



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

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
الكلية/ المعهد: كلية الاعلام
القسم العلمي: قسم العلاقات العامة
المرحلة: الأولى
الدراسة: الصباحية
اسم البرنامج الأكاديمي أو المهني: بكالوريوس اعلام
اسم الشهادة النهائية: بكالوريوس في الاعلام والعلاقات العامة
النظام الدراسي: سنوي

تاريخ اعداد الوصف: 2026/2025

تاريخ ملء الملف: 2026/8/1

التوقيع :

اسم معاون العلمي: د. هادي عبد الله احمد

التاريخ :

التوقيع

اسم رئيس القسم

التاريخ: ٢٠٢٦/٨/١

نقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي:

للتاريخ

للتوقيع

٢٠٢٦/٨/١

مصادقة السيد العميد

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.

.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.

.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

.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.

5. Program Description				
Year / Level	Course Code	Course Name	Credit Hours	
			Theo retic al	Prac tical
First	PR1.1	Etiquette and Protocol	2	–

First	PR1.2	Journalistic Editing – The Art of News and Reporting	2	2
First	PR1.3	Digital Media Education	2	2
First	PR1.4	Principles of Public Relations	2	–
First	PR1.5	Media Photography	2	2
First	PR1.6	Media Language	2	–
First	PR1.7	English Language	2	–
First	PR1.8	Human Rights and Democracy	2	–
First	PR1.9	Computers	2	2
First	PR1.10	Introduction to Communication Science	2	–

6. 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
First	PR1.1	Etiquette and Protocol	Core	✓	—	—	—	✓	—	—	✓	—	✓	✓	—	
First	PR1.2	Journalistic Editing – The Art of News and Reporting	Core	✓	—	✓	—	—	—	✓	—	—	—	✓	—	
First	PR1.3	Digital Media Education	Core	✓	—	—	✓	—	—	—	✓	—	✓	—	✓	
First	PR1.4	Principles of Public Relations	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
First	PR1.5	Media Photography	Core	✓	—	✓	—	—	—	—	✓	—	—	—	—	—
First	PR1.6	Media Language	Core	✓	—	✓	—	—	—	✓	—	—	—	✓	—	—
First	PR1.7	English Language	Core	✓	—	—	—	—	—	✓	—	—	—	—	✓	—
First	PR1.8	Human Rights and Democracy	Core	✓	✓	—	—	—	—	—	—	—	✓	✓	✓	—
First	PR1.9	Computers	Core	✓	—	✓	—	—	—	—	✓	—	—	—	—	—
First	PR1.10	Introduction to Communication	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
		Science														

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.

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

8. 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.**

.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

The plan can be summarized in the following points:

- * 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: Etiquette and Protocol	
2. Course Code: PR1.1	
3. Semester / Year: First Semester 2026-2027	
4. Date of preparing this description: 6/7/2026	
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. Lect. Muhammad Hussein Jawad	
8. Course Objectives	
Course Objectives	The course aims to introduce the concept of etiquette and protocol and their historical origin, and to introduce students to their importance and basic functions, in addition to introducing political ceremonial procedures and forms of international courtesy, as well as etiquette in Iraq, types of etiquette, and methods of social conduct and behavior at official occasions.
9. Teaching and Learning Strategies	
Strategy	Cognitive Objectives / This course aims to equip the student with theoretical knowledge and applied scientific skills about etiquette The course covers the concept of etiquette, protocol and ceremonial procedures, their importance and historical origin, the differences between them, how each is used, and their social and political importance. The course also addresses forms of political ceremonial procedure and the art of etiquette and protocol in the Iraqi state in addition to the rules of precedence in political protocol. In addition to introducing the political and international methods used in etiquette and protocol and how they are applied It also includes practical lessons and training students on the rules of etiquette in daily life.
10. Course Structure	

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring Knowledge	Introduction to political protocol and ceremonial procedures. Explanation and discussion, grading participants	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 2	2	Acquiring Knowledge	Learning the concept of negotiation and a historical overview of it and of protocol and ceremonial procedures. Explanation and discussion, grading participants and posing brainstorming questions to students	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 3	2	Acquiring Knowledge	Learning the types of advertising. Explanation and discussion, grading participants	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 4	2	Acquiring Knowledge	Introducing the historical origin of etiquette and protocol, and their importance	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 5	2	Acquiring Knowledge	Explaining political ceremonial procedures and etiquette and forms of international courtesy, and the difference between them. Explanation and discussion, grading participants, and conducting a daily test on the previous lecture	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 6	2	Acquiring Knowledge	Explaining etiquette and protocol in the Iraqi state and applying etiquette among members of society. Conducting a practical application in front of students and a daily test on the previous lecture	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 7	2	Acquiring Knowledge	Etiquette and protocol in universities. Explanation and discussion, grading participants,	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 8	2	Acquiring Knowledge			
Week 9	2	Acquiring Knowledge			
Week 10	2	Acquiring Knowledge			

Week 11	2	Acquiring Knowledge	and conducting a daily test on the previous lecture	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
Week 12	2	Acquiring Knowledge	The art of etiquette in universities and etiquette in dealing with friends. Explanation and discussion, grading participants, and conducting a daily test on the previous lecture	Explanation and discussion	Grading participants and conducting a daily test on previous lecture
		Acquiring analytical skills	A practical lesson on etiquette in dealing at universities and with friends, with an explanation of university activities and refined conduct, and grading participants and conducting a daily test on the previous lecture	Explanation and discussion	Grading assessment
		Measuring knowledge through examination	Etiquette and protocol in the Iraqi state. Explanation and discussion, grading participants, and conducting a daily test on the previous lecture	Explanation and discussion	
			Rules of precedence in the protocol system. Explanation and discussion with students	Comparison and evaluation	
			Measuring knowledge: the semester theoretical test	Test and measurement	
Second Semester					
Week One	2	Acquiring knowledge	Precedence of the diplomatic corps. Explanation and discussion, grading participants	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week Two	2	Acquiring Knowledge	Good manners in public relations. Explanation and discussion, grading participants, and conducting a daily test on the previous lecture	Explanation and discussion	Grading participants and conducting daily test on previous lecture

Week 3	2	Acquiring Knowledge	Fundamentals of social introduction at official occasions. Explanation and discussion, grading participants	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 4	2	Acquiring knowledge	Explaining the rules of handshaking with student training	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 5	2	Acquiring skills	Explaining telephone-call protocol with student training	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 6	2	Acquiring Knowledge	Explaining dining etiquette and grading participants	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 7	2	Acquiring knowledge and s	Training students on food and telephone etiquette and grading participants	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 8	2	Acquiring Knowledge	Explaining the rules of conversation etiquette with student training	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 9	2	Acquiring Knowledge	Explaining official interview etiquette	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 10	2	Acquiring knowledge and s	Training students on the arts of etiquette in human communication	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 11	2	Acquiring knowledge	Explaining official ceremonial procedures in holding conferences and the history of the Iraqi flag	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 12	2	Assessing skill and knowledge	Second semester exam	Test	Grading second semester
1. 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.

2. Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	A comprehensive curriculum for the above courses prepared by the course instructor
Main References (Sources)	- Dr. Adnan Abdul Razzaq Al-Rubai coursepack on the art of etiquette and ceremonial procedures.
Recommended Supporting Books and Reference	Prof. Dr. Fadhil Muhammad Hussein Badrani / Protocols and Etiquette
Books and References	Prof. Dr. Fadhil Muhammad Hussein Badrani / The Art of Etiquette in Building Social and Diplomatic Relations
Books and References	Prof. Dr. Fadhil Muhammad Hussein Badrani / Public Relations and Protocols.

Course Description for Journalistic Editing – The Art of News and Reporting – First Stage – Public Relations Branch

1	Educational Institution	Al-Turath University
2	Academic Department	Public Relations – College of Media
3	Semester	Annual
4	Number of Study Hours	120 hours
5	Academic Year	2025-2026
6	Instructor	Lect. Dr. Adnan Lafta Manan

7- Course Objectives

The course covers the study of the news story, both theoretically and practically, according to the following topics:

Theoretical

- أ- Defining news
- ب- Development of news
- ت- Types of news
- ث- Sources of journalistic news
- ج- Elements of news
- ح- Characteristics of news
- خ- The interrogative questions of news (5 W's and H)
- د- Technical templates for journalistic news
- ذ- News in electronic journalism
- ر- Journalistic news headline
- ز- Employing the image in news
- س- The press report
- ش- Importance of the report
- ص- Features of the press report
- ض- Types of the press report
- ط- The report's relationship to other journalistic arts

Practical

- أ- Teaching students how to write news
- ب- Training students on the method of selecting information suitable for news
- ت- How to make use of news sources
- ث- Learning to highlight the elements of journalistic news

- ج- Teaching students the uses of interrogative questions and how to extract them in news
- ح- Training on writing news headlines
- خ- Learning to write in the inverted-pyramid format
- د- Learning to write in the balanced-pyramid format
- ذ- Learning to write in the graduated-pyramid format
- ر- Learning to write electronic news
- ز- Training on making use of the image to support news
- س- Learning to write the press report
- ش- Training on formulating types of the press report
- ص- Learning the difference between writing news and writing a report

8- Teaching Methods

- أ- Video lectures supported with examples
- ب- Practical writing exercises
- ت- Ongoing discussions and interaction in lectures
- ث- Involving students in initiative and proposing new ideas
- ج- Reviewing local and Arab newspapers and their experience in news
- ح- Conducting field visits to newspapers and media institutions

9- Assessment

- أ- Daily tests
- ب- Publishing in the college newspaper
- ت- Preparatory assignments
- ث- Monthly exams

10- Resources

- 1- The Art of Journalistic Writing – Farouk Abu Zeid
- 2- The Art of Writing News – Abdul Sattar Jawad
- 3- The Art of Writing News and the Press Article – Ibrahim Ahmed Ibrahim
- 4- Studies in Journalistic Art – Ibrahim Imam

11 – Course Structure – First Semester

Assessment Method	Teaching Method	Topic	Hours	Week
Theoretical and practical tests	Theoretical	Concept of news	4	1
Theoretical and practical tests	Theoretical	Development of news	4	2
Theoretical and practical exams	Theoretical	Characteristics of news	4	3

Theoretical and practical exams	Theoretical and practical	Sources of journalistic news	4	4
Theoretical and practical tests	Theoretical and practical	The six interrogative questions	4	5
Theoretical and practical tests	Theoretical and practical	Technical templates for editing news	4	6
Theoretical and practical tests	Theoretical and practical	Practical applications for editing news	4	7
Theoretical and practical tests	Theoretical and practical	News-editing skills	4	8
Theoretical and practical tests	Theoretical and practical	News values	4	9
Theoretical and practical tests	Theoretical and practical	Practical applications on commitment to news values	4	10
Theoretical and practical tests	Theoretical and practical	News coverage	4	11
Theoretical and practical tests	Theoretical and practical	Electronic news	4	12
Theoretical and practical tests	Theoretical and practical	Practical applications on electronic news	4	13
Theoretical and practical tests	Theoretical and practical	Technical templates in electronic news	4	14
Theoretical and practical evaluation test	Theoretical and practical	First semester exam		15

Second Semester

Assessment Method	Teaching Method	Topic	Hours	Week
Theoretical and practical tests	Theoretical	Writing the headline	4	1
Theoretical and practical tests	Theoretical	Practical applications for writing the journalistic headline	4	2
Theoretical and practical exams Theoretical	Theoretical	Employing the image in news	4	3
Theoretical and practical exams Theoretical	Theoretical and practical	Concept of the press report	4	4
Theoretical and practical tests	Theoretical and practical	Importance of the press report	4	5
Theoretical and practical tests	Theoretical and practical	Features of the press report	4	6
Theoretical and practical tests	Theoretical and practical	Types of the press report	4	7
Theoretical and practical tests	Theoretical and practical	The report's relationship to other journalistic arts	4	8
Theoretical and practical tests	Theoretical and practical	Writing the press report	4	9
Theoretical and practical tests	Theoretical and practical	Practical applications for writing the report	4	10
Theoretical and practical tests	Theoretical and practical	Practical exercises for writing the report	4	11
Theoretical and practical tests	Theoretical and practical	The electronic report	4	12

Theoretical and practical tests	Theoretical and practical	Practical applications on the electronic report	4	13
Theoretical and practical tests	Theoretical and practical	Journalist's skills in electronic reports	4	14
Theoretical and practical evaluation test	Theoretical and practical	Second semester exam		15

12- Course Development Plan

ا- Forming a long-term plan for learning to write news B- Creating a group to communicate with students on news editing ج- Helping publish news in the college newspaper ح- Enlisting experienced journalists to support efforts to develop students' editorial work
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Course Description Form

13.	Course Name: Digital Media Education
14.	Course Code: Digital Media Education PR1.3
15.	Semester / Year: First Semester 2026-2027

16. Date of preparing this description: 6/7/2026	
17. Available Forms of Attendance: In-person	
18. Total Number of Study Hours: 60 hours / Number of Units: 2	
19. Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Maha Diaa Abdulbaqi	
20. Course Objectives	
Course Objectives	This course aims to develop the student's skills and abilities to enable understanding of the messages circulated in the media in their various forms including social-media platforms, and the ability to evaluate these messages and produce alternative messages that express the student's reality. The curriculum is based on explaining the basic concepts related to each topic, giving examples of media practices related to the concepts using supporting materials and discussing them with students, applying these concepts through assignments and activities, and assessing students at the end of the semester through a project submitted by the student that measures the extent of their grasp of the concepts and abilities covered by the curriculum. Introducing the student to the concept of digital media education and how to deal positively and optimally with digital media.
21. Teaching and Learning Strategies	
Strategy	Teaching the student the theoretical and applied aspects of the subject. Introducing the student to how to deal with digital communication media and the applications they include, particularly those related to social-media platforms, and verifying published information in all forms on websites, and strengthening the concept of digital citizenship through optimal use of these devices. Teaching students skills in dealing with modern media by exposing them to these media and analyzing their messages, evaluating them, and producing media content ... and how to think critically and consciously about everything media publish in terms of content ... - Teaching skills of analysis, evaluation and interpretation of media materials through media-literate thinking. - Teaching the skill of verifying information published on websites. - Producing and publishing media material through creating individual and group social-media pages

	- and blogs.
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Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring Knowledge	Concept of media and digital education	Explanation and discussion	Grading participants and assessing attendance
Week 2	2	Acquiring Knowledge	Why media and digital education	Explanation and discussion	Grading participants
Week 3	2	Acquiring Knowledge	Citizenship / global citizenship, digital citizenship	Explanation and discussion	Grading participants
Week 4	2	Acquiring Knowledge	Political and commercial pressures on Arab media (the industry of political money)	Explanation and discussion	Conducting daily test on previous lecture
Week 5	2	Acquiring Knowledge	The citizen journalist	Explanation and discussion	Grading participants
Week 6	2	Acquiring Knowledge	Sectarian discourse and discourse of violence, hatred and incitement	Explanation and discussion	Daily test on previous lecture
Week 7	2	Acquiring Knowledge	Practical applications: how to create a Flickr account	Explanation and discussion Presenting models students	Grading participants and conducting daily test on the

Week 8	2	Acquiring Knowledge	Framing theory	Explanation and discussion	Grading participants
Week 9	2	Acquiring knowledge and skills	Practical and scientific applications on internet browsing: Advanced Search	Explanation and discussion	Grading participants
Week 10	2	Acquiring Knowledge	Debate and argumentation	Explanation and discussion	Grading participants
Week 11	2	Acquiring Knowledge	Stereotyping (gender, cultural attitudes and gender ideologies)	Explanation and discussion	Grading participants
Week 12	2	Acquiring knowledge and skills	Practical applications in image editing: Pixlr	Explanation and discussion	Grading participants
Week 13	2	Acquiring Knowledge	Marketing / sports marketing as a model	Explanation and discussion	Grading participants
Week 14	2	Acquiring knowledge and skills	Practical and scientific applications on internet browsing: Advanced Search	Explanation and discussion	Grading participants
Week 15	2	Test and assessment knowledge	First semester exam	Assessment and measurement	First-semester exam and grading
Second Semester					
Week 0	2	Acquiring knowledge	Quick review of first-semester topics	Explanation and discussion	Grading participants and conducting daily test on previous lecture

Week 2	2	Acquiring Knowledge	Practical applications: writing a script for producing a documentary program and video editing	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 3	2	Acquiring Knowledge	Humanizing the media: covering refugee camps and displaced persons (purely humanitarian coverage followed by professionalism)	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 4	2	Acquiring knowledge	Children as media material for political propaganda	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 5	2	Acquiring skills	Verifying information and defining misinformation and its types	Explanation and discussion Presenting models to students	Grading participants and conducting daily test on previous lecture
Week 6	2	Acquiring Knowledge	Media awareness and critical thinking	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 7	2	Acquiring knowledge and skill	Blogs and blogging	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 8	2	Acquiring knowledge and skill	Practical applications: creating a blog	Explanation and discussion Presenting models to students	Grading participants and conducting daily test on previous lecture

Week 9	2	Acquiring knowledge and skill	Ideology	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 10	2	Acquiring knowledge and skill	Theoretical approaches to media ideology	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 11	2	Acquiring knowledge and skill	Practical applications in critical image analysis	Explanation and discussion Presenting models to students	Grading participants and conducting daily test on previous lecture
Week 12	2	Acquiring skill	Practical applications: producing media material	Explanation and discussion Presenting models to students	Grading participants and conducting daily test on previous lecture
Week 13	2	Acquiring skill	Media and critical thinking	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 14	2	Acquiring knowledge and skills	Review of all curriculum items	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 15	2	Assessing skill and knowledge	Second semester exam	Test and measurement	Grading second semester

23. 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.

24. Learning and Teaching Resources

Required Course Textbooks (curriculum, any)	A comprehensive curriculum for above courses prepared by the course instructor
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Main References (Sources)	- Fahd bin Abdul Rahman Al-Shumain Media Education: How We Deal with Media, Riyadh, 2010. - Dr. Maher Odeh Al-Shamayleh et al., New Digital Media, Amman, Al-I'sar Publishing and Distribution, 2015. - Walid Hosni Zahra, Hate and Sectarian Discourse in Arab Spring Media, Center for the Protection and Freedom of Journalists, 2014 - Suleiman Al-Ta'ani, A Concise Guide to Media Education, Dar Al-Khaleej, Amman, 2020 - Hassan Muhammad Mansour, New Media Education: Theoretical Approaches and Methods, Riyadh, 2019. - Abeer Shafiq Al-Rahbani, Digital Media Education and Culture, Osama Publishing House, Amman, 2022 - Adel Fahmy, Media Education, Arab Press Agency, Cairo, 2023
Recommended Supporting Books and References (scientific journals, reports, etc.)	1. Research and articles from the Jazeera Center for Studies and the Jazeera Media Institute. 2. Working papers from digital-media education workshops in Beirut. Publications of the Jordan Media Institute.
Electronic References, Websites	- Website of ARIJ (Arab Reporters Investigative Journalism); 2. Website of the International Journalists' Network

Course Description Form

25.	Course Name: Principles of Public Relations / First Stage / Department of Public Relations / Radio and Television
	Principles of Public Relations / First Stage / Department of Public Relations / Radio and Television
26.	Course Code: PR1.4
27.	Semester / Year
	2026-2027
28.	Date of preparing this description
	5/7/2026
29.	Available Forms of Attendance
	In-person
30.	Total Number of Study Hours / Total Number of Units
	60 hours /
31.	Name of Course Coordinator (list more than one name if applicable)

Name: Rawaa Abdulrahman Awad
ROROALANI86@GMAIL.COM

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32. Course Objectives

Course Objectives

Introducing first-stage students to the intellectual and theoretical foundations of the origin and historical development of public relations and its basic functions.

Enabling students to precisely distinguish between the communicative activities of public relations and other communication patterns such as media, propaganda and advertising.

Providing students with the initial skills related to the administrative methods and processes of public relations (research, planning, coordination and evaluation).

Building a generation aware of professional ethics, codes of conduct and effective public-relations practice in the Iraqi institutional environment.

33. Teaching and Learning Strategies

Strategy

Interactive lectures and brainstorming: to build the knowledge base regarding the concept, origin, functions and audience.

Comparison and critical deconstruction: to enable students to distinguish public relations from other patterns (media, propaganda, advertising)

Case study and problem-solving: to analyze the reality and characteristics of public-relations practice within Iraqi institutions.

Applied workshops and simulation: to train students on research steps, planning, and skills in designing effective programs.

Continuous assessment: activating classroom interaction and quick periodic tests to measure immediate understanding of the material.

Course Structure

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Teaching Method	Assessment Method

W1	Two theoretical hours	Conceptual Knowledge and Comprehension	Concept of public relations and its definitions	Interactive lecture + brainstorming	Interactive discussion and pre-test
W2	Two theoretical hours	Historical and Analytical Understanding	Origin and development of public relations	Presentation + discussion	Class participation and discussions
W3	Two theoretical hours	Targeted Functional Awareness	Objectives of public relations	Panel discussion	Performance assessment and discussion
W4	Two theoretical hours	Distinguishing between Administrative Roles	Functions of public relations	Theoretical explanation + examples	Quick test + discussion
W5	Two theoretical hours	Awareness of Institutional Importance	Importance of public relations	Lecture supported by examples	Discussions and daily tests
W6	Two theoretical hours	Ability to Sort and Distinguish	Public relations and its relation to other communication patterns	Brainstorming and comparisons	Evaluation of proposed schemes
W7	Two theoretical hours	Ability to Sort and Distinguish	Public relations and its relation to media	Group panel discussion	Evaluation of the data-collection tool
W8	Two theoretical hours	Ability to Sort and Distinguish	Public relations and its relation to propaganda	Analysis of propaganda models	Interactive test and discussions
W9	Two theoretical hours	Ability to Sort and Distinguish	Public relations and its relation to advertising	Applied comparison with images	Evaluation of audience-analysis forms
W10	Two theoretical hours	Understanding and Analyzing Categories	Public audience relations	Explanation and audience deconstruction	Oral test and discussion
W11	Two theoretical hours	Skill in Selecting Means	Means of communication in public relations	Presenting the available means	Evaluation of initial campaign ideas
W12	Two theoretical hours	Tactical and Stylistic Distinction	Communication methods in public relations	Analysis of communication cases	Evaluation of plan presentations
W13	Two theoretical hours	Ethical and Value Commitment	Ethics of public relations work	Review of codes of honor	Discussions and theoretical tests

	cal hours				
W14	Two theoretical hours	Professional and Historical Emulation	Pioneers of public relations	Student presentations	Evaluation of the financial-budget model
W15	2	Integrated Interim Assessment			
W1	Two theoretical hours	Understanding Methodological Frameworks	Scientific methods in the practice of public relations	Understanding Methodological Frameworks	Discussing and refuting campaign tactics
W2	Two theoretical hours	Investigative Research Skill	Scientific research in public relations	Investigative Research Skill	Evaluation of produced advertising materials
W3	Two theoretical hours	Strategic Planning Skill	Planning in public relations	Strategic Planning Skill	Evaluation of the produced video/poster
W4	Two theoretical hours	Structural Positioning Skills	Organization in public relations	Structural Positioning Skills	Evaluation of the audience-outreach strategy
W5	Two theoretical hours	Awareness of Influence Skills	Leadership in public relations	Awareness of Influence Skills	Surprise discussions and tests
W6	Two theoretical hours	Administrative Networking Skills	Coordination in public relations	Administrative Networking Skills	Evaluation of communicative messages and discourse
W7	Two theoretical hours	Understanding the Internal Environment	Organizational communication in public relations	Understanding the Internal Environment	Evaluation of the derived analytical report
W8	Two theoretical hours	Follow-up and Verification Skills	Follow-up in public relations	Follow-up and Verification Skills	Evaluation of managing dialogue and classroom interaction
W9	Two theoretical hours	Measurement and Evaluation of Return	Evaluation in public relations	Measurement and Evaluation of Return	Evaluation of proposed digital plans
W10	Two theoretical hours	Qualification and Field Empowerment	Training in public relations	Qualification and Field Empowerment	Written test and discussions
W11	Two theoretical hours	Understanding Best-Practice Standards	Model of effective public relations practice	Understanding Best-Practice Standards	Evaluation of analytical working papers

W12	Two theoretical hours	Analyzing the Surrounding Reality	Public relations in Iraq	Analyzing the Surrounding Reality	Evaluation of the quality of proposed solutions
W13	Two theoretical hours	Critiquing Features and Characteristics Environmentally	Characteristics of public relations in Iraq	Critiquing Features and Characteristics Environmentally	Evaluation of the quality of executive influence mechanisms
W14	Two theoretical hours	Skill in Designing and Generating Ideas	Designing a program for effective public relations	Skill in Designing and Generating Ideas	Evaluation of presentation and delivery skills
W15	2	Second semester exam			

35. 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.

Grade distribution out of 100:

Annual effort (40 marks): divided as follows:

Written and theoretical (monthly) exams: 20 marks.

Assignments, reports, daily preparation and oral participation: 20 marks.

Final exam (60 marks)

36. Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	Curriculum adopted at the University of Baghdad
Main References (Sources)	Dr. Muhammad Munir Hijab. Principles of Public Relations. Cairo: Dar Al-Fajr for Publishing and Distribution. Dr. Rasim Muhammad Al-Jamal. Public Relations: Approach and Scientific Foundations.
Recommended Supporting Books and References (scientific journals, reports, etc.)	– Al-Bahith Al-I'lamy Journal (College of Media – University of Baghdad). – Periodic reports issued by the media and government-communication departments of Iraqi ministries.
Electronic References, Websites	– Official website of the International Public Relations Association (IPRA).

- Academic research network (Google Scholar) for tracking studies on public relations, radio and television.

Course Description Form

1	Course Name	Media Photography
2	Course Code	PR1.5
3	Semester	2026/2027
4	Date of preparing the description	9/7/2026
5	Available Forms of Attendance	In-person
6	Total number of study hours	60 hours / total number of units: 2
7	Name of Course Coordinator	Name: Lect. Dr. Muhammad Salam Abed
8	Course Objectives	Aims to introduce the student to media photography, its types, photography methods and digital-image processing
9	Teaching and Learning Strategies	Cognitive Objectives / This course aims to equip the student with sufficient knowledge of media photography and to introduce methods and types of photography, in addition to enabling knowledge of its types and methods of image processing and fields of use of photography

10	Course Structure	
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Week	H ou rs	Requir ed Learni ng Outco mes	Unit or Topic Name	Learni ng Metho d	Assessment Method
Week 1	2	Acquiri ng knowl edge	Defining media photography and its concept	Explan ation and discus sion	Grading students according to their participation
Week 2	2	Acquiri ng knowl edge	Introducing the sciences and arts and their history	Explan ation and discus sion	Grading students according to their participation
Week 3	2	Acquiri ng knowl edge	Types of photography	Explan ation and discus sion	Grading students according to their participation
Week 4	2	Acquiri ng knowl edge	Principles of traditional photography	Explan ation and discus sion	Grading students according to their participation
Week 5	2	Acquiri ng	Camera components Camera parts	Explan ation and	Grading students according to

		knowl edge		discus sion	their participation
Week 6	2	Acquiri ng knowl edge	Non-main parts of the camera	Explan ation and discus sion	Grading students according to their participation
Week 7	2	Acquiri ng knowl edge	Photo printing and developing laboratory Method of developing black- and-white film	Explan ation and discus sion	Grading students according to their participation
Week 8	2	Acquiri ng knowl edge	Orbit Bath Washing Drying	Explan ation and discus sion	Grading students according to their participation
Week 9	2	Acquiri ng knowl edge	Lenses and their types	Explan ation and discus sion	Grading students according to their participation
Week 10	2	Acquiri ng knowl edge	Digital photography How digital photography works	Explan ation and discus sion	Grading students according to their participation
Week 11	2	Acquiri ng knowl edge	Image size in digital and traditional photography and the relationship between their size and type	Explan ation and discus sion	Grading students according to their participation

Week 12	2	Acquiring knowledge	Advantages of digital photography Disadvantages of digital photography	Explanation and discussion	Grading students according to their participation
Week 13	2	Acquiring knowledge	Traditional and digital photography and printing Digital printing Traditional printing	Explanation and discussion	Grading students according to their participation
Week 14	2	Acquiring knowledge	Ultraviolet printing	Explanation and discussion	Grading students according to their participation
Week 15	2	Acquiring knowledge	Editing traditional images Editing digital images	Explanation and discussion	Grading students according to their participation

Second Semester

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring Knowledge	Characteristics of image editing Camera movements and effects	Explanation and discussion	Grading students according to their participation

Week 2	2	Acquiring Knowledge	Lighting in photography and its effects on modeling and expression Scanner-based photography and processors How they work Their types	Explanation and discussion	Grading students according to their participation
Week 3	2	Acquiring Knowledge	Types of digital images, their sizes, resolution and clarity Their types	Explanation and discussion	Grading students according to their participation
Week 4	2	Acquiring Knowledge	Multiple uses of the photographic image in print design (graphic design)	Explanation and discussion	Grading students according to their participation
Week 5	2	Acquiring Knowledge	The artistic sense of the image The functional aesthetics of the image in print work How to take a successful photo	Explanation and discussion	Grading students according to their participation
Week 6	2	Acquiring Knowledge	Digital technologies and their impact on print photography	Explanation and discussion	Grading students according to their participation

			Digital technologies and their impact on print photography		
Week 7	2	Acquiring Knowledge	Three-dimensional photography via laser technologies Definition History of hologram technology Required tools	Explanation and discussion	Grading students according to their participation
Week 8	2	Acquiring Knowledge	Hologram film Properties of the hologram Physiograph	Explanation and discussion	Grading students according to their participation
Week 9	2	Acquiring Knowledge	Digital processing of photographic images via computer programs The digital image	Explanation and discussion	Grading students according to their participation
Week 10	2	Acquiring Knowledge	Image processing Methods of image processing Image-processing applications	Explanation and discussion	Grading students according to their participation
Week 11	2	Acquiring Knowledge	Stages of digital image processing Digital image processing	Explanation and	Grading students according to their participation

			through photo editing	discussion	
Week 12	2	Acquiring Knowledge	Digital printers: types, uses and development For small and home offices Multi-function office printers Multi-function printers for producing publications	Explanation and discussion	Grading students according to their participation
Week 13	2	Acquiring Knowledge	Features / functions of printing Input Output Varied and multi-purpose photography in the field of the printer Laser printer Thermal printer Dye-sublimation printer	Explanation and discussion	Grading students according to their participation
Week 14	2	Acquiring Knowledge	Barcode printer and label printing Barcode printer Postage-stamp printer Plotter and large-format printer	Explanation and discussion	Grading students according to their participation

			The large-format printer The 3D printer		
Week 15	2	Acquiring Knowledge	Types of photography, panorama, silhouette and covert photography	Explanation and discussion	Grading students according to their participation

Course Assessment // The grade out of 100 is distributed according to the tasks assigned to the student during the year, including daily preparation and daily and monthly exams.

Course Resources // A curriculum prepared by the course instructors, compiled from a variety of Arabic and foreign sources in order to provide students with the necessary information.

Course Description Form

37.	Course Name // Media Language // First, Public Relations				
38.	Course Code: PR1.6				
39.	Semester / Year: First Semester 2026-2027				
40.	Date of preparing this description: 6/7/2026				
41.	Available Forms of Attendance: In-person				
42.	Total Number of Study Hours: 60 hours / Number of Units: 2				
43.	Name of Course Coordinator (list more than one name if applicable)				
	Name: Asst. Prof. Dr. Zainab Abdul Zahra Hadi				
44.	Course Objectives				
Course Objectives	Introducing the concept of language and its types in media, and recognizing the importance status of language. Instilling interest in media language in students' minds and the extent of comprehension of material. Linguistic and written accuracy among stage students and refining their language skills.				
45.	Teaching and Learning Strategies				
Strategy	The strategy and cognitive objectives / of this course lie in equipping the student with theoretical knowledge and scientific linguistic skills on topics of language and media, and preserving mother tongue and how to speak about it; writing depends on linguistic and grammatical accuracy along with media connection and the innovations of civilization, and the student has an important share in how to write and read correctly in media aspects, varied with topics of the Arabic language. The course covers the concepts introduced by journalism, the methods innovated by journalistic efforts, and comparison between literature and journalism within the context of media language and its topics important for media students. An important part of the strategy is familiarizing students with texts and practical applications on media texts.				
5. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring Knowledge	Concept of media language ...	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 2	2	Acquiring Knowledge	Importance of media language //	Explanation and discussion	Grading participants and

Week 3	2	Acquiring Knowledge		Explanation and discussion	conducting daily test on previous lecture
Week 4	2	Acquiring Knowledge	Features and characteristics of media language ..		Grading participants and conducting daily test on previous lecture
Week 5	2	Acquiring Knowledge	Media as a communication process // the media message	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 6	2	Acquiring Knowledge	Comparison between literature and journalism in expression	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 7	2	Acquiring Knowledge	Comparison between the language of science and journalism	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 8	2	Acquiring Knowledge		Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 9	2	Acquiring Knowledge	Journalistic style // characteristics of journalistic style...	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 10	2	Acquiring Knowledge	Selected media texts ...	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 11	2	Acquiring Knowledge		Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 12	2	Acquiring analytical skills	The six nouns // their linguistic conditions ...	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 13	2	Acquiring Knowledge	The dual // its definition // its conditions and rules	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 14	2	Acquiring Knowledge	Words annexed to the dual // and its types	Comparison and evaluation	Grading participants and conducting daily test on previous lecture

Week 15	2	Measuring knowledge through examination	Sound masculine plural // its definition and rules Words annexed to the sound masculine plural ... What is called the sound masculine plural // and its examples .. First semester exam	Explanation and discussion Explanation and discussion Test measurement	conducting daily test on previous lecture Grading participants and conducting daily test on previous lecture Grading participants and conducting daily test on previous lecture Grading assessment
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Second Semester

Week One	2	Acquiring knowledge	Chapter of diptote nouns	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week Two	2	Acquiring Knowledge	Conditions of diptote nouns // nouns barred from full declension ...	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 3	2	Acquiring Knowledge	The five verbs // their definition // and their forms ...	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 4	2	Acquiring knowledge	The present-tense verb with a weak final letter ...	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 5	2	Acquiring skills	The present-tense verb with a weak final letter ending in 'ya'	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 6	2	Acquiring Knowledge	Defective, extended and elided nouns	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 7	2	Acquiring knowledge and skill	The analogical and irregular defective noun // and the irregular	Explanation and discussion	Grading participants and conducting daily test on previous lecture

Week 8	2	Acquiring knowledge and skill	The analogical extended noun // and its rules	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 9	2	Acquiring knowledge and skill	Generic nouns and proper nouns	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 10	2	Acquiring knowledge and skill	Standards a journalist should observe,	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 11	2	Acquiring knowledge	The subject and predicate	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 12	2		Kana and its sisters // forms of Kana and its sisters	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 13	2	Acquiring skill	Inna and its sisters // their rules of use	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 14	2	Acquiring knowledge	Selected media texts // representing the above topics	Explanation and discussion	Grading participation and conducting daily test on previous lecture
Week 15	2	Assessing skill knowledge	Second semester exam	Test	Grading the second semester

47. 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.

48. Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	A comprehensive curriculum for the above course prepared by the course instructor
Main References (Sources)	- Media Language / Dr. Abdul Aziz Sharaf - Lisan al-Arab by Ibn Manzur al-Ifriqi ... - Al-Mu'jam al-Wasit / Arabic Language Academy, Cairo - Al-Kafi fi al-Balagha, Dr. Ayman Al-Masri. - Jami' al-Durus al-Arabiyya / Mustafa Al-Ghalayini.
Recommended Supporting Books and References (scientific journals, reports, etc.)	Scientific journals issued by universities Arabic Grammar textbook // Iraqi Ministry of Education
Electronic References, Websites	Websites of the Egyptian Language Academy on internet and social-media pages

Course Description Form

49. Course Name:

English					
50. Course Code:					
PR1.7					
51. Semester / Year:					
2026/2027					
52. Description Preparation Date:					
6/7/2026					
53. Available Attendance Forms:					
Daily					
54. Number of Credit Hours (4) / Number of Units (8)					
4 Hours per week. Eight units					
55. Course administrator's name (mention all, if more than one name)					
Name: Instructor Ulaa Hatef Ali					
56. Course Objectives					
Course Objectives			- Equipped with knowledge - Equipped with skills - Equipped with good ethics		
57. 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					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	4	Gaining knowledge	Unit one	Teaching	Quizzes + Exams
2	4	Gaining knowledge	Unit two	Teaching	Quizzes + Exams
3	4	Gaining knowledge	Unit three	Teaching	Quizzes + Exams
4	4	Gaining knowledge	Unit four	Teaching	Quizzes + Exams
5	4	Gaining knowledge	Unit five	Teaching	Quizzes + Exams
6	4	Gaining knowledge	Unit six	Teaching	Quizzes + Exams
7	4	Gaining knowledge	Unit seven	Teaching	Quizzes + Exams
8	4	Gaining knowledge	Unit Eight	Teaching	Quizzes + Exams

9. Course Evaluation

One exam 10 marks, 2 quizzes 2.5 marks each, participation 5 marks. In general 40 marks 20 for each semester and 60 marks for the final exam.

10. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Ministry's instructions.
Main references (sources)	Headways
Recommended books and references (scientific journals, reports...)	Main media topics such as Public Relations and others.
Electronic References, Websites	None.

Course Description Form

1. Course Name: Human Rights and Democracy

2. Course Code: PR1.9					
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: Lect. Dr. Haidar Abdul Karim					
8. Course Objectives					
Course Objective:		The course aims to introduce the concept, features, characteristics and types of human rights, and to familiarize the student with its importance and study, in addition to a general overview of democracy and the concept of the democratic state, its characteristics and types.			
9. Teaching and Learning Strategies					
Strategy		Cognitive Objectives / This course aims to equip the student with theoretical knowledge and scientific skills about human rights The course covers the concept of human rights and its characteristics and the factors that led to its development, and introduces democracy and the concept of the democratic state; it also addresses the types of democracies and the obstacles to a democratic state, in addition to explaining some political terms that play a major role in media and media language.			
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring Knowledge	Introducing human rights and the characteristics of human rights.	Explanatory and discussion	Grading participants and
Week 2	2	Acquiring Knowledge	Learning the types of human rights.	Explanatory and discussion	conducting a daily test on the previous lecture
Week 3	2	Acquiring Knowledge	Human rights in ancient civilizations.	Explanatory and discussion	Grading participants and conducting a daily test on

Week 4	2			Explanation and discussion	the previous lecture
Week 5	2	Acquiring Knowledge	Human rights in Islam, with the features of human rights in Islam.		Grading participants and conducting a daily test on the previous lecture
Week 6	2	Acquiring Knowledge	Basic human rights, their importance and basic sources.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
Week 7	2	Acquiring Knowledge	Human rights and media ethics.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
Week 8	2	Acquiring Knowledge	Practical applications on the right to freedom of expression in media and social media.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
Week 9	2	Acquiring Knowledge	Explaining the Universal Declaration of Human Rights.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
Week 10	2	Acquiring Knowledge	Learning about non-governmental organizations defending human rights.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
Week 11	2	Acquiring Knowledge	Explaining the international human-rights covenants.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
Week 12	2	Acquiring Knowledge	Learning about agencies specialized in human rights.	Explanation and discussion	Grading participants
Week 13	2	Acquiring Knowledge			

Week 14	2	Acquiring Knowledge	Explaining the reason for the Declaration of the Rights of Man in France.	Explanation and discussion	and conducting a daily test on the previous lecture
Week 15	2	Acquiring Knowledge	Reviewing what was previously explained about human rights and their characteristics.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
		Acquiring Knowledge	Explaining the Human Rights Council.	Comparison and evaluation	Grading participants and conducting a daily test on the previous lecture
		Measuring knowledge through examination	Measuring knowledge: the semester exam.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
			First semester exam.	Explanation and discussion	Grading assessment
				Test and measurement	
Second Semester					
Week On	2	Acquiring knowledge	Defining democracy.	Explanation and discussion	Grading participants and conducting daily test on previous lecture

Week Two	2	Acquiring Knowledge	Characteristics of democracy.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 3	2	Acquiring Knowledge	Concept of the democratic state.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 4	2	Acquiring knowledge	Characteristics of the democratic system.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 5	2	Acquiring skills	Foundations for establishing democracy.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 6	2	Acquiring Knowledge	Obstacles to establishing a democratic state.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 7	2	Acquiring knowledge and skills	Means of assuming power.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 8	2	Acquiring knowledge and skills	Types of democracies.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 9	2	Acquiring knowledge and skills	Electoral systems in the world.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 10	2	Acquiring knowledge and skills	Advantages of the list electoral system.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 11	2	Acquiring knowledge	Disadvantages of the list electoral system.	Explanation and discussion	Grading participants and conducting daily test on previous lecture

Week 12	2		A set of political terms.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 13	2	Acquiring skill	Training students to learn political terms.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 14	2	Acquiring knowledge	Reviewing what was previously explained.	Explanation and discussion	Grading participants and conducting daily test on previous lecture
Week 15	2	Assessing skill and knowledge	Second semester exam	Test	Grading the second semester

1. 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.

2. Learning and Teaching Resources

Required Course Textbooks (curriculum, if any)	A set of sources related to the topic of human rights and democracy, in line with the Ministry curriculum items - Yassin Muhammad, Human Rights and Democracy, University of Baghdad, 2013-2014 - Riyadh Aziz Hadi, Human Rights: Development, Content, Protection, Legal Library, Baghdad, 2011
Main References (Sources)	
Recommended Supporting Books and References (scientific journals, reports, etc.)	
Electronic References, Websites	

Course Description Form

61. Course Name: Computers

62. Course Code: PR2.					
63. Semester / Year: First Semester 2026/2027					
64. Date of preparing this description: 8/7/2026					
65. Available Forms of Attendance: In-person					
66. Total Number of Study Hours: 60 hours / Number of Units: 2					
67. Name of Course Coordinator (list more than one name if applicable)					
Name: Asst. Prof. Dr. Waheed Abdul Kadhim Salman					
68. 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.				
69. 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.				
Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring Knowledge	Introduction to the electronic computer and its types	Explanation discussion	Grading participants
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				Grading participants and conducting a daily

Week 4	2	Acquiring Knowledge	Learning the most important units of computer measurement	Explanation discussion	test on the previous lecture 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	Comprehensive practical application of desktop commands and instructions	Using computer and presenting the smart board	Grading participants conducting a daily test the previous lecture
Week 10	2	Acquiring skill & assessment	Learning how to work with the taskbar	Explanation discussion	Assessment based questions and application
Week 11	2	Acquiring Knowledge	Comprehensive practical application of taskbar commands and instructions	Using computer and presenting the smart board	Discussing reports, grade the assessment, selecting and analyzing best report
Week 12	2	Acquiring skill & assessment	Learning about the basic elements of the Start menu	Explanation discussion	Grading participants conducting a daily test the previous lecture
Week 13	2	Acquiring Knowledge	Learning about information institutions, their types and objectives	Comparison evaluation	Grading participants conducting a daily test in the previous lecture
Week 14	2	Acquiring Knowledge	Learning about the types of ribbons used and how to work with windows	Explanation discussion	Grading assessment
Week 15	2	Acquiring Knowledge	Learning about the control panel and its importance for adjusting computer settings	Explanation discussion	
Week 16	2	Acquiring Knowledge	Semester and practical exam	Test measurement	

		Measuring knowledge through examination			
Second Semester					
Week 0	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 ; 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 using 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 using 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 using 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 using 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	Explanation discussion And using computers presenting via smart board	Assessment based on questions and application

			applications belonging to this tab		
Week	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 questions and application
Week	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 questions and application
Week	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 questions and application
Week	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 questions and application
Week	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 questions and application
Week	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	2	Assessing skill knowledge	Second-semester exam, theoretical and practical	Test	Grading the second semester
71. 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.					
72. 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 Supporting Books and References (scientific journals, reports, etc.)	
Electronic References, Websites	<u>google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKE...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 المفاهيم العلمية الصحيحة في ميدان الاتصال والتميز بينها على مستوى الممارسة والتطبيق والتعلم للخطوات والإجراءات الاتصالية الصحيحة في بناء الرسائل عبر الوسائل المتعددة والمهارات في التمييز بين الأنماط الاتصالية المتعددة وبما يتوافق مع النماذج التطبيقية المعرفة العلمية الدقيقة بوظائف الاتصال ومهامه للفرد والمجتمع والتفكير النقدي والمعرفة بسريان الاتصال عبر النماذج الخطية والوظيفية والتفاعلية والآثار المتوقعة عنها	
التعليم أسلوب، الشرح والتفسير والدعم بالأمثلة المادة بالطرق الالكترونية البور بوينت أسلوب، التعليم المدمج بفتح صفوف الكترونية ونشر المادة بور بوينت لتبسيطها محاور أساسية لكل محاضرة طرق وأساليب العصف الذهني	