



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.

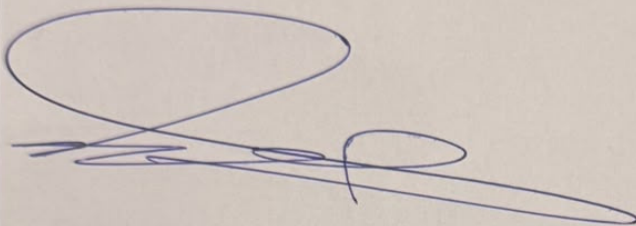
Teaching and Learning Strategies: The strategies used by the faculty member to deliver knowledge, skills and values to students, and to help them achieve the intended learning outcomes.

وصف البرنامج الأكاديمي

اسم الجامعة: جامعة التراث
الكلية/ المعهد: كلية الاعلام
القسم العلمي: قسم الاذاعة والتلفزيون
المرحلة: الأولى
الدراسة: الصباحية
اسم البرنامج الأكاديمي أو المهني: بكالوريوس اعلام
اسم الشهادة النهائية: بكالوريوس في الاعلام الاذاعة والتلفزيون
النظام الدراسي: سنوي

تاريخ اعداد الوصف: 2026/2025

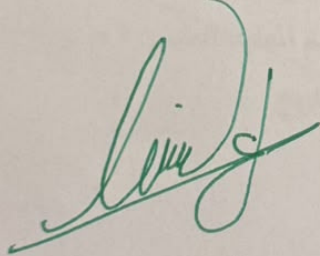
تاريخ ملء الملف: 2026/8/1



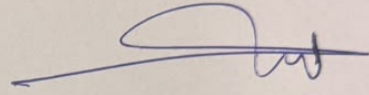
التوقيع :

اسم المعاون العلمي: م د هادي عبد الله

التاريخ :



مصادقة السيد العميد



التوقيع :

اسم رئيس القسم

التاريخ : ٢٠٢٦ / ٨ / ١

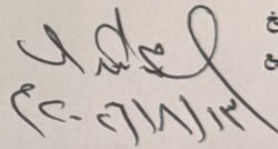
دقق الملف من قبل

شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي:

التاريخ

التوقيع



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**
- 7. Developing specialization in the field of radio and television at the professional and academic levels, including**

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

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

6. Program Description				
Year / Level	Course Code	Course Name	Credit Hours	
			Theoretical	Practical
First	Tv1.1	Digital Media Education	1	2
First	Tv1.2	Human Rights and Democracy	2	–
First	Tv1.3	Mass Communication and its Means	2	–
First	Tv1.4	English Language	2	–
First	Tv1.5	Media Language	2	–
First	Tv1.6	Editing (Montage)	1	2
First	Tv1.7	Principles of Public Relations	2	–
First	Tv1.8	Television Photography	1	2
First	Tv1.9	Computers	1	2
First	Tv1.10	Radio and Television News	2	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.

10. Teaching Staff

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

11. 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

12.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.

13.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
First	Tv1.1	Digital Media Education	Core	✓	—	—	✓	—	—	—	✓	✓	✓	—	✓
First	Tv1.2	Human Rights and Democracy	Core	✓	✓	—	—	—	—	—	—	✓	✓	✓	✓
First	Tv1.3	Mass Communication and its Means	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
First	Tv1.4	English Language	Core	✓	—	—	—	✓	—	—	—	—	—	✓	—
First	Tv1.5	Media Language	Core	✓	—	—	—	✓	—	—	—	✓	—	✓	—
First	Tv1.6	Editing (Montage)	Core	✓	—	✓	—	—	—	✓	—	—	—	—	—
First	Tv1.7	Principles of Public Relations	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
First	Tv1.8	Television Photography	Core	✓	—	✓	—	—	—	✓	—	—	—	—	—
First	Tv1.9	Computers	Core	✓	—	✓	—	—	—	✓	✓	—	—	—	—
First	Tv1.1 0	Radio and Television News	Core	✓	—	✓	—	✓	—	—	—	✓	—	—	✓

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

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

Date of preparing this description: 2025/2026

Number of courses: 10

Number of credit units: 42

Courses	Number of Theoretical Hours	Number of Practical Hours	Number of Units per Semester
Digital Media Education	1	2	2
Human Rights and Democracy	2	–	2
Mass Communication and its Means	2	–	2
English Language	2	–	2
Media Language	2	–	2
Editing (Montage)	1	2	2
Principles of Public Relations	2	–	2
Television Photography	1	2	2
Computers	1	2	2
Radio and Television News	2	2	3
Total	16	10	21

1. Course Name:	
Digital Media Education	
2. Course Code	
Tv1.1	
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	
Number of hours 90 / Number of units 90	
7. Name of Course Coordinator (list more than one name if applicable)	
Name: Asst. Lect. Maha Diaa Abdulbaqi Email:	
8. Course Objectives	
Course Objectives	• Introducing the concept of digital media education and importance in the contemporary digital environment. • Understanding the nature of digital media, their mechanisms operation and their impact on individuals and society. • Developing skills in accessing information from reliable digital sources • Distinguishing between accurate information and misinformation
9. Teaching and Learning Strategies	
Strategy	• Interactive lectures explaining the concepts of digital media education, digital citizenship and digital transformation. • Project-based learning through producing digital content implementing digital awareness campaigns. • Problem-based learning to analyze problems of media disinformation and fake news

10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Acquiring Knowledge	Introduction to digital media education.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
2	2	Acquiring Knowledge	Concept of digital media education.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
3	2	Acquiring Knowledge	Objectives of digital media education.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
4	2	Acquiring Knowledge	Importance of digital media education.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
5	2	Acquiring Knowledge	Digital media.	Explanation and discussion	Grading participants and

					conducting a daily test on the previous lecture
6	2	Acquiring Knowledge	The Internet.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
7	2	Acquiring Knowledge	Digital citizenship.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
8	2	Acquiring Knowledge	Internet search engines.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
9	2	Acquiring Knowledge	Components of internet search engines.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
10	2	Acquiring Knowledge	Methods of searching the internet.	Explanation and discussion	Grading participants and

					conducting a daily test on the previous lecture
11	2	Acquiring Knowledge	How media content is produced.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
12	2	Acquiring Knowledge	Production of news at news agencies.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
13	2	Acquiring Knowledge	Production of the news bulletin.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
14	2	Acquiring Knowledge	How media content is produced.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
15	2		First semester exam		

16	2	Acquiring Knowledge	Production of documentary and factual programs.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
17	2	Acquiring Knowledge	Production of drama.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
18	2	Acquiring Knowledge	Practical training: Identifying the media outlet's owner and its objectives.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
19	2	Acquiring Knowledge	News framing.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
20	2	Acquiring Knowledge	Discourse of violence and hate speech in the media.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture

21	2	Acquiring Knowledge	Citizen journalism.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
22	2	Acquiring Knowledge	Cyberbullying.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
23	2	Acquiring Knowledge	Types of cyberbullying.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
24	2	Acquiring Knowledge	Methods of combating cyberbullying.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
25	2	Acquiring Knowledge	Features of the Instagram platform.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture

26	2	Acquiring Knowledge	News summaries and breaking news via Instagram.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
27	2	Acquiring Knowledge	Exclusive news and live broadcasting via Instagram.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
28	2	Acquiring Knowledge	Practical training: Instagram platform in photojournalism and news transmission.	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
29	2	Acquiring Knowledge	Creating an Instagram account	Explanation and discussion	Grading participants and conducting a daily test on the previous lecture
30			First semester exam		
11. Course Assessment					
1– Oral exam: dialogue and discussion					
2– Written exam					
12. Learning and Teaching Resources					

		Introducing national legislation related to human rights and mechanisms for protecting them			
9. Teaching and Learning Strategies					
Strategy		- Interactive lecture presenting and discussing the basic concepts of human rights. - Dialogue and discussion to develop critical thinking and exchange views on human-rights issues. - Cooperative learning through group work to prepare reports and presentations			
10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Theoretical Knowledge	Concept of human rights	Theoretical lecture	Test and discussion
2	2	Theoretical Knowledge	Types of human rights	Theoretical lecture	Test and discussion
3	2	Theoretical Knowledge	Generations of human rights	Theoretical lecture	Test and discussion
4	2	Theoretical Knowledge	Human rights in ancient civilizations	Theoretical lecture	Test and discussion
5	2	Theoretical Knowledge	Human rights in the civilization of Mesopotamia	Theoretical lecture	Test and discussion
6	2	Theoretical Knowledge	Human rights in the divine religions	Theoretical lecture	Test and discussion
7	2	Theoretical Knowledge	Human rights in Islam	Theoretical lecture	Test and discussion
8	2	Theoretical Knowledge	Sources of human rights	Theoretical lecture	Test and discussion
9	2	Theoretical Knowledge	Declaration of the Rights of Man and of the Citizen (France)	Theoretical lecture	Test and discussion

10	2	Theoretical Knowledge	Universal Declaration of Human Rights	Theoretical lecture	Test and discussion
11	2	Theoretical Knowledge	International human rights covenants	Theoretical lecture	Test and discussion
12	2	Theoretical Knowledge	Regional human rights charters	Theoretical lecture	Test and discussion
13	2	Theoretical Knowledge	Non-governmental organizations and human rights	Theoretical lecture	Test and discussion
14	2	Theoretical Knowledge	Women's rights	Theoretical lecture	Test and discussion
15	2		First semester exam		
16	2	Theoretical Knowledge	Convention on the Elimination of All Forms of Discrimination against Women	Theoretical lecture	Test and discussion
17	2	Theoretical Knowledge	Violence against women and ways of addressing it	Theoretical lecture	Test and discussion
18	2	Theoretical Knowledge	Women's political participation	Theoretical lecture	Test and discussion
19	2	Theoretical Knowledge	Human rights and media ethics	Theoretical lecture	Test and discussion
20	2	Theoretical Knowledge	Concept and content of democracy	Theoretical lecture	Test and discussion
21	2	Theoretical Knowledge	Historical course of democracy	Theoretical lecture	Test and discussion
22	2	Theoretical Knowledge	Pillars of democracy	Theoretical lecture	Test and discussion
23	2	Theoretical Knowledge	Objectives of democracy	Theoretical lecture	Test and discussion

24	2	Theoretical Knowledge	Types of democracy	Theoretical lecture	Test and discussion
25	2	Theoretical Knowledge	Human trafficking	Theoretical lecture	Test and discussion
26	2	Theoretical Knowledge	Trafficking in human organs	Theoretical lecture	Test and discussion
27	2	Theoretical Knowledge	Tolerance and peaceful coexistence within society	Theoretical lecture	Test and discussion
28	2	Theoretical Knowledge	Causes and motives of extremism and terrorism and ways of combating it	Theoretical lecture	Test and discussion
29	2	Theoretical Knowledge	Freedom, its content and types	Theoretical lecture	Test and discussion
30	2		Second semester exam		

11.Course Assessment

First and second semester exam: 20 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12.Learning and Teaching Resources

Required Cou Textbooks (curriculum, if an	
Main Referenc (Sources)	- Abdul Karim Alwan. The Mediator in Public International Law and Human Rights. - Muhammad Al-Majthoub. Human Rights and Fundamental Freedoms
Recommended Supporting Books and References (scientific	- The Iraqi Constitution of 2005. - League of Arab States. Arab Charter on Human Rights. - A collection of research published in refereed scientific journals

9. Teaching and Learning Strategies

Strategy	• Interactive lectures explaining the concepts, theories and means of mass communication. • Dialogue and discussion to develop critical-thinking skills and analyse contemporary media issues. • Cooperative learning by assigning students to work in groups
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Theoretical Knowledge	Defining the basic concepts of communication	Theoretical lecture	Test and discussion
2	2	Theoretical Knowledge	Foundations of the communication process	Theoretical lecture	Test and discussion
3	2	Theoretical Knowledge	Components and elements of the communication process	Theoretical lecture	Test and discussion
4	2	Theoretical Knowledge	Types of communication by language	Theoretical lecture	Test and discussion
5	2	Theoretical Knowledge	Types of communication by function	Theoretical lecture	Test and discussion
6	2	Theoretical Knowledge	Types of communication by purpose	Theoretical lecture	Test and discussion
7	2	Theoretical Knowledge	Obstacles to communication	Theoretical lecture	Test and discussion

8	2	Theoretical Knowledge	The message and factors of its success	Theoretical lecture	Test and discussion
9	2	Theoretical Knowledge	The medium and factors of its success	Theoretical lecture	Test and discussion
10	2	Theoretical Knowledge	The audience and exposure	Theoretical lecture	Test and discussion
11	2	Theoretical Knowledge	Response and feedback	Theoretical lecture	Test and discussion
12	2	Theoretical Knowledge	Patterns of feedback	Theoretical lecture	Test and discussion
13	2	Theoretical Knowledge	Functions of communication for the individual and society	Theoretical lecture	Test and discussion
14			First semester exam		
15	2	Theoretical Knowledge	Origin and development of the press	Theoretical lecture	Test and discussion
16	2	Theoretical Knowledge	Origin and development of radio	Theoretical lecture	Test and discussion
17	2	Theoretical Knowledge	Origin and development of television	Theoretical lecture	Test and discussion
18	2	Theoretical Knowledge	Communicative characteristics of the press	Theoretical lecture	Test and discussion
19	2	Theoretical Knowledge	Communicative characteristics of radio	Theoretical lecture	Test and discussion
20	2	Theoretical Knowledge	Communicative characteristics of television	Theoretical lecture	Test and discussion

21	2	Theoretical Knowledge	Communication models	Theoretical lecture	Test and discussion
22	2	Theoretical Knowledge	Functional models	Theoretical lecture	Test and discussion
23	2	Theoretical Knowledge	Interactive models	Theoretical lecture	Test and discussion
24	2	Theoretical Knowledge	Mass communication	Theoretical lecture	Test and discussion
25	2	Theoretical Knowledge	Means of mass communication	Theoretical lecture	Test and discussion
26	2	Theoretical Knowledge	Characteristics of mass communication	Theoretical lecture	Test and discussion
27	2	Theoretical Knowledge	The internet as a means of communication	Theoretical lecture	Test and discussion
28	2		Second semester exam		

11.Course Assessment

First and second semester exam: 20 marks

Attendance and participation: 20 marks

Final exam: 60 marks

12.Learning and Teaching Resources

Required Course Textbooks (curriculum if any)

Main References (Sources)

- Muhammad Abdel Hamid. Media Theories and Directions of Influence.
- Hassan Emad Makkawi and Laila Hussein . Sayed. Communication and its Contemporary Theories.
- Mahmoud Alam Al-Din. Introduction to Mass Communication.
- Ali Agwa. An Introduction to Communication and Media Sciences.

	• Muhammad Munir Hijab. Mass Communication. Dar Al-Fajr for Publishing and Distribution. Cairo, 2020.
Recommended Supporting Books and References (scientific journals, reports, etc.)	• Muhammad Abdel Hamid. Scientific Research in Media Studies. • Sami Al-Sharif. New Media and Digital Communication. • Abdul Razzaq Al-Dulaimi. Communication Theories in the Twenty-First Century. • Fadhil Dalio. Introduction to Mass Communication. • A collection of research published in refereed scientific journals in the fields of communication and media
Electronic References, Websites	• UNESCO • International Telecommunication Union • Reuters Institute for the Study of Journalism • Pew Research Center • Google Scholar database

1. Course Name:
English Language
2. Course Code
Tv1.4
3. Semester / Year
Annual, first semester, 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 Objectives		• Introducing the basic terminology in radio, television and public relations 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.			
9. Teaching and Learning Strategies					
Strategy		* Theoretical lectures. * Discussion and dialogue. * Applied translation. * Classroom and individual exercises. * Presentations and language activities.			
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 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	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 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	Final 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	Sources of news–media journals and texts, including those specific to media translation 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	Public Relations Review; Media, Culture & Society; Journal of Broadcasting & Electronic Media; International Journal of Communication

1. Course Name:
Media Language
2. Course Code
Tv1.5
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
62 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	• Enabling students to acquire cognitive skills in the Arabic language. • Introducing students to the types of approaches and methods used in the study of Arabic linguistics. • Providing students with general knowledge of developments in the Arabic language and how to choose the best approach. • Introducing students to the nature and importance of Arabic language course.
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9. Teaching and Learning Strategies

Strategy	• The lecture method • The discussion method • The inductive method • Using modern technologies and some electronic sources of information such as libraries and electronic programs
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10. 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	Diptote nouns (nouns not fully declined)	Lecture Discussion	Daily test Monthly test
2	2	Diptote nouns (nouns not fully declined)	Diptote nouns (nouns not fully declined)	Lecture Discussion	Daily test Monthly test
3	2	Diptote nouns (nouns not fully declined)	Sound masculine plural and its annexed forms	Lecture Discussion	Daily test Monthly test
4	2	Sound masculine plural and its annexed forms	Sound masculine plural and its annexed forms	Lecture Discussion	Daily test Monthly test

5	2	Sound masculine plural and its annexed forms	The dual and its annexed forms	Lecture Discussion	Daily test Monthly test
6	2	The dual and its annexed forms	The dual and its annexed forms	Lecture Discussion	Daily test Monthly test
7	2	Sound feminine plural and its annexed forms	Sound feminine plural and its annexed forms	Lecture Discussion	Daily test Monthly test
8	2	Sound feminine plural and its annexed forms	Defective, elided and extended nouns	Lecture Discussion	Daily test Monthly test
9	2	Defective, elided and extended nouns	Defective, elided and extended nouns	Lecture Discussion	Daily test Monthly test
10	2	Linguistic errors	Linguistic errors	Discussion	Discussion
11	2	Linguistic errors	Concept of language	Lecture Discussion	Daily test Monthly test
12	2	Concept of language	Concept of language	Lecture Discussion	Daily test Monthly test
13	2	Levels of linguistic expression	Levels of linguistic expression	Lecture Discussion	Daily test Monthly test
14	2	Levels of linguistic expression	The rhetorical level	Lecture Discussion	Daily test Monthly test
15	2		First semester exam		
16	2	The literary level	The literary level	Lecture Discussion	Daily test Monthly test
17	2	The literary level	The literary level	Lecture Discussion	Daily test Monthly test
18	2	The formal level	The formal level	Lecture Discussion	Daily test Monthly test
19	2	The formal level	The formal level	Lecture Discussion	Daily test, monthly test
20	2	Comparison between literature	Comparison between literature	Lecture Discussion	Daily test Monthly test

		and journalism in expression	and journalism in expression		
21	2	Comparison between literature and journalism in expression	Comparison between literature and journalism in expression	Lecture Discussion	Daily test Monthly test
22	2	The difference between media language and literary language	The difference between media language and literary language	Lecture Discussion	Daily test Monthly test
23	2	The difference between media language and literary language	The difference between media language and literary language	Lecture Discussion	Daily test Monthly test
24	2	Expression in language	Expression in language	Report	Discussing the report
25	2	Expression in language	Expression in language	Discussion	Discussion
26	2	Expression in terminology	Expression in terminology	Lecture Discussion	Daily test Monthly test
27	2	Expression in terminology	Expression in terminology	Lecture Discussion	Discussion
28	2	Linguistic errors	Linguistic errors	Lecture Discussion	Monthly test Daily test
29	2	Linguistic errors	Linguistic errors	Review	Review
30	2		Second semester exam		

11.Course Assessment

Mid-term exam: 20

Attendance and participation: 20

Final exam: 60

12.Learning and Teaching Resources

Required Course Textbooks (curriculum, if a

- Ibn Aqil's Commentary on Ibn Malik's Alfiyyah

	• Ma'ani al-Nahw / Dr. Fadhil Salih / Samarrai (supplementary) • Al-Nahw Al-Wafi / Abbas Hass (supplementary)
Main References (Sources)	• Ibn Aqil's Commentary on Ibn Malik's Alfiyyah • Ma'ani al-Nahw / Dr. Fadhil Salih / Samarrai (supplementary) • Al-Nahw Al-Wafi / Abbas Hass (supplementary)
Recommended Supporting Books and References (scientific journals, reports, etc.)	
Electronic References, Websites	

1. Course Name:
Editing (Montage)
2. Course Code
Tv1.6
3. Semester / Year
Annual, two semesters
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: Lect. Muhammad Salam Email:
8. Course Objectives

Course Objective	• Providing students with the basic concepts of editing (montage) and its importance in radio and television work. • Introducing students to the concept of editing, its origin and historical development. • Providing students with knowledge of the basics of television and radio editing. • Introducing students to the elements that make up the image with editing and how to rearrange the image after filming. • Developing students' skills in using modern editing software. • Enabling students to employ technical capabilities and advanced technologies in editing programs to produce a high-quality image.
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9. Teaching and Learning Strategies

Strategy	• Presenting the course content and explaining the basic concepts of editing using presentations and visual examples. • Carrying out practical applications on editing software to train students in cutting and arranging shots and adding effects and transitions. • Analyzing selected scenes to show editing methods and their effect on building meaning and rhythm. • Assigning students exercises and short projects to carry out editing operations and evaluating them according to technical standards. • Employing digital techniques and modern software in carrying out and discussing and evaluating works. • Conducting theoretical and practical tests with continuous assessment of students' skills in applying editing techniques
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Theoretical and Practical Knowledge	Television editing	Explanation and discussion	Daily and theoretical exams
2	2	Theoretical and Practical Knowledge	General rules of editing	Explanation and discussion	Daily and theoretical exams

3	2	Theoretical and Practical Knowledge	Sound and image	Explanation and discussion	Daily and theoretical exams
4	2	Theoretical and Practical Knowledge	The imaginary line (line of action)	Explanation and discussion	Daily and theoretical exams
5	2	Theoretical and Practical Knowledge	Choosing the appropriate form of editing	Explanation and discussion	Daily and theoretical exams
6	2	Theoretical and Practical Knowledge	Editing as a creative process	Explanation and discussion	Daily and theoretical exams
7	2	Theoretical and Practical Knowledge	Means of transition between shots	Explanation and discussion	Daily and theoretical exams
8	2	Theoretical and Practical Knowledge	Découpage	Explanation and discussion	Daily and theoretical exams
9	2	Theoretical and Practical Knowledge	Means of transition	Explanation and discussion	Daily and theoretical exams
10	2	Theoretical and Practical Knowledge	The cut and reasons for using it	Explanation and discussion	Daily and theoretical exams
11	2	Theoretical and Practical Knowledge	Means of transition falling within the second group	Explanation and discussion	Daily and theoretical exams
12	2	Theoretical and Practical Knowledge	The dissolve (double exposure)	Explanation and discussion	Daily and theoretical exams
13	2	Theoretical and Practical Knowledge	Non-linear television editing	Explanation and discussion	Daily and theoretical exams

14	2	Theoretical and Practical Knowledge	Types of television editing	Explanation and discussion	Daily and theoretical exams
15	2		First semester exam		
16	2	Theoretical and Practical Knowledge	Linear television editing	Explanation and discussion	Daily and theoretical exams
17	2	Theoretical and Practical Knowledge	History of television editing	Explanation and discussion	Daily and theoretical exams
18	2	Theoretical and Practical Knowledge	Function of editing	Explanation and discussion	Daily and theoretical exams
19	2	Theoretical and Practical Knowledge	Aesthetics of digital editing	Explanation and discussion	Daily and theoretical exams
20	2	Theoretical and Practical Knowledge	Aesthetics of visual and sound effects	Explanation and discussion	Daily and theoretical exams
21	2	Theoretical and Practical Knowledge	The timeline	Explanation and discussion	Daily and theoretical exams
22	2	Theoretical and Practical Knowledge	Different image and sound tracks	Explanation and discussion	Daily and theoretical exams
23	2	Theoretical and Practical Knowledge	Various means of transition	Explanation and discussion	Daily and theoretical exams
24	2	Theoretical and Practical Knowledge	Executing special visual effects	Explanation and discussion	Daily and theoretical exams
25	2	Theoretical and Practical Knowledge	Ability to deal with different types	Explanation and discussion	Daily and theoretical exams

26	2	Theoretical and Practical Knowledge	Radio editing	Explanation and discussion	Daily and theoretical exams
27	2	Theoretical and Practical Knowledge	Practical applications	Explanation and discussion	Daily and theoretical exams
28	2	Theoretical and Practical Knowledge	Applications on filmed material	Explanation and discussion	Daily and theoretical exams
29	2		Second semester exam		

11. Course Assessment

Mid-term exam (10 marks) + (daily exam, assignments, attendance, daily activity: 10 marks); final exam: 60 marks

12. Learning and Teaching Resources

Required Course Textbook (curriculum, if any)	
Main References (Sources)	- Ahmed Youssef, The Art of Film and Television Editing. - Sami Abdel Hamid, Television Directing - Nabil Ragheb, The Art of Cinema - Ali Al-Shouk, Cinema and the Art of Editing. - Hassan Attia, The Language of the Cinematic Image
Recommended Supporting Books and References (scientific journals, reports, etc.)	- Muhammad Abdel Hamid, Television Production - Sadoun Abbas, Television Directing
Electronic Reference Websites	

1. Course Name: Principles of Public Relations

Principles of Public Relations	
2. Course Code	
Tv1.7	
3. Semester / Year	
2025–2026	
4. Date of preparing this description	
5/7/2026	
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: Rawaa Abdulrahman Awad Email: ROROALANI86@GMAIL.COM	
8. 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)
9. 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.

10. 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 relations audience	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
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			

11.Course Assessment

Annual effort (40 marks)

Final exam (60 marks)

12.Learning and Teaching Resources

Required Cou Textbooks (curricula if any)	Curriculum adopted at the University of Baghdad
Main Referen (Sources)	- Dr. Muhammad Munir Hijab. Principles of Public Relations. Cairo: Dar Al-Fajr for Publishing and Distribution. - Dr. Rasim Muhammad Al-Jamal. Public Relations: Approaches and Scientific Foundations.
Recommended Supporting Books and References (scientific journals, reports, etc.)	- Al-Bahith Al-'Ilami Journal (College of Media – University of Baghdad). - Periodic reports issued by the media and government communication departments in Iraqi ministries.
Electronic Referenc Websites	- Official website of the International Public Relations Association (IPRA). - Academic research network (Google Scholar) for tracking studies on public relations and radio and television.

1. Course Name:

Television Photography						
2. Course Code						
Tv1.8						
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						
90 hours / 2 units						
7. Name of Course Coordinator (list more than one name if applicable)						
Name: Lect. Muhammad Salam Email:						
8. Course Objectives						
Course Objectives		• Providing students with the basic concepts of television photography and its importance in media work. • Introducing students to the concept of television photography, its origin and historical development. • Providing students with knowledge of the basics of television photography and the components and functions of the camera.				
9. Teaching and Learning Strategies						
Strategy		• Presenting the course content and explaining the basic concepts of television photography using presentations and multimedia. • Providing practical applications inside the studio to train students in using the television camera and its equipment. • Carrying out field training inside and outside the university on shot size, camera angles, camera movements and visual composition.				
10. Course Structure						
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method	
1	3	Scientific and Practical Knowledge	Importance of the image and qualities	Theoretical and practical	Theoretical and practical exam	

			of a successful photographer		
2	3	Scientific and Practical Knowledge	Concept of photography	Theoretical and practical	Theoretical and practical exam
3	3	Scientific and Practical Knowledge	Mechanisms of photography	Theoretical and practical	Theoretical and practical exam
4	3	Scientific and Practical Knowledge	The camera and its components	Theoretical and practical	Theoretical and practical exam
5	3	Scientific and Practical Knowledge	Practical applications of using the camera	Theoretical and practical	Theoretical and practical exam
6	3	Scientific and Practical Knowledge	Conditions required for an ideal image	Theoretical and practical	Theoretical and practical exam
7	3	Scientific and Practical Knowledge	Practical applications to achieve an ideal image	Theoretical and practical	Theoretical and practical exam
8	3	Scientific and Practical Knowledge	Digital photography	Theoretical and practical	Theoretical and practical exam
9	3	Scientific and Practical Knowledge	Digital– photography techniques	Theoretical and practical	Theoretical and practical exam
10	3	Scientific and Practical Knowledge	Practical applications in the field of digital photography	Theoretical and practical	Theoretical and practical exam
11	3	Scientific and Practical Knowledge	Importance of lighting in the photography process	Theoretical and practical	Theoretical and practical exam

12	3	Scientific and Practical Knowledge	Practical applications to understand the importance of lighting in photography	Theoretical and practical	Theoretical and practical exam
13	3	Scientific and Practical Knowledge	Lenses in photography	Theoretical and practical	Theoretical and practical exam
14	3	Scientific and Practical Knowledge	Practical applications of the importance of lenses in photography	Theoretical and practical	Theoretical and practical exam
15	3		First semester exam		
16	3	Scientific and Practical Knowledge	Elements of the press photograph	Theoretical and practical	Theoretical and practical exam
17	3	Scientific and Practical Knowledge	Employing the image in the journalistic arts	Theoretical and practical	Theoretical and practical exam
18	3	Scientific and Practical Knowledge	Practical applications for employing the image in the journalistic arts	Theoretical and practical	Theoretical and practical exam
19	3	Scientific and Practical Knowledge	The television camera	Theoretical and practical	Theoretical and practical exam
20	3	Scientific and Practical Knowledge	Television photography techniques	Theoretical and practical	Theoretical and practical exam
21	3	Scientific and Practical Knowledge	Practical applications in	Theoretical and practical	Theoretical and practical exam

			television photography		
22	3	Scientific and Practical Knowledge	Photography in the field of electronic media	Theoretical and practical	Theoretical and practical exam
23	3	Scientific and Practical Knowledge	Practical applications in the field of electronic photography	Theoretical and practical	Theoretical and practical exam
24	3	Scientific and Practical Knowledge	Importance of contemporary techniques in press photography	Theoretical and practical	Theoretical and practical exam
25	3	Scientific and Practical Knowledge	Practical applications in the fields of modern techniques in press photography	Theoretical and practical	Theoretical and practical exam
26	3	Scientific and Practical Knowledge	Techniques of the advertising image	Theoretical and practical	Theoretical and practical exam
27	3	Scientific and Practical Knowledge	Mobile-phone press photography	Theoretical and practical	Theoretical and practical exam
28	3	Scientific and Practical Knowledge	Mobile-phone applications	Theoretical and practical	Theoretical and practical exam
29	3		The mobile-phone image	Theoretical and practical	Theoretical and practical exam
30	3		Second semester exam		
11.Course Assessment					

- Distributing the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily/oral/monthly/written exams and reports, etc.
- Mid-term exam (10 marks) + (daily exam, assignments, attendance, daily activity: 10 marks); final exam: 60 marks

12. Learning and Teaching Resources

Required Course Textbooks (curriculum, if a	
Main References (Sources)	Mahmoud Alam Al-Din – Television Photography and Television Production – Muhammad Abdel Hamid – Television Production and the Arts of Communication and Media. Abdel Hamid Al-Bassiouni – Television Photography. Abdel Basset Salman – Television Photography. Maher Majeed Ibrahim Hassan Ali Qasim – Television Photography: Foundations, Principles and Techniques
Recommended Supporting Books and References (scientific journals, reports, etc.)	
Electronic References, Websites	

13. Course Name:

Computers

14. Course Code

Tv1.9

15. Semester / Year

Annual / two semesters

16. Date of preparing this description

2025/2026

17.Available Forms of Attendance					
Weekly					
18.Total Number of Study Hours / Total Number of Units					
One theoretical hour and two practical hours per week (30 weeks)					
19.Name of Course Coordinator (list more than one name if applicable)					
Name: Lect. Dr. Waheed Abdul Kadhim Salman Email: waheed.abd@uoturath.edu.iq					
20.Course Objectives					
Course Objectives		• Keeping up with the latest technical developments and top used in computer systems • Obtaining information accurately from the internet • Presenting the latest developments in the operation of internet and their impact on other media networks • Assessing information and data in the form of a detailed rep			
21.Teaching and Learning Strategies					
Strategy		• Presenting the course content to students • Assigning students homework in an organized manner with surpr assessment • Integrating cognitive abilities with technical aspects • Strengthening students' skills in presenting models of compu networks and building websites			
22. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	2	Generations computers	The electronic computer	Theoretical	Theoretical tests
2	2	Features and categories	Classification computers	Theoretical	Theoretical tests

3	2	Components computers	Identifying hardware components	Theoretical practical	Theoretical tests
4	2	Types computers	Software components of computer	Theoretical practical	Theoretical tests
5	2	Hardware components	Input and output components	Theoretical practical	Theoretical tests
6	2	The software entity	Overview of software operating program	Theoretical	Theoretical tests
7	2	Numbering systems	Numbering system	Theoretical	Theoretical tests
8	2	First month exam	Exam	Theoretical	Theoretical practical tests
9	2	Your personal computer	The desktop computer	Theoretical	Theoretical tests
10	2	Software licenses	Types of licenses and piracy	Theoretical	Theoretical tests
11	2	Malicious software	Types of viruses	Theoretical	Theoretical tests
12	2	Operating systems	The Windows system	Theoretical	Theoretical tests
13	2	Icons and control panel	Folders and icons	Theoretical	Theoretical tests
14	2	Hacking	Types of hacking	Theoretical practical	Theoretical tests
15	2	Mid-term exam	Test	Theoretical practical	Practical tests
16	2	Parts of the Windows program	Overview of various ribbons	Theoretical practical	Practical tests
17	2	The File menu	Overview of parts of the menu	Theoretical practical	Practical tests
18	2	Document formats	Explanation of basic differences	Theoretical practical	Practical tests

19	2	Font levels	Explanation of difference between font sizes	Theoretical	Practical tests
20	2	The status bar	Components of status bar	Theoretical and practical	Practical tests
21	2	The Home tab	Explanation of parts of the ribbon	Theoretical and practical	Practical tests
22	2	The Insert tab	Explanation of parts of the ribbon	Theoretical and practical	Practical tests
23	2	The Draw tab	Explanation of parts of the ribbon	Theoretical and practical	Practical tests
24	2	The Design tab	Explanation of parts of the ribbon	Theoretical and practical	Practical tests
25	2	The Layout tab	Explanation of parts of the ribbon	Theoretical	Practical tests
26	2	The References tab	Explanation of parts of the ribbon	Theoretical	Theoretical tests
27	2	The Mailings tab	Explanation of merge	Theoretical	Theoretical tests
28	2	Explanation of program	Ways of creating presentation	Theoretical	Theoretical tests
29	2	PowerPoint program	Ways of creating infographic	Theoretical	Theoretical tests
30	2	Exam	Exam	Theoretical	Theoretical tests

23.Course Assessment

Mid-term exam: 20

Attendance and participation: 20

Final exam: 60

24.Learning and Teaching Resources

Required Course Textbook (curriculum, if any)	- Fundamentals of Computers and Office Applications textbook - Authored by Asst. Prof. Dr. Ziad Muhammad Abboud and others - Parts One and Two
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Main References (Sources)	Learning the Personal Computer, authored by Asst. Prof. Dr. Hassan Hadi
Recommended Supporting Books and References (scientific journals, reports, etc.)	
Electronic References, Websites	

1. Course Name:	
Radio and Television News	
2. Course Code	
Tv1.10	
3. Semester / Year	
Annual / two semesters	
4. Date of preparing this description	
2025/2026	
5. Available Forms of Attendance	
Weekly	
6. Total Number of Study Hours / Total Number of Units	
85 hours / 3 units	
7. Name of Course Coordinator (list more than one name if applicable)	
Name: Prof. Dr. Hashem Hassan Jassim Em Hashem.hassan@turath.edu.iq hassan@turath.edu.iq	
8. Course Objectives	
Course Objectives	• Introducing students to the concept of radio and television news and its importance in media work. • Providing students with skills in gathering, writing and editing news according to professional standards. • Developing students' ability to prepare and present news bulletins and radio and television reports. • Training students to use the basic techniques and equipment in news production. Instilling media work ethics and professional responsibility.

9. Teaching and Learning Strategies

Strategy	Theoretical lectures. Discussion and dialogue. Cooperative learning. Practical training inside the studio. Presentations. Analyzing models of news bulletins. Project-based learning.
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
1	4	Theoretical knowledge	Basic concepts	Theoretical and practical	Theoretical and practical exam
2	4	Theoretical knowledge	How to employ data	Theoretical and practical	Theoretical and practical exam
3	4	Theoretical knowledge	History of news editing	Theoretical and practical	Theoretical and practical exam
4	4	Theoretical knowledge	News values	Theoretical and practical	Theoretical and practical exam
5	4	Theoretical knowledge	News-editing templates	Theoretical and practical	Theoretical and practical exam
6	4	Theoretical knowledge	News leads	Theoretical and practical	Theoretical and practical exam
7	4	Theoretical knowledge	Question words (5 W's and H)	Theoretical and practical	Theoretical and practical exam
8	4	Theoretical knowledge	Question words (5 W's and H)	Theoretical and practical	Theoretical and practical exam
9	4	Theoretical knowledge	Question words (5 W's and H)	Theoretical and practical	Theoretical and practical exam
10	4	Theoretical knowledge	News editing	Theoretical and practical	Theoretical and practical exam
11	4	Theoretical knowledge	News editing	Theoretical and practical	Theoretical and practical exam

12	4	Theoretical knowledge	News editing	Theoretical and practical	Theoretical and practical exam
13	4	Theoretical knowledge	News editing	Theoretical and practical	Theoretical and practical exam
14	4	Theoretical knowledge	News editing	Theoretical and practical	Theoretical and practical exam
15			First semester exam		
16	4	Theoretical knowledge	News terminology	Theoretical and practical	Theoretical and practical exam
17	4	Theoretical knowledge	Types of news headlines	Theoretical and practical	Theoretical and practical exam
18	4	Theoretical knowledge	Rules of news editing	Theoretical and practical	Theoretical and practical exam
19	4	Theoretical knowledge	Rules of news editing	Theoretical and practical	Theoretical and practical exam
20	4	Theoretical knowledge	Rules of news editing	Theoretical and practical	Theoretical and practical exam
21	4	Theoretical knowledge	Rules of news editing	Theoretical and practical	Theoretical and practical exam
22	4	Theoretical knowledge	Using verbs in editing	Theoretical and practical	Theoretical and practical exam
23	4	Theoretical knowledge	News language and phrasing	Theoretical and practical	Theoretical and practical exam
24	4	Theoretical knowledge	Building news bulletins	Theoretical and practical	Theoretical and practical exam
25	4	Theoretical knowledge	Building news bulletins	Theoretical and practical	Theoretical and practical exam
26	4	Theoretical knowledge	News coverage	Theoretical and practical	Theoretical and practical exam
27	4	Theoretical knowledge	Building news briefs	Theoretical and practical	Theoretical and practical exam
28	4	Theoretical knowledge	Preparing internal reports	Theoretical and practical	Theoretical and practical exam
29	4	Theoretical knowledge	Preparing internal reports	Theoretical and practical	Theoretical and practical exam

30			Second semester exam		
11.Course Assessment					
Participation and attendance: 10% Assignments and reports: 10% Short exams: 10% Mid–year exam: 20% Practical applications: 20% Final exam: 30%					
12.Learning and Teaching Resources					
Required Course Textbook (curriculum, if any)		• Radio and Television News. • Press, Radio and Television Editing			
Main References (Sources)		• Muhammad Munir Hijab, The News Story. • Mahmoud Alam Al–Din, Media Editing. • Muhammad Abdel Hamid, Radio and Television Media.			
Recommended Supporting Books and References (scientific journals, reports, etc.)		• BBC Academy website. • Reuters Institute website. • Official websites of news channels and media bodies.			
Electronic Reference Websites		• https://www.unesco.org • https://www.bbc.co.uk			