media's website presents information about the Department of Radio and Television, its vision, mission and

objectives, and shows the college's orientation toward combining theoretical knowledge with practical application and the use of modern technologies.

12. Program Development Plan

The Bachelor's Program in Radio and Television continuously develops its academic programs to ensure the quality of education, achieve learning outcomes, and keep pace with scientific and technological developments and labor-market needs, through the following axes:

First: Developing the curricula

Second: Developing teaching and learning methods

Third: Developing the educational environment

Fourth: Developing the teaching staff

Fifth: Strengthening partnership with the labor market

Sixth: Improving program quality

Program Skills Map															
Course Data				Program Required Learning Outcomes											
Year / Level	Course Code	Course Name	Core or Elective	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Second	Tv2.1	Radio and Television Directing and Production	Core	✓	—	✓	—	—	✓	✓	✓	—	—	—	—
Second	Tv2.2	Theories of Mass Communication	Core	✓	—	—	✓	—	—	—	—	—	—	✓	✓
Second	Tv2.3	The Art of Voice and Delivery	Core	✓	—	✓	—	✓	—	✓	—	—	—	—	—

Program Skills Map															
Course Data			Core or Elective	Program Required Learning Outcomes											
Year / Level	Course Code	Course Name		Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Second	Tv2.4	Digital Media	Core	✓	—	✓	—	—	✓	—	✓	—	—	—	—
Second	Tv2.5	The Art of Radio (Preparing and Presenting Programs)	Core	✓	—	✓	—	✓	✓	—	—	—	—	—	—
Second	Tv2.6	Media Language	Core	✓	—	—	—	✓	—	—	—	✓	—	✓	—

Program Skills Map															
Course Data				Program Required Learning Outcomes											
Year / Level	Course Code	Course Name	Core or Elective	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
d															
Second	Tv2.7	English Language	Core	✓	—	—	—	✓	—	—	—	—	—	✓	—
Second	Tv2.8	Digital Technologies and Computing	Core	✓	—	✓	—	—	—	✓	✓	—	—	—	—
Second	Tv2.9	Radio and Television Editing	Core	✓	—	✓	—	✓	✓	—	—	✓	—	—	✓

Program Skills Map															
Course Data				Program Required Learning Outcomes											
Year / Level	Course Code	Course Name	Core or Elective	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
		(Interview and Investigation)													
Second	Tv2.1 0	Scientific Research Methods	Core	✓	✓	—	—	✓	—	—	✓	✓	—	—	✓
Second	Tv2.1 1	Crimes of the Ba'ath Party	Core	✓	✓	—	✓	—	—	—	—	✓	—	—	✓
Third	Tv3.1	Media Legislation	Core	✓	✓	—	—	—	—	—	—	✓	—	—	—

Program Skills Map															
Course Data				Program Required Learning Outcomes											
Year / Level	Course Code	Course Name	Core or Elective	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
		and Ethics													
Third	Tv3.2	Public Opinion	Core	✓	—	—	✓	—	—	—	—	—	✓	✓	✓
		Media Research and													
Third	Tv3.3	Statistical	Core	✓	✓	—	—	✓	—	—	✓	✓	—	—	✓
		Applications													
Third	Tv3.4	Mobile Journalism	Core	✓	—	✓	—	✓	✓	✓	✓	—	—	—	—

Program Skills Map															
Course Data			Core or Elective	Program Required Learning Outcomes											
Year / Level	Cours e Code	Course Name		Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
		Radio and													
Third	Tv3.5	Television Editing (Report and News Correspondence)	Core	✓	—	✓	—	✓	✓	—	—	✓	—	—	✓
Third	Tv3.6	Language of Media Discourse	Core	✓	—	—	✓	—	—	—	—	—	✓	✓	—
Third	Tv3.7	English Language	Core	✓	—	—	—	✓	—	—	—	—	—	✓	—

Program Skills Map															
Course Data			Core or Elective	Program Required Learning Outcomes											
Year / Level	Cours e Code	Course Name		Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Third	Tv3.8	Information Technology	Core	✓	—	✓	—	—	—	✓	✓	—	—	—	—
Third	Tv3.9	Radio and Television Networks	Core	✓	—	✓	—	—	—	✓	—	—	—	—	—
Third	Tv3.10	Investigative Journalism	Core	✓	✓	—	—	✓	—	—	✓	✓	—	—	✓
Fourth	Tv4.1	Radio and	Core	✓	—	✓	—	✓	✓	—	—	—	—	—	—

Program Skills Map															
Course Data			Core or Elective	Program Required Learning Outcomes											
Year / Level	Cours e Code	Course Name		Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
		Television Advertising Management and													
Fourth	Tv4.2	Planning in Radio and Television	Core	✓	—	—	—	✓	—	—	—	—	—	—	✓
Fourth	Tv4.3	Specialized Radio and Television	Core	✓	—	✓	—	✓	✓	—	—	—	✓	—	—

Program Skills Map															
Course Data			Core or Elective	Program Required Learning Outcomes											
Year / Level	Cours e Code	Course Name		Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
		Programs													
Fourth	Tv4.4	Radio and Television Technologies	Core	✓	—	✓	—	—	—	✓	✓	—	—	—	—
Fourth	Tv4.5	Propaganda and Psychological Warfare	Core	✓	—	—	✓	—	—	—	—	✓	—	—	✓

Program Skills Map															
Course Data				Program Required Learning Outcomes											
Year / Level	Course Code	Course Name	Core or Elective	Knowledge				Skills				Values			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
Fourth	Tv4.6	Language Applications	Core	✓	—	—	—	✓	—	—	—	✓	—	—	—
Fourth	Tv4.7	English Language	Core	✓	—	—	—	✓	—	—	—	—	—	✓	—
Fourth	Tv4.8	Screenplay	Core	✓	—	✓	—	✓	✓	—	—	—	—	—	—
Fourth	Tv4.9	Graduation Project	Core	✓	—	✓	—	✓	✓	✓	✓	✓	✓	✓	✓

Coding of the matrix fields: A1–A4 = Knowledge, B1–B4 = Skills, C1–C4 = Values. The symbol (✓) means the course directly contributes to achieving the outcome, and the symbol (—) means no direct relation.

- **Please place a mark in the boxes corresponding to the individual program learning outcomes addressed by each course.**

Course Descriptions for the Second Stage / Radio and Television Branch

Date of preparing this description: 2025/2026

Number of courses: 10

Number of units: 46

Courses	Number of Theoretical Hours	Number of Practical Hours	Number of Units per Semester
Radio and Television Directing and Production	1	2	2
Theories of Mass Communication	2	–	2
The Art of Voice and Delivery	1	2	2
Digital Media	1	2	2
The Art of Radio (Preparing and Presenting Programs)	2	2	3
Media Language	2	–	2
English Language	2	–	2
Digital Technologies and Computing	1	2	3

		Strengthening the ability to employ artistic and creative elements to produce professional media works that adhere to professional ethics.			
9 Teaching and Learning Strategies					
Strategy		• Interactive lectures and practical applications inside the studio • Project-based learning through producing radio and television programs. • Case study and analyzing and discussing models of radio and television works.			
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of directing	Theoretical and practical	Test and application
2	2	Scientific Knowledge	Duties of the second assistant, director of photography and clapperboard operator	Theoretical and practical	Test and application
3	2	Scientific Knowledge	The term "imaginary line"	Theoretical and practical	Test and application
4	2	Scientific Knowledge	Functions of the television director	Theoretical and practical	Test and application
5	2	Scientific Knowledge	Digital photography technique	Learning Method	Assessment Method
6	2	Scientific Knowledge	Digital photography in cinema	Theoretical and practical	Test and application
7	2	Scientific Knowledge	Digital photography in television	Theoretical and practical	Test and application
8	2	Scientific Knowledge	Editing (Montage)	Theoretical and practical	Test and application
9	2	Scientific Knowledge	Documentary film production	Theoretical and practical	Test and application
10	2	Scientific	Television editing	Learning	Assessment

		Knowledge		Method	Method
11	2	Scientific Knowledge	Cutting and visual composition	Theoretical and practical	Test and application
12	2	Scientific Knowledge	Sound techniques in radio	Theoretical and practical	Test and application
13	2	Scientific Knowledge	Elements of sound	Theoretical and practical	Test and application
14	2	Scientific Knowledge	Directorial solutions	Theoretical and practical	Test and application
15	2		First semester exam		
16	2	Scientific Knowledge	Production of television programs	Theoretical and practical	Test and application
17	2	Scientific Knowledge	Producing programs in the studio	Theoretical and practical	Test and application
18	2	Scientific Knowledge	Producing programs outside the studio	Theoretical and practical	Test and application
19	2	Scientific Knowledge	Choosing the text and writing the screenplay	Theoretical and practical	Test and application
20	2	Scientific Knowledge	Determining shot sizes	Theoretical and practical	Test and application
21	2	Scientific Knowledge	Choosing appropriate angles	Theoretical and practical	Test and application
22	2	Scientific Knowledge	Specifications of radio and television work	Theoretical and practical	Test and application
23	2	Scientific Knowledge	Chroma key	Theoretical and practical	Test and application
24	2	Scientific Knowledge	Applications in directing	Theoretical and practical	Test and application
25	2	Scientific Knowledge	Schools of directing and	Theoretical and practical	Test and application

			editing in the world		
26	2	Scientific Knowledge	The realist school and the impressionist school	Theoretical and practical	Test and application
27	2	Scientific Knowledge	The new-wave school	Theoretical and practical	Test and application
28	2	Scientific Knowledge	Terms of radio work	Theoretical and practical	Test and application
29	2	Scientific Knowledge	Second semester exam	Theoretical and practical	Test and application

Scientific Knowledge

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curricular if any)	Muhammad Abdel Hamid, Radio and Television Directing, Al-Kutub, Cairo.
Main References (Sources)	- Abdul Razzaq Al-Dulaimi, Radio and Television Production and Directing, Dar Al-Yazouri Al-Ilmiyya, Amman. - Ahmed Badr, The Art of Television Directing, Dar Al-Fikr Al-Arabi, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	- Nabil Ragheb, Television Production, The Egyptian General Book Organization. - Hassan Emad Makkawi, Audio-Visual Media, Al-Dar Al-Masriya Al-Lubnaniya. - A collection of research published in refereed scientific journals in the field of radio, television and media production
Electronic References Websites	- Reuters Institute for the Study of Journalism - The National Academy of Television Arts and Sciences

1 Course Name:					
Theories of Mass Communication					
2 Course Code					
Tv2.2					
3 Semester / Year					
Annual					
4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
60 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Prof. Dr. Hardan Hadi			Email:		
8 Course Objectives					
Course Objectives		1. Introducing students to the concept of communication theories, the historical development, and their most important schools and trends. 2. Developing students' ability to analyze communication processes and interpret the impact of media on the audience and society. 3. Enabling students to employ communication theories in analyzing media phenomena and scientific research.			
9 Teaching and Learning Strategies					
Strategy		1. Interactive lectures and scientific discussions to explain communication theories. 2. Case study and analysis of applications of communication theories in the media. 3. Cooperative learning and presentations to enrich critical thinking and link theory to practice.			
10 Course Structure					
Week	Hours	Required Learning	Unit or Topic Name	Learning	Assessment

		Outcomes		Method	Method
1	2	Scientific Knowledge	Introduction to Communication Science	Theoretical and practical	Test and application
2	2	Scientific Knowledge	Theories of the effects of mass-communication media	Theoretical and practical	Test and application
3	2	Scientific Knowledge	Concept of theory	Theoretical and practical	Test and application
4	2	Scientific Knowledge	Direct-effects theories	Theoretical and practical	Test and application
5	2	Scientific Knowledge	Limited-, moderate- and powerful-effects theories	Theoretical and practical	Test and application
6	2	Scientific Knowledge	Selective processes	Theoretical and practical	Test and application
7	2	Scientific Knowledge	Theories related to the communication source	Theoretical and practical	Test and application
8	2	Scientific Knowledge	The gatekeeper	Theoretical and practical	Test and application
9	2	Scientific Knowledge	Theories related to the communicative message	Theoretical and practical	Test and application
10	2	Scientific Knowledge	Persuasion methods in the communicative message	Learning Method	Assessment Method
11	2	Scientific Knowledge	Factors of effectiveness of the components of the communication process	Theoretical and practical	Test and application

12	2	Scientific Knowledge	Information theory	Theoretical and practical	Test and application
13	2	Scientific Knowledge	Agenda-setting theory	Theoretical and practical	Test and application
14	2	Scientific Knowledge	Knowledge-gap theory	Theoretical and practical	Test and application
15	2		First semester exam		
16	2	Scientific Knowledge	Cultivation theory	Theoretical and practical	Test and application
17	2	Scientific Knowledge	Media-framing theory	Theoretical and practical	Test and application
18	2	Scientific Knowledge	Theories related to the medium	Theoretical and practical	Test and application
19	2	Scientific Knowledge	McLuhan's theory	Theoretical and practical	Test and application
20	2	Scientific Knowledge	Electronic-field theory	Theoretical and practical	Test and application
21	2	Scientific Knowledge	Uses and gratifications theory	Theoretical and practical	Test and application
22	2	Scientific Knowledge	Diffusion of innovations theory	Theoretical and practical	Test and application
23	2	Scientific Knowledge	Theories related to the audience	Theoretical and practical	Test and application
24	2	Scientific Knowledge	Concept of exposure	Theoretical and practical	Test and application
25	2	Scientific Knowledge	Agenda-setting theory	Theoretical and practical	Test and application
26	2	Scientific Knowledge	Two-step flow theory	Theoretical and practical	Test and application
27	2	Scientific Knowledge	Spiral of silence theory	Theoretical and practical	Test and application
28	2	Scientific Knowledge	Social-expectations theory	Theoretical and practical	Test and application
29	2	Scientific Knowledge	Media-dependency	Theoretical	Test and

		Knowledge	theory	and practical	application
			Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbook (curriculum, if any)	
Main References (Sources)	1. Hassan Emad Makkawi, Media and Communication Theories, Al-Dar Al-Masriya Al-Lubnaniya, Cairo. 2. Muhammad Abdel Hamid, Media Theories and Directions of Influence, Alam Al-Kutub, Cairo. 3. Abdul Razzaq Al-Dulaimi, Communication Theories in the Twenty-First Century, Dar Al-Yazouri Al-Ilmiyya, Amman.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Mahmoud Alam Al-Din, Introduction to Communication Theories, Dar Al-Fajr for Publishing and Distribution. 2. Muhammad Munir Hijab, Communication and Media Theories, Dar Al-Fajr for Publishing and Distribution. 3. A collection of research published in refereed scientific journals in the field of media and communication
Electronic References, Websites	1. Reuters Institute for the Study of Journalism 2. Pew Research Center 3. UNESCO

1 Course Name:
The Art of Voice and Delivery
2 Course Code
Tv2.3
3 Semester / Year
Annual / First and second semester

4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
90 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Ahmed Aidan			Email:		
8 Course Objectives					
Course Objective	1. Introducing students to the foundations of the art of voice and delivery and their importance in radio and television work. 2. Developing skills in correct pronunciation, sound articulation of letters and control of vocal register, breathing and expressive delivery. 3. Enabling students to present news, programs and media material with confidence and competence according to professional standards				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and practical applications inside sound studios. 2. Practical training in delivery and reading news scripts and programs with feedback. 3. Simulation and analysis of models of the performance of announcers and program presenters to develop vocal skills.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of sound and its occurrence	Theoretical and practical	Test and application
2	2	Scientific Knowledge	How sound becomes language	Theoretical and practical	Test and application
3	2	Scientific Knowledge	Occurrence of sound in humans	Theoretical and practical	Test and application
4	2	Scientific Knowledge	Types of sounds	Theoretical and practical	Test and application
5	2	Scientific	Factors affecting	Theoretical	Test and

		Knowledge	sound	and practical	application
6	2	Scientific Knowledge	Variation of sound	Theoretical and practical	Test and application
7	2	Scientific Knowledge	Defects of pronunciation and speech	Theoretical and practical	Test and application
8	2	Scientific Knowledge	The art of delivery	Theoretical and practical	Test and application
9	2	Scientific Knowledge	Characteristics of the announcer	Theoretical and practical	Test and application
10	2	Scientific Knowledge	Performance skills	Learning Method	Assessment Method
11	2	Scientific Knowledge	Types of pausing	Theoretical and practical	Test and application
12	2	Scientific Knowledge	Pause marks	Theoretical and practical	Test and application
13	2	Scientific Knowledge	Purposes of pausing	Theoretical and practical	Test and application
14	2	Scientific Knowledge	Rules of pausing	Theoretical and practical	Test and application
15	2	Scientific Knowledge	Prohibitions of pausing	Theoretical and practical	Test and application
16	2		First semester exam		
17	2	Scientific Knowledge	Concentration	Theoretical and practical	Test and application
18	2	Scientific Knowledge	Means of concentration	Theoretical and practical	Test and application
19	2	Scientific Knowledge	Requirements of the announcer	Theoretical and practical	Test and application
20	2	Scientific Knowledge	Skills of the announcer	Theoretical and practical	Test and application
21	2	Scientific Knowledge	The announcer and the microphone	Theoretical and practical	Test and application
22	2	Scientific	Basic rules of	Theoretical	Test and

		Knowledge	delivery	and practical	application
23	2	Scientific Knowledge	The art of oratory	Theoretical and practical	Test and application
24	2	Scientific Knowledge	Voice and breathing exercises	Theoretical and practical	Test and application
25	2	Scientific Knowledge	Characteristics of letters	Theoretical and practical	Test and application
26	2	Scientific Knowledge	Articulation points of letters	Theoretical and practical	Test and application
27	2	Scientific Knowledge	Rules of the silent noon and tanween	Theoretical and practical	Test and application
28	2	Scientific Knowledge	Delivering a prepared text	Theoretical and practical	Test and application
29	2	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Ahmed Mokhtar Omar, The Art of Delivery and Vocal Performance, Alam Al-Kutub, Cai 2. Abdul Razzaq Al-Dulaimi, Radio and Television Media, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Hassan Emad Makkawi, Radio Media: The Arts of Performance and Presentation, Al-Dar Al-Masriya Al-Lubnaniya, Cairo.

Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Muhammad Munir Hijab, Radio Media, Dar Al-Fajr for Publishing and Distribution. 2. Nabil Ragheb, The Art of Media Delivery and Presentation, The Egyptian General Book Organization. 3. A collection of research published in refereed scientific journals in the field of vocal performance and radio.
Electronic References, Websites	1. BBC Academy 2. Reuters Institute for the Study of Journalism 3. UNESCO

1 Course Name:	
Digital Media	
2 Course Code	
Tv2.4	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
90 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Maha Diaa Abdulbaqi	Email:
8 Course Objectives	
Course Objective	1. Introducing students to the concepts of digital media, their characteristics and applications in the contemporary media environment 2. Developing skills in producing and managing digital media content using modern platforms and techniques.

	3. Enabling students to employ digital–media and artificial–intelligence tools.
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9 Teaching and Learning Strategies

Strategy	1. Interactive lectures and practical applications on digital platforms and tools. 2. Project–based learning through producing digital media content and managing media campaigns. 3. Case study and analysis of models of digital media, employing e–learning.
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10 Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific Knowledge	Concept of digital technology	Theoretical and practical	Test and application
2	3	Scientific Knowledge	Concept of digital communication	Theoretical and practical	Test and application
3	3	Scientific Knowledge	Functions of digital media	Theoretical and practical	Test and application
4	3	Scientific Knowledge	Concept of digital publishing	Theoretical and practical	Test and application
5	3	Scientific Knowledge	Digital media	Theoretical and practical	Test and application
6	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
7	3	Scientific Knowledge	Digital media platforms	Theoretical and practical	Test and application
8	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
9	3	Scientific Knowledge	Cybersecurity	Theoretical and practical	Test and application
10	3	Scientific Knowledge	Practical applications	Learning Method	Assessment Method
11	3	Scientific Knowledge	Skills of the media professional	Theoretical and practical	Test and application
12	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
13	3	Scientific Knowledge	Virtual reality and	Theoretical	Test and

		Knowledge	augmented reality	and practical	application
14	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
15	3		First semester exam		
16	3	Scientific Knowledge	Hologram techniques	Theoretical and practical	Test and application
17	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
18	3	Scientific Knowledge	Digital–media techniques	Theoretical and practical	Test and application
19	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
20	3	Scientific Knowledge	Content design	Theoretical and practical	Test and application
21	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
22	3	Scientific Knowledge	Verifying fake content	Theoretical and practical	Test and application
23	3	Scientific Knowledge	The virtual studio	Theoretical and practical	Test and application
24	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
25	3	Scientific Knowledge	Ethics of digital media	Theoretical and practical	Test and application
26	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
27	3	Scientific Knowledge	Journalistic practices	Theoretical and practical	Test and application
28	3	Scientific Knowledge	Artificial intelligence	Theoretical and practical	Test and application
29	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
30	3		Second semester exam		

11 Course Assessment					
First semester: 10 marks					
Second semester: 10 marks					
Attendance and participation: 20 marks					
Final exam: 60 marks					
12 Learning and Teaching Resources					
Required Course					
Textbooks (curriculum, any)					
Main References (Sources)		1. Abdul Razzaq Al-Dulaimi, Digital Media and Communication Technology, Dar Al-Yazouri Al-Ilmiyya, Amman. 2. Muhammad Abdel Hamid, New Media and Digital Technologies, Alam Al-Kutub, Cairo. 3. Sami Al-Sharif, Digital Media: Concepts and Applications, Dar Al-Nahda Al-Arabiya, Cairo.			
Recommended Supporting Books and References (scientific journals, reports, etc.)		1. Muhammad Munir Hijab, Electronic Media, Dar Al-Fajr for Publishing and Distribution. 2. Mahmoud Alam Al-Din, Digital Media and Media Transformation, Dar Al-Sahab for Publishing and Distribution. 3. A collection of research published in refereed scientific journals in the fields of digital media and communication.			
Electronic References, Websites		1. Reuters Institute for the Study of Journalism 2. UNESCO 3. Poynter Institute			

1 Course Name:
The Art of Radio (Preparing and Presenting Programs)
2 Course Code
Tv2.5
3 Semester / Year
Annual, first and second semester

4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
90 hours / 3 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Lect. Osama Muhammad Jawad Email: osama.mohammad@uoturath.edu.iq					
8 Course Objectives					
Course Objectives		1. Introducing students to the foundations of preparing radio program and their production stages according to professional standards. 2. Developing skills in writing radio scripts and presenting programs using effective delivery and communication methods. 3. Enabling students to design and implement diverse radio programs employing modern techniques and media-work ethics.			
9 Teaching and Learning Strategies					
Strategy		1. Interactive lectures and practical applications inside the radio studio. 2. Project-based learning through preparing and presenting individual and group radio programs. 3. Simulation and analysis of models of radio programs with feedback.			
Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific Knowledge	Who is the radio writer	Theoretical and practical	Test and application
2	3	Scientific Knowledge	Who is the announcer	Theoretical and practical	Test and application
3	3	Scientific Knowledge	Speaking and listening skills	Theoretical and practical	Test and application
4	3	Scientific Knowledge	Audio radio	Theoretical and practical	Test and application

5	3	Scientific Knowledge	Requirements of radio writing	Theoretical and practical	Test and application
6	3	Scientific Knowledge	Types of radio scripts	Theoretical and practical	Test and application
7	3	Scientific Knowledge	Concept of program structure	Theoretical and practical	Test and application
8	3	Scientific Knowledge	Classification of radio programs	Theoretical and practical	Test and application
9	3	Scientific Knowledge	Components and elements of the radio program	Theoretical and practical	Test and application
10	3	Scientific Knowledge	Stages of preparing the radio program	Learning Method	Assessment Method
11	3	Scientific Knowledge	Practical applications of preparing radio programs	Theoretical and practical	Test and application
12	3	Scientific Knowledge	Steps of preparing the television program	Theoretical and practical	Test and application
13	3	Scientific Knowledge	Content and forms of radio programs	Theoretical and practical	Test and application
14	3	Scientific Knowledge	Practical applications on preparing television programs	Theoretical and practical	Test and application
15	3		First semester exam		
16	3	Scientific Knowledge	Applied models	Theoretical and practical	Test and application
17	3	Scientific Knowledge	Applied models	Theoretical and practical	Test and application
18	3	Scientific Knowledge	Theoretical and practical applications	Theoretical and practical	Test and application

19	3	Scientific Knowledge	Preparing television news	Theoretical and practical	Test and application
20	3	Scientific Knowledge	Preparing news headlines	Theoretical and practical	Test and application
21	3	Scientific Knowledge	Preparing the news summary	Theoretical and practical	Test and application
22	3	Scientific Knowledge	Preparing the news report	Theoretical and practical	Test and application
23	3	Scientific Knowledge	Elements of the news report	Theoretical and practical	Test and application
24	3	Scientific Knowledge	Preparing the television message	Theoretical and practical	Test and application
25	3	Scientific Knowledge	Preparing the radio message	Theoretical and practical	Test and application
26	3	Scientific Knowledge	Practical applications	Theoretical and practical	Test and application
27	3	Scientific Knowledge	Recorded programs	Theoretical and practical	Test and application
28	3	Scientific Knowledge	Documentary programs	Theoretical and practical	Test and application
29	3		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum if any)	
Main References (Sources)	1. Hassan Emad Makkawi, The Art of Radio and Program Preparation, Al-Dar Al-Masriya Al-Lubnaniya, Cairo. 2. Abdul Razzaq Al-Dulaimi, Radio and Television Production and

	Directing, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Muhammad Abdel Hamid, Radio Media: Preparing and Presenting Programs, Alam Al-Kutub, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	Nabil Ragheb, The Art of Radio and Radio Presentation, The Egyptian General Book Organization. Muhammad Munir Hijab, Radio Media, Dar Al-Fajr for Publishing and Distribution. A collection of research published in refereed scientific journals in the field of radio and program production
Electronic References Websites	1. BBC Radio 2. Reuters Institute for the Study of Journalism

1 Course Name:	
Media Language	
2 Course Code	
Tv2.6	
3 Semester / Year	
Annual / First and second semester	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Prof. Dr. Zainab Abdul Zahra Email:	
8 Course Objectives	
Course Objectives	1– Enabling the student to acquire cognitive skills in the Arabic language. 2– Introducing students to the types of approaches and methods related

		to the study of Arabic linguistics. 3– Providing the student with general knowledge of developments in the Arabic language and how to choose the best approach. 4– Introducing students to the nature and importance of the Arabic–language course.			
9 Teaching and Learning Strategies					
Strategy		1– The lecture method 2– The discussion method 3– The inductive method 4– Using modern technologies and some electronic information sources			
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Characteristics of media language	Characteristics of media language	Lecture Discussion	Daily test Monthly test
2	2	Contemporaneity – matching speech to context – considering the listener's situation – appropriateness	Contemporaneity – matching speech to context – considering the listener's situation – appropriateness	Lecture Discussion	Daily test Monthly test
3	2	The ability to explain and describe vividly	The ability to explain and describe vividly	Lecture Discussion	Daily test Monthly test
4	2	Concision and flexibility (the ability to express at different levels) – (breadth – vocabulary richness)	Concision and flexibility (the ability to express at different levels) – (breadth – vocabulary richness)	Lecture Discussion	Daily test Monthly test
5	2	Capacity for development	Capacity for development	Lecture Discussion	Daily test Monthly test
6	2	Common errors in	Common errors in	Lecture	Daily test

		media language	media language	Discussion	Monthly test
7	2	Morphological application	Morphological application	Lecture Discussion	Daily test Monthly test
8	2	The active participle	The active participle	Lecture Discussion	Daily test Monthly test
9	2	The passive participle	The passive participle	Lecture Discussion	Daily test Monthly test
10	2	The assimilate adjective and the hyperbolic form	The assimilate adjective and the hyperbolic form	Discussion	Discussion
11	2	Rhetorical applications on media texts	Rhetorical applications on media texts	Lecture Discussion	Daily test Monthly test
12	2	Simile	Simile	Lecture Discussion	Daily test Monthly test
13	2	Metaphor	Metaphor	Lecture Discussion	Daily test Monthly test
14	2	Metonymy	Metonymy	Lecture Discussion	Daily test Monthly test
15	2	First semester exam	First semester exam	Exam	Exam
16	2	Functions of media language	Functions of media language	Lecture Discussion	Daily test Monthly test
17	2	News and information	News and information	Lecture Discussion	Daily test Monthly test
18	2	Interpretation and explanation	Interpretation and explanation	Lecture Discussion	Daily test Monthly test
19	2	Guidance and direction	Guidance and direction	Lecture Discussion	Daily test, monthly test
20	2	Entertainment and enjoyment	Entertainment and enjoyment	Lecture Discussion	Daily test Monthly test
21	2	Suspense and advertising	Suspense and advertising	Lecture Discussion	Daily test Monthly test
22	2	Education and socialization	Education and socialization	Lecture Discussion	Daily test Monthly test

23	2	Lexicons of words / Lisan al-Arab – Al-Mu'jam al-Wasit – lexicons of meanings	Lexicons of words / Lisan al-Arab – Al-Mu'jam al-Wasit – lexicons of meanings	Lecture Discussion	Daily test Monthly test
24	2	Spelling and punctuation	Spelling and punctuation	Report	Discussing the report
25	2	The tied ta' – the open ta'	The tied ta' – the open ta'	Discussion	Discussion
26	2	The medial hamza – the final hamza – punctuation	The medial hamza – the final hamza – punctuation	Lecture Discussion	Daily test Monthly test
27	2	Foundations of general writing	Foundations of general writing	Lecture Discussion	Discussion
28	2	Dividing the overall idea into sub-ideas / organizing the topic / introduction – body – conclusion	Dividing the overall idea into sub-ideas / organizing the topic / introduction – body – conclusion	Lecture Discussion	Monthly test Daily test
29	2	Official correspondence – reports – meeting minutes	Official correspondence – reports – meeting minutes	Review	Review
30	2	Second semester exam	Second semester exam	Exam	Exam

11 Course Assessment

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	Ibn Aqil's Commentary on Ibn Malik's Alfiyyah
Main References (Sources)	Ma'ani al-Nahw / Dr. Fadhil Salih Al-Samarrai

Recommended Supporting Books and References (scientific journals, reports, etc.)	• Al-Nahw Al-Wafi / Abbas Hassan
Electronic References, Websi	• The comprehensive digital library. • The virtual library.

1 Course Name:	
English Language	
2 Course Code	
Tv2.7	
3 Semester / Year	
Annual / First and second semester	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name:	Asst. Lect. Ola Hatif
Email:	
8 Course Objectives	
Course Objective	Introducing the basic terminology in radio, television and public relation in English. Understanding specialized media texts and translating them from English into Arabic and vice versa. Correctly employing English–language grammar in writing and reading.

	Grasping basic media concepts and definitions. Analyzing and understanding outside/media passages and answering related questions. Developing reading–comprehension skills and acquiring media vocabulary
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9 Teaching and Learning Strategies

Strategy	• Theoretical lectures. • Discussion and dialogue. • Applied translation. • Classroom and individual exercises. • Presentations and language activities
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10 Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Introducing the course and its objectives	Introduction to paragraph writing	Lecture	Participation
2	2	Defining the paragraph	Concept of the paragraph	Lecture and discussion	Short quiz
3	2	Identifying the parts of the paragraph	Components of the paragraph	Lecture and application	Assignment
4	2	Writing a topic sentence	The topic sentence	Workshop	Exercise
5	2	Writing supporting sentences	Supporting sentences	Lecture	Assignment
6	2	Using examples	Details and examples	Group work	Assignment
7	2	Writing a concluding sentence	The concluding sentence	Lecture	Test
8	2	Achieving paragraph unity	Paragraph unity	Discussion	Activity
9	2	Coherence of ideas	Paragraph coherence	Lecture	Assignment
10	2	Using transition	Linking words	Practice	Test

		words			
11	2	Writing a descriptive paragraph	The descriptive paragraph	Workshop	Assignment
12	2	Writing a narrative paragraph	The narrative paragraph	Lecture	Task
13	2	Writing an expository paragraph	The expository paragraph	Activity	Assignment
14	2	Writing a comparison paragraph	Comparison	Lecture	Test
15	2	Writing about cause and effect	Cause and effect	Practice	Mid–semester exam
16	2	Writing an opinion paragraph	The opinion paragraph	Discussion	Assignment
17	2	Writing a persuasive paragraph	The persuasive paragraph	Workshop	Assignment
18	2	Improving grammar	Grammar review	Lecture	Test
19	2	Using punctuation	Punctuation marks	Practice	Exercise
20	2	Improving spelling	Spelling	Practice	Assignment
21	2	Developing vocabulary	Vocabulary	Discussion	Test
22	2	Editing the paragraph	Review and editing	Workshop	Task
23	2	Revising the paragraph	Review	Peer review	Assignment
24	2	Academic writing	Academic writing	Lecture	Assignment
25	2	Guided writing	Specific topics	Practice	Test
26	2	Free writing	Independent paragraphs	Workshop	Assignment
27	2	Analyzing models	Reading and	Discussion	Presentation

			analysis		
28	2	Preparing the project	Writing project	Workshop	Draft
29	2	Completing the project	The final project	Individual work	Assessment
30	2	Mastering the skills	Final review	Review and test	Final exam

11 Course Assessment

First semester exam: 10 marks

Second semester exam: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	Sources of news–media journals and texts, including those specific to media translation
Main References (Sources)	Broadcast Journalism Dictionary of Media and Communicati Studies
Recommended Supporting Books and References (scientific journals, reports, etc.)	
Electronic References, Websites	Public Relations Review

1 Course Name:
Digital Technologies and Computing
2 Course Code
Tv2.8
3 Semester / Year
Annual, first and second semester
4 Date of preparing this description
2025/2026

5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
Two theoretical hours and two practical hours / 30 weeks					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Waheed Abdul Kadhim			Email:		
8 Course Objectives					
Course Objective	1. Introducing students to the basics of computers and digital technologies and their applications in media. 2. Developing skills in using digital software and tools for producing and managing media content. 3. Enabling students to employ digital technologies and artificial intelligence in performing media tasks efficiently and safely.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and practical training in computer laboratories. 2. Project-based learning through implementing digital and media applications. 3. E-learning and practical applications using modern software.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	The Excel program interface	The Excel program	Theoretical and practical	Test and application
2	2	Mouse pointer shape	The Excel program	Theoretical and practical	Test and application
3	2	The File tab	The Excel program	Theoretical and practical	Test and application
4	2	The Editing group	The Excel program	Theoretical and practical	Test and application
5	2	Inserting objects	The Excel program	Theoretical and practical	Test and application
6	2	Inserting illustrations	The Excel program	Theoretical and practical	Test and application
7	2	The Formulas tab	The Excel program	Theoretical	Test and

				and practical	application
8	2	Conditional statements	The Excel program	Theoretical and practical	Test and application
9	2	The Data tab	The Excel program	Theoretical and practical	Test and application
10	2	Sorting and filtering	The Excel program	Learning Method	Assessment Method
11	2	The Review tab	The Excel program	Theoretical and practical	Test and application
12	2	The View tab	The Excel program	Theoretical and practical	Test and application
13	2	Introduction networks	The internet browser	Theoretical and practical	Test and application
14	2	The internet	Network devices and tools	Theoretical and practical	Test and application
15	2		First semester exam		
16	2	Methods of connecting to the network	Theoretical explanation	Theoretical and practical	Test and application
17	2	Types and properties of images	Adobe Photoshop	Theoretical and practical	Test and application
18	2	Introduction Photoshop	Adobe Photoshop	Theoretical and practical	Test and application
19	2	Opening a new file	Adobe Photoshop	Theoretical and practical	Test and application
20	2	The menu bar, part 1	Adobe Photoshop	Theoretical and practical	Test and application
21	2	The menu bar, part 2	Adobe Photoshop	Theoretical and practical	Test and application
22	2	Tools in Photoshop	Adobe Photoshop	Theoretical and practical	Test and application
23	2	Basic concepts working with Adobe Premiere	Adobe Premiere	Theoretical and practical	Test and application
24	2	Introduction to Adobe Premiere	Adobe Premiere	Theoretical and practical	Test and application

25	2	Interfaces in Adobe Premiere	Adobe Premiere	Theoretical and practical	Test and application
26	2	Tools in Adobe Premiere	Adobe Premiere	Theoretical and practical	Test and application
27	2	Features of digital media	Digital Media	Theoretical and practical	Test and application
28	2	Artificial intelligence media	Artificial intelligence	Theoretical and practical	Test and application
29	2	The Excel program interface	The Excel program	Theoretical and practical	Test and application
30	2		Second semester exam		

11 Course Assessment

First semester exam: 10 marks

Second semester exam: 10 marks

Attendance and participation: 40 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	Fundamentals of Computers and Office Applications textbook, Parts Three and Four authored by Asst. Prof. Dr. Ziad Muhammad Abboud and others
Main References (Sources)	1. Abdul Razzaq Al-Dulaimi, Digital Media and Communication Technology, Dar Al-Yazouri Al-Ilmiyya, Amman. 2. Muhammad Abdel Hamid, New Media and Digital Technologies, Alam Al-Kutub, Cairo. 3. Sami Al-Sharif, Digital Media and its Applications, Dar Al-Nahda Al-Arabiya, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Ibrahim Abdul Rahman, Fundamentals of Computers and Information Technology, Dar Al-Masirah, Amman. 2. Muhammad Munir Hijab, Electronic Media, Dar Al-Fajr for Publishing and Distribution. 3. A collection of research published in

Strategy	1. Interactive lectures and practical applications inside the radio studio. 2. Project-based learning through preparing and conducting radio interview and investigations. 3. Case study and analysis of models of radio interviews and investigations with feedback
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Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific and Practical Knowledge	Concept of the interview	Theoretical and practical	Test and application
2	3	Scientific and Practical Knowledge	Forms and types of interview	Theoretical and practical	Test and application
3	3	Scientific and Practical Knowledge	Fields of the interview	Theoretical and practical	Test and application
4	3	Scientific and Practical Knowledge	Preparing for interview	Theoretical and practical	Test and application
5	3	Scientific and Practical Knowledge	Preparing the interview	Theoretical and practical	Test and application
6	3	Scientific and Practical Knowledge	Steps to be observed	Theoretical and practical	Test and application
7	3	Scientific and Practical Knowledge	Principles management	Theoretical and practical	Test and application
8	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
9	3	Scientific and Practical Knowledge	Dialogue methods	Theoretical and practical	Test and application

10	3	Scientific and Practical Knowledge	Dealing with the guest	Learning Method	Assessment Method
11	3	Scientific and Practical Knowledge	Interview formats	Theoretical and practical	Test and application
12	3	Scientific and Practical Knowledge	Presenter skills	Theoretical and practical	Test and application
13	3	Scientific and Practical Knowledge	Practical training	Theoretical and practical	Test and application
14	3	Scientific and Practical Knowledge	Conferences	Theoretical and practical	Test and application
15	3		First semester exam		
16	3	Scientific and Practical Knowledge	Preparing conducting investigation	Theoretical and practical	Test and application
17	3	Scientific and Practical Knowledge	Finding ideas	Theoretical and practical	Test and application
18	3	Scientific and Practical Knowledge	General documentation	Theoretical and practical	Test and application
19	3	Scientific and Practical Knowledge	Fieldwork	Theoretical and practical	Test and application
20	3	Scientific and Practical Knowledge	Building the structure the investigation	Theoretical and practical	Test and application
21	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
22	3	Scientific and Practical Knowledge	Overcoming tension	Theoretical and	Test and application

				practical	
23	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
24	3	Scientific and Practical Knowledge	The presenter's sense of performance	Theoretical and practical	Test and application
25	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
26	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
27	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
28	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
29	3	Scientific and Practical Knowledge	Practical application	Theoretical and practical	Test and application
30	3		Second semester exam		
11 Course Assessment					
First semester exam: 10 marks					
Second semester exam: 10 marks					
Attendance and participation: 40 marks					
Final exam: 60 marks					
12 Learning and Teaching Resources					
Required Course Textbooks (curriculum, if any)					
Main References (Sources)			1. Muhammad Abdel Hamid, Radio and Television Editing, Alam Al-Kutub, Cairo. 2. Abdul Razzaq Al-Dulaimi, Radio and		

	Television Editing and Production, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Hassan Emad Makkawi, The Arts of Media Editing, Al-Dar Al-Masriya Al-Lubnaniya, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Muhammad Munir Hijab, News and Media Editing, Dar Al-Fajr for Publishing and Distribution. 2. Nabil Ragheb, The Art of the Journalistic and Media Interview, The Egyptian General Book Organization. 3. A collection of research published in refereed scientific journals in the fields of radio editing and media production.
Electronic References, Websites	1. BBC Academy 2. Reuters Institute for the Study of Journalism

1 Course Name:	Methods of Media Research
2 Course Code	Tv2.10
3 Semester / Year	Annual, first and second semester
4 Date of preparing this description	2025/2026
5 Available Forms of Attendance	Weekly
6 Total Number of Study Hours / Total Number of Units	60 hours / 2 units
7 Name of Course Coordinator (list more than one name if applicable)	Name: Asst. Prof. Dr. Hardan Hadi Email:

8 Course Objectives	
Course Objectives	1. Introducing students to the concepts, methods and steps of scientific research and the ethics of academic research. 2. Developing skills in preparing scientific research and formulating problems, objectives and hypotheses and selecting data-collection tools. 3. Enabling students to employ scientific methods in conducting media research and analyzing its results according to methodological foundations.

9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures with training students on preparing a scientific research plan. 2. Project-based learning through preparing applied research and studies. 3. Discussion panels and analysis of published research to strengthen critical thinking and research skills.

10 Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Defining concepts related to methods	Theoretical lecture	Theoretical exam
2	2	Scientific Knowledge	Foundations and concepts of media research	Theoretical lecture	Theoretical exam
3	2	Scientific Knowledge	Components of the title and its variables	Theoretical lecture	Theoretical exam
4	2	Scientific Knowledge	Formulating the research problem	Theoretical lecture	Theoretical exam
5	2	Scientific Knowledge	Concept of research hypotheses and their types	Theoretical lecture	Theoretical exam
6	2	Scientific Knowledge	Structure of the research questionnaire	Theoretical lecture	Theoretical exam

7	2	Scientific Knowledge	Methods of writing research objectives	Theoretical lecture	Theoretical exam
8	2	Scientific Knowledge	Classifications of the research population and its types	Theoretical lecture	Theoretical exam
9	2	Scientific Knowledge	Simple random sample	Theoretical lecture	Theoretical exam
10	2	Scientific Knowledge	Stratified random sample	Theoretical lecture	Theoretical exam
11	2	Scientific Knowledge	Purposive sample	Theoretical lecture	Theoretical exam
12	2	Scientific Knowledge	Snowball samples	Theoretical lecture	Theoretical exam
13	2	Scientific Knowledge	Research methods	Theoretical lecture	Theoretical exam
14	2		First semester exam		
15	2	Scientific Knowledge	Practical research tools	Theoretical lecture	Theoretical exam
16	2	Scientific Knowledge	Errors in using research tools	Theoretical lecture	Theoretical exam
17	2	Scientific Knowledge	The research questionnaire	Theoretical lecture	Theoretical exam
18	2	Scientific Knowledge	Characteristics of writing questions	Theoretical lecture	Theoretical exam
19	2	Scientific Knowledge	Research tables	Theoretical lecture	Theoretical exam
20	2	Scientific Knowledge	Applied models	Theoretical lecture	Theoretical exam
21	2	Scientific Knowledge	Citation and referencing sources	Theoretical lecture	Theoretical exam
22	2	Scientific Knowledge	Results, conclusions and recommendations	Theoretical lecture	Theoretical exam

23	2	Scientific Knowledge	Appendices, dividers and dedication	Theoretical lecture	Theoretical exam
24	2	Scientific Knowledge	Writing the abstract	Theoretical lecture	Theoretical exam
25	2	Scientific Knowledge	Previous studies	Theoretical lecture	Theoretical exam
26	2	Scientific Knowledge	Research introduction	Theoretical lecture	Theoretical exam
27	2	Scientific Knowledge	References and sources	Theoretical lecture	Theoretical exam
28	2	Scientific Knowledge	Practical applications	Theoretical lecture	Theoretical exam
29	2	Scientific Knowledge	Field applications	Theoretical lecture	Theoretical exam
30	2		Second semester exam		Theoretical exam

			Scientific Knowledge		Theoretical lecture	Theoretical exam
			Scientific Knowledge		Theoretical lecture	Theoretical exam

12 Learning and Teaching Resources	
Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Muhammad Abdel Hamid, Scientific Research in Media Studies, Alam Al-Kutub, Cairo. 2. Raja Mahmoud Abu Alam, Research Methods in Psychological and Educational Sciences, Dar Al-Nashr for Universities, Cai 3. Aboud Naji Jawad et al., Scientific Research Methods: Foundations and Methods, Dar Al-

	justice, and the importance of documenting violations and preventing their recurrence. 3. Strengthening the values of citizenship, respect for the rule of law, and commitment to human rights in building society and the state.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and scientific discussions on historical events and documents. 2. Case study and analysis of documents, testimonies and reports related to the violations. 3. Preparing individual or group research and presentations on the course topics.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	1	Scientific Knowledge	Concept of crimes	Theoretical lecture	Discussion
2	1	Scientific Knowledge	Categories of crimes	Theoretical lecture	Discussion
3	1	Scientific Knowledge	Types of crimes	Theoretical lecture	Discussion
4	1	Scientific Knowledge	Distinguishing between authoritarian and democratic systems	Theoretical lecture	Discussion
5	1	Scientific Knowledge	Foundations of authoritarian systems	Theoretical lecture	Discussion
6	1	Scientific Knowledge	Ba'ath crimes under Iraqi law	Theoretical lecture	Discussion
7	1	Scientific Knowledge	International crimes	Theoretical lecture	Discussion
8	1	Scientific Knowledge	Rulings of the Supreme Criminal Court	Theoretical lecture	Discussion

9	1	Scientific Knowledge	Psychological crimes	Theoretical lecture	Discussion
10	1	Scientific Knowledge	Mechanisms of psychological crimes	Theoretical lecture	Discussion
11	1	Scientific Knowledge	Psychological effects	Theoretical lecture	Discussion
12	1	Scientific Knowledge	Economic effects	Theoretical lecture	Discussion
13	1	Scientific Knowledge	Scientific effects	Theoretical lecture	Discussion
14	1	Scientific Knowledge	Economic effects	Theoretical lecture	Discussion
15	1		First semester exam		
16	1	Scientific Knowledge	Social crimes	Theoretical lecture	Discussion
17	1	Scientific Knowledge	Militarization of society	Theoretical lecture	Discussion
18	1	Scientific Knowledge	Social effects	Theoretical lecture	Discussion
19	1	Scientific Knowledge	The Ba'athist regime's position on religion	Theoretical lecture	Discussion
20	1	Scientific Knowledge	Violations of Iraqi laws	Theoretical lecture	Discussion
21	1	Scientific Knowledge	The Ba'ath regime's repressive tools	Theoretical lecture	Discussion
22	1	Scientific Knowledge	Ethnic and sectarian crimes	Theoretical lecture	Discussion
23	1	Scientific Knowledge	Mass graves	Theoretical lecture	Discussion
24	1	Scientific Knowledge	Ethnic and sectarian discrimination	Theoretical lecture	Discussion

25	1	Scientific Knowledge	Human–rights violations	Theoretical lecture	Discussion
26	1	Scientific Knowledge	Crimes of power	Theoretical lecture	Discussion
27	1	Scientific Knowledge	Prisons and detention under the Ba'ath regime	Theoretical lecture	Discussion
28	1	Scientific Knowledge	The scorched–earth policy	Theoretical lecture	Discussion
29	1	Scientific Knowledge	The democratic system	Theoretical lecture	Discussion
30	1		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. The Iraqi Supreme Criminal Court, rulings and official documents on the crimes of the Ba'ath regime. 2. The Martyrs Foundation, publications and documents on the crimes the former regime. 3. The Political Prisoners Foundation, studies and documents on human rights violations in Iraq.
Recommended Supporting Books and References (scientific journals,	1. The Iraqi Constitution of 2005. 2. The United Nations, Universal Declaration of Human Rights, 1948. 3. A collection of refereed research and studies in the fields of modern history and human rights

reports, etc.)	
Electronic References, Websites	1. The Iraqi Supreme Criminal Court (official archive) 2. Office of the United Nations High Commissioner for Human Rights 3. The United Nations

Course Descriptions for the Third Stage / Department of Radio and Television

Date of preparing this description: 2025/2026

Number of courses: 10

Number of units: 40

Courses	Number of Theoretical Hours	Number of Practical Hours	Number of Units per Semester
Media Legislation and Ethics	2	–	2
Public Opinion	2	–	2
Media Research and Statistical Applications	1	2	2
Mobile Journalism	1	2	2
Radio and Television Editing (Report and News Correspondence)	1	2	2
Language of Media Discourse	2	–	2
English Language	2	–	2
Information Technology	1	2	2

Radio and Television Networks	2	0	2
Investigative Journalism	1	2	2
Total	15	10	20

1 Course Name:	
Media Legislation and Ethics	
2 Course Code	
Tv3.1	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
Number of hours (60) / Number of units (2)	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Lect. Dr. Ihsan Bada Alwan Email: ihsan.bada@uoturath.edu.iq	
8 Course Objectives	
Course Objectives	Aims to familiarize students with media ethics and the legislation addressing work in media institutions and the ethics of journalistic work
9 Teaching and Learning Strategies	
Strategy	- Presenting the course content to students 2 – Dialogue and scientific discussions. - Assigning students homework in an organized manner with surprise assessment - Daily, monthly and final tests
10 Course Structure	

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Learning the legislation addressing media	Introduction to media legislation	Explanation and discussion	Daily and theoretical exam
2	2	Learning the concept of opinion, expression and the restrictions on some of them	Freedom of opinion and expression	Explanation and discussion	Daily and theoretical exam
3	2	Learning about media crimes	Media and press crimes	Explanation and discussion	Daily and theoretical exam
4	2	Learning about journalists' rights	Rights of the journalist and media professional	Explanation and discussion	Daily and theoretical exam
5	2	Qualifying students for media work within the law and the constitution	Legal responsibility of the media	Explanation and discussion	Daily and theoretical exam
6	2	Qualifying students for media work within the law and the constitution	Publication and press laws	Explanation and discussion	Daily and theoretical exam
7	2	Qualifying students for media work within the law and the constitution	Media-specific legislation	Explanation and discussion	Daily and theoretical exam
8	2	Qualifying students for media work within the law and the constitution	Intellectual property and copyright	Explanation and discussion	Daily and theoretical exam
9	2	Qualifying students for media work	Professionalism and neutrality	Explanation and	Daily and theoretical

		within the law and the constitution		discussion	exam
10	2	Qualifying students for media work within the law and the constitution	Digital crimes	Explanation and discussion	Daily and theoretical exam
11	2	Qualifying students for media work within the law and the constitution	Regulation of newspapers and magazines	Explanation and discussion	Daily and theoretical exam
12	2	Qualifying students for media work within the law and the constitution	Seminars and discussions	Explanation and discussion	Daily and theoretical exam
13	2	Qualifying students for media work within the law and the constitution	The media code of honor	Explanation and discussion	Daily and theoretical exam
14	2	Qualifying students for media work within the law and the constitution	Rights of correspondents and media professionals	Explanation and discussion	Daily and theoretical exam
15	2		First semester exam		
16	2	Qualifying students for media work within the law and the constitution	The right to access information	Explanation and discussion	Daily and theoretical exam
17	2	Qualifying students for media work within the law and the constitution	Media legislation	Explanation and discussion	Daily and theoretical exam
18	2	Qualifying students for media work within the law and the constitution	The relationship between freedom and responsibility	Explanation and discussion	Daily and theoretical exam

19	2	Qualifying students for media work within the law and the constitution	Law in media	Explanation and discussion	Daily and theoretical exam
20	2	Qualifying students for media work within the law and the constitution	Freedom of the press	Explanation and discussion	Daily and theoretical exam
21	2	Qualifying students for media work within the law and the constitution	Constitutional guarantees for the media	Explanation and discussion	Daily and theoretical exam
22	2	Qualifying students for media work within the law and the constitution	Responsibility of the journalist	Explanation and discussion	Daily and theoretical exam
23	2	Learning about publication crimes	Crimes of incitement and racial discrimination	Explanation and discussion	Daily and theoretical exam
24	2	Learning about its origin and duties	The Communications and Media Commission	Explanation and discussion	Daily and theoretical exam
25	2	Learning the rules and systems of media broadcasting	Rules and systems of media broadcasting	Explanation and discussion	Daily and theoretical exam
26	2	General guidelines for media–broadcasting outlets	Media–broadcasting outlets	Explanation and discussion	Daily and theoretical exam
27	2	Learning the rules and systems of media broadcasting	Rules and systems of media broadcasting	Explanation and discussion	Daily and theoretical exam
28	2	General guidelines	Media–broadcasting	Explanation	Daily and

		for media– broadcasting outlets	outlets	and discussion	theoretical exam
29	2	Review	Review	Explanation and discussion	Daily and theoretical exam
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Hassan Emad Makkawi, Media Legislation and Professional Ethics, Dar Al–Masriya Al–Lubnaniya, Cairo. 2. Abdul Razzaq Al–Dulaimi, Media Legislation and Communication Ethics, Dar Al–Yazouri Al–Ilmiyya, Amman. 3. Muhammad Abdel Hamid, Media Ethics and Media Legislation, Alam Al–Kutub, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. The Iraqi Journalists' Rights Law in force. 2. The Arab Media Code of Honor issued by the League of Arab States 3. A collection of research published in refereed scientific journals in the fields of media legislation and communication ethics.
Electronic References, Websites	1. United Nations Educational, Scientific and Cultural Organization (UNESCO) 2. International Federation of Journalists 3. Poynter Institute

1 Course Name:	
Public Opinion	
2 Course Code	
Tv3.2	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours, 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Prof. Dr. Hadi Abdullah Ahmed Email: Hadi.abdullah@uoturath.edu.iq	
8 Course Objectives	
Course Objectives	1. Qualifying and providing the student with basic information on the subject of public opinion 2. Introducing the concept of public opinion, its origin and development. 3. Introducing the student to the functions and characteristics of public opinion. 4. Introducing the student to the elements of public opinion in the modern state. 5. Introducing the influence of customs, traditions, religion, and education on the formation of public opinion.
9 Teaching and Learning Strategies	
Strategy	1. Presenting the course content to students. 2. Holding dialogue and scientific discussions and using modern techniques for comprehension 3. Assigning students homework in an organized manner with surprise assessments 4. Integrating cognitive abilities with technical aspects through electronic public opinion and websites.

5. Daily, monthly and final tests.

0Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of public opinion	Daily and theoretical exam	Explanation and discussion
2	2	Scientific Knowledge	Origin and development of public opinion	Daily and theoretical exam	Explanation and discussion
3	2	Scientific Knowledge	Characteristics of public opinion	Daily and theoretical exam	Explanation and discussion
4	2	Scientific Knowledge	Functions of public opinion	Daily and theoretical exam	Explanation and discussion
5	2	Scientific Knowledge	Elements of public opinion	Daily and theoretical exam	Explanation and discussion
6	2	Scientific Knowledge	The political system and its relationship to public opinion	Daily and theoretical exam	Explanation and discussion
7	2	Scientific Knowledge	Public opinion in dictatorial systems	Daily and theoretical exam	Explanation and discussion
8	2	Scientific Knowledge	Revolutions, events and experiences in the life of peoples	Daily and theoretical exam	Explanation and discussion
9	2	Scientific Knowledge	The relationship of public opinion to shaping political decisions	Daily and theoretical exam	Explanation and discussion
10	2	Scientific Knowledge	The relationship of public opinion to the	Daily and theoretical	Explanation and

			three branches of power	exam	discussion
11	2	Scientific Knowledge	Emotional and logical appeals	Daily and theoretical exam	Explanation and discussion
12	2	Scientific Knowledge	Traditional methods of changing public opinion	Daily and theoretical exam	Explanation and discussion
13	2	Scientific Knowledge	The method of repetition and follow-up	Daily and theoretical exam	Explanation and discussion
14	2	Scientific Knowledge	The method of presenting facts	Daily and theoretical exam	Explanation and discussion
15	2		The method of diverting the public's attention	Daily and theoretical exam	Explanation and discussion
16	2		First semester exam		
17	2	Scientific Knowledge	The method of specific positive programs	Daily and theoretical exam	Explanation and discussion
18	2	Scientific Knowledge	Positive manifestations of public opinion	Daily and theoretical exam	Explanation and discussion
19	2	Scientific Knowledge	Negative manifestations of public opinion	Daily and theoretical exam	Explanation and discussion
20	2	Scientific Knowledge	Pressure groups and political parties	Daily and theoretical exam	Explanation and discussion
21	2	Scientific Knowledge	Types of pressure groups	Daily and theoretical exam	Explanation and discussion
22	2	Scientific Knowledge	Methods of pressure groups	Daily and theoretical	Explanation and

				exam	discussion
23	2	Scientific Knowledge	Political parties and the formation of public opinion	Daily and theoretical exam	Explanation and discussion
24	2	Scientific Knowledge	Defining the party and the difference between it and pressure groups	Daily and theoretical exam	Explanation and discussion
25	2	Scientific Knowledge	Classifications of public opinion	Daily and theoretical exam	Explanation and discussion
26	2	Scientific Knowledge	Types of public opinion	Daily and theoretical exam	Explanation and discussion
27	2	Scientific Knowledge	Factors affecting public opinion	Daily and theoretical exam	Explanation and discussion
28	2	Scientific Knowledge	Electronic public opinion	Daily and theoretical exam	Explanation and discussion
29	2	Scientific Knowledge	Characteristics of electronic public opinion	Daily and theoretical exam	Explanation and discussion
30	2		Second semester exam		

Explanation and discussion

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course

Textbooks (curriculum, if applicable)	
Main References (Sources)	• Dr. Ahmed Badr – Public Opinion: Its Nature and Formation • Dr. Hamida Sumaysim – The Theory of Public Opinion. • Dr. Said Siraj – Public Opinion: Its Elements and Impact
Recommended Supporting Books and References (scientific journals, reports, etc.)	• Dr. Hani Al-Redha and Dr. Ramez Ammar – Public Opinion, Media and Propaganda • Dr. Mustafa Youssef Kafi – Public Opinion and Communication Theories • Dr. Hadi Abdullah Al-Aithawi – Media and the Making of Public Opinion .. others
Electronic References, Websites	

1 Course Name:
Media Research and its Statistical Applications
2 Course Code
Tv3.3
3 Semester / Year
Annual
4 Date of preparing this description
2025/2026
5 Available Forms of Attendance
Weekly
6 Total Number of Study Hours / Total Number of Units
60 hours / 2 units
7 Name of Course Coordinator (list more than one name if applicable)
Name: Prof. Dr. Hashem Hassan Jassim Email: Hashem.hassan@turath.edu

8 Course Objectives	
Course Objectives	1. Introducing students to media research methods, the steps of preparing scientific research, and data-collection tools. 2. Developing skills in designing media studies and analyzing data using appropriate statistical methods and software. 3. Enabling students to employ statistical results in interpreting media phenomena and writing reports and scientific research according to academic conventions.

9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures and practical applications using statistical software such as SPSS. 2. Project-based learning through preparing and conducting applied media research. 3. Analyzing published media research, training students in interpreting and presenting statistical results.

10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific Knowledge	Research title	Theoretical lecture	Discussion
2	3	Scientific Knowledge	Title variable	Theoretical lecture	Discussion
3	3	Scientific Knowledge	Research problem	Theoretical lecture	Discussion
4	3	Scientific Knowledge	Importance of the research	Theoretical lecture	Discussion
5	3	Scientific Knowledge	Research sample and its size	Theoretical lecture	Discussion
6	3	Scientific Knowledge	Sampling error	Theoretical lecture	Discussion
7	3	Scientific Knowledge	Citation from sources	Theoretical lecture	Discussion
8	3	Scientific Knowledge	Research tables	Theoretical lecture	Discussion

9	3	Scientific Knowledge	Content analysis	Theoretical lecture	Discussion
10	3	Scientific Knowledge	Preliminary analysis	Theoretical lecture	Discussion
11	3	Scientific Knowledge	Categories of analysis	Theoretical lecture	Discussion
12	3	Scientific Knowledge	Units of analysis	Theoretical lecture	Discussion
13	3	Scientific Knowledge	The questionnaire	Theoretical lecture	Discussion
14	3	Scientific Knowledge	Types of questions	Theoretical lecture	Discussion
15	3		First semester exam		
16	3	Scientific Knowledge	Scales	Theoretical lecture	Discussion
17	3	Scientific Knowledge	Steps of constructing a scale	Theoretical lecture	Discussion
18	3	Scientific Knowledge	The mean	Theoretical lecture	Discussion
19	3	Scientific Knowledge	The median	Theoretical lecture	Discussion
20	3	Scientific Knowledge	Standard deviation	Theoretical lecture	Discussion
21	3	Scientific Knowledge	Range	Theoretical lecture	Discussion
22	3	Scientific Knowledge	Correlation	Theoretical lecture	Discussion
23	3	Scientific Knowledge	Rank correlation coefficient	Theoretical lecture	Discussion
24	3	Scientific Knowledge	Contingency coefficient	Theoretical lecture	Discussion
25	3	Scientific Knowledge	Table of correlation–	Theoretical lecture	Discussion

			coefficient values		
26	3	Scientific Knowledge	Chi-square	Theoretical lecture	Discussion
27	3	Scientific Knowledge	One-sample t-test	Theoretical lecture	Discussion
28	3	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
29	3	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
30	3		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Shaimaa Dhu Al-Fiqar Zughaib, Research Methods and Statistical Uses in Media Studies, Al-Dar Al-Masriya Al-Lubnaniya, Cairo. 2. Muhammad Abdel Hamid, Scientific Research in Media Studies, Alar Al-Kutub, Cairo. 3. Hassan Emad Makkawi, Media Research: Its Foundations and Metho Al-Dar Al-Masriya Al-Lubnaniya, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Muhammad Munir Hijab, Media Research Methods, Dar Al-Fajr for Publishing and Distribution. 2. Raja Mahmoud Abu Alam, Research Methods in Educational and Psychological Sciences, Dar Al-Nashr for Universities, Cairo. 3. A collection of research published in refereed scientific journals in the fields of media, communication and applied statistics.
Electronic	1. Google Scholar

References, Websites	2. Scopus database 3. APA Style Guide
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1 Course Name:	
Mobile Journalism	
2 Course Code	
Tv3.4	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 3 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Muhammad Hamid Shabbout Email: Mohammedalfahad@gmail.com	
8 Course Objectives	
Course Objectives	1. Introducing students to the concept of mobile journalism and its importance in the digital-media environment and methods of producing content via smart devices. 2. Developing skills in photography, recording, editing and publishing using smartphone applications. 3. Enabling students to produce professional digital journalistic content that adheres to professional standards and media-work ethics.
9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures and practical applications using smartphones and media production applications. 2. Project-based learning through producing field journalistic reports and stories.

	using mobile phones. 3. Analyzing models of mobile–journalism work, with field training and continuous feedback.
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0Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Origin and development	Theoretical lecture	Discussion
2	2	Scientific Knowledge	Writing and editing for mobile	Theoretical lecture	Discussion
3	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
4	2	Scientific Knowledge	Preparing and producing content	Theoretical lecture	Discussion
5	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Mobile–journalism techniques	Theoretical lecture	Discussion
7	2	Scientific Knowledge	Image and video	Theoretical lecture	Discussion
8	2	Scientific Knowledge	Audio recording	Theoretical lecture	Discussion
9	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
10	2	Scientific Knowledge	Required equipment	Theoretical lecture	Discussion
11	2	Scientific Knowledge	Journalistic editing	Theoretical lecture	Discussion
12	2	Scientific Knowledge	Principles and techniques of video editing	Theoretical lecture	Discussion
13	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
14	2		First semester		

			exam		
15	2	Scientific Knowledge	Types of content	Theoretical lecture	Discussion
16	2	Scientific Knowledge	Written content	Theoretical lecture	Discussion
17	2	Scientific Knowledge	Visual content	Theoretical lecture	Discussion
18	2	Scientific Knowledge	Verifying fake content	Theoretical lecture	Discussion
19	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
20	2	Scientific Knowledge	News on platforms	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Artificial–intelligence techniques	Theoretical lecture	Discussion
23	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
24	2	Scientific Knowledge	Managing media institutions	Theoretical lecture	Discussion
25	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
26	2	Scientific Knowledge	Website design	Theoretical lecture	Discussion
27	2	Scientific Knowledge	Live–streaming applications	Theoretical lecture	Discussion
28	2	Scientific Knowledge	Preparation and broadcasting tools	Theoretical lecture	Discussion
29	2	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
30	2		Second semester exam		

11 Course Assessment	
First semester: 10 marks	
Second semester: 10 marks	
Attendance and participation: 20 marks	
Final exam: 60 marks	
12 Learning and Teaching Resources	
Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Ivo Burum & Stephen Quinn, <i>MOJO: The Mobile Journalism Handbook</i> , Routledge. 2. Robb Montgomery, <i>Smartphone Video Storytelling: Mobile Journalism</i> , Routledge. 3. Muhammad Abdel Hamid, <i>Digital Media and Modern Media Applications</i> , Alam Al-Kutub, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Abdul Razzaq Al-Dulaimi, <i>Digital Media and Communication Technology</i> , Dar Al-Yazouri Al-Ilmiyya, Amman. 2. Sami Al-Sharif, <i>Digital Media: Concepts and Applications</i> , Dar Al-Nahda Al-Arabiya, Cairo. 3. A collection of research published in refereed scientific journals in the fields of mobile journalism and digital media.
Electronic References, Websites	1. BBC Academy 2. Reuters Institute for the Study of Journalism 3. Poynter Institute

1 Course Name:
Radio and Television Editing (Report and News Correspondence)
2 Course Code
Tv3.5
3 Semester / Year
Annual

4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
90 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Ali Najm Kazim Email: ali.najem@uoturath.edu.iq					
8 Course Objectives					
Course Objectives	1. Introducing students to the foundations of preparing journalistic reports and correspondence according to approved professional standards. 2. Developing skills in gathering information, verifying it, and formulating new reports and field correspondence with accuracy and objectivity. 3. Enabling students to prepare journalistic reports and correspondence that meet the requirements of traditional and digital media while adhering to professional ethics.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and practical applications in writing journalistic reports and correspondence. 2. Project-based learning through preparing field reports and covering real events. 3. Case study and analysis of models of published reports and correspondence with feedback.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific Knowledge	Concept of the news report	Theoretical and practical lecture	Practical training
2	3	Scientific Knowledge	Functions and roles of the report	Theoretical and practical lecture	Practical training

3	3	Scientific Knowledge	Types of the report	Theoretical and practical lecture	Practical training
4	3	Scientific Knowledge	Features of the report	Theoretical and practical lecture	Practical training
5	3	Scientific Knowledge	Elements and components of the report	Theoretical and practical lecture	Practical training
6	3	Scientific Knowledge	Standard timings of the report	Theoretical and practical lecture	Practical training
7	3	Scientific Knowledge	Introduction of the report and its types	Theoretical and practical lecture	Practical training
8	3	Scientific Knowledge	Text of the report	Theoretical and practical lecture	Practical training
9	3	Scientific Knowledge	Conclusion of the report and its types	Theoretical and practical lecture	Practical training
10	3	Scientific Knowledge	Matching text with image	Theoretical and practical lecture	Practical training
11	3	Scientific Knowledge	Fonts and general rules	Theoretical and practical lecture	Practical training
12	3	Scientific Knowledge	Technical templates of the report	Theoretical and practical lecture	Practical training
13	3	Scientific Knowledge	Using verbs in the report	Theoretical and practical lecture	Practical training
14	3	Scientific Knowledge	Field applications	Theoretical and practical	Practical training

				lecture	
15	3		First semester exam	Theoretical and practical lecture	Practical training
16	3	Scientific Knowledge	Principles and rules governing the report	Theoretical and practical lecture	Practical training
17	3	Scientific Knowledge	Realistic presentation of events	Theoretical and practical lecture	Practical training
18	3	Scientific Knowledge	Clarity and elements related to the report	Theoretical and practical lecture	Practical training
19	3	Scientific Knowledge	Speed in preparing the report	Theoretical and practical lecture	Practical training
20	3	Scientific Knowledge	Credibility in the report	Theoretical and practical lecture	Practical training
21	3	Scientific Knowledge	Objectivity in the report	Theoretical and practical lecture	Practical training
22	3	Scientific Knowledge	Pressures and difficulties in the correspondent's work	Theoretical and practical lecture	Practical training
23	3	Scientific Knowledge	Responsibilities of the correspondent	Theoretical and practical lecture	Practical training
24	3	Scientific Knowledge	Professional rules of the correspondent	Theoretical and practical lecture	Practical training
25	3	Scientific Knowledge	Media codes of honor	Theoretical and practical lecture	Practical training

26	3	Scientific Knowledge	Risks of journalistic work	Theoretical and practical lecture	Practical training
27	3	Scientific Knowledge	Priorities of news coverage	Theoretical and practical lecture	Practical training
28	3	Scientific Knowledge	Sources of information	Theoretical and practical lecture	Practical training
29	3	Scientific Knowledge	Practical applications and models	Theoretical and practical lecture	Practical training
30	3		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Muhammad Abdel Hamid, <i>Journalistic Editing: The Report and the News</i>, Alam Al-Kutub, Cairo. 2. Abdul Razzaq Al-Dulaimi, <i>The Arts of Journalistic and Media Editing</i>, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Hassan Emad Makkawi, <i>The Arts of Journalistic Editing</i>, Al-Dar Al-Masriya Al-Lubnaniya, Cairo.
Recommended Supporting Books and References	1. Muhammad Munir Hijab, <i>Journalistic Editing</i>, Dar Al-Fajr for Publishing and Distribution. 2. Nabil Ragheb, <i>The Art of Writing the Journalistic Report</i>, The Egyptian General Book Organization.

(scientific journals, reports, etc.)	3. A collection of research published in refereed scientific journals in the fields of journalistic editing and media correspondence.
Electronic References, Websites	1. BBC Academy 2. Reuters Institute for the Study of Journalism 3. Poynter Institute

1 Course Name:	
Language of Media Discourse	
2 Course Code	
Tv3.6	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Prof. Dr. Zainab Abdul Zahra Email: zainababdulzahraa1979@gmail.com	
8 Course Objectives	
Course Objectives	1. Introducing students to the concept of media discourse, its linguistic and rhetorical characteristics, and its impact on shaping public opinion. 2. Developing skills in analyzing media language and choosing linguistic methods appropriate to different media messages. 3. Enabling students to produce media discourse characterized by accuracy, clarity and objectivity, and adhering to professional and ethical standards.
9 Teaching and Learning Strategies	

Strategy	1. Interactive lectures and analyzing models of media discourse in various media. 2. Cooperative learning through discussing media texts and preparing analytic presentations. 3. Practical applications in writing and editing media discourse with feedback.
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Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Introducing the topics to be studied this year along with a list of sources and references	Style linguistically	Lecture Discussion	Daily test Monthly test
2	2	Style linguistically	Style linguistically	Lecture Discussion	Daily test Monthly test
3	2	Style linguistically	Style terminologically	Lecture Discussion	Daily test Monthly test
4	2	Style terminologically	Style terminologically	Lecture Discussion	Daily test Monthly test
5	2	Style terminologically	Style and stylistics	Lecture Discussion	Daily test Monthly test
6	2	Style and stylistics	Style and stylistics	Lecture Discussion	Daily test Monthly test
7	2	Style and stylistics	Fronting and postponement	Lecture Discussion	Daily test Monthly test
8	2	Fronting and postponement	Fronting and postponement in nominal sentences	Lecture Discussion	Daily test Monthly test
9	2	Fronting and postponement in nominal sentences	Fronting and postponement in verbal sentences	Lecture Discussion	Daily test Monthly test
10	2	Fronting and postponement in verbal sentences	Applications	Discussion	Discussion
11	2	Applications	Literary criticism	Lecture	Daily test

				Discussion	Monthly test
12	2	Literary criticism	The old concept of criticism	Lecture Discussion	Daily test Monthly test
13	2	The old concept of criticism	The modern concept of criticism	Lecture Discussion	Daily test Monthly test
14	2	The modern concept of criticism	What is the methodological difference between the two definitions	Lecture Discussion	Daily test Monthly test
15	2		First semester exam		
16	2	Requirements of the critic	Features from the history of criticism among the Arabs	Lecture Discussion	Daily test Monthly test
17	2	Features from the history of criticism among the Arabs	Western critical approaches	Lecture Discussion	Daily test Monthly test
18	2	Western critical approaches	Linguistic errors in the press and media	Lecture Discussion	Daily test Monthly test
19	2	Linguistic errors in the press and media	Errors in writing the open ta' and the tied ta'	Lecture Discussion	Daily test, monthly test
20	2	Errors in writing the open ta' and the tied ta'	Cases in which the tied ta' is written	Lecture Discussion	Daily test Monthly test
21	2	Cases in which the tied ta' is written	Cases in which the open ta' is written	Lecture Discussion	Daily test Monthly test
22	2	Cases in which the open ta' is written	Applications	Lecture Discussion	Daily test Monthly test
23	2	Applications	Stylistic errors	Lecture Discussion	Daily test Monthly test
24	2	Stylistic errors	Punctuation marks	Report	Discussing the report
25	2	Punctuation marks	Linguistic figurative usage / metonymy	Discussion	Discussion
26	2	Linguistic figurative	Paronomasia /	Lecture	Daily test

		usage / metonymy	rhymed prose / antithesis / double entendre	Discussion	Monthly test
27	2	Paronomasia / rhymed prose / antithesis / double entendre	Features of press language / skills of controlling journalistic expression	Lecture Discussion	Discussion
28	2	Features of press language / skills of controlling journalistic expression	Linguistic styles	Lecture Discussion	Monthly test Daily test
29	2	Linguistic styles	Linguistic styles	Review	Review
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if a	1– Ibn Aqil's Commentary on Ibn Malik's Alfiyyah 2– Ma'ani al-Nahw, Dr. Fadhil Salih Al-Samarrai
Main References (Sources)	1– Ibn Aqil's Commentary on Ibn Malik's Alfiyyah 2– Ma'ani al-Nahw / Dr. Fadhil Salih Al-Samarrai
Recommended Supporting Books and References (scientific journals, reports, etc.)	Al-Nahw Al-Wafi / Abbas Hassan
Electronic	The comprehensive digital library – the virtual library.

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Introducing the course and its objectives	Introduction to paragraph writing	Lecture	Participation
2	2	Defining the paragraph	Concept of the paragraph	Lecture and discussion	Short quiz
3	2	Identifying the parts of the paragraph	Components of the paragraph	Lecture and application	Assignment
4	2	Writing a topic sentence	The topic sentence	Workshop	Exercise
5	2	Writing supporting sentences	Supporting sentences	Lecture	Assignment
6	2	Using examples	Details and examples	Group work	Assignment
7	2	Writing a concluding sentence	The concluding sentence	Lecture	Test
8	2	Achieving paragraph unity	Paragraph unity	Discussion	Activity
9	2	Coherence of ideas	Paragraph coherence	Lecture	Assignment
10	2	Using transition words	Linking words	Practice	Test
11	2	Writing a descriptive paragraph	The descriptive paragraph	Workshop	Assignment
12	2	Writing a narrative paragraph	The narrative paragraph	Lecture	Task
13	2	Writing an expository paragraph	The expository paragraph	Activity	Assignment
14	2	Writing a comparison paragraph	Comparison	Lecture	Test
15	2		First semester exam		
16	2	Writing an opinion paragraph	The opinion paragraph	Discussion	Assignment
17	2	Writing a persuasive paragraph	The persuasive paragraph	Workshop	Assignment
18	2	Improving grammar	Grammar review	Lecture	Test
19	2	Using punctuation	Punctuation marks	Practice	Exercise
20	2	Improving spelling	Spelling	Practice	Assignment
21	2	Developing vocabulary	Vocabulary	Discussion	Test
22	2	Editing the paragraph	Review and editing	Workshop	Task
23	2	Revising the paragraph	Review	Peer review	Assignment
24	2	Academic writing	Academic writing	Lecture	Assignment
25	2	Guided writing	Specific topics	Practice	Test
26	2	Free writing	Independent paragraphs	Workshop	Assignment
27	2	Analyzing models	Reading and analysis	Discussion	Presentation

28	2	Preparing the project	Writing project	Workshop	Draft
29	2	Completing the project	The final project	Individual work	Assessment
30	2	Mastering the skills	Final review	Review and test	Participation
	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	Media and communication and also Public Relations: Strategies and Tactics
Main References (Sources)	Broadcast Journalism
Recommended Supporting Books and References (scientific journals, reports, etc.)	Dictionary of Media and Communication Studies
Electronic References, Websites	Media, Culture & Society Journal of Broadcasting & Electronic Media; International Journal of Communication

1 Course Name:
Information Technology
2 Course Code
Tv3.8

3 Semester / Year					
Annual					
4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
90 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Lect. Mustafa Muhammad Sahi				Email:	
8 Course Objectives					
Course Objectives	1. Introducing students to the concepts of information technology, its components and its role in developing media and communication work. 2. Developing skills in using computer applications, software and databases processing information and producing content. 3. Enabling students to employ information and communication technologies and artificial intelligence in the media work environment efficiently and safely				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and practical applications in computer laboratories. 2. Project-based learning through implementing digital applications and technical solutions. 3. E-learning and practical training using modern software and digital platform				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific Knowledge	Basic concepts of information	Theoretical lecture	Interaction and participation
2	3	Scientific Knowledge	Data, information and knowledge	Theoretical lecture	Interaction and participation
3	3	Scientific	The information	Theoretical	Interaction

		Knowledge	revolution	lecture	and participation
4	3	Scientific Knowledge	The information problem	Theoretical lecture	Interaction and participation
5	3	Scientific Knowledge	The right to information	Theoretical lecture	Interaction and participation
6	3	Scientific Knowledge	The information society	Theoretical lecture	Interaction and participation
7	3	Scientific Knowledge	Information pollution	Theoretical lecture	Interaction and participation
8	3	Scientific Knowledge	Importance of information	Theoretical lecture	Interaction and participation
9	3	Scientific Knowledge	Concept of information literacy	Theoretical lecture	Interaction and participation
10	3	Scientific Knowledge	Determining the need for information	Theoretical lecture	Interaction and participation
11	3	Scientific Knowledge	Determining the need for information sources	Theoretical lecture	Interaction and participation
12	3	Scientific Knowledge	Elements and institutions of information	Theoretical lecture	Interaction and participation
13	3	Scientific Knowledge	The internet	Theoretical lecture	Interaction and participation
14	3	Scientific Knowledge	Components of the internet	Theoretical lecture	Interaction and participation

15	3		First semester exam		
16	3	Scientific Knowledge	Websites and blogs	Theoretical lecture	Interaction and participation
17	3	Scientific Knowledge	Concept and types of websites	Theoretical lecture	Interaction and participation
18	3	Scientific Knowledge	Role of blogs	Theoretical lecture	Interaction and participation
19	3	Scientific Knowledge	Social-media networks	Theoretical lecture	Interaction and participation
20	3	Scientific Knowledge	Finding information	Theoretical lecture	Interaction and participation
21	3	Scientific Knowledge	Searching digital institutions	Theoretical lecture	Interaction and participation
22	3	Scientific Knowledge	Searching the internet	Theoretical lecture	Interaction and participation
23	3	Scientific Knowledge	Searching directories	Theoretical lecture	Interaction and participation
24	3	Scientific Knowledge	Information services	Theoretical lecture	Interaction and participation
25	3	Scientific Knowledge	Evaluating information	Theoretical lecture	Interaction and participation
26	3	Scientific Knowledge	Using information	Theoretical lecture	Interaction and participation

27	3	Scientific Knowledge	Citing information sources	Theoretical lecture	Interaction and participation
28	3	Scientific Knowledge	Information technologies	Theoretical lecture	Interaction and participation
29	3	Scientific Knowledge	Practical applications	Theoretical lecture	Interaction and participation
30	3		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Baha Abdul Hadi, Information Technology, Dar Al-Manahij for Publishing and Distribution, Amman. 2. Muhammad Abdel Hamid, Communication Technology and Digital Media, Alam Al-Kutub, Cairo. 3. Abdul Razzaq Al-Dulaimi, Information and Communication Technology, Dar Al-Yazouri Al-Ilmiyya, Amman.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Ibrahim Abdul Rahman, Fundamentals of Computers and Information Technology, Dar Al-Masirah, Amman. 2. Sami Al-Sharif, Digital Media and Information-Technology Applications, Dar Al-Nahda Al-Arabiya, Cairo. 3. A collection of research published in refereed scientific journals in the fields of information technology and digital transformation.
Electronic	1. Microsoft Learn

References, Websites	2. Cisco Networking Academy 3. UNESCO
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1 Course Name:	
Radio and Television Networks	
2 Course Code	
Tv3.9	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Lect. Dr. Ali Khalaf Email: ali.khalaf@uoturath.edu.ia	
8 Course Objectives	
Course Objectives	1. Introducing students to the concepts of radio and television networks, the types, and their operating mechanisms in traditional and digital environments 2. Developing skills in broadcast planning and management and organizing program content using modern techniques. 3. Enabling students to understand terrestrial, satellite and digital broadcasting systems and employ them in media institutions according to professional standards.
9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures supported with illustrative presentations on radio and television broadcasting systems and networks. 2. Practical applications and field visits to broadcasting studios and stations where possible.

	3. Project-based learning and analysis of models of local and international radio and television network operations.
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Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Development of radio and television	Theoretical lecture	Discussion
2	2	Scientific Knowledge	Characteristics of radio and television	Theoretical lecture	Discussion
3	2	Scientific Knowledge	Radio and television systems in the world	Theoretical lecture	Discussion
4	2	Scientific Knowledge	International directed broadcasting	Theoretical lecture	Discussion
5	2	Scientific Knowledge	International radio networks	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Supporting broadcast systems	Theoretical lecture	Discussion
7	2	Scientific Knowledge	Networks and their use in crises	Theoretical lecture	Discussion
8	2	Scientific Knowledge	Employing technology	Theoretical lecture	Discussion
9	2	Scientific Knowledge	Satellites	Theoretical lecture	Discussion
10	2	Scientific Knowledge	Live broadcasting	Theoretical lecture	Discussion
11	2	Scientific Knowledge	American networks	Theoretical lecture	Discussion
12	2	Scientific Knowledge	European networks	Theoretical lecture	Discussion
13	2	Scientific Knowledge	Arab networks	Theoretical lecture	Discussion
14	2	Scientific Knowledge	International	Theoretical	Discussion

		Knowledge	organizations	lecture	
15	2		First semester exam		
16	2	Scientific Knowledge	Program piracy	Theoretical lecture	Discussion
17	2	Scientific Knowledge	The Arab package system	Theoretical lecture	Discussion
18	2	Scientific Knowledge	The international package system	Theoretical lecture	Discussion
19	2	Scientific Knowledge	Encrypted packages	Theoretical lecture	Discussion
20	2	Scientific Knowledge	Encryption in satellite channels	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Websites	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Communication networks	Theoretical lecture	Discussion
23	2	Scientific Knowledge	Types of communication networks	Theoretical lecture	Discussion
24	2	Scientific Knowledge	Interactive television	Theoretical lecture	Discussion
25	2	Scientific Knowledge	Global television	Theoretical lecture	Discussion
26	2	Scientific Knowledge	Cable television networks	Theoretical lecture	Discussion
27	2	Scientific Knowledge	International news agencies	Theoretical lecture	Discussion
28	2	Scientific Knowledge	News imbalance	Theoretical lecture	Discussion
29	2	Scientific Knowledge	International media and cultural identity	Theoretical lecture	Discussion
30	2		Second semester exam		

11 Course Assessment	
First semester: 10 marks	
Second semester: 10 marks	
Attendance and participation: 20 marks	
Final exam: 60 marks	
12 Learning and Teaching Resources	
Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Abdul Razzaq Al-Dulaimi, Radio and Television Production and Directing, Dar Al-Yazouri Al-Ilmiyya, Amman. 2. Hassan Emad Makkawi, Audio-Visual Media, Al-Dar Al-Masriya Al-Lubnaniya, Cairo. 3. Muhammad Abdel Hamid, Communication Technology and Digital Media, Alam Al-Kutub, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Muhammad Munir Hijab, Radio and Television Media, Dar Al-Fajr for Publishing and Distribution. 2. Nabil Ragheb, The Arts of Television Production, The Egyptian Gene Book Organization. 3. A collection of research published in refereed scientific journals in the fields of radio, television and broadcasting technologies
Electronic References, Websites	1. European Broadcasting Union 2. International Telecommunication Union 3. Reuters Institute for the Study of Journalism

1 Course Name:
Investigative Journalism
2 Course Code
Tv3.10
3 Semester / Year
Annual

4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
90 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Lect. Muhammad Hamid Email:					
8 Course Objectives					
Course Objectives	1. Introducing students to the concept of investigative journalism, its principle and its importance in uncovering facts and serving the public interest. 2. Developing skills in research, gathering information, verifying sources, and analyzing documents and data according to the investigative method. 3. Enabling students to prepare and produce professional investigative reports that adhere to legal and ethical standards.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and analysis of models of local and international investigative reports. 2. Project-based learning through preparing and conducting applied investigative reports. 3. Practical training on research techniques, interviews, and analysis of documents and data, with feedback.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	Scientific Knowledge	Concept of investigative journalism	Theoretical lecture	Discussion
2	3	Scientific Knowledge	Origin and development	Theoretical lecture	Discussion
3	3	Scientific Knowledge	The difference between	Theoretical lecture	Discussion

			investigative and regular reports		
4	3	Scientific Knowledge	Functions of investigative reports	Theoretical lecture	Discussion
5	3	Scientific Knowledge	Dimensions of investigative reports	Theoretical lecture	Discussion
6	3	Scientific Knowledge	Skills of the investigative journalist	Theoretical lecture	Discussion
7	3	Scientific Knowledge	Ideas for investigative reports	Theoretical lecture	Discussion
8	3	Scientific Knowledge	Forming the hypothesis in investigative reports	Theoretical lecture	Discussion
9	3	Scientific Knowledge	Planning for investigative reports	Theoretical lecture	Discussion
10	3	Scientific Knowledge	Secondary and primary sources	Theoretical lecture	Discussion
11	3	Scientific Knowledge	Questions in investigative reports	Theoretical lecture	Discussion
12	3	Scientific Knowledge	Writing investigative reports	Theoretical lecture	Discussion
13	3	Scientific Knowledge	Corruption investigations	Theoretical lecture	Discussion
14	3	Scientific Knowledge	Employing the internet	Theoretical lecture	Discussion
15	3		First semester exam		

16	3	Scientific Knowledge	Using technology	Theoretical lecture	Discussion
17	3	Scientific Knowledge	Models of Iraqi investigations	Theoretical lecture	Discussion
18	3	Scientific Knowledge	Models of Arab investigations	Theoretical lecture	Discussion
19	3	Scientific Knowledge	Models of international investigations	Theoretical lecture	Discussion
20	3	Scientific Knowledge	Stages of preparing the investigation	Theoretical lecture	Discussion
21	3	Scientific Knowledge	Features of investigative reports	Theoretical lecture	Discussion
22	3	Scientific Knowledge	Writing investigative reports	Theoretical lecture	Discussion
23	3	Scientific Knowledge	Technical treatments of investigative reports	Theoretical lecture	Discussion
24	3	Scientific Knowledge	Impact of investigative reports	Theoretical lecture	Discussion
25	3	Scientific Knowledge	Professional and ethical standards of the investigative journalist	Theoretical lecture	Discussion
26	3	Scientific Knowledge	Relationship of investigative reports to scientific–research methods	Theoretical lecture	Discussion
27	3	Scientific Knowledge	Selecting samples for investigative	Theoretical lecture	Discussion

			reports		
28	3	Scientific Knowledge	Training in preparing investigative reports	Theoretical lecture	Discussion
29	3	Scientific Knowledge	Practical applications	Theoretical lecture	Discussion
30	3		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Muhammad Abdel Hamid, <i>Investigative Journalism: Concepts and Applications</i>, Alam Al-Kutub, Cairo. 2. Abdul Razzaq Al-Dulaimi, <i>Journalistic Editing and Investigative Media</i>, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Mark Lee Hunter, <i>Story-Based Inquiry: A Manual for Investigative Journalism</i>, translated by the ARIJ network.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Muhammad Munir Hijab, <i>The Arts of Journalistic Editing</i>, Dar Al-Fajr for Publishing and Distribution. 2. Hassan Emad Makkawi, <i>Media Research: Its Foundations and Methodology</i>, Al-Dar Al-Masriya Al-Lubnaniya. 3. A collection of research published in refereed scientific journals in the fields of investigative journalism and digital media.
Electronic References, Websites	1. ARIJ Network (Arab Reporters for Investigative Journalism) 2. The Global Investigative Journalism Network

Course Descriptions for the Fourth Stage / Department of Radio and Television

Date of preparing this description: 2025/2026

Number of courses: 9

Number of units: 38

Courses	Number of Theoretical Hours	Number of Practical Hours	Number of Units per Semester
Radio and Television Advertising	1	2	2
Management and Planning in Radio and Television	2	–	2
Specialized Radio and Television Programs	2	2	3
Radio and Television Technologies	1	2	2
Propaganda and Psychological Warfare	2	–	2
Language Applications	2	–	2
English Language	2	–	2
Screenplay	1	2	2
Graduation Project	0	2	2

Total	13	12	19
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1 Course Name:	
Radio and Television Advertising	
2 Course Code	
Tv4.1	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Osama Muhammad Jawad Email: osama.mohammad@uoturath.edu.iq	
8 Course Objectives	
Course Objectives	1. Introducing students to the concepts of radio and television advertising, its types, strategies, and its role in marketing communication. 2. Developing skills in planning, writing and producing radio and television advertising messages according to creative and professional foundations. 3. Enabling students to design effective advertising campaigns while adhering to advertising ethics and the legislation regulating advertising work.
9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures and analysis of models of local and international radio and television advertisements. 2. Project-based learning through preparing and producing radio and television advertisements and integrated advertising campaigns.

3. Practical applications, brainstorming and teamwork to develop creativity and persuasion skills in advertising messages.					
Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of advertising and its characteristics	Theoretical and applied lecture	Discussion and practical
2	2	Scientific Knowledge	The difference between advertising and other arts	Theoretical and applied lecture	Discussion and practical
3	2	Scientific Knowledge	Types of advertising	Theoretical and applied lecture	Discussion and practical
4	2	Scientific Knowledge	Stages of the development of advertising	Theoretical and applied lecture	Discussion and practical
5	2	Scientific Knowledge	Factors of advertising success	Theoretical and applied lecture	Discussion and practical
6	2	Scientific Knowledge	Methods of writing an advertisement	Theoretical and applied lecture	Discussion and practical
7	2	Scientific Knowledge	Determinants of advertising	Theoretical and applied lecture	Discussion and practical
8	2	Scientific Knowledge	Psychological aspects of advertising	Theoretical and applied lecture	Discussion and practical
9	2	Scientific Knowledge	Advertising methods	Theoretical and applied lecture	Discussion and practical
10	2	Scientific Knowledge	Considerations in advertising	Theoretical and applied	Discussion and practical

				lecture	
11	2	Scientific Knowledge	Radio advertising	Theoretical and applied lecture	Discussion and practical
12	2	Scientific Knowledge	Practical methods in advertising	Theoretical and applied lecture	Discussion and practical
13	2	Scientific Knowledge	Television advertising	Theoretical and applied lecture	Discussion and practical
14	2	Scientific Knowledge	Elements of building an advertisement	Theoretical and applied lecture	Discussion and practical
15	2		First semester exam		
16	2	Scientific Knowledge	Basic principles of advertising	Theoretical and applied lecture	Discussion and practical
17	2	Scientific Knowledge	Stages of advertisement production	Theoretical and applied lecture	Discussion and practical
18	2	Scientific Knowledge	Objectives of advertising	Theoretical and applied lecture	Discussion and practical
19	2	Scientific Knowledge	Advertisement script	Theoretical and applied lecture	Discussion and practical
20	2	Scientific Knowledge	Advertisement formats	Theoretical and applied lecture	Discussion and practical
21	2	Scientific Knowledge	Elements affecting advertising	Theoretical and applied lecture	Discussion and practical
22	2	Scientific Knowledge	Psychological responses to	Theoretical and applied	Discussion and practical

			advertising	lecture	
23	2	Scientific Knowledge	Advertising and the consumer	Theoretical and applied lecture	Discussion and practical
24	2	Scientific Knowledge	Advertising campaigns	Theoretical and applied lecture	Discussion and practical
25	2	Scientific Knowledge	Practical applications	Theoretical and applied lecture	Discussion and practical
26	2	Scientific Knowledge	Models of Iraqi advertisements	Theoretical and applied lecture	Discussion and practical
27	2	Scientific Knowledge	Models of Arab advertisements	Theoretical and applied lecture	Discussion and practical
28	2	Scientific Knowledge	Models of international advertisements	Theoretical and applied lecture	Discussion and practical
29	2	Scientific Knowledge	Advertisement project	Theoretical and applied lecture	Discussion and practical
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References	1. Muhammad Abdel Hamid, Advertising and Media: Foundations and

(Sources)	Theories, Alam Al-Kutub, Cairo. 2. Abdul Razzaq Al-Dulaimi, Advertising and Digital Media, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Hassan Emad Makkawi, Advertising: Its Theories and Applications, Dar Al-Masriya Al-Lubnaniya, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Muhammad Munir Hijab, Advertising and Public Relations, Dar Al-Fa for Publishing and Distribution. 2. Sami Al-Sharif, Marketing Communication and Advertising, Dar Al-Nahda Al-Arabiya, Cairo. 3. A collection of research published in refereed scientific journals in the fields of advertising and marketing communication.
Electronic References, Websites	1. Cannes Lions International Festival of Creativity 2. International Advertising Association 3. Poynter Institute

1 Course Name:	Management and Planning in Radio and Television
2 Course Code	Tv4.2
3 Semester / Year	Annual
4 Date of preparing this description	2025/2026
5 Available Forms of Attendance	Weekly
6 Total Number of Study Hours / Total Number of Units	60 hours / 2 units
7 Name of Course Coordinator (list more than one name if applicable)	Name: Lect. Dr. Ali Khalaf Email: ali.khalaf@uoturath.edu.ia

8 Course Objectives	
Course Objectives	1. Introducing students to the concepts of management and planning and the basic functions in media institutions. 2. Developing skills in preparing administrative plans, decision-making, and managing human and financial resources efficiently. 3. Enabling students to apply the principles of management and strategic planning in managing media institutions and projects.

9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures and scientific discussions explaining administrative theories and concepts. 2. Case study and analysis of administrative experiences in media institutions. 3. Project-based learning through preparing administrative and strategic plans for virtual media institutions.

10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of management and its importance in media institutions.	Theoretical lecture	Discussion
2	2	Scientific Knowledge	Development of administrative thought and management theories.	Theoretical lecture	Discussion
3	2	Scientific Knowledge	Functions of management (planning, organizing, directing, controlling).	Theoretical lecture	Discussion
4	2	Scientific	Principles of	Theoretical	Discussion

		Knowledge	management in media institutions.	lecture	
5	2	Scientific Knowledge	Concept of planning, its types and levels.	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Strategic planning in media institutions.	Theoretical lecture	Discussion
7	2	Scientific Knowledge	Preparing operational and procedural plans.	Theoretical lecture	Discussion
8	2	Scientific Knowledge	Organizational structure of radio and television institutions.	Theoretical lecture	Discussion
9	2	Scientific Knowledge	Human–resource management in media institutions.	Theoretical lecture	Discussion
10	2	Scientific Knowledge	Administrative leadership and its styles.	Theoretical lecture	Discussion
11	2	Scientific Knowledge	Administrative communication and decision–making.	Theoretical lecture	Discussion
12	2	Scientific Knowledge	Time management and work organization.	Theoretical lecture	Discussion
13	2	Scientific Knowledge	Managing meetings and work teams.	Theoretical lecture	Discussion
14	2	Scientific Knowledge	Crisis management in media institutions.	Theoretical lecture	Discussion
15	2		First semester exam		
16	2	Scientific	Quality	Theoretical	Discussion

		Knowledge	management and institutional excellence.	lecture	
17	2	Scientific Knowledge	Managing radio and television production.	Theoretical lecture	Discussion
18	2	Scientific Knowledge	Managing news and newsrooms.	Theoretical lecture	Discussion
19	2	Scientific Knowledge	Managing radio and television programming.	Theoretical lecture	Discussion
20	2	Scientific Knowledge	Financial planning and budgeting.	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Media marketing and audience management.	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Digital transformation and e-management.	Theoretical lecture	Discussion
23	2	Scientific Knowledge	Artificial intelligence and its applications in media management.	Theoretical lecture	Discussion
24	2	Scientific Knowledge	Ethics of management and professional responsibility.	Theoretical lecture	Discussion
25	2	Scientific Knowledge	Legislation regulating media management.	Theoretical lecture	Discussion
26	2	Scientific Knowledge	Case studies of Arab and international media	Theoretical lecture	Discussion

			institutions.		
27	2	Scientific Knowledge	Preparing a strategic-plan project for a media institution.	Theoretical lecture	Discussion
28	2	Scientific Knowledge	Presenting and discussing applied projects.	Theoretical lecture	Discussion
29	2	Scientific Knowledge	Comprehensive review and final assessment of the course.	Theoretical lecture	Discussion
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Abdul Razzaq Al-Dulaimi, Media Management, Dar Al-Yazouri Al-Ilmiyya, Amman. 2. Ali Al-Silmi, Management: Concepts and Functions, Dar Ghraib, Cairo. 3. Muhammad Al-Sayrafi, Strategic Planning and Modern Management, Dar Al-Fikr Al-Jami'i, Alexandria.
Recommended Supporting Books and References (scientific journals,	1. Ahmed Maher, Principles of Management, Al-Dar Al-Jami'iya, Alexandria. 2. Tarek Abdel Aal Hammad, Strategic Management, Al-Dar Al-Jami'iya, Alexandria. 3. A collection of research published in refereed scientific journals in the fields of management and media management.

reports, etc.)	
Electronic References, Websites	1. Project Management Institute 2. Harvard Business Review 3. International Labour Organization

1 Course Name:	
Specialized Radio and Television Programs	
2 Course Code	
Tv4.3	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Prof. Dr. Hadi Abdullah Ahmed Email: Hadi.abdullah@uoturath.edu.iq	
8 Course Objectives	
Course Objectives	- Aims to prepare specialists in the media field in general and in radio and television work in particular. - The course seeks to train students to apply journalistic arts in all the forms.
9 Teaching and Learning Strategies	
Strategy	- Presenting the course content to students. - Dialogue and scientific discussions and using modern techniques for comprehension - Assigning students homework in an organized manner with surprise assessment.

	- Integrating cognitive abilities with technical aspects through electronic public opinion and websites - Daily, monthly and final tests
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0Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Qualifying the student to enter the labor market	Concept of radio and television journalism	Daily and theoretical exam	Explanation and discussion
2	2	Qualifying the student to enter the labor market	Functions of radio and television journalism	Daily and theoretical exam	Explanation and discussion
3	2	Qualifying the student to enter the labor market	Formats of radio and television journalism and their classification	Daily and theoretical exam	Explanation and discussion
4	2	Qualifying the student to enter the labor market	News programs in radio and television	Daily and theoretical exam	Explanation and discussion
5	2	Qualifying the student to enter the labor market	Producing bulletins and news briefs News	Daily and theoretical exam	Explanation and discussion
6	2	Qualifying the student to enter the labor market	Headlines in the main bulletin	Daily and theoretical exam	Explanation and discussion
7	2	Qualifying the student to enter the labor market	The news service (Subtitles	Daily and theoretical exam	Explanation and discussion
8	2	Qualifying the student to enter the labor market	News commentary and news analysis	Daily and theoretical exam	Explanation and discussion
9	2	Qualifying the student to enter the labor market	Producing news magazines and preparing them	Daily and theoretical exam	Explanation and discussion
10	2	Qualifying the student to enter the labor market	Press-review programs	Daily and theoretical exam	Explanation and discussion
11	2	Qualifying the	Weather	Daily and	Explanation

		student to enter the labor market	programs	theoretical exam	n and discussion
12	2	Qualifying the student to enter the labor market	Political programs on radio and television	Daily and theoretical exam	Explanation and discussion
13	2	Qualifying the student to enter the labor market	Talk shows on radio and television	Daily and theoretical exam	Explanation and discussion
14	2	Qualifying the student to enter the labor market	Seminars and discussions	Daily and theoretical exam	Explanation and discussion
15	2		First semester exam		
16	2	Qualifying the student to enter the labor market	News coverage on radio and television	Daily and theoretical exam	Explanation and discussion
17	2	Qualifying the student to enter the labor market	Documentaries	Daily and theoretical exam	Explanation and discussion
18	2	Qualifying the student to enter the labor market	Producing documentaries	Daily and theoretical exam	Explanation and discussion
19	2	Qualifying the student to enter the labor market	Documentary scripts	Daily and theoretical exam	Explanation and discussion
20	2	Qualifying the student to enter the labor market	Text in news programs	Daily and theoretical exam	Explanation and discussion
21	2	Qualifying the student to enter the labor market	Writing and commenting on the image	Daily and theoretical exam	Explanation and discussion
22	2	Qualifying the student to enter the labor market	Characteristics of news editors	Daily and theoretical exam	Explanation and discussion
23	2	Qualifying the student to enter the labor market	Pressures of news work in radio and television	Daily and theoretical exam	Explanation and discussion
24	2	Qualifying the student to enter the labor market	The image on television	Daily and theoretical exam	Explanation and discussion
25	2	Qualifying the student to enter the	Technical terminology	Daily and theoretical	Explanation and

		labor market		exam	discussion
26	2	Practical application	Practical application	Daily and theoretical exam	Explanation and discussion
27	2	Practical application	Practical application	Daily and theoretical exam	Explanation and discussion
28	2	Practical application	Practical application	Daily and theoretical exam	Explanation and discussion
29	2	Practical application	Practical application	Daily and theoretical exam	Explanation and discussion
30	2		Second semester exam		

				Daily and theoretical exam	Explanation and discussion
				Daily and theoretical exam	Explanation and discussion
				Daily and theoretical exam	Explanation and discussion
				Daily and theoretical exam	Explanation and discussion
Abdullah / Lectures on Radio and Television Journalism listed at the end of the book.				Daily and theoretical exam	Explanation and discussion
				Daily and theoretical exam	Explanation and discussion

		Daily and theoretical exam	Explanation and discussion

1 Course Name:	
Radio and Television Technologies	
2 Course Code	
Tv4.4	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Amir Ghazi Email: aameer.e500@gmail.com	
8 Course Objectives	
Course Objectives	- Enabling students to understand the basic concepts of radio and television technologies - Developing students' abilities to analyze radio and television systems and evaluate their technical efficiency. - Learning about the types of radio and television studios, their components, equipment and basic functions.
9 Teaching and Learning Strategies	
Strategy	Interactive theoretical lectures explaining the basic concepts of radio and television technologies

	• Demonstrations and practical applications inside the studio • Project-based learning by assigning students to prepare small production projects
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Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	3	The student explains the concept of radio and television technologies and understands their importance in radio and television production	Concept of radio and television technologies and their importance in production	Classroom activity and discussion	Practical + Theoretical
2	3	The student lists the basic technologies used in radio and television	Radio and television technologies: an overview	Oral questions / short assessment	Practical
3	3	The student describes the development path of radio technologies and places them in the context of media production	Origin and historical development of radio technologies	Theoretical exam (part of the assessment)	Theoretical
4	3	The student distinguishes between types of broadcasting and explains the use of each type in production	Radio broadcasting and its types (live, recorded, podcast)	Applied exercise / short report	Practical + Theoretical
5	3	The student identifies the types of radio studios and the criteria for choosing them according to production	The radio studio: its types, size and uses	Theoretical exam	Practical
6	3	The student applies	Topic: the event location	Field-coverage	Theoretical

		methods of arranging field coverage and managing interviews	and theoretical interviews (techniques for handling the event)	planning exercise	
7	3	The student explains the components of the television studio and their basic functions	The television studio: an introductory overview	Short exam	Theoretical
8	3	The student links technical development to changes in the form of television production	Technical development in television — a historical overview	Take-home assignment / discussion	Practical + Theoretical
9	3	The student designs a simplified television scene applying specific techniques	Employing television technologies in production works	Practical assessment	Practical
10	3	The student identifies the equipment and technical departments inside the studio and explains the role of each	Detailed components of the television studio	Small practical test	Theoretical and practical
11	3	The student compares the characteristics of each type and its suitability to production styles	Types of television studios (small — medium — large)	Classroom discussion	Theoretical
12	3	The student explains how prompter devices work and how to use them during broadcast	The autocue and modern electronic prompting devices	Short test / practical demonstration	Practical and theoretical
13	3	The student applies advanced techniques in a short practical exercise	Advanced radio techniques (practical applications)	Practical assessment	Practical
14	3	The student carries out a simple practical task reflecting the workflow in a	Practical work methods in the field of broadcasting	Practical assessment	Practical and theoretical

		broadcast room			
15	3	The student explains the components of the digital newsroom and the role of each system	The modern electronic newsroom	Report assignment	Theoretical
16	3	The student compares working in traditional and digital newsrooms	The traditional newsroom and the difference between it and the modern one	Practical assessment / comparative presentation	Theoretical and practical
17	3	The student designs an electronic script for a bulletin and explains its differences from the old script	Preparing an electronic bulletin script — comparison with the traditional script	Submission of a practical script	Theoretical
18	3	The student describes types of digital broadcasting and their impact on content and audience	Digital broadcasting: its types and developments	Short theoretical test	Practical (final practical exam)
19	3	The student explains the concept of interactive television with applied examples	Interactive television: its principles and prospects	Discussion / short presentation	Practical + Theoretical
20	3	The student produces a shot or scene using a mobile phone with correct production techniques	Using the mobile phone in television production	Submission of a practical video	Practical
21	3	The student applies the basics of working with compositing and virtual sets	The virtual studio and virtual set	Practical assessment	Theoretical
22	3	The student shows how radio/television broadcasting benefits from fiber optics	Fiber optics: its benefits and uses in broadcasting	Test / technical presentation	Practical + Theoretical
23	3	The student produces an outline of a short podcast episode and	Internet radio and podcasting: concepts and production	Assessment of outline / audio samples	Practical

		identifies its technical elements			
24	3	The student explains the digital-archiving system and how to retrieve materials	Modern television archiving	Technical assignment / application	Theoretical
25	3	The student carries out a simple scene using chroma-key technique and presents the result	Chroma key: its uses and benefits	Practical video assessment	Theoretical
26	3	The student applies basic settings for signal processing in a practical context	Advanced techniques in transmission and processing	Practical test	Practical + Theoretical
27	3	The student explains digital-image standards and their impact on quality	The digital image and its technical specifications	Theoretical test	Practical
28	3	The student applies simple editing steps to an audio/video file	Stages of television and radio editing	Submission of a simple editing project	Theoretical and practical
29	3	The student identifies methods of digital forgery and describes the basic detection methods	Digital image forgery and methods of detecting it (deepfakes and others)	Knowledge test / ethical discussion	Theoretical
30	3	The student completes a final project integrating the techniques acquired throughout the course	Final application: producing an integrated radio/television piece	Final practical exam + project report	Practical and theoretical

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	Introduction to Radio and Television Technologies, a teaching guide approved by the Department of Media, College of Media – the Iraqi University (latest approved edition)
Main References (Sources)	1. Abdul Razzaq Al-Dulaimi, Radio and Television Production and Directing, Dar Al-Yazouri Al-Ilmiyya, Amman. 2. Hassan Emad Makkawi, Audio-Visual Media, Al-Dar Al-Masriya Al-Lubnaniya, Cairo. 3. Muhammad Abdel Hamid, Communication Technology and Digital Media, Alam Al-Kutub, Cairo.
Recommended Supporting Books and References (scientific journals, reports, etc.)	Dr. Abdul Razzaq Al-Dulaimi, Radio and Television Journalism: Concepts and Applications, Dar Al-Yazouri Al-Ilmiyya, Amman, 2018. Dr. Eman, Lectures on Technologies. Dr. Fadhil Al-Badrani, Modern Technologies in Radio and Television Media, Dar Dijla, Amman, 2020. Dr. Ali Naji, Radio and Television Production: Foundations and Practice, Dar Al-Ma'rifa Al-Jami'iya, Alexandria, 2017.
Electronic References, Websites	UNESCO, Handbook on Radio and Television Broadcasting Technology, Paris, 2019. Michael Rosenblum, iPhone Video Revolution: Using Mobile Technology in Broadcasting, Routledge, 2021.

1 Course Name:
Propaganda and Psychological Warfare
2 Course Code
Tv4.5
3 Semester / Year
Annual
4 Date of preparing this description
2025/2026
5 Available Forms of Attendance
Weekly

6 Total Number of Study Hours / Total Number of Units					
60 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Falah Omran Younis Email: falah.aomran@gmail.com					
8 Course Objectives					
Course Objectives	1. Introducing students to the concept of propaganda and psychological warfare, their development, methods, and their relationship to communication and media. 2. Developing students' ability to analyze propaganda and psychological messages and uncover the methods of influence, persuasion and disinformation used in them. 3. Enabling students to understand the role of media and digital platforms in modern conflicts, and strengthening critical thinking and awareness of the risks of influence and disinformation campaigns.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and scientific discussions on the concepts of propaganda and psychological warfare and their historical development. 2. Case study and analysis of models of propaganda messages and media campaigns in various conflicts. 3. Project-based learning through analyzing digital media content and uncovering methods of influence, persuasion and disinformation				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of propaganda and its historical development.	Theoretical lecture	Discussion
2	2	Scientific Knowledge	Concept of psychological warfare and its origin.	Theoretical lecture	Discussion
3	2	Scientific	Relationship	Theoretical	Discussion

		Knowledge	between propaganda, media and communication.	lecture	
4	2	Scientific Knowledge	Objectives and functions of propaganda.	Theoretical lecture	Discussion
5	2	Scientific Knowledge	Types of propaganda and methods of classifying it.	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Characteristics of the propaganda message	Theoretical lecture	Discussion
7	2	Scientific Knowledge	Methods of persuasion and psychological influence.	Theoretical lecture	Discussion
8	2	Scientific Knowledge	White, black and gray propaganda.	Theoretical lecture	Discussion
9	2	Scientific Knowledge	Concept of psychological warfare and its objectives.	Theoretical lecture	Discussion
10	2	Scientific Knowledge	Tools and means of psychological warfare.	Theoretical lecture	Discussion
11	2	Scientific Knowledge	Rumors and their role in psychological conflict.	Theoretical lecture	Discussion
12	2	Scientific Knowledge	Media disinformation and the manufacturing of fake news.	Theoretical lecture	Discussion

13	2	Scientific Knowledge	Psychological warfare through traditional media.	Theoretical lecture	Discussion
14	2	Scientific Knowledge	Propaganda via radio and television.	Theoretical lecture	Discussion
15	2		First semester exam		
16	2	Scientific Knowledge	Political propaganda and shaping attitudes.	Theoretical lecture	Discussion
17	2	Scientific Knowledge	Propaganda in times of war and crisis.	Theoretical lecture	Discussion
18	2	Scientific Knowledge	Military media and psychological warfare.	Theoretical lecture	Discussion
19	2	Scientific Knowledge	Image, symbols and slogans in propaganda.	Theoretical lecture	Discussion
20	2	Scientific Knowledge	Use of language and discourse in psychological influence.	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Social media and psychological warfare.	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Artificial intelligence and generating propaganda content.	Theoretical lecture	Discussion
23	2	Scientific Knowledge	Digital campaigns and influencing public opinion.	Theoretical lecture	Discussion

24	2	Scientific Knowledge	Analyzing propaganda messages and indicators of disinformation.	Theoretical lecture	Discussion
25	2	Scientific Knowledge	Resisting propaganda and strengthening critical thinking.	Theoretical lecture	Discussion
26	2	Scientific Knowledge	Role of media literacy in confronting psychological warfare.	Theoretical lecture	Discussion
27	2	Scientific Knowledge	Case studies of historical and contemporary propaganda models.	Theoretical lecture	Discussion
28	2	Scientific Knowledge	Practical applications in analyzing propaganda content and a media campaign.	Theoretical lecture	Discussion
29	2	Scientific Knowledge	Comprehensive review and final assessment of the course.	Theoretical lecture	Discussion
30	2		Second semester exam		
11 Course Assessment					
First semester: 10 marks					
Second semester: 10 marks					

Attendance and participation: 20 marks	
Final exam: 60 marks	
12 Learning and Teaching Resources	
Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Terence H. Qualter, Propaganda and Psychological Warfare. 2. The SAGE Handbook of Propaganda, edited by Garth Jowett & Victor O'Donnell. 3. Thomas Rid, Active Measures: The Secret History of Disinformation and Political Warfare.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Jacques Ellul, Propaganda: The Formation of Men's Attitudes. 2. Edward Bernays, Propaganda. 3. Specialized academic studies and research on propaganda, media disinformation, psychological operations and information warfare.
Electronic References, Websites	1. The Global Investigative Journalism Network 2. Reuters Institute for the Study of Journalism 3. UNESCO, Media, Information and Disinformation

1 Course Name:
Language Applications
2 Course Code
Tv4.6
3 Semester / Year
Annual
4 Date of preparing this description
2025/2026
5 Available Forms of Attendance
Weekly

6 Total Number of Study Hours / Total Number of Units					
60 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Prof. Dr. Zainab Abdul Zahra Email: zainababdulzahraa1979@gmail.com					
8 Course Objectives					
Course Objectives	1. Developing students' ability to use the Arabic language correctly in writing and speaking, observing grammatical and spelling rules. 2. Training students to discover and correct linguistic and spelling errors in various media texts. 3. Enabling students to employ the Arabic language accurately and clearly in formulating news, reports and media programs.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and applied exercises in language, grammar and spelling rules. 2. Analyzing media texts and discovering and correcting linguistic errors individually and in groups. 3. Practice-based learning through writing and editing various media texts and providing feedback.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	1. Concept of language and its functions in communication.	Theoretical lecture	Discussion
2	2	Scientific Knowledge	2. Levels of the Arabic language and their characteristics.	Theoretical lecture	Discussion
3	2	Scientific Knowledge	3. Classical and colloquial Arabic in	Theoretical lecture	Discussion

			media discourse.		
4	2	Scientific Knowledge	Common linguistic errors in the media.	Theoretical lecture	Discussion
5	2	Scientific Knowledge	5. Rules of spelling and punctuation marks.	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Hamzas, their types and positions of writing them.	Theoretical lecture	Discussion
7	2	Scientific Knowledge	The soft alif, the tied ta' and the open ta'.	Theoretical lecture	Discussion
8	2	Scientific Knowledge	Methods of constructing the Arabic sentence.	Theoretical lecture	Discussion
9	2	Scientific Knowledge	The nominal sentence and the verbal sentence.	Theoretical lecture	Discussion
10	2	Scientific Knowledge	The subject and predicate and their applications.	Theoretical lecture	Discussion
11	2	Scientific Knowledge	The agent, the deputy agent, and the direct object.	Theoretical lecture	Discussion
12	2	Scientific Knowledge	The abrogating particles and their role in sentence construction.	Theoretical lecture	Discussion
13	2	Scientific Knowledge	Nominative, accusative and genitive cases.	Theoretical lecture	Discussion
14	2	Scientific Knowledge	Methods of negation, interrogation,	Theoretical lecture	Discussion

			command and prohibition.		
15	2		First semester exam		
16	2	Scientific Knowledge	Methods of condition, emphasis and exception.	Theoretical lecture	Discussion
17	2	Scientific Knowledge	Derived forms and their effect on linguistic expression.	Theoretical lecture	Discussion
18	2	Scientific Knowledge	Distinguishing between words similar in meaning and usage.	Theoretical lecture	Discussion
19	2	Scientific Knowledge	Synonymy, antonymy and homonymy.	Theoretical lecture	Discussion
20	2	Scientific Knowledge	Linguistic accuracy in writing news and reports.	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Formulating media headlines in correct language.	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Editing radio and television texts.	Theoretical lecture	Discussion
23	2	Scientific Knowledge	The language used in news bulletins.	Theoretical lecture	Discussion
24	2	Scientific Knowledge	The language of media interviews and dialogues.	Theoretical lecture	Discussion
25	2	Scientific Knowledge	The language of digital media discourse.	Theoretical lecture	Discussion

26	2	Scientific Knowledge	Translation and common media terminology.	Theoretical lecture	Discussion
27	2	Scientific Knowledge	Practical applications in correcting linguistic and spelling errors.	Theoretical lecture	Discussion
28	2	Scientific Knowledge	Editing exercises on writing correct media texts.	Theoretical lecture	Discussion
29	2	Scientific Knowledge	Comprehensive review and final applications of the course.	Theoretical lecture	Discussion
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Abbas Hassan, Al-Nahw Al-Wafi, Dar Al-Ma'arif, Cairo. 2. Mustafa Al-Ghalayini, Jami' al-Durus al-Arabiyya, Al-Maktaba Al-Asriyya, Beirut. 3. Abdul Alim Ibrahim, Spelling and Punctuation in Arabic Writing, Maktabat Ghraib, Cairo.
Recommended Supporting Books and References	1. Fadhil Salih Al-Samarrai, Ma'ani al-Nahw, Dar Al-Fikr, Amman. 2. Ahmed Mokhtar Omar, Correct Arabic, Alam Al-Kutub, Cairo. 3. A collection of refereed scientific research and studies on the Arabic language and its applications in media discourse.

(scientific journals, reports, etc.)	
Electronic References, Websites	1. The Arabic Language Academy in Cairo. 2. The Arabic Language Academy on the internet. 3. The electronic Arabic dictionary and digital Arabic–language lexicon

1 Course Name:	
English Language	
2 Course Code	
Tv4.7	
3 Semester / Year	
Annual	
4 Date of preparing this description	
2025/2026	
5 Available Forms of Attendance	
Weekly	
6 Total Number of Study Hours / Total Number of Units	
60 hours / 2 units	
7 Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Ola Hatif Email:	
8 Course Objectives	
Course Objectives	1. Developing students' skills in reading, writing, listening and speaking in English to support their academic studies. 2. Equipping students with basic English terms and vocabulary related to media, radio, television and digital journalism. 3. Enabling students to read and understand media sources and references in English and communicate professionally in the media environment.
9 Teaching and Learning Strategies	
Strategy	1. Interactive lectures and practical exercises in reading, writing, listening and speaking.

	2. Cooperative learning through dialogues, group exercises and presentations English. 3. Employing digital applications and resources to train students on media terminology and professional communication.
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Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Introduction to the course	Introduction to paragraph writing	Lecture	Participation
2	2	Defining the paragraph	Concept of the paragraph	Lecture and discussion	Short quiz
3	2	Identifying the parts of the paragraph	Components of the paragraph	Lecture and application	Assignment
4	2	Writing a topic sentence	The topic sentence	Workshop	Exercise
5	2	Writing supporting sentences	Supporting sentences	Lecture	Assignment
6	2	Using examples	Details and examples	Group work	Assignment
7	2	Writing a concluding sentence	The concluding sentence	Lecture	Test
8	2	Achieving paragraph unity	Paragraph unity	Discussion	Activity
9	2	Coherence of ideas	Paragraph coherence	Lecture	Assignment
10	2	Using transition words	Linking words	Practice	Test
11	2	Writing a descriptive paragraph	The descriptive paragraph	Workshop	Assignment
12	2	Writing a narrative paragraph	The narrative paragraph	Lecture	Task
13	2	Writing an	The expository	Activity	Assignment

		expository paragraph	paragraph		
14	2	Writing a comparison paragraph	Comparison	Lecture	Test
15	2		First-semester exam		
16	2	Writing an opinion paragraph	The opinion paragraph	Discussion	Assignment
17	2	Writing a persuasive paragraph	The persuasive paragraph	Workshop	Assignment
18	2	Improving grammar	Grammar review	Lecture	Test
19	2	Using punctuation	Punctuation marks	Practice	Exercise
20	2	Improving spelling	Spelling	Practice	Assignment
21	2	Developing vocabulary	Vocabulary	Discussion	Test
22	2	Editing the paragraph	Review and editing	Workshop	Task
23	2	Revising the paragraph	Review	Peer review	Assignment
24	2	Academic writing	Academic writing	Lecture	Assignment
25	2	Guided writing	Specific topics	Practice	Test
26	2	Free writing	Independent paragraphs	Workshop	Assignment
27	2	Analyzing models	Reading and analysis	Discussion	Presentation
28	2	Preparing the project	Writing project	Workshop	Draft
29	2	Completing the project	The final project	Individual work	Assessment
30	2		Second semester exam		
11 Course Assessment					
First semester: 10 marks					

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Raymond Murphy, English Grammar in Use, Cambridge University Press. 2. John Eastwood, Oxford Practice Grammar, Oxford University Press. 3. David Hill & Colin Smith, English for Media Studies, Pearson.
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Michael Swan, Practical English Usage, Oxford University Press. 2. John Hughes & Jon Naunton, Business Result, Oxford University Press. 3. A collection of English books and studies specialized in media, communication and media language.
Electronic References, Websites	1. BBC Learning English. 2. British Council – LearnEnglish. 3. Cambridge Dictionary.

1 Course Name:
Screenplay
2 Course Code
Tv4.8
3 Semester / Year
Annual
4 Date of preparing this description
2025/2026
5 Available Forms of Attendance
Weekly

6 Total Number of Study Hours / Total Number of Units					
60 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Ziyad Mukhlif Hassan Email:					
8 Course Objectives					
Course Objectives	1. Introducing students to the concept of the screenplay, its types, stages and technical foundations in radio and television. 2. Developing skills in writing screenplays and building the idea, characters, plot and dialogue in a way suited to the nature of audio-visual work. 3. Enabling students to prepare radio and television screenplays that employ artistic elements and modern techniques and observe professional and ethical values.				
9 Teaching and Learning Strategies					
Strategy	1. Interactive lectures and analysis of models of radio and television screenplays. 2. Project-based learning through writing individual and group screenplays and converting ideas into producible scripts. 3. Writing workshops, practical application and group discussion with continuous feedback.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	1. Concept of the screenplay, its origin and development.	Theoretical lecture	Discussion
2	2	Scientific Knowledge	Types of radio and television screenplays.	Theoretical lecture	Discussion
3	2	Scientific Knowledge	The idea and its sources.	Theoretical lecture	Discussion
4	2	Scientific	The subject and its	Theoretical	Discussion

		Knowledge	treatment.	lecture	
5	2	Scientific Knowledge	Building the story and plot.	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Characters and their types.	Theoretical lecture	Discussion
7	2	Scientific Knowledge	Building and developing the character.	Theoretical lecture	Discussion
8	2	Scientific Knowledge	Dramatic conflict.	Theoretical lecture	Discussion
9	2	Scientific Knowledge	Time and place in the screenplay.	Theoretical lecture	Discussion
10	2	Scientific Knowledge	Building the scene.	Theoretical lecture	Discussion
11	2	Scientific Knowledge	Dramatic dialogue.	Theoretical lecture	Discussion
12	2	Scientific Knowledge	Description and movement in the screenplay.	Theoretical lecture	Discussion
13	2	Scientific Knowledge	Writing the radio screenplay.	Theoretical lecture	Discussion
14	2	Scientific Knowledge	Writing the television screenplay.	Theoretical lecture	Discussion
15	2		First semester exam		
16	2	Scientific Knowledge	The news and report screenplay.	Theoretical lecture	Discussion
17	2	Scientific Knowledge	The screenplay for talk shows.	Theoretical lecture	Discussion
18	2	Scientific Knowledge	The screenplay for documentary programs.	Theoretical lecture	Discussion
19	2	Scientific Knowledge	The screenplay for advertisements and	Theoretical lecture	Discussion

			promotional materials.		
20	2	Scientific Knowledge	Shots and angles and their relationship to the text.	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Sound effects and music in the radio screenplay.	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Image and sound in the television screenplay.	Theoretical lecture	Discussion
23	2	Scientific Knowledge	Dividing the screenplay into scenes and shots.	Theoretical lecture	Discussion
24	2	Scientific Knowledge	Writing the screenplay in its approved technical format.	Theoretical lecture	Discussion
25	2	Scientific Knowledge	Preparing the storyboard and its relationship to the screenplay.	Theoretical lecture	Discussion
26	2	Scientific Knowledge	Converting the idea into a producible screenplay.	Theoretical lecture	Discussion
27	2	Scientific Knowledge	Analyzing and critiquing screenplays.	Theoretical lecture	Discussion
28	2	Scientific Knowledge	Practical application	Theoretical lecture	Discussion
29	2	Scientific Knowledge	Review	Theoretical lecture	Discussion
30	2		Second semester exam		

11 Course Assessment					
First semester: 10 marks					
Second semester: 10 marks					
Attendance and participation: 20 marks					
Final exam: 60 marks					
12 Learning and Teaching Resources					
Required Course Textbooks (curriculum, if any)					
Main References (Sources)	1. Syd Field, Screenplay: The Foundations of Screenwriting. 2. Robert McKee, Story: Substance, Structure, Style, and the Principles of Screenwriting. 3. Abdul Razzaq Al-Dulaimi, The Art of Writing for Radio and Television				
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Hassan Emad Makkawi, Radio and Television Production. 2. Muhammad Abdel Hamid, The Arts of Media Writing. 3. A collection of refereed scientific studies and research on screenwriting, drama production and audio-visual work.				
Electronic References, Websites	1. BBC Academy – training materials in radio and television writing and production. 2. Writers Guild of America – specialized resources on screenwriting. 3. ScreenSkills – educational and professional resources on screenwriting and audio-visual production.				

1 Course Name:
Graduation Project
2 Course Code
Tv4.9
3 Semester / Year

Annual					
4 Date of preparing this description					
2025/2026					
5 Available Forms of Attendance					
Weekly					
6 Total Number of Study Hours / Total Number of Units					
60 hours / 2 units					
7 Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Ahmed Aidan Email: ahmedmedia2009@gmail.com					
8 Course Objectives					
Course Objectives	1. Enabling students to employ the knowledge and skills they have acquired during their years of study in completing an integrated media project. 2. Developing skills in planning, preparation, implementation, media production, teamwork and problem-solving. 3. Preparing a graduation project characterized by creativity and professional quality, observing academic standards and media-work ethics.				
9 Teaching and Learning Strategies					
Strategy	1. Project-based learning through implementing an integrated individual or group media project. 2. Academic supervision and periodic discussions with feedback throughout the project stages. 3. Practical learning and professional simulation by employing studios, laboratories and modern media techniques.				
10 Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Scientific Knowledge	Concept of the graduation project and its importance.	Theoretical lecture	Discussion
2	2	Scientific Knowledge	Choosing the project idea and defining its topic.	Theoretical lecture	Discussion

3	2	Scientific Knowledge	Defining the project problem and its objectives.	Theoretical lecture	Discussion
4	2	Scientific Knowledge	Defining the project audience and its needs.	Theoretical lecture	Discussion
5	2	Scientific Knowledge	Preparing the work plan and timeline.	Theoretical lecture	Discussion
6	2	Scientific Knowledge	Choosing the media form and format for the project.	Theoretical lecture	Discussion
7	2	Scientific Knowledge	Determining the required human and technical resources.	Theoretical lecture	Discussion
8	2	Scientific Knowledge	Gathering information and sources.	Theoretical lecture	Discussion
9	2	Scientific Knowledge	Verifying information and sources.	Theoretical lecture	Discussion
10	2	Scientific Knowledge	Preparing the media treatment of the project.	Theoretical lecture	Discussion
11	2	Scientific Knowledge	Preparing the screenplay or implementation plan.	Theoretical lecture	Discussion
12	2	Scientific Knowledge	Planning for production, filming and recording.	Theoretical lecture	Discussion
13	2	Scientific Knowledge	Choosing filming and recording locations.	Theoretical lecture	Discussion

14	2	Scientific Knowledge	Preparing the work team and assigning tasks.	Theoretical lecture	Discussion
15	2		First-semester exam		
16	2	Scientific Knowledge	Filming, lighting and sound techniques.	Theoretical lecture	Discussion
17	2	Scientific Knowledge	Field recording and managing interviews.	Theoretical lecture	Discussion
18	2	Scientific Knowledge	Preparing the initial media materials.	Theoretical lecture	Discussion
19	2	Scientific Knowledge	Editing and final cutting.	Theoretical lecture	Discussion
20	2	Scientific Knowledge	Employing music and sound effects.	Theoretical lecture	Discussion
21	2	Scientific Knowledge	Designing the project's visual identity.	Theoretical lecture	Discussion
22	2	Scientific Knowledge	Employing digital media and artificial intelligence responsibly.	Theoretical lecture	Discussion
23	2	Scientific Knowledge	Reviewing the content technically and linguistically.	Theoretical lecture	Discussion
24	2	Scientific Knowledge	Testing and evaluating the project.	Theoretical lecture	Discussion
25	2	Scientific Knowledge	Addressing errors and feedback.	Theoretical lecture	Discussion
26	2	Scientific Knowledge	Preparing the final version of the project.	Theoretical lecture	Discussion

27	2	Scientific Knowledge	Preparing the scientific report accompanying the project.	Theoretical lecture	Discussion
28	2	Scientific Knowledge	Presenting and discussing the project before the committee.	Theoretical lecture	Discussion
29	2	Scientific Knowledge	Final assessment and documentation of the project.	Theoretical lecture	Discussion
30	2		Second semester exam		

11 Course Assessment

First semester: 10 marks

Second semester: 10 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12 Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	
Main References (Sources)	1. Muhammad Abdel Hamid, Scientific Research in Media Studies, Alarabiya Al-Kutub, Cairo. 2. Abdul Razzaq Al-Dulaimi, Radio and Television Production and Directing, Dar Al-Yazouri Al-Ilmiyya, Amman. 3. Hassan Emad Makkawi, Media Research: Its Foundations and Methods, Al-Dar Al-Masriya Al-Lubnaniya, Cairo.
Recommended Supporting Books and References (scientific journals,	1. A collection of books and studies specialized in radio, television and digital-media production. 2. Scientific research published in refereed journals related to the project topic. 3. University guides and regulations for preparing and defending graduation projects.

reports, etc.)	
Electronic References, Websites	1. BBC Academy – media training and production resources. 2. Reuters Institute for the Study of Journalism – studies and reports on modern media. 3. Poynter Institute – professional resources in journalism and media production.

**Department of Media
Second: Public Relations
Branch**

1. Program Vision

The department's vision seeks leadership and excellence in the field of public relations by providing high-quality education.

in a way that meets labor-market needs and achieves the objectives of

sustainable development.

2. Program Mission

The department's mission is summarized in supporting the objectives and functions related to public relations by developing capabilities in the field of communicative activities, monitoring society, achieving development objectives in all fields, advancing the field of public relations work and strengthening its professional aspects by supplying it with qualified graduates of the college, bridging the relationship between those working in public relations and other fields of work such as politics, economics and law, and seeking to create a mechanism of cooperation and integration in tasks and objectives.

3. Program Objectives

Through its vision and mission, the college seeks to achieve the following objectives:

- 1. Graduating media teams armed with professional, technical and media culture, capable of entering the labor market with high capabilities and qualifications.**
- 2. Diversifying the specialized knowledge sources for the college's graduates in all fields and domains, in order to**

achieve objective culture and knowledge for journalists.

- 3. Blending editorial capabilities and knowledge with other technical and artistic aspects, in order to achieve a comprehensive journalistic concept, expert in its multiple and varied fields of work.**
- 4. Developing the spirit of criticism, presentation and review among journalists through a knowledge system that equips students, aiming to give them cultural immunity to protect society's values and identity and consolidate its constants.**
- 5. Strengthening the culture of freedom of expression and respect for human rights, society, and public and personal freedoms as principles of free journalistic work.**
- 6. Strengthening scientific–research skills and principles among the department's graduates through an integrated scientific system, aiming to strengthen the spirit of organized and logical thinking among young journalists.**

.Programmatic Accreditation

None / no application has been submitted to the Accreditation Council at the Ministry of Higher Education and Scientific Research to obtain accreditation

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.Other External Influences
Developments in digital media. Labor–market needs. Modern communication technologies. Social and environmental changes. Quality and accreditation standards. Ministerial instructions.

* The notes may indicate whether the course is core or elective.

Second	PR2.1	Journalistic Arts	2	–
Second	PR2.2	Social Psychology	2	–
Second	PR2.3	Principles of Advertising	2	–
Second	PR2.4	Scientific Research Methods	2	–
Second	PR2.5	Marketing Public Relations	2	–
Second	PR2.6	Communication Theories	2	–
Second	PR2.7	Public Relations Strategies and Programs	2	–
Second	PR2.8	Information Technology	2	–
Second	PR2.9	English Language	2	–
Second	PR2.10	Media Language	2	–
Third	PR3.1	Media Legislation and Public Relations Ethics	2	–
Third	PR3.2	Public Opinion Polls	2	–
Third	PR3.3	Methods of Media	2	–

		Research		
Third	PR3.4	International Media	2	–
Third	PR3.5	Digital Public Relations	2	–
Third	PR3.6	Language of Media Discourse	2	–
Third	PR3.7	English Language	2	–
Third	PR3.8	Writing for Public Relations	2	–
Third	PR3.9	Public Relations Management	2	–
Third	PR3.10	Radio and Television Arts	2	–
Fourth	PR4.1	Specialized Public Relations	2	–
Fourth	PR4.2	International Public Relations	2	–
Fourth	PR4.3	Advertisement Design	2	–
Fourth	PR4.4	Introduction to Propaganda	2	–
Fourth	PR4.5	Public Relations Campaigns	2	–
Fourth	PR4.6	The Art of Voice and Delivery	2	–
Fourth	PR4.7	English Language	2	–
Fourth	PR4.8	Language Applications	2	–
Fourth	PR4.9	Graduation Research	2	–
Fourth	PR4.10	Field applications	2	–

3. Program Intended Learning Outcomes
Knowledge

1. Enabling students to acquire the intellectual framework for working in the field of public-relations communicative activities.
2. Preparing students scientifically, professionally and educationally to practice public-relations communicative activity in government and media institutions.
3. Preparing students scientifically to train practitioners of public-relations communicative activity in its objectives, functions and scientific foundations.
4. Providing consultation in the field of public relations to relevant government and media institutions.
5. Preparing students with the skills to practice public-relations work.
6. Conducting scientific research in the field of public relations.

Skills

1. Participating in other committees related to work in the field of public relations.
2. Contributing to solving problems students face in learning how to manage public-relations communicative activities and guiding them properly and professionally.
3. Preparing researchers in the field of public relations who provide advice and consultation to government and media institutions.

Values

1. Developing an inclination toward studying work in the field of public relations and developing capabilities
2. Increasing students' desire to learn the basics of work skills in the field of public relations.
3. Strengthening students' love of practicing public relations

work.

4. Creating creative skills necessary for developing communicative activities in the field of public relations.

Program Skills Map																
Course Data				Program Required Learning Outcomes												
				Knowledge						Skills			Values			
Year/Level	Course Code	Course Name	Core/ Elective	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4
Second	PR2.1	Journalistic Arts	Core	✓	—	✓	—	—	—	✓	—	—	—	✓	—	
Second	PR2.2	Social Psychology	Core	✓	✓	—	—	—	—	—	✓	—	✓	—	—	
Second	PR2.3	Principles of Advertising	Core	✓	—	—	✓	✓	—	—	✓	—	—	—	—	
Second	PR2.4	Scientific Research Methods	Core	✓	—	—	—	—	✓	—	—	✓	—	—	✓	
Second	PR2.5	Marketing Public Relations	Core	✓	—	—	✓	✓	—	✓	✓	—	✓	—	—	
Second	PR2.6	Communication Theories	Core	✓	✓	—	—	—	—	—	—	—	—	✓	—	

Program Skills Map																
Course Data				Program Required Learning Outcomes												
				Knowledge						Skills			Values			
Year/Level	Course Code	Course Name	Core/ Elective	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4
Second	PR2.7	Public Relations Strategies and Programs	Core	✓	—	—	✓	✓	—	✓	✓	—	✓	—	—	
Second	PR2.8	Information Technology	Core	✓	—	✓	—	—	—	—	✓	—	—	—	—	
Second	PR2.9	English Language	Core	✓	—	—	—	—	—	✓	—	—	—	—	✓	
Second	PR2.10	Media Language	Core	✓	—	✓	—	—	—	✓	—	—	—	✓	—	
Third	PR3.1	Media Legislation and Public Relations Ethics	Core	✓	✓	—	—	—	—	—	—	—	✓	✓	✓	
Third	PR3.2	Public Opinion Polls	Core	✓	—	—	✓	—	✓	—	—	✓	—	✓	—	
Third	PR3.3	Methods of Media	Core	✓	—	—	—	—	✓	—	—	✓	—	—	✓	

Program Skills Map																
Course Data				Program Required Learning Outcomes												
				Knowledge						Skills			Values			
Year/Level	Course Code	Course Name	Core/ Elective	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4
		Research														
Third	PR3.4	International Media	Core	✓	✓	—	—	—	—	—	—	—	✓	✓	—	
Third	PR3.5	Digital Public Relations	Core	✓	—	✓	✓	—	—	—	✓	—	—	—	—	
Third	PR3.6	Language of Media Discourse	Core	✓	—	✓	—	—	—	✓	—	—	—	✓	—	
Third	PR3.7	English Language	Core	✓	—	—	—	—	—	✓	—	—	—	—	✓	
Third	PR3.8	Writing for Public Relations	Core	✓	—	✓	—	✓	—	✓	✓	—	—	—	—	
Third	PR3.9	Public Relations Management	Core	✓	—	—	✓	✓	—	✓	✓	—	✓	—	—	
Third	PR3.10	Radio and Television Arts	Core	✓	—	✓	—	—	—	—	✓	—	—	—	—	

Program Skills Map																	
Course Data				Program Required Learning Outcomes													
				Knowledge						Skills			Values				
Year/Level	Course Code	Course Name	Core/ Elective	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4	
Fourth	PR4.1	Specialized Public Relations	Core	✓	—	—	✓	✓	—	✓	✓	—	✓	—	—		
Fourth	PR4.2	International Public Relations	Core	✓	✓	—	✓	—	—	✓	—	—	✓	✓	—		
Fourth	PR4.3	Advertisement Design	Core	✓	—	✓	✓	—	—	—	✓	—	—	—	✓		
Fourth	PR4.4	Introduction to Propaganda	Core	✓	✓	—	✓	—	—	—	—	—	✓	✓	—		
Fourth	PR4.5	Public Relations Campaigns	Core	✓	—	—	✓	✓	—	✓	✓	—	✓	—	—		
Fourth	PR4.6	The Art of Voice and Delivery	Core	✓	—	✓	—	—	—	—	✓	—	—	✓	—		
Fourth	PR4.7	English Language	Core	✓	—	—	—	—	—	✓	—	—	—	—	✓		
Fourth	PR4.8	Language	Core	✓	—	✓	—	—	—	✓	—	—	—	✓	—		

Program Skills Map																
Course Data				Program Required Learning Outcomes												
				Knowledge						Skills			Values			
Year/Level	Course Code	Course Name	Core/ Elective	A1	A2	A3	A4	A5	A6	B1	B2	B3	C1	C2	C3	C4
		e Applications														
Fourth	PR4.9	Graduation Research	Core	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Fourth	PR4.10	Field applications	Core	✓	—	✓	✓	✓	—	✓	✓	✓	✓	✓	—	

Coding of the matrix fields: A1–A6 = Knowledge, B1–B3 = Skills, C1–C4 = Values. The symbol (✓) means the course directly contributes to achieving the outcome, and the symbol (—) means no direct relation.

4. Teaching and Learning Strategies

1. Lecturing method by the course instructor.
2. Using electronic presentations in lecturing via PowerPoint
3. Practical application method in laboratories
4. Field application for all study stages in specialty subjects.
5. Presenting models of advanced, up-to-date media work in line with technological development
6. Theoretical and practical lectures in specialized media for public relations.
7. Self-tests for the student in the laboratories.

8. Explaining the scientific material to students in detail
9. Involving students in producing media materials

5. Assessment Methods

- 1) Daily tests with multiple-choice or in-class questions on course material.
- (2) Marks for participation in challenging competitive questions among students.
- (3) Grading assigned homework.

Professional Development

Orientation of New Faculty Members

Orienting new faculty members by providing them with the department's approved university instructions

Clarifying the scientific and administrative procedures to be followed in their work.

Readiness to help overcome difficulties facing their professional work.

Ensuring the resolution of professional problems they face in their work.

Professional Development of Faculty Members

- 1. Faculty members in the department engaging in training courses needed to develop their professional skills.**
- 2. Organizing scientific seminars and development lectures delivered by a select group of experts in media and public relations, to provide students with information and build the ability and skill to perform their work in the future**
- 3. The College of Media holding workshops, seminars and scientific panel discussions, aiming to exchange experience**

among faculty members.

.Admission Criteria

1. **Direct admission of morning– and evening–study students, in addition to verifying the academic background and educational origin of applicants in line with the nature of the specialization.**

6. Key Sources of Information about the Program

Ministerial instructions.

Quality and accreditation standards.

The labor market and media institutions.

Opinions of students and graduates.

Comparable academic programs.

Comprehensive Development Plan

- * Updating the curricula of the Department of Public Relations to keep pace with digital media, artificial intelligence and the labor market.
- * Increasing the practical and applied aspect in course subjects.
- * Establishing a modern laboratory for public relations and digital communication.
- * Establishing a student public–relations agency for training in campaigns, events and content management.
- * Developing field training and concluding agreements with government and media institutions and companies.
- * Training teaching staff on modern techniques and teaching and scientific–research methods.

- * Introducing artificial–intelligence applications, audience analysis and digital–reputation management into training.
- * Establishing a center for public–opinion and communication research and conducting surveys and studies.
- * Developing graduation projects to include applied public–relations campaigns and plans.
- * Creating a professional achievement portfolio for each student from the early stages through to graduation.
- * Strengthening students' skills in public speaking, negotiation, leadership and crisis management.
- * Establishing a student public–relations club and organizing competitions and community campaigns.
- * Hosting experts and practitioners from the labor market periodically.
- * Organizing an annual conference or forum specialized in public relations and communication.
- * Developing the department's website and digital platforms and showcasing its activities and student projects.
- * Creating a database of graduates and tracking their employment opportunities.
- * Forming a professional advisory council linking the department with the labor market.
- * Strengthening scientific research and publication on topics of public relations and digital communication.
- * Setting annual performance indicators to measure the quality of teaching, training, scientific research and activities.
- * Working gradually toward meeting the department's quality and academic–accreditation requirements.

Course Description Form

1. Course Name: Computers					
2. Course Code: PR2.					
3. Semester / Year: First Semester 2026/2027					
4. Date of preparing this description: 8/7/2026					
5. Available Forms of Attendance: In-person					
6. Total Number of Study Hours: 60 hours / Number of Units: 2					
7. Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Prof. Dr. Waheed Abdul Kadhim Salman					
8. Course Objectives					
Course Object	The course aims to introduce the concept of the computer, its origin and stages of development, and to familiarize the student with the importance of the computer and the basic functions it performs, in addition to a comprehensive overview of the types of computers, their components and parts. It also covers operating systems, their types and how to work with them. It also aims to explain how to prepare research or a report and its steps, with a detailed explanation of the Word and Excel programs and how to create tables in Excel, presentations, and postcards using the Publisher program, in addition to comprehensive knowledge of networks and their types.				
9. Teaching and Learning Strategies					
Strategy	Cognitive Objectives / This course aims to equip the student with theoretical knowledge and practical skills in using the computer and knowing how to work with it using the operating system, covering the concept of the computer and its basic parts and the difference between the operating system and other application systems. In addition to introducing a set of basic application programs and applying them practically in the laboratory to benefit from them in all practical fields. It also includes training students on how to prepare research, write a report, create a table and invitation card and brochure, and hold presentations and other activities.				
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring	Introduction to the electronic	Explanation	Grading participants

Week 1	2	Knowledge	computer and its types	discussion	
Week 2	2	Acquiring Knowledge	Learning about the hardware components of the computer	Explanation discussion	Grading participants and conducting a daily test on the previous lecture
Week 3	2	Acquiring Knowledge	Learning the most important units of computer measurement	Explanation discussion	Grading participants and conducting a daily test on the previous lecture
Week 4	2				Grading participants conducting a daily test
Week 5	2	Acquiring Knowledge	Learning about the software components	Explanation discussion	Grading participants conducting a daily test the previous lecture
Week 6	2	Acquiring Knowledge	Learning about the Windows operating system and the available versions	Explanation discussion	Grading participants conducting a daily test the previous lecture
Week 7	2	Acquiring Knowledge	Learning about Windows commands and how they work in detail	Explanation discussion	Grading participants conducting a daily test the previous lecture
Week 8	2	Acquiring Knowledge	Learning how to work with the desktop	Explanation discussion	Assessment based questions and application
Week 9	2	Acquiring Knowledge	Learning how to work with the desktop	Explanation discussion	Grading participants conducting a daily test the previous lecture
Week 10	2	Acquiring skill & assessment	Comprehensive practical application of desktop commands and instructions	Using computer and presenting the smart board	Assessment based questions and application
Week 11	2	Acquiring Knowledge	Learning how to work with the taskbar	Explanation discussion	Discussing reports, grading the assessment, selecting and analyzing best report
Week 12	2	Acquiring Knowledge	Comprehensive practical application of taskbar commands and instructions	Using computer and presenting the smart board	Grading participants conducting a daily test the previous lecture
Week 13	2	Acquiring skill & assessment		Explanation discussion	Grading participants conducting a daily test the previous lecture
Week 14	2	Acquiring Knowledge	Learning about the basic elements of the Start menu	Comparison evaluation	Grading participants conducting a daily test in the previous lecture
Week 15	2	Acquiring Knowledge	Learning about information institutions, their types and objectives	Explanation discussion	Grading assessment
Week 16	2	Acquiring Knowledge	Learning about the types of ribbons used and how to work with windows	Explanation discussion	
Week 17	2	Acquiring Knowledge	Learning about the control	Explanation	

		Acquiring Knowledge	panel and its importance for adjusting computer settings	discussion	
		Measuring knowledge through examination	Semester and practical exam	Test measurement	

Second Semester

Week One	2	Acquiring knowledge	Learning about the Word word-processing program, its history and importance	Explanation discussion	Grading participants
Week Two	2	Acquiring Knowledge	Learning about the Office button and the basic commands and instructions	Explanation discussion	Grading participants and conducting a daily test the previous lecture
Week 3	2	Acquiring skill	Learning how to create a new document, and open, save and print documents	Using computer and presenting the smart board	Assessment based questions and application
Week 4	2	Acquiring knowledge and skill	Learning the steps for writing text and dealing with paragraphs through numbered and bulleted lists, in addition to changing text direction and order.	Explanation discussion And computers presenting via smart board	Assessment based questions and application
Week 5	2	Acquiring skills	Working on changing font style and its variants in the document	Explanation discussion And computers presenting via smart board	Assessment based questions and application
Week 6	2	Acquiring skills	Using the Insert tab to add a shape, image, mathematical equation or other available applications	Explanation discussion And computers presenting via smart board	Assessment based questions and application
Week 7	2	Acquiring knowledge and skill	Training students on creating and formatting tables, adding and deleting cells from the table, with comprehensive knowledge of table formatting including colors, borders and more	And computers presenting via smart board	Assessment based questions and application

Week 8	2	Acquiring knowledge and skill	Learning about the Page Layout tab for dividing the page, coloring it, setting its size, adding a watermark, adjusting margins and other applications belonging to this tab	Explanation discussion And computers presenting via smart board	Assessment based on questions and application
Week 9	2	Acquiring knowledge and skill	Learning about the presentation program and getting to know the page and available ribbons	Explanation discussion And computers presenting via smart board	Assessment based on questions and application
Week 10	2	Acquiring knowledge and skill	A comprehensive practical application on creating a set of slides, designing them, and adding animation, timing and formatting	Explanation discussion And computers presenting via smart board	Assessment based on questions and application
Week 11	2	Acquiring knowledge and skill	Learning about the Excel program and its ribbons and how to work with it	Explanation discussion And computers presenting via smart board	Assessment based on questions and application
Week 12	2	Acquiring skill	A comprehensive practical application on organizing and formatting tables and using mathematical operations	Explanation discussion And computers presenting via smart board	Assessment based on questions and application
Week 13	2	Acquiring knowledge and skill	Learning about the Publisher program and working on designing a scientific poster and brochures	Explanation discussion And computers presenting via smart board	Assessment based on questions and application
Week 14	2	Acquiring knowledge and skill	Introducing internet networks, their types and types of connection structures, and learning to use the internet for scientific research and search methods	Explanation discussion	Grading participants & conducting a daily test the previous lecture
Week 15	2	Assessing skill & knowledge	Second-semester exam, theoretical and practical	Test	Grading the second semester

11. Course Assessment

Distributing the grade out of 100 according to the tasks assigned to the student such as daily preparation, daily,

oral, monthly and written exams and reports, etc.		
12. Learning and Teaching Resources		
Required Course Textbook (curriculum, if any)	A comprehensive curriculum for the above courses prepared by course instructor	
Main References (Sources)	<u>- Office 2010 Library: Excel 2010 Bible, Access 2010 Bible, PowerPoint 2010</u> <u>Using Microsoft Office Excel 2003</u> By Patrick Blattner <u>Learn Microsoft Office 2019: A comprehensive guide to getting started with ...</u> - By Linda Foulkes - Curriculum of the College of Information and Communication Technology	
Recommended Books and Supporting References (scientific journals, reports, etc.)		
Electronic References, Websites	google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKE <u>Types of Computers - Mawdoo3 (mawdoo3.com)</u>	

وصف المقرر

الاتصال الجماهيري ووسائله	
PR1.10	
سنوي / الفصل الأول والثاني	
الوصف 2026 / 2027	
المتاحة / اسبوعي	
الدراسي (الكلي) / 60 ساعة عدد الوحدات (الكلي)	
الدراسي (إذا أكثر من أسم يذكر)	
حسيير جواد	
يهدف إلى إكساب الطالب الفاهيم العلمية الصحيحة في ميدان الاتصال والتميز بينها على مستوى الممارسة والتطبيق وتعلم الخطوات والإجراءات الاتصالية الصحيحة في بناء الرسائل عبر الوسائل المتعددة ويركز على التمييز بين الأنماط الاتصالية المتعددة وبما يتوافق مع النماذج التطبيقية ق المعرفة العلمية الدقيقة بوظائف الاتصال ومهامه للفرد والمجتمع راك والمعرفة بسريان الاتصال عبر النماذج الخطية والوظيفية والتفاعلية والآثار المتوقعة عنها	
التعليم	
أسلوب، الشرح والتفسير والدعم بالأمثلة الماد بالطرق الالكترونية البور بوينت أسلوب، التعليم المدمج بفتح صفوف الكترونية ونشر المادة بور بوينت لتبسيطها حاور أساسية لكل محاضرة طرق وأساليب العصف الذهني	

نموذج وصف المقرر

1. اسم المقرر العلاقات العامة التسويقية	
2. رمز المقرر العلاقات العامة التسويقية PR2.5	
3. الفصل / السنة الفصل الاول 2027/2026	
4. تاريخ إعداد هذا الوصف 2026/7/6	
5. أشكال الحضور المتاحة حضوري	
6. عدد الساعات الدراسية (الكلية) 60 ساعة / عدد الوحدات (الكلية) 2	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.م مها ضياء عبد الباقي	
8. اهداف المقرر	
اهداف المادة الدراسية الأهداف المعرفية والمهارية لمقرر "العلاقات العامة التسويقية" تركز على تزويد الطلاب بالمعرفة العملية التي تمكنهم من فهم وتطبيق استراتيجيات العلاقات العامة في السياق التسويقي. وفيما يلي الأهداف: الأهداف المعرفية: فهم المفاهيم الأساسية: تزويد الطلاب بفهم شامل للمفاهيم الأساسية في العلاقات العامة والتسويق، بما في ذلك كيفية تكا مع جهود التسويق. التعرف على الأدوات والاستراتيجيات: تعريف الطلاب بأهم الأدوات والاستراتيجيات التي تُستخدم في العلاقات العامة لدعم وتعزيز الأنشطة التفاعل مع الجمهور. معرفة إدارة السمعة: فهم كيفية إدارة سمعة العلامة التجارية وتأثير العلاقات العامة على تكوين الصورة العامة للمؤسسة مختلف الأطراف المعنية. تحليل الجمهور المستهدف: تعلم كيفية تحديد وتحليل الجمهور المستهدف لتصميم حملات علاقات عامة وتسويقية فعالة تتواء وتوقعاتهم. التعرف على التعامل مع الأزمات: اكتساب معرفة بكيفية التعامل مع الأزمات التي قد تواجه العلامة التجارية أو المؤسسة، واستخدام في استراتيجيات إدارة الأزمات.	

نموذج وصف المقرر

1. اسم المقرر					
الفنون الصحفية					
2. رمز المقرر					
PR2.1					
3. الفصل / السنة					
2027-2026					
4. تاريخ إعداد هذا الوصف					
2026/7/7					
5. أشكال الحضور المتاحة					
حضور					
6. عدد الساعات الدراسية (الكلية) / عدد الوحدات (الكلية)					
2/60					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر)					
الاسم: م.د. عدنان لفقة منان					
8. اهداف المقرر					
اهداف المادة الدراسية			• كيفية كتابة القصة الخبرية • اكتساب مهارات ومعارف • تطبيق الفنون الصحفية عن طريق تنفيذ ص		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			تتعدد استراتيجيات التعليم والتعلم، ولكن من الممكن تبسيط المادة الدراسية عبر (ata show) فضلاً عن عمل النشاطات بشكل حلقات بين الطلبة من أجل الشعور بالمنافسة لتقديم نشاطاً أفضل من غيرهم.		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقييم
1	2	اكتساب المعارف	الخبر الصحفي	شرح ومناقشة	منح درجات لا
2	2	اكتساب المعارف	عناصر الخبر الصحفي	شرح ومناقشة	واجراء امتحانز بالمحاضرة الله
3	2	اكتساب المعارف	قيم ومعايير الخبر	شرح ومناقشة	منح درجات لا واجراء
4	2	اكتساب المعارف	الطرق البنائية للخبر الصحفي	شرح ومناقشة	امتحان يومي بالمحاضرة الله
5	2	اكتساب المعارف	كيفية كتابة الخبر الصحفي (عملي)	تطبيق عملي	منح درجات لا واجراء امتحانز بالمحاضرة الله

نموذج وصف المقرر

1. اسم المقرر // اللغة الاعلامية // ثاني علاقات					
2. رمز المقرر PR2.10					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/6					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلية) 60 ساعة / عدد الوحدات (الكلية) 2					
7. اسم مسؤول المقرر الدراسي (اذا اكثر من اسم يذكر) الاسم: أ.م.د زينب عبد الزهرة هادي					
8. اهداف المقرر					
اهداف المادة الدراسية			نظرا للاهمية التي تقوم بها اللغة الاعلامية والتي تمثل التراث الفني للثقافة العربية والاسلامية ، ولاستشراف ما ظل واقع اللغة في الاوساط التعليمية فان واقع اللغة واللغة الاعلامية على وجه الخصوص ، ان المخاطر التي الحضاري ولعل اشدها خطورة هي اللغة العربية ، ولذلك يتعرف الطلبة في اللغة الاعلامية على جملة موضوع		
9. استراتيجيات التعلم والتعليم					
الاستراتيجية			الاهداف المعرفية / ان الانفتاح الحاصل في العالم وعلى مختلف الاصعدة في مجالات الثقافة والتعليم ومحو التز العربي ، وما سطره الاجداد من علوم وثقافة وكتب حفظت لنا تراثنا العلمي العريق لا سيما اللغة وكتبها وقواء الرصينة ، فكان لزاما على طلبة العلم الخوض في مجال الاعلام واللغة الاعلامية ودراسة الامور المهمة والنشد في مجال اللغة الاعلامية وكيفية توظيفها لخدمة العلم والمعرفة ، وذلك بعدة اشكال في المنصات الالكترونية وه التواصل الاجتماعي ، ان الاستراتيجية التي نتبع في اللغة الاعلامية هي العلم بالقواعد والاملاء والمصطلحات والوقف والوصل واكسد المهارة البلاغية المهمة التي تحص الطلبة من مزلق الاخطاء والاعلاط ورفع الحس المعرفي في نفوس طلبتنا		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيد
الاسبوع 1	2	اكتساب المعارف	صفات اللغة الاعلامية	شرح ومناقشة	منح درجات واجراء امتا بالمحاضر،
الاسبوع 2	2	اكتساب المعارف	تشخيص ضعف الاداء اللغوي	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة ال
الاسبوع 3	2	اكتساب المعارف	مفهوم اللغة الاعلامية ...	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة ال
الاسبوع 4	2	اكتساب المعارف	خصائص اللغة الاعلامية وعناصرها .	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة ال

نموذج وصف المقرر

1. اسم المقرر : علم نفس اجتماع					
2. رمز المقرر PR2.2					
3. الفصل / السنة الفصل الاول والثاني 2027-2026					
4. تاريخ إعداد هذا الوصف 2026/7/8					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 120 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.د. احسان بادع علوان					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى البحث عن سلوك الفرد وصفاته ودراسة تصرفاته الشعورية أو اللاشعورية التي تصدر عنه بهدف تحقيق التفاعل المحيطة به ويختص بدراسة النفس البشرية وحركاتها وتصرفاتها ومعرفة مكوناتها واسرارها ورغباتها ودوافعها وآمالها ويهدف إلى تساعد في تعديل وتقويم مساوئها وعلاج مشاكلها واضطراباتها .		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية طبيعة علم النفس وعلم الاجتماع كما يتطرق المقرر إلى تعريف الطالب بسلوكيات ووسائل الاعلام وكما يتناول المقرر الاتصال والعناصر العملية الاتصالية الى تعرف الطالب على اللغة الاقناعية في علم النفس الاعلامي .		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيد
الاسبوع 1	4	اكتساب المعارف	علم النفس الاعلامي وعلاقته بفروع علم النفس الاخرى	شرح ومناقشة	منح درجات
الاسبوع 2	4	اكتساب المعارف	علم النفس الاجتماعي واهميته واهدافه	شرح ومناقشة	منح درجات واجراء امتة السابقة
الاسبوع 3	4	اكتساب المعارف	طبيعة علم النفس واهدافه	شرح ومناقشة	منح درجات واجراء امتة السابقة
الاسبوع 4	4	اكتساب المعارف	طبيعة علم الاجتماع واهدافه	شرح ومناقشة	منح درجات واجراء امتة

Course Description Form

1. Course Name:					
lish					
2. Course Code:					
0.9					
3. Semester / Year:					
6/2027					
4. Description Preparation Date:					
2026					
5. Available Attendance Forms:					
Daily					
6. Number of Credit Hours (4) / Number of Units (8)					
4 Hours per week. Eight units					
7. Course administrator's name (mention all, if more than one name)					
Name: Instructor Ulaa Hatef Ali					
8. Course Objectives					
Course Objectives			- Equipped with knowledge - Equipped with skills - Equipped with good ethics		
9. Teaching and Learning Strategies					
Strategy		Teaching and learning strategies are multiple such as using technical devices such as Data Show in order to improve the methods of delivering the best kind of education.			
Course Structure					
Rank	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
	4	Gaining knowledge	Unit one	Teaching	Quizzes + Exams

نموذج وصف المقرر

1. اسم المقرر مبادئ الاعلان					
2. رمز المقرر PR2.3					
3. الفصل / السنة الفصل الاول 2026L2027					
4. تاريخ إعداد هذا الوصف 2026/7/6					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (اذا اكثر من اسم يذكر) الاسم: م.م. مصطفى محمد ساهي					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى التعرف على مفهوم الإعلان ونشأته ومراحل تطوره، وتعرف الطالب بأهمية الإعلان والوظائف الأساسية التي يقو نظرة شاملة عن أنواع الإعلانات ومكونات الإعلان المقروء والمرئية. كما يهدف إلى توضيح التخطيط الإعلاني وخطواته مع شرح وكالات الإعلان.		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن الاعلان حيث يتناول المقرر مفهوم الاعلان وخصائصه والعوامل التي ادت الى تطورها والتعريف بتكنولوجيا وسائل الاعلان والفرق بين الاعلام والاعلان والاهمية الاجتماعية للاعلان كما يتطرق المقرر الى شرح انواع الاعلانات من وجهة نظر الوظائف التسويقية للاعلان ومن وجهة مسالك التوزيع. وكما يتناول الاعلان والعناوين والعناصر الجرافيكية في الاعلان اضافة الى التعرف على الأساليب الإقناعية المستخدمة في الإعلانات واستخدامها و الوكالات الإعلانية وأهميتها واثرها في تطور الإعلان وحول كيفية استخدام الشعارات الإعلانية والهتاف الإ: استخدامهما في الإعلان التلفزيوني المطبوع كما يتضمن تدريب الطلبة على كيفية تصميم الشعار والهتاف والأساليب الإعلانية غير المباشرة والفرق بينها وبين الأساليب المباشرة		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيا
الاسبوع 1	2	اكتساب المعارف	تعريف عن نشأة الاعلان شرح ومناقشة منح درجات للمشاركين	شرح ومناقشة	منح درجات واجراء امتا بالمحاضر،
الاسبوع 2	2	اكتساب المعارف	معرفة مفهوم الإعلان ومراحل تطوره شرح ومناقشة منح درجات للمشاركين وطرح اسئلة عصف ذهني للطلبة	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة ال
الاسبوع 3	2	اكتساب المعارف	معرفة انواع الاعلان شرح ومناقشة منح درجات للمشاركين	شرح ومناقشة	منح درجات

نموذج وصف المقرر

1. اسم المقرر	
مناهج البحث - المرحلة الثانية	
2. رمز المقرر	
PR2.4	
3. الفصل / السنة	
الفصل الأول - الثاني / 2026-2027	
4. تاريخ إعداد هذا الوصف	
2024-7-7	
5. أشكال الحضور المتاحة	
محاضرات حضورية	
6. عدد الساعات الدراسية (الكلية) / عدد الوحدات (الكلية)	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر)	
الاسم: ا م د حردان هادي صايل الأيميل : hardan1978@yahoo.com	
8. اهداف المقرر	
• الأهداف العامة جعل الطالب يتعرف على أبرز المبادئ الخاصة بمناهج البحث الع • الأهداف السلوكية : جعل الطالب قادراً على أن : • - يعرف كيفية كتابة بحث علمي سليم وفق اصول المنهج العلمي . • - يطلع الطالب على عدد من المصادر في مجال الاختصاص. • - يتعرف على كيفية البحث في المصادر واستخلاص الذي يحتاجه في بحثه . • - يفهم أسس البحث العلمي من حيث المفهوم والخطوات والمناهج .	اهداف المادة الدراسية
9. استراتيجيات التعليم والتعلم	
العصف الذهني والمناقشات المفتوحة	الاستراتيجية

نموذج وصف المقرر

1. اسم المقرر تكنولوجيا المعلومات					
2. رمز المقرر PR2.8					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/8					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلية) 60 ساعة / عدد الوحدات (الكلية) 2					
7. اسم مسؤول المقرر الدراسي (اذا اكثر من اسم يذكر) الاسم: م.م مصطفى محمد ساهي					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى التعرف على مفهوم المعلومات ونشأته ومراحل تطوره، وتعرف الطالب بأهمية المعلومات والوظائف الأساسية التي بها، إضافة إلى نظرة شاملة عن أنواع المعلومات وطريقة المحافظة عليها. كما يهدف إلى توضيح كيفية عمل المدونه وعملية الإذ وخطواته مع شرح مفصل عن كيفية الاستفادة من البيانات والبحث عنها عن طريقة النت واعادة صياغتها .		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن المعلومات وكيفية بها حيث يتناول المقرر مفهوم البيانات وخصائصه والتكنولوجيا التي ادت الى تطوره والتعريف المعرفة والبحث العلمي واركانه ومفهوم المعلوماتية و علاقتها بالعلوم الاخرى. اضافة الى التعرف على الفرق بين البيانات والمعلومات والتطور التقني واثره في المعلومات وماهي المشكلات تواجهه المعلومات ومجالات استخدام المعلومات. كما يتضمن تدريب الطلبة على كيفية البحث عن المعلومات والاستفادة منها واعادة صياغتها من اجل تجنب الاقة كتابة التقارير والبحوث.		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيد
الاسبوع 1	2	اكتساب المعارف	تعريف على المفاهيم الاساسية في تكنولوجيا المعلومات	شرح ومناقشة	منح درجائ للمشاركين
الاسبوع 2	2	اكتساب المعارف	معرفة مفهوم العلم والمعرفة ودورهما في تطور المعلومات	شرح مناقشة	منح درجائ للمشاركين امتحان يوم بالمحاضرة
الاسبوع 3	2	اكتساب المعارف	معرفة البحث العلمي واركانه و نشأته ما مفهوم المعلوماتية و علاقتها بالعلوم	شرح ومناقشة	منح درجائ للمشاركين امتحان يوم بالمحاضرة

نموذج وصف المقرر

1. اسم المقرر نظريات الاتصال					
2. رمز المقرر PR2.6					
3. الفصل / السنة الفصل الاول 2027/2026					
4. تاريخ إعداد هذا الوصف 2026/7/7					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 120 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر الاسم: أ.م.د حردان هادي صايل					
8. اهداف المقرر					
يهدف المقرر إلى مراجعة ما اكتسبه الطالب في المرحلة السابقة عن علم الاتصال من تعريف ومراحل تطور البدء بالتعرف على النظرية مفهومها وخصائصها، والخوض في اهم نظريات الاتصال والتعرف على الأساليب الرسالة الاتصالية، فضلاً عن النظريات المتعلقة بالوسيلة من مفهوم وخصائص وصولاً الى نظرية الاعتماد الاعلام.					اهداف المادة الدراسية
9. استراتيجيات التعليم والتعلم					
الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات بحثية يستثمر كتابة البحوث والدخول في عالم الكتابة لتوظيف نظريات الاتصال في المراحل التي تليها في بحر كما يتطرق المقرر إلى التعرف إلى النموذج وتعريف الطالب كيفية استخدام النظرية، كما تمكن معرفة ما يدور حوله في وسائل الاعلام.					الاستراتيجية
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التا
الاسبوع 1	4	اكتساب المعارف	مدخل الى علم الاتصال، المراحل التاريخية لتطور علم الاتصال	شرح ومناقشة	منح درج واجراء بالمحاض
الاسبوع 2	4			شرح مناقشة	

نموذج وصف المقرر

1. اسم المقرر استراتيجيات العلاقات العامة					
2. رمز المقرر PR2.7					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/8					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلية) 60 ساعة / عدد الوحدات (الكلية) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.م محمد حسين جواد					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى التعرف على مفهوم العلاقات العامة والتخطيط في العلاقات العامة واهمية التخطيط كذلك انواع لتخطيط وعوامل التخطيط ومفهوم الاستراتيجيات وانواعها بالإضافة الى برامج العلاقات العامة واهميتها وكيفية اعدادها ووشروط نجاح هذه البرامج		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن تطبيق الاستراتيجيات العامة حيث يتناول المقرر مفهوم الاستراتيجية وانواعها وماهي الاستراتيجيات القائمة عليها العلاقات العامة ودور مسؤول العلاقات العامة في وضع البرامج والتي تتمثل بالبرامج الوقائية والبرامج العلاجية وتحديد الجمهور الوسيلة المناسبة بالإضافة الى تصميم الاستراتيجية والتكتيك والمراجعة والتقييم .		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيد
الاسبوع 1	2	اكتساب المعارف	تعريف العلاقات العامة	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة
الاسبوع 2	2	اكتساب المعارف	مفهوم التخطيط في العلاقات العامة	شرح مناقشة	اعطاء اسئ
الاسبوع 3	2	اكتساب المعارف	اهمية التخطيط في العلاقات العامة	شرح ومناقشة	اعطاء اسئ منح درجات واجراء امتة بالمحاضرة الـ
الاسبوع 4	2	اكتساب المعارف			
الاسبوع 5	2	اكتساب المعارف	انواع التخطيط في العلاقات العامة	شرح ومناقشة	منح درجات واجراء امتة

نموذج وصف المقرر

1. اسم المقرر استطلاعات الرأي العام					
2. رمز المقرر PR3.2					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/6					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.د. سعيد ميران سعيد					
8. اهداف المقرر					
					اهداف المادة الدراسية
9. استراتيجيات التعليم والتعلم					
الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علم الوأي العام حيث يتناول المقرر مفهوم الوأي العام وخصائصه والعوامل التي ادت الى تطورها والذ يتطرق المقرر الى شرح انواع الاستطلاعات وكل ما يتعلق بذلك					الاستراتيجية
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة الا
الاسبوع 1	2	اكتساب المعارف	تعريف عن مفاهيم الرأي العام, مفهومة , وظائفه , وعناصره شرح	شرح ومناقشة	منح درء للمشارك امتحان !

نموذج وصف المقرر

1. اسم المقرر تشريعات الاعلام	
2. رمز المقرر : PR3.1	
3. الفصل / السنة الفصل الاول 2027/2026	
4. تاريخ إعداد هذا الوصف 2026/7/8	
5. أشكال الحضور المتاحة حضوري	
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.د. احسان بادع علوان	
8. اهداف المقرر	اهداف المادة الدراسه هم الأطر القانونية: دراسة القوانين والأنظمة التي تحكم وسائل الإعلام في مختلف الدول، بما في الصحافة، حقوق الطبع والنشر، وحماية البيانات. تحليل القوانين الخاصة بحرية التعبير: فهم حدود حرية التعبير في الإعلام وكيف يتم التوازن بين والمسؤولية الاجتماعية. التعرف على التشريعات الدولية: فهم كيفية تأثير التشريعات الدولية مثل المعاهدات والاتفاقيات الى حقوق الإنسان) على الإعلام في مختلف الدول. دراسة القضايا الأخلاقية والقانونية: التعرف على التحديات الأخلاقية التي تواجه الإعلاميين، مثل الخصوصية وحق الجمهور في المعرفة. فهم حقوق الإعلاميين: معرفة حقوق الإعلاميين، بما في ذلك حق الحصول على المعلومات وحرية التعرف على التشريعات المتعلقة بالإعلام الرقمي: دراسة القوانين والأنظمة المتعلقة بالإعلام الرقمي الإلكترونية مثل القوانين المتعلقة بالتحريض على الكراهية أو الأخبار الزائفة.
9. استراتيجيات التعليم والتعلم	الاستراتيجية استراتيجية التعليم والتعلم تعتمد على دمج مجموعة من الأساليب التفاعلية والعملية لضمان تحقيق الأهداف فعال. تتضمن هذه الاستراتيجية استخدام المحاضرات التفاعلية لتقديم المحتوى النظري الأساسي، مع إا للطلاب للمشاركة وطرح الأسئلة لتعزيز الفهم. يتم استخدام دراسات الحالة لتحليل أمثلة واقعية، مما يساعد الطلاب على تطبيق المفاهيم النظرية في س كيفية تطبيق القوانين والتشريعات في الاعلام بالإضافة إلى ذلك، يتم تكليف الطلاب بـ مشاريع عملية فردية أو جماعية، حيث يقومون بتطوير خطط تسويقية فعلية لشركات أو منتجات، مما يساهم في تطوير مهاراتهم العملية. يتم تعزيز المعرفة في حقوق والجمهور والمؤسسة الاعلامية من خلال العروض التقديمية التي يقوم بها الطلاب حول خطط العلاقا

نموذج وصف المقرر

1. اسم المقرر العلاقات العامة الرقمية					
2. رمز المقرر					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/7					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 120 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا اكثر من اسم يذكر) الاسم: م.م رواء عبدالرحمن عواد					
8. اهداف المقرر					
اهداف المادة الدراسية يهدف المقرر إلى التعرف على مفهوم الاتصال الالكتروني واثره على العلاقات العام وكيفية توظيف الاتصال الالكتروني المواقع الالكترونية في عمل العلاقات العامة با تعريف الطلبة بكيفية استخدام الاعلان الالكتروني وتوظيفه في مجال العلاقات العام					
9. استراتيجيات التعليم والتعلم					
الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن ال الرقمية وشبكة المعلومات العالمية (الإنترنت) ومدى توظيفها في عمل العلاقات العامة الرقمية كما يتطرق المقرر إلى تعريف الطالب بحملات العلاقات العامة الكترونيا وأهم البرامجيات الأسد العلاقات العامة الكترونيا وكما يتناول المقرر كيفية توظيف التسويق الالكتروني في العلاقات العامة عن طريق استخدام م الاجتماعي بالإضافة إلى التعريف بجمهور وسائل الاتصال الالكتروني وتوظيف الروابط الالكترو في أنشطة العلاقات العامة .					
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقييم

وصف المقرر

الخطابة، الاعلامي	
	PR
2026-2027	
2026/7/7	لوصف
اسبوعي /	لمتاحة
60 ساعة عدد الوحدات (الكلي)	راسي (الكلي) /
	ر الدرس (إذا أكثر من أسم يذكر)
	ب عبد الزهرة
الطلاب المهارات المعرفية في اللغة العربية . الطلاب على انواع المناهج والطرق المتعلقة في مادة علم اللغة العربية . الطلاب بالثقافة العامة في تطور المعرفة في اللغة العربية وكيفية اختيار الطريق الأمثل. الطلاب على طبيعة واهمية مادة اللغة العربية	

Course Description Form

1. Course Name:					
lish					
2. Course Code:					
3.7					
3. Semester / Year:					
6/2027					
4. Description Preparation Date:					
2026					
5. Available Attendance Forms:					
Daily					
6. Number of Credit Hours (4) / Number of Units (8)					
4 Hours per week. Eight units					
7. Course administrator's name (mention all, if more than one name)					
Name: Instructor Ulaa Hatef Ali					
8. Course Objectives					
Course Objectives			- Equipped with knowledge - Equipped with skills - Equipped with good ethics		
9. Teaching and Learning Strategies					
Strategy		Teaching and learning strategies are multiple such as using technical devices such as Data Show in order to improve the methods of delivering the best kind of education.			
Course Structure					
Rank	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
	4	Gaining knowledge	Unit one	Teaching	Quizzes + Exams

نموذج وصف المقرر

1. اسم المقرر ادارة العلاقات العامة					
2. رمز المقرر : PR3.9					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/8					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (اذا اكثر من اسم يذكر)					
الاسم: م.د سعيد ميران سعيد					
8. اهداف المقرر					
اهداف المادة الدراسية يهدف هذا المقرر الى التعرف لمفهوم الادارة واهميتها وهل هي علم وفن وما هي اهم الوظائف الادارية وكيفية تدريب العاملين في					
9. استراتيجيات التعليم والتعلم					
الاستراتيجية					
الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن تطبيق الادارة في الاعلامية					
حيث يتناول المقرر مفهوم الادارة وانواعها وماهي اهم الوظائف الادارية الخاصة بالمؤسسة وما هي مؤهلات العلاقات العامة واهمية الرقابة في العلاقات العامة على مستوى المؤسسة وقياس الاداء وتشخيص الانحرافات					
.					
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقييم
الاسبوع 1	2	اكتساب المعارف	تعريف الادارة وتقسيم نشاطها وهل الادارة علم ام فن	شرح ومناقشة	منح درجا
الاسبوع 2	2	اكتساب المعارف	الوظائف الادارية	شرح ومناقشة	اجراء اه
الاسبوع 3	2	اكتساب المعارف	وظائف المؤسسة	شرح ومناقشة	اعطاء اس
الاسبوع 4	2	اكتساب المعارف	وظائف البحث	شرح ومناقشة	منح درجا
الاسبوع 5	2	اكتساب المعارف	وظائف التخطيط	شرح ومناقشة	اجراء اه
				شرح ومناقشة	بالمحاضرة

نموذج وصف المقرر

1. اسم المقرر الإعلام الدولي					
2. رمز المقرر PR3.4					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/6					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (اذا اكثر من اسم يذكر) الاسم: م.د. زياد مخلف حسن					
8. اهداف المقرر					
اهداف المادة الدراس			يهدف المقرر إلى التعرف على مفهوم الاعلام الدولي ونشأته ومراحل تطوره، والوظائف الأساسية بها، إضافة إلى علاقته بالمصطلحات الأخرى التي لها علاقة بالشان الدولي لاسيما السياسة الخارجية وكذلك بيان أهمية الوكالات العالمية وتأثيرها على الدول الضعيفة وكذلك تاثير العولمة على دول العالم الثالث وبيان المخاطر التي تاتي من جراء تطبيقها بشكل لا ي خصوصيات بلداننا		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن الاعلام وكيفية التمييز بينه وبين المصطلحات الأخرى مثل الاتصال الدولي والاعلان الدولي والدعاية السياسية تدريب الطلبة على كيفية توضيف الاعلام الدولي في خدمة السياسة الخارجية للدولة ، كذلك التعرف الانباء العالمية والية عملها وما تحدثه من عملية تفاوت واختلال بين دول الشمال والجنوب مما يجعل تابعة الى دول الشمال الغنية وكذلك تدريب الطلبة على كيفية عمل منظمات الأمم المتحدة التي تعمل في مجال الاعلام ، وتعريفهم بـ واهميتها الإعلامية واهم مؤسساتها والمخاطر السلبية في المجال السياسي والثقافي والاقتصادي التي تر		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التا
الاسبوع 1	2	اكتساب المعارف	تعريف بمصطلح الاتصال	شرح ومناقشة	منح درجا
الاسبوع 2	2	اكتساب المعارف	التعريف بمصطلح الاتصال الدولي وغيرها من المصطلحات المقاربة	شرح مناقشة	وأجراء اه بالمحاضر منح درجات

وصف المقرر الدراسي لمادة الفنون الصحفية- المرحلة الثانية- فرع العلاقات العامة

1	المؤسسة التعليمية	جامعة التراث
2	القسم العلمي	العلاقات العامة- كلية الاعلام
3	الفصل	سنوي
4	عدد الساعات الدراسية	90 ساعة
5	العام الدراسي	2025-2026
6	التدريسي	م د عدنان لفنة منان

7-أهداف المقرر

يتناول المقرر دراسة الفنون الصحفية نظريا وعمليا وفق المواضيع التالية:

النظري

- أ- القصة الخبرية
- ب- كيفية صياغة القصة ومصادرها وأنواعها
- ت- التحقيق الصحفي
- ث- أنواع التحقيق الصحفي ومصادره
- ج- مراحل الاعداد للتحقيق
- ح- خطوات كتابة التحقيق
- خ- وظائف التحقيق الصحفي
- د- أنواع مقدمات التحقيق الصحفي
- ذ- التحقيق الاستقصائي
- ر- شروط نجاح التحقيق الاستقصائي
- ز- مراحل اعداد التحقيق الاستقصائي
- س- مصادر التحقيق الاستقصائي
- ش- المقال وتعريفه
- ص-أنواع المقال ووظائفه
- ض-العمود الصحفي وأنواعه
- ط-المقابلة الصحفية
- ظ-أنواع المقابلة الصحفية

العملي

- أ- تعليم الطلبة كتابة القصة الخبرية
- ب- تدريب الطلبة على خطوات كتابة القصة الخبرية
- ت- تطبيقات عملية لكتابة التحقيق الصحفي
- ث- التعرف الى عمليات الاعداد للتحقيق وكيفية تنفيذه
- ج- تعليم الطلبة كتابة مقدمات التحقيق الصحفي
- ح- تدريب الطلبة على كيفية التحقيق ومقدمته
- خ- تطبيقات عملية عن التحقيقات الصحفية
- د- تعليم الطلبة التحقيقات الاستقصائية

نموذج وصف المقرر

1. اسم المقرر الكتابة للعلاقات العامة					
2. رمز المقرر PR3.8					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 6 \ 7 \ 2014					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا اكثر من اسم يذكر)					
الاسم: م.م فلاح عمران يونس					
8. اهداف المقرر					
اهداف المادة الدراسية يهدف المقرر الى التعرف طبيعة الكتابة للعلاقات العامة و اعداد الرسالة الاعلامية التي تنتقل للجماهير عبر الاعلام من خلال الاتصال الشخصي المباشر و غير المباشر					
9. استراتيجيات التعليم والتعلم					
الاهداف المعرفية :- يهدف المقرر الى اكتساب الطالب معارف حول خطوات الكتابة للعلاقات العامة ووضع الكتابة و تحديد الهدف منها و الجمهور المستهدف و سمات و خصائص الجمهور الذي يسعى الممارس الى كما يتطرق المقرر الى ابرز الشروط للكتابة الجيدة في العلاقات العامة منها قراءة النصوص التي يتم اعداد وقراءة النصوص من قبل اكثر من شخص . وتجنب الاخطاء الشائعة في الاملاء و القواعد و التنقيط . وته الاشخاص بشكل جيد ، ووضع الالقاب في امكانها المناسبة .					
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقييم
الاسبوع 1	2	اكتساب المعارف	التعرف على عملية الكتابة للعلاقات العامة و التحرير وانواعها واهميتها وخطواتها التنفيذية .	شرح ومناقشة	منح درجات للمة
الاسبوع 2	2	اكتساب المعارف	معرفة اساليب الكتابة للعلاقات العامة وخصائص الاسلوب الكتابي للعلاقات العامة .	شرح ومناقشة	منح درجات مشد يومي بالمحاضر
الاسبوع 3	2	اكتساب المعارف	قواعد الكتابة في مجال العلاقات العامة و اساليب الكتابة الرسالة الاقناعية	شرح ومناقشة	منح درجات لل واجراء امتحان
الاسبوع 4	2	اكتساب المعارف	معرفة الاستمالات المستخدمة في الرسالة الاقناعية و اكث تأثيرا على الجمهور المستهدف	شرح ومناقشة	السابقة
الاسبوع 5	2	اكتساب المعارف	معرفة الاساليب الاقناعية المستخدمة في الرسالة الاقناعية	شرح ومناقشة	منح درجات لل واجراء امتحان
الاسبوع 6	2	اكتساب المعارف	معرفة العلاقات العامة ودورها في صنع وبناء صورة ذهنية وانواعها ومعرفة تعريف ومفهوم الصورة الذهنية وانواعها	شرح ومناقشة	منح درجات لل واجراء امتحان
			معرفة الطالب ببرامج تكوين الصورة الذهنية وفوائد تكو		السابقة

نموذج وصف المقرر

1. اسم المقرر	
مناهج البحث - المرحلة الثالثة	
2. رمز المقرر	
PR3.3	
3. الفصل / السنة	
الفصل الأول - الثاني / 2026-2027	
4. تاريخ إعداد هذا الوصف	
2026-7-7	
5. أشكال الحضور المتاحة	
محاضرات حضورية	
6. عدد الساعات الدراسية (الكلية) / عدد الوحدات (الكلية)	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: ا.د. هاشم حسن جاسم	
8. اهداف المقرر	
• الأهداف العامة جعل الطالب يتعرف على أبرز المبادئ الخاصة بمناهج البحث الع • الأهداف السلوكية : جعل الطالب قادراً على أن : • - يعرف كيفية كتابة بحث علمي سليم وفق اصول المنهج العلمي . • - يطلع الطالب على عدد من المصادر في مجال الاختصاص. • - يتعرف على كيفية البحث في المصادر واستخلاص الذي يحتاجه في بحثه . • - يفهم أسس البحث العلمي من حيث المفهوم والخطوات والمناهج .	اهداف المادة الدراسية
9. استراتيجيات التعليم والتعلم	
العصف الذهني والمناقشات المفتوحة	الاستراتيجية

نموذج وصف المقرر

1. اسم المقرر حملات العلاقات العامة					
2. رمز المقرر PR4.5					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/9					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.م رواء عبدالرحمن عواد					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى التعرف على مفهوم حملات العلاقات العامة والتخطيط لاعدادها، وتعريف الطالب بأهمية الحملات وآلية تطبيقها، نظرة شاملة عن أنواع الحملات والبرامج التي يمكن اعدادها لتحقيق الأهداف المرسومة لها.		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية: يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية تطبيقية عن حملات الـ إذ يتناول المقرر مفهوم الحملات والتخطيط العلمي السليم لإعداد وتنظيم حملات متنوعة حسب الحطة والهدف فضلاً عن معرفة أهم خصائص وسمات وسائل الاتصال التي تستخدمها الحملة للوصول الى جمهورها المستهدف على أبرز الوظائف الخاصة بالعلاقات العامة ، وتحديد ومعرفة برامج العلاقات العامة وأهميتها وشروط تحقيق وأوجه الاختلاف بين الحملة والخطة والبرنامج، وتحديد أهم الاستراتيجيات المستخدمة في الحملات.		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيد
الاسبوع 1	2	اكتساب المعارف	تعريف عن مفهوم الحملة وشرح ومناقشة منح درجات للمشاركين في النشاط الصفّي اليومي.	شرح ومناقشة	منح درجات واجراء امتا بالمحاضر،
الاسبوع 2	2	اكتساب المعارف	معرفة أهداف العلاقات العامة في المؤسسات الحكومية على الصعيد الداخلي والخارجي و شرح ومناقشة منح درجات للمشاركين وطرح اسئلة عصف ذهني للطلبة.	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة الـ
الاسبوع 3	2	اكتساب المعارف	معرفة وظائف العلاقات العامة الحديثة وشرح ومناقشة منح درجات للمشاركين	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة الـ
الاسبوع 4	2	اكتساب المعارف	التعرف على وظائف العلاقات العامة في المؤسسات الحكومية.و شرح ومناقشة منح درجات للمشاركين واجراء امتحان يومي بالمحاضرة السابقة	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة الـ
الاسبوع 5	2	اكتساب المعارف		شرح ومناقشة	منح درجات

نموذج وصف المقرر

1. اسم المقرر: بحث تخرج	
2. رمز المقرر	
PR4.9	
3. الفصل / السنة	
الفصل الأول - الثاني / 2026-2027	
4. تاريخ إعداد هذا الوصف	
2026-7-7	
5. أشكال الحضور المتاحة	
محاضرات حضورية	
6. عدد الساعات الدراسية (الكلية) / عدد الوحدات (الكلية)	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.د. علي خلف سلمان	
8. اهداف المقرر	
• الأهداف العامة جعل الطالب يتعرف على أبرز المبادئ الخاصة بمناهج البحث الع • الأهداف السلوكية : جعل الطالب قادراً على أن : • - يعرف كيفية كتابة بحث علمي سليم وفق اصول المنهج العلمي . • - يطلع الطالب على عدد من المصادر في مجال الاختصاص. • - يتعرف على كيفية البحث في المصادر واستخلاص الذي يحتاجه في بحثه . • - يفهم أسس البحث العلمي من حيث المفهوم والخطوات والمناهج .	اهداف المادة الدراسية
9. استراتيجيات التعليم والتعلم	
العصف الذهني والمناقشات المفتوحة	الاستراتيجية

نموذج وصف المقرر

1. اسم المقرر تصميم الإعلان					
2. رمز المقرر PR4.3					
3. الفصل / السنة الفصل الاول والثاني 2027-2026					
4. تاريخ إعداد هذا الوصف 2026/7/11					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلية) 120 ساعة / عدد الوحدات (الكلية) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: م.د. سعيد ميران سعيد					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى التعرف على أسس تصميم الإعلان ومتطلبات التصميم الفاعل عن طريق فهم الجوانب السايكولوجية عند التصميم على أنواع الإعلانات المطبوعة والتلفزيونية والإعلانات الالكترونية وأحدث طرق التصميم لغرض ايصال الرسالة الإعلانية بسهولة المستهدف وبالتالي تحقيق الهدف الذي يسعى المعلن للوصول اليه , وتعريف الطالب بأهم المؤثرات التي تؤثر على تصميم الإعا كيفية كتابة الفكرة الإعلانية وما هي أهم ابعادها وكيفية تأثيرها على المجتمع .		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن أنواع الإعلانات كالإعلان الـ والتذكيري الالكتروني وكيفية تصميمها . كما يتطرق المقرر إلى تعريف الطالب بأهم النظريات التي تؤثر على عملية تصميم الإعلان وكما يتناول المقرر كيفية تود الصور والرموز والشعارات عند عملية تصميم الإعلان بالإضافة إلى التعريف بطرق تصوير الإعلان لضمان نجاح الف وتوضيح أهم المشاكل والعقبات التي تواجه تصميم الإعلان .		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيا
الاسبوع 1	4	اكتساب المعارف	مفهوم ومكونات الإعلان ومفهوم التصميم	شرح ومناقشة	منح درجاد
الاسبوع 2	4	اكتساب المعارف	خطوات تصميم الإعلان	شرح مناقشة	منح درجاد واجراء امتة السابقة

نموذج وصف المقرر

1. اسم المقرر / تطبيقات لغوية / رابع علاقات					
2. رمز المقرر PR4.8					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/5					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2					
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر)					
الاسم: أ.م.د. زينب عبد الزهرة هادي					
8. أهداف المقرر					
يهدف المقرر إلى التعرف على مفهوم التطبيقات اللغوية ، وتعرف الطالب بأهمية التطبيقات ولغاتها الاربعة الأساسية التي يقوم به شامله عن أنواع اللغات الصحافة المقروءة ولغة الاذاعة السمعية والمرئية. ولغة التلفزيون ولغة الاعلان كما يهدف المقرر إلى تو اللغوية ومعتك نشاط التطبيقات اللغوية فيها .					اهداف المادة الدراسية
9. استراتيجيات التعليم والتعلم					
الاهداف المعرفية / يتناول الطلبة في التطبيقات اللغوية لغة الصحافة وصفات لغة الصحافة ثم الاساليب المستعمه الصحافة وتعرف الطلبة على لغة الاذاعة ثم مميزات لغة الاذاعة ومنها تنتقل الى لغة التلفزيون وما فيها من الفر الوسائل الثلاث وبعد ذلك يتعرف الطلبة الى لغة المواقع الالكترونية وما فيها من نصوص لغوية واعلامية تفيد ف مهم ، ومن الاستراتيجية المطلوبة تعرفها للطلبة هي موضوعات التضاد اللغوي والمشتك اللفظي وموضوع ال القضايا الاعلامية ، ولعل من ابرز الموضوعات اللغوية المهمة الاخرى موضوع الانحياز وكذلك الحيد وطرق ، تشكل التطبيقات اللغوي مواضع مهمة نافعة لطلبة الاعلام					الاستراتيجية
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقي
الاسبوع 1	2	اكتساب المعارف	لغة الصحافة	شرح ومناقشة	منح درجات واجراء امتا
الاسبوع 2	2	اكتساب المعارف	صفات لغة الصحافة	شرح ومناقشة	منح درجات واجراء امتا
الاسبوع 3	2	اكتساب المعارف	الاساليب المستعملة في لغة الصحافة	شرح ومناقشة	منح درجات واجراء امتا
الاسبوع 4	2	اكتساب المعارف	تطبيق عملي لبعض النصوص	شرح ومناقشة	منح درجات واجراء امتا

نموذج وصف المقرر

1	اسم المقرر	العلاقات العامة الدولية
2	رمز المقرر	PR4.2
3	الفصل	2027/2026
4	تاريخ اعداد الوصف	2026/7/7
5	اشكال الحضور المتاحة	حضوري
6	عدد ساعات الدراسة {الكلي}	60 ساعة / عدد الوحدات {الكلي} 2
7	اسم مسؤول المقرر الدراسي	الاسم : م.د ليث سلام الاسم : م.م علا وليد كريم
8	اهداف المقرر	يهدف الى تعريف الطالب بالعلاقات العامة الدولية واهدافها وانواعها اضافة الى ادوات العلاقات العامة الدولية
9	استراتيجيات التعليم والتعلم	الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب المعرفة الكافية عن العلاقات العامة الدولية والى تعريفه بالفرق بين العلاقات العامة الدولية والعلاقات العامة المتعارف عليها اضافة الى تمكينه من معرفة أنواع العلاقات العامة الدولية ومجالات استخدامها
10	بنية المقرر	

نموذج وصف المقرر

1. اسم المقرر فن الصوت واللقاء					
2. رمز المقرر PR4.6					
3. الفصل / السنة الفصل الاول 2026-2027					
4. تاريخ إعداد هذا الوصف 2026/7/8					
5. أشكال الحضور المتاحة حضوري					
6. عدد الساعات الدراسية (الكلية) 60 ساعة / عدد الوحدات (الكلية) 2					
7. اسم مسؤول المقرر الدراسي (اذا اكثر من اسم يذكر) الاسم: م.د أحمد عيدان عليوي					
8. اهداف المقرر					
اهداف المادة الدراسية			يهدف المقرر إلى التعرف على مفهوم الصوت وحدثه وتعرف الطالب بأهمية الصوت واللقاء والوظائف الأساسية التي يقوم بها شاملة عن أنواع الصوت ومكونات الصوت كما يهدف إلى توضيح اقسام الصوت وخطواته مع شرح مفصل عن أنواع الصوت البث		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علمية عن الصوت واللقاء حيث يتناول المقرر مفهوم الصوت واللقاء وخصائصه والعوامل التي ادت الى تطورها والتعريف عن تقنية اللقاء والفرق بين الصوت واللقاء كما يتطرق المقرر الى شرح انواع اللقاء وشروط اللقاء ومقوماته اضافة الى التعرف على وسائل التقنية للقاء ومهارات اللقاء من الاقتناع والاستمالة اغراض اللقاء والتعرف اللقاء وعملية اعداد اللقاء واهم اساليب اللقاء منها اسلوب اللقاء الشعري والتمثيلي والخطابي والقصصي واللقاء الاذاعي والتلفزيوني وبعد ذلك تمارين تنظيم التنفس		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقيد
الاسبوع 1	2	اكتساب المعارف	تعريف الصوت وكيفية حدوث الصوت	شرح ومناقشة	منح درجات واجراء امتا بالمحاضر،
الاسبوع 2	2	اكتساب المعارف	معرفة مفهوم الصوت ومراحل تكوين الصوت اللغوي	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة الـ
الاسبوع 3	2	اكتساب المعارف	معرفة اجهزة النطق واعضاء النطق	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة الـ
الاسبوع 4	2	اكتساب المعارف	التعرف على تقسيم الصوت حسب صفاته	شرح ومناقشة	منح درجات واجراء امتا بالمحاضرة الـ

وصف المقرر

مدخل الى علم الدعاية	
IR4.4	
سنوي / الفصل الأول والثاني	
هذا الوصف 2027/2026	
المتاحة / اسبوعي	
لدراسي (الكلي) / 60 ساعة عدد الوحدات (الكلي)	
لدراسي (إذا أكثر من أسم يذكر)	
لي خلت سلمان	

Course Description Form

1. Course Name:					
lish					
2. Course Code:					
1.7					
3. Semester / Year:					
6/2027					
4. Description Preparation Date:					
2026					
5. Available Attendance Forms:					
Daily					
6. Number of Credit Hours (4) / Number of Units (8)					
4 Hours per week. Eight units					
7. Course administrator's name (mention all, if more than one name)					
Name: Instructor Ulaa Hatef Ali					
8. Course Objectives					
Course Objectives			- Equipped with knowledge - Equipped with skills - Equipped with good ethics		
9. Teaching and Learning Strategies					
Strategy		Teaching and learning strategies are multiple such as using technical devices such as Data Show in order to improve the methods of delivering the best kind of education.			
Course Structure					
Rank	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
	4	Gaining knowledge	Unit one	Teaching	Quizzes + Exams

نموذج وصف المقرر

1. اسم المقرر العلاقات العامة النوعية	
2. رمز المقرر: PR4.1	
3. الفصل / السنة 2026 / 2027 الفصلين الأول والثاني	
4. تاريخ إعداد هذا الوصف 2026 / 7 / 8	
5. أشكال الحضور المتاحة حضوري	
6. عدد الساعات الدراسية (الكلي) 60 ساعة / عدد الوحدات (الكلي) 2	
7. اسم مسؤول المقرر الدراسي (إذا أكثر من اسم يذكر) الاسم: أ.د احسان بادع علوان	
8. اهداف المقرر	
اهداف المادة الدراسية	يهدف المقرر إلى التعرف على مفهوم العلاقات العامة النوعية ونشأتها ومراحل تطو وتعرف الطالب بأهمية الوظائف الأساسية التي تؤديها، وكذلك نظرة شاملة إلى مجالاتها على المستوى الداخلي والخارجي والقضايا المرتبط بممارستها على المستويين الرسمي وغير الرسمي.
9. استراتيجيات التعليم والتعلم	
الاستراتيجية	الاهداف المعرفية / يهدف هذا المقرر الى اكساب الطالب معارف نظرية ومهارات علم العلاقات العامة النوعية حيث يتناول المقرر مفهوم العلاقات العامة النوعية وخصائصه والعوامل التي ادت الى والتعريف بتكنولوجيا وسائل الاعلام كما يتطرق المقرر الى شرح مجالاتها وأساليبها العلمية وانم صورة ايجابية عن الدولة عن طريق العلاقات العامة الحكومية، وتقديم برنامج مقترح ل المقرر الدراسي مفهوم القنوات الموجهة والخطاب التلفزيوني، وتسويق الثقافة السياسية العامة ودورها في نشر ثقافة حقوق الإنسان والتعايش السلمي.
10. بنية المقرر	

نموذج وصف المقرر

1. اسم المقرر					
التطبيقات الميدانية					
2. رمز المقرر PR4.10					
3. الفصل / السنة					
2026-2027					
4. تاريخ إعداد هذا الوصف					
7/20267					
5. أشكال الحضور المتاحة					
حضور					
6. عدد الساعات الدراسية (الكلي)/ عدد الوحدات (الكلي)					
60 ساعة/2					
7. اسم مسئول المقرر الدراسي (اذا اكثر من اسم يذكر)					
الاسم: م.م فلاح عمران يونس					
8. اهداف المقرر					
اهداف المادة الدراسية:			• اكتساب المعرفة المهارات من الناحية العلمية والعملية • تطبيق كل ما تمت دراسته في أربع سنوات بشكل عملي عن طريق كادخالهم في أجواء "المؤسسات" وكيفية اقامة تنظيم المؤتمرات وتصميم المطور وغيرها. • الحث على زرع في نفوس الطلبة على أنهم ممارسين العلاقات ال بإمكانهم حل الأزمات التي تطرأ على المؤسسات عن طريق التمارين والنشاطات		
9. استراتيجيات التعليم والتعلم					
الاستراتيجية			تتعدد استراتيجيات التعليم والتعلم، ولكن من الممكن تبسيط المادة الدراسية عبر (Data show)، فضلاً عن عمل النشاطات بشكل حلقات بين الطلبة من أجل الشعو بالمنافسة لتقديم نشاطاً أفضل من غيرهم.		
10. بنية المقرر					
الأسبوع	الساعات	مخرجات التعلم المطلوبة	اسم الوحدة او الموضوع	طريقة التعلم	طريقة التقييم
1	2	اكتساب المعارف	(نقاش) نشأة وتعريف العلاقات العام	شرح ومناقشة	منح درجات للمشد امتحان يومي باله
2	2	اكتساب المعارف	أهداف العلاقات العامة في قطاعي الخاص والعام	شرح ومناقشة	منح درجات للمشد امتحان يومي باله
3	2	اكتساب المعارف	وظائف العلاقات العامة في المؤسسات وكيفية تطبيقها بشكل عم	شرح ومناقشة	منح درجات للمشد امتحان يومي باله
4	2	اكتساب المعارف	كيفية توظيف البحث العلمي في المؤسسات	شرح ومناقشة	منح درجات للمشد امتحان يومي باله

